The influence of sustainability communication on the purchase decision

The case of specialist tour operators for educational tours

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Abstract

This thesis deals with the influence of sustainability communication on the purchase decision of sustainable tourism products involving German specialist tour operators. Sustainability communication is a challenge, because sustainable tourism is an abstract and vague concept which consumers find it difficult to grasp and about which they are sceptical, and the service characteristics of tourism products complicate the decision making stage, which is a high-involvement situation of uncertainty to which sustainable product attributes add complexity. As an introduction, an interdisciplinary theory discussion reveals knowledge gaps in terms of the value-belief-norm theory and the elaboration likelihood model (ELM). The first article, which is the first systematic literature review on the topic, reveals that there is a limited theoretical understanding of sustainability communication, a lack of practical understanding of how to design sustainability messages, and an inadequate set of methodologies for its research. It identifies knowledge gaps concerning: the holistic approach to sustainability communication; its role in the attitude-behaviour gap; an interdisciplinary theoretical understanding focusing on belief-based social psychological theories and theories of persuasion; qualitative methods; and experimental design. The second article investigates the role of sustainability communication in the attitude-behaviour gap, employing the value-belief-norm theory to explain how information is processed by special interest customers. Interview findings show that ineffective sustainability communication is the reason for the gap and that customers unintentionally booked sustainably. The study identifies eight groups of beliefs which explain the processing of sustainability attributes. Sustainability information is effective when it is value-congruent, that is, when customers perceive they can make a difference, they begin to ascribe a responsibility to themselves. The third article investigates how to design an effective sustainability message in tour operator advertising. Drawing on the ELM, the study shows that appeal type does not significantly influence persuasion but the topic presented is important. Cultural sustainability is the sustainability topic that is most persuasive for cultural tourists, while consumer prior knowledge and issue-involvement with the topic promote successful information processing. The thesis has contributed to a target-group specific understanding of effective sustainability product communication and contributes to knowledge in terms of theory, methodology, and practical solutions.

Keywords: Sustainability communication, consumer behaviour, advertising research, tour operators, product marketing, product management, sustainable tourism, cultural tourism

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1. Introduction

Globally-speaking, current trends indicate that the worldwide environmental footprint will continue to increase as a result from a steady population growth, affluent societies, increasing consumption levels, and mobility heading towards a threshold that predicts irreversible damage, and ecological change (Hoekstra & Wiedmann, 2014; Steffen, 2015; Hall, 2016). Tourism is a major aggravator of the worldwide environmental footprint, contributing to global emissions to the extent that tourism-related carbon emissions will double by 2030 (Hall et al., 2013; Hall, 2016). In addition to this environmental perspective, the enormous growth of the tourism sector also leads to a series of negative socio-cultural impacts associated with tourism (Pomering et al., 2011; Budeanu, 2007). Given that tourism is dependent on intact natural and cultural resources (Hall et al., 2015), both the tourism industry as a producer, and travellers as consumers, can help to mitigate the negative consequences of tourism. There is special potential on the supply and demand sides to reduce the amount of carbon emissions produced, and the risks to environmental and culturally sensitive areas in the host destinations, while contributing to the positive effects of tourism in terms of promoting intercultural relations, supporting local economies, and conserving the intangible and tangible local heritage (Font & McCabe, 2017; GTSC, 2016). As such, sustainable tourism has become an internationally fostered paradigm for changing current forms of tourism production and consumption (UNWTO, 2013; Wehrli et al., 2014). This development entails fully accounting for the needs of current and future generations by addressing environmental, social, and economic impacts while recognising the needs of all tourism stakeholders: visitors, tourism companies, and communities in the host destinations (UNWTO, 2013).

From a supply-side perspective, tourism companies have been responding to this needed paradigm shift by considerably improving their sustainably managed product range (Wehrli et al., 2014). Due to their influential role in the tourism supply chain, tour operators play a crucial role in managing and marketing more sustainable tourism products with specialist tour operators as pioneers for sustainable change (Schwartz et al., 2008; Sigala, 2008). Sustainability communication seeks to draw consumers' attention to these responsibly managed tourism products, to make them aware of how these products fulfil their needs and comply with sustainability principles (Belz & Peattie, 2012; Bridges & Wilhelm, 2008). Given tour operators' market power, they can educate tourists about their role as consumers, connect their decisions with the potential impacts of tourism, and

ultimately encourage more responsible tourist choices (Budeanu, 2005; 2007). Therefore, the effective marketing of sustainable tourism products is an important step towards changing current travel patterns and understanding and motivating more sustainable forms of travel behaviour, and also towards the production of more responsibly managed travel offerings to ensure the sustainability performance of the sector in a way that all stakeholder interests are considered (Font & McCabe, 2017). From a demand-side perspective, national survey data reports that customers are generally positively minded towards buying more sustainable tourism products (e.g., data on the German market as provided by Günther et al., 2014), but although the tourism industry has been providing more sustainable products, and consumers show their positive intentions, purchase rates remain low, rendering sustainable tourism a limited niche segment (Wehrli et al., 2014; Budeanu, 2007).

The way to design sustainability messages so that consumer decisions favour sustainable tourism products is still little understood by tourism marketers (Villarino & Font, 2015) and cannot be fully explained by tourism researchers (Wehrli et al., 2014).

The aim of this paper-based thesis is therefore to investigate the influence of sustainability communication on the purchase decision of sustainable tourism products. More specifically, the thesis will examine sustainability communication by means of a target-group specific approach using the case of sustainability-certified specialist tour operators of educational tours. In what follows, the thesis will develop the problem statement and major research questions, an interdisciplinary theory discussion and three research articles which will contribute to knowledge from a theoretical, methodological, and practical perspective.

2. Structure of this thesis

This thesis deals with "the influence of sustainability communication on the purchase decision of sustainable tourism products" by exploring the case of German specialist tour operators of educational tours. This section deals with the structure of the thesis and describes how the theoretical framework and the three subsequent research articles are interlinked with the main research question.

The first part of the thesis is a problem statement entitled "Theoretisches Rahmenpapier" which provides the theoretical framework for the research question. The first section of the problem statement consists of a problem definition and literature review on the subject matter that defines the research for the subsequent research articles. The second section in an interdisciplinary theory discussion which theories from sociology, psychology, and communication studies. The theory discussion critically assesses the theories and their relevance to the research question and examines their strengths and weaknesses in light of the conditions that influence the effects of sustainability communication on travel decision making.

Since this is a paper-based thesis, the work will also include three research articles. Each research article contributes to answering one aspect of the research question and contributes to knowledge in terms of theory, methodology, and practice-related answers concerning sustainability communication in tourism.
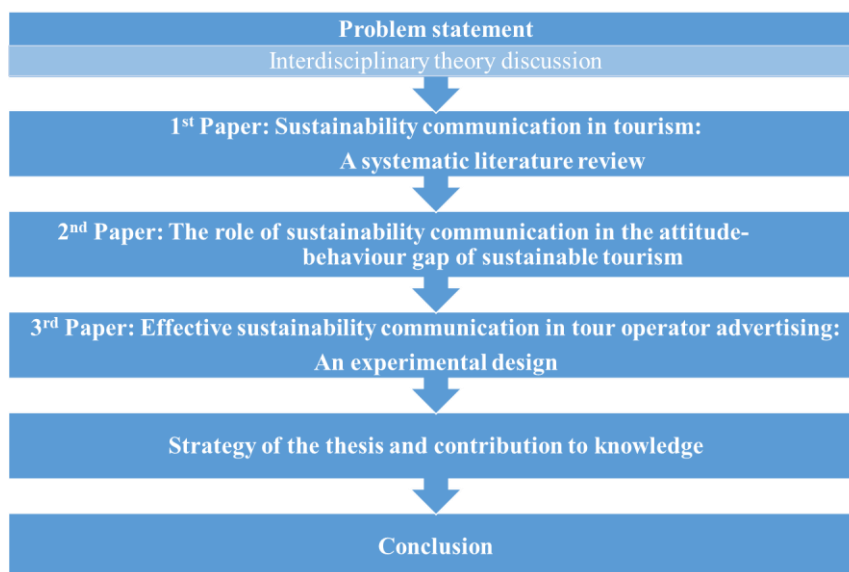
Fig.1. Structure of this thesis.

The main goal of this thesis is to explore the influence of sustainability communication on the purchase decision of sustainable tourism products. This research objective will further be broken down into different sub-questions that guide the three research articles.

The first paper deals with a systematic literature review of sustainability communication in tourism to investigate the current status of knowledge on the topic and to develop future guidelines for research. These research directions also serve as a knowledge base for the two subsequent empirical studies.

The second article researches the role of sustainability communication in the attitude-behaviour gap of sustainable tourism, involving interviews with customers of sustainability-certified German special interest tour operators. More specifically, the study investigates how the information processing of sustainability information can be explained and which sustainability product attributes are seen, recognised, understood, and translated into a booking.

The third article deals with how best to design effective sustainability messages in tourism brochures. This study is based on an experimental design applied to the cultural tourism customers of a selected tour operator.

The concluding section of this thesis consists of the strategy of the thesis and the contribution to knowledge. Since this is a paper-based thesis, this section explains how the three articles relate to each other and contribute to knowledge with regard to the overarching research question in terms of theory, methodology, and practical solutions. Finally, a conclusion is drawn to summarise the insights gained from this thesis.

3. Problem statement

In the following section the concept of sustainability communication will be defined. First, the broader definition of sustainability communication in terms of a societal perspective will be presented and second, the business-related concept of sustainability communication, which is central for the focus of this thesis. Furthermore, this section will define sustainable consumer behaviour, its scope, and possibilities of market segmentation. Since this thesis' focus is on specialist tour operators' sustainability marketing, this section will further discuss their role in the sustainable tourism supply chain and will explicate how sustainable tour operator products characterise. In addition, a literature review will be conducted to define the problem statement before the challenges of sustainability communication will be discussed to throw light on the conditions that influence the decision making stage for sustainable tourism products.

3.1. Sustainability communication (societal perspective)

From a broader perspective, sustainability communication describes a process on a societal level which advances the concept of sustainability as a vision for future developments. This normative approach seeks to convey the values of sustainability and an understanding of the human-environment interrelationship and its impacts to promote pro-sustainable attitudes and behavioural change both on an individual and societal level. To raise consciousness among its target audience of the causes and impacts of (non-)sustainability, communicating sustainability requires a scientific evidence base at its core to put the topic into perspective (Michelsen & Godemann, 2011; Kleinhückelkotten & Wegner, 2008). Sustainability communication may take place among individuals, between organisations and the public, in science, in the media, in the policy sphere but also in business (Michelsen & Godemann, 2011).

From a sustainability science perspective, Adomßent and Godemann (2011) describe how science communication used to operate in a self-referential context, targeting the scientific community to which the knowledge was communicated in scientific language. While this notion of science communication has established a barrier between scientists and the general public, this role is now changing towards a scientific community that has begun to open itself to the public. Moving away from a linear form of communication that goes from the scientific community to the public is one step in this process which is developing towards more interactive forms of communication between scientists and the

public. Since a sustainable development can only be achieved when it finds public support, the question arises as to how sustainability communication can adopt a role in translating scientific knowledge on sustainability issues in a target-group specific way (Adomßent & Godemann, 2011), and how this can be accomplished among tourism researchers (Hall, 2016). However, it is a challenge to "get the tone right" when communicating sustainability issues: one that does not compromise the scientific underpinning of this information but finds target-group specific ways of reaching wider audiences and at the same time is not affected by the alarmism that mass media messages tend to involve (Adomßent & Godemann, 2011). Another intricacy is that sustainability topics are highly complex and may require a scientific evidence base that often relies on uncertain or conflicting information. In addition, the largely invisible characteristics of (non-) sustainability and its impacts (Moser, 2010) explain why people find it difficult to establish a link between cause and effect for environmental problems, and consequently to connect their own behaviour to such consequences (Kruse, 2011). Sustainability communication can adopt the function of creating awareness for the necessity and urgency among the public and educate people for a learning process that endows consumers with the necessary competencies to perceive and evaluate the underlying complexities of sustainability to relate these facts to their own behaviours (Adomßent & Godemann, 2011; Kruse, 2011). Thus, effective sustainability communication is a demanding task because this information tends to be complex, sometimes contradictory, involves technical and scientific content, and refers to long-term, societal developments (Adomßent & Godemann, 2011).

Motivating consumers to choose in favour of sustainable products and services is one important direction towards more sustainable forms of consumption and educating consumers towards rethinking their predominantly unsustainable lifestyles (Kruse, 2011). However, many people decline their responsibility to behave more sustainably because they consider stately institutions or business organisations to be responsible for promoting sustainability. The public's impression of not being capable of 'making a difference' in terms of sustainability is another challenge communication strategies need to target for to motivate consumers to more pro-sustainable forms of consumption (Reisch & Bietz, 2011). Therefore, more research is needed into the marketing of sustainability products in immediate decision contexts such as at the point of purchase (Reisch & Bietz, 2011) to convey consumers how their choices relate to potential social and environmental impacts (Belz & Peattie, 2012). This puts the societal discourse on sustainability communication

into a business perspective (McDonagh, 1998). The importance of adopting this perspective to sustainability communication to foster sustainable tourism will be explained in the following section.

3.2. Sustainability communication (business perspective)

From a business perspective, marketing communications represents the promotional activities of a company's marketing mix including "advertising, personal selling, sales promotions, and public relations" (Belz & Peattie, 2012, p. 179) with advertising as its most important promotional tool (Belz & Peattie, 2012). Tourism brochures and catalogues are an important means of advertising used especially in tour operators marketing and are an important source of information for consumers in the pre-purchase stage (Holloway, 1998; Molina & Esteban, 2006). To design their advertisements, marketers involve message factors such as message appeals, structure, and format (Kotler et al., 2010). Advertising has been acknowledged to be supportive of sustainability marketing (Belz & Peattie, 2012). Furthermore, (tourism) companies employ sustainability labels to inform their customers of their sustainably managed products and to present their sustainability product attributes (Belz & Peattie, 2012; D'Souza et al., 2006).

There is an ambivalence about the role of marketing communications in motivating sustainable consumer behaviour. The reason is that advertising is criticised for having a central role in promoting escalating levels of consumption and unnecessary forms of consumption that reflect a form of commodification and materialism which defines consumption as an act for its own benefit (McDonagh, 1998; Belz & Peattie, 2012; Jones et al., 2008). In a similar vein, tourism advertising is associated with such forms of hedonic consumption that is "conceived as a "want" rather than a "need" (Font & McCabe, 2017, p. 870) driven by motives of profit-making and competitiveness (Font & McCabe, 2017). Despite the ambiguous role ascribed to tourism marketing, there is a huge potential for marketing communications to promote more sustainable forms of tourism consumption as an alternative way of life (Font & McCabe, 2017). Given the central role of marketing communications in contemporary society, sustainability communication therefore has the potential to address sustainability concerns in a way that effectively stimulates consumer demand for more sustainable consumer decisions (McDonagh, 1998; Kilbourne et al., 1997).

Sustainability communication aims to draw consumers' attention to the availability of a company's sustainable product range and to inform the target group about how these products will meet their needs and provide solutions that are economically, ecologically, socially, and culturally sustainable (Belz & Peattie, 2012; Bridges & Wilhelm, 2008). In addition to this product-related perspective, sustainability communication advances the traditional concept of product communications that adopts a one-directional, instrumental approach (Belz & Peattie, 2012) towards deeper considerations of sustainability. It redefines the company-stakeholder relationship by creating transparency, access, participation, and dialogue (McDonagh, 1998). That is, sustainability communication sets out for information disclosure about a company's activities and for giving access to their stakeholders to participate in an interactive dialogue with the company about the business's sustainability policies (McDonagh, 1998; Bridges & Wilhelm, 2008; Belz & Peattie, 2012). In this function, sustainability communication becomes an integral element of the company's sustainability marketing strategy (Belz & Peattie, 2012).

Sustainability marketing is an integrative and holistic marketing strategy placing equal emphasis on the company's financial objectives and the triple-bottom-line approach and long-term perspective inherent of a sustainable development while aiming for the satisfaction of consumer needs and wants (Belz & Peattie, 2012; Bridges & Wilhelm, 2008). This kind of understanding advances the commercial and instrumental principles of traditional marketing in several ways. More specifically, to achieve the goals of a sustainability agenda, organisations, therefore, need to re-evaluate their corporate functions and processes whether they can meet corporate objectives, satisfy consumer needs and minimise adverse impacts on an ecological, social, and economic scale. Such changes in the organisational structures are an important precondition for companies to accomplish a newly defined relationship between the corporation and its customers and to find alternative ways of satisfying consumer needs and wants to existent forms of production and consumption (Kilbourne et al., 1997; Conolly et al., 2007; Belz & Peattie, 2012; Bridges & Wilhelm, 2008).

While this definition of sustainability marketing attributes were mainly developed for the context of the consumer industry, tourism marketing defines the goals of a sustainability agenda in a similar way. Sustainability marketing in tourism is characterised by "the application of marketing functions, processes and techniques to a destination, resource or offering, which serves the needs of the visitor and stakeholder community today and

ensures the opportunities of future visitors and stakeholders to meet their needs in the future" (Font & McCabe, 2017, p. 871). Font and McCabe (2017) distinguish two approaches to sustainability marketing depending on the outreach of the sustainability marketing strategy: a market development and a product development approach. The market development approach to sustainability communication seeks to motivate sustainably managed products to a segment of sustainability-minded customers (Font & McCabe, 2017). In contrast, the product development approach describes a form of sustainability marketing that focuses on the marketing of products' sustainability features through other product attributes. The main assumption of this approach is to reach out for a wider audience in the mainstream that is not necessarily sustainability-minded per se. In this respect, emphasis is placed on the supplier's responsibility which involves to incrementally enhance the sustainability performance of the travel product while focusing on its personal benefits in communicating the products to the market (Font & McCabe, 2017).

Sustainability communication and sustainability marketing differ from other concepts in terms of the scope of their definitions. While green marketing and social marketing are issue-based because they focus is on the promotion of environmental (green) attributes or social aspects of sustainability, sustainability marketing defines by its integrative and holistic approach (Bridges & Wilhelm, 2008). Moreover, social marketing can be conceived as a form of applying the instruments of commercial marketing for the purpose of promoting social ideas (Hall, 2014; Kotler & Zaltman, 1971). The concepts of sustainability communication and marketing, in turn, differentiate from corporate social responsibility (CSR) because of their product-related perspective. In contrast, CSR emphasises a stakeholder-approach and a management perspective that sets out to voluntarily integrate ecological and social considerations into the companies' operations (Commission of the European Communities, 2002 in Belz & Peattie, 2012, p. 40).

3.3.   Sustainable consumer behaviour

Sustainable consumption involves that products and services "are acquired, used and disposed of in such fashion that all humans, now and in the future, are able to satisfy their (basic) needs and that their desire for a good life can be fulfilled" (Zahrnt, 2012, p. 13). This definition lends itself to the United Nation's proposition of a sustainable development that accounts for societal developments to enable both current and future generations to fulfil their needs (WCED, 1987). As far as sustainable consumer behaviour in concerned, these preferences or decisions are guided by normative principles and relate to the purchase of products or services which are endowed with certain sustainability product attributes (WBCSD, 2011; Belz & Peattie, 2012; Defila et al., 2012; Fischer et al., 2012). While businesses have been extending their sustainable production, "consumers' purchasing behaviour will determine the success of failure of new products and services that are marketed on the basis of their sustainability performance" (Belz & Peattie, 2012, p. 76). Therefore, it is indispensable for marketers to understand consumers, their characteristics, motivations, and behaviours (in terms of sustainability purchases) in order to develop effective marketing strategies that manage to respond to consumers' needs and wants (Belz & Peattie, 2012). Given the increasing market share of sustainable or ethical products, consumer demand has been acknowledged by both the policy sphere and research to adopt a powerful role of driving sustainable behavioural change. How to reach out for consumers in sustainability messages and to particular lifestyle segments in particular, has yet to be researched (Reisch & Bietz, 2011). In terms of travel behaviours, sustainable behavioural change can be conceived as a form of motivating choices in favour of sustainability-certified travel programmes, which are guaranteed to offer a responsible alternative that is less harmful and contributes to protecting the environment and the culture in the host destinations (Belz & Peattie, 2012

Connolly et al. (2007) comment that green consumer behaviour needs to be understood against the global societal changes that have redefined the role of consumption from the process of acquiring goods or services to become an activity for its own sake (Connolly et al., 2007; Sharpley, 1999). As a result of a consumer culture that characterises by continuously increasing consumption levels, growing numbers of consumers have begun to rethink their lifestyles and consumer decisions (Connolly et al., 2007). From a marketing perspective, there have been developed different forms of categorisations of this "new type of customer" for the purpose of market segmentations that would guide

the development of new products and communication campaigns, respectively (see Connolly et al., 2007 for an overview).

For sustainability communication to become effective, it is crucial to adopt a target-group specific approach which considers the motivational background of consumer decisions and adapt its message content, language, and communication channels to the needs of the corresponding customer segment (Kleinhückelkotten & Wegner, 2008). Referring to sustainable tourism, Dolnicar & Leisch (2008) similarly propose that little empirical research has been conducted on the feasibility of selective marketing in tourism. However, such an approach is a promising strategy with tourists who show pro-environmental behaviours in the destination because this segment is distinct from the general population in a variety of aspects (Dolnicar & Matus, 2008).

3.3.1. *Market segmentation for sustainable consumption*

For the purpose of target-group specificity, commercial marketing and advertising have been using the concept of "lifestyles" which adapts to the so-called "Sinus-Milieus" which describe different social milieus in Germany. The Sinus Institute in Germany has developed indicators of different socio-structural variables such as income, education, age, gender, number of children, attitudes, value orientations, and (consumer) behaviours to account for different social groups (Bausch & Kolbeck, 2011; Kleinhückelkotten & Wegner, 2008; BMUB, 2015; Enneking & Franz, 2005). The concept of lifestyles has its merits for the segmentation of different groups of individuals, because its major tenet is to account for behaviours in a holistic way beyond socioeconomic variables in order to allow for more precise predictions of behaviours (Hartmann, 1999; Enneking & Franz, 2005). However, the concept has not been sufficiently researched for the context of sustainability-based consumption, yet for its deeper understanding, a problem-specific approach to a market segmentation for sustainability is suggested (cf. Enneking & Franz, 2005 for a discussion).

There are four social milieus in Germany which are most relevant and open for sustainable consumption representing "elite milieus": "Konservativ-Etablierte" (10%), "Liberal-Intellektuelle" (7%), "Sozial-Ökologische" (7%), and to a little extent "Performer" or "Expeditive" (BMUB, 2015).
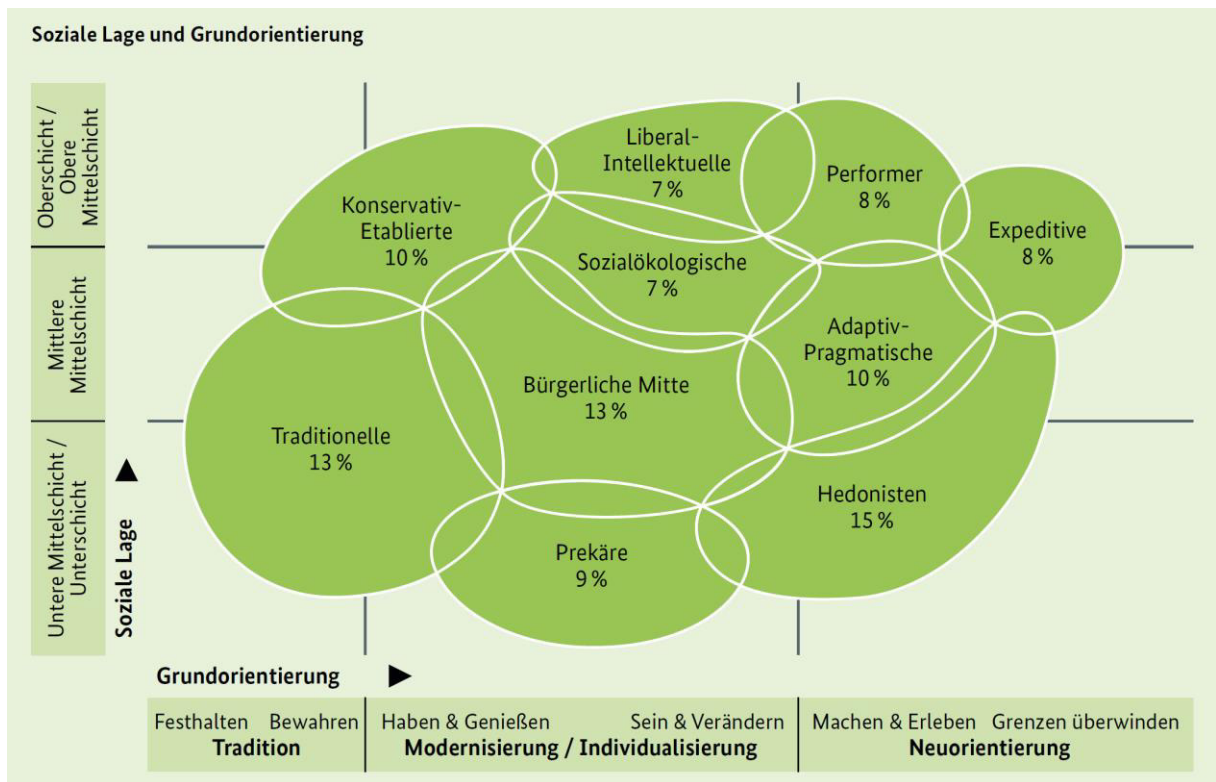
Fig. 2. Sinus milieus in Germany.
(Source: BMUB, 2015, p. 19).

- The social milieu of "Etablierte" (*engl. "the established"*) or "Konservative" (*engl. conservative milieu*) is sociostructurally characterised by an age group of 40-70 year olds and above- average level of education. These people are responsible citizens, above average level sustainability-minded, volunteer in the protection of the environment, show pro-sustainable attitudes and environmental behaviours in their daily practices so that they represent a target group for sustainability. Target group specific sustainability communication for this segment involves direct and personal appeals, informational and fact-oriented content, thorough information about sustainability and sustainability-related issues such as environmental protection or "one world topics" but also appeals of elitism (Kleinhückelkotten & Wegner, 2008; BMUB, 2015).

- The social milieu of "Liberal-Intellektuelle" (*engl. "liberal-intellectuals"*) and "Sozial-Ökologische" (*engl. "social-ecologists"*) consists of a high proportion of 40-60 year olds, high level of education, and disposable incomes. These people are open-minded, interested in making the world a better place, sustainability-minded,

committed to the protection of the environment, tolerant, and show a high interest for sustainable consumption. Furthermore, these consumers are willing to a premium for sustainable products and quality, and are interested in cultural tourism. This group of people best represents a segment of sustainability-minded citizens. Sustainability communication should respond to the intellectuality of these people by providing rich and complex sustainability information, rational appeals, innovative, and "credible" messages (Kleinhückelkotten & Wegner, 2008; BMUB, 2015).

- "Performers" are also a target group for sustainable consumption but is composed of an age group between 30-50 and highly-educated people, performance orientation, neo-liberal values, dynamic, and feel to be a "postmodern Avantgarde". Their everyday behaviour is characterised by high levels of consumption, less voluntary engagement, and an open-mindedness for sustainability. Most extant sustainability campaigns do not reach this segment since these people are inclined not to pro-actively search for sustainability information (Kleinhückelkotten & Wegner, 2008; BMUB, 2015).

3.3.2. *Market segmentation for sustainable tourism*

As far as the German market for sustainable tourism is concerned, Bausch and Kolbeck (2011) have developed a segmentation scheme to characterise those consumers which are expected to be particularly interested in ecologically-oriented holidays. This segmentation adapts to the previously mentioned "lifestyle typology" of the Sinus Institute. The authors propose that the basic features of different lifestyles influence travel patterns and travel decisions which, in turn, are a result from the above-mentioned socio-structural factors. (Bausch & Kolbeck, 2011). Similarly, the Öko-Institut (2004) investigated the needs, wants, motivations, and socio-economic background of travel experienced customers to identify customer segments which best represent sustainability-minded travellers and therefore target groups for sustainable tourism.

Overall, the holiday activities "exploring", "experiencing nature", and "culture" most reflect sustainability-oriented holidays (Bausch & Kolbeck, 2011). "Exploring nature" is an interest all age groups show at equal proportions while older age groups (50-70 plus or 70 plus) are particularly interested in cultural holidays as organised educational tours. A particular interest for exploring nature can also be found in the social milieu of

"Konservative/Traditionelle" citizens *(engl. the conservative-traditional milieu)* as well as an interest for adventure holidays, experiencing fun, and performance (Bausch & Kolbeck, 2011).

The Öko-Institut (2004) identifies the group of "anspruchsvolle Kulturreisende" (*engl. demanding cultural tourists*), "Natur- und Outdoor-Urlauber" (*engl. eco-tourists and outdoor tourists*), and "unkonventionelle Entdecker" (*engl. unconventional explorers*) as the most relevant target groups for sustainable tourism. This segmentation also reflects the major holiday motivates relevant for the sustainable segment as developed by Bausch and Kolbeck (2011).

- The segment of "demanding cultural tourists" is characterised by an age group of 50 plus, a high level of education, and high disposable incomes (above average). As far the motivational factors are concerned, this group of travellers is interested in culture, and is ecologically and sustainability-aware. These consumers find that tourism serves educational purposes, they intensely inform the pre-purchase stage, and are interested in ecological and sustainable holidays such as cultural tourism, ecotourism, and individual roundtrips (Öko-Institut, 2004).

- The segment of "unconventional explorers" is represented by an intermediate and younger age groups, single travellers, above average level of education, and predominantly male travellers. These people are adventurous, individualistic, open-minded, and tend to reject traditional values. Unconventional explorers prefer individualised round trips, educational tours, and city trips (Öko-Institut, 2004).

- The segment of "ecotourists and outdoor tourists" is a target group for modern forms of ecotourism. It is composed of younger and intermediate age groups, familys with children, consumers of an above average level of education and disposable incomes. These travellers are interested in an ecologically and socially-acceptable holiday offers, show a general interest in new media, and willing to pay a premium (for more responsibly produced holidays). They are interested in active holidays, nature tourism, while combining family-friendly holidays with adventure holidays (Öko-Institut, 2004).

For the purpose of the thesis, the two empirical studies will draw on customers of these segments to investigate samples of sustainability-minded customers. On the one hand, the second article will draw upon the group of special interest travellers of the Forum Anders Reisen which would be likely to be composed of the "unconventional explorer" segment and of "ecotourists". To account for the sustainability segment of "demanding cultural tourists", the third article will involve customers of a large tour operator for educational tours in Germany.

3.4. The role of tour operators in the production and marketing of sustainable tourism products

Tour operators' dominant role in the tourism supply chain, and their enormous potential to evolve the market towards sustainability, have been acknowledged in the tourism literature (Budeanu, 2005; Sigala, 2008; Schwartz et al., 2008). "The tourism supply chain comprises the suppliers of all goods and services creating and delivering tourism products as well as tourists, since they actively participate in tourism services' production and consumption (co-producers)" (Sigala, 2008, p.1590). The tour operator's know-how consists of bundling different tourism services, purchased in bulk, into one single travel package (Budeanu, 2005), offered for a price that is lower than the total amount charged for the sum of each of its components (Budeanu, 2005; Sigala, 2008). More specifically, operating businesses buy directly from the producer to assemble transport, accommodation, visitor attractions, and excursions (Budeanu, 2005; Tepelus, 2005) into one composite travel product (Laws & Scott, 2003).

As a link between supply and demand, tour operators adopt a pivotal role in the production and marketing of tourism products (Sigala, 2008) and also in the case of sustainable tourism products (Schwartz et al., 2008). Embedding sustainability criteria into the tour operator supply chain requires companies to consider environmental, sociocultural, and economic sustainability attributes in their business practices in a way that mitigates potential damage from tourism. Given the tour operator's strong purchasing power, the incorporation of sustainability principles in their contracting policies with suppliers is an important way to make supply chains more sustainable (Schwartz et al., 2008). This is because tour operators may enter into contract with only those partners who comply with required sustainability standards and therefore push all players in the supply chain to make a positive contribution to sustainability (Budeanu, 2005; Sigala, 2008). On the other hand, integrating sustainability criteria into production schemes is

likely to improve the quality of tour operators' product and service range (Schwartz et al., 2008; Sigala, 2008). From a demand perspective, tour operators also have a special potential to reach out to travellers as customers, to inform them of the availability of sustainable tourism products and educate them towards more responsible product choices (Budeanu, 2005; Sigala, 2008).

There are two main types of tour operating business: mass market tour operators and specialist tour operators. These types of business differ in terms of the size and scope of their operations and in terms of the relationships that they maintain with their business partners, which are characterised by different degrees of formality and stability with regard to their purchasing and contracting policies. Because of these differences, mass market and specialist tour operators have different potentials with regard to the management and marketing of sustainable tourism products (Schwartz et al., 2008).

Mass market tour operators are characterised by a vertical integration of their business practices with travel agents as the main distribution channel of their products. Since these businesses mainly offer standardised travel packages that target the mainstream market, mass market tour operator products have traditionally not been associated with sustainability (Schwartz et al., 2008). However, mass tour operators have begun to introduce applicable sustainability solutions to their core business activities, mainly as part of a branding strategy (Budeanu, 2005; Sigala, 2008; Schwartz et al., 2008). Given the wide outreach of tour operators in the mainstream segment, their commitment to broadening their sustainability product range is an important step towards reaching out for wider audiences to book more sustainable tourism options (Budeanu, 2005; Schwartz et al., 2008; Sigala, 2008; Tepelus, 2005). In the mass market, a shift towards sustainability has potential to provide added value to the customer's holiday experience while shifting business relations towards fairness and long-term commitments, which in turn may lead to advantages for the host destination, the customer, and for the company as a whole (Schwartz et al., 2008).

In contrast, small-scale niche tour operators tend to be associated with sustainable tourism. The reason for this is that these 'specialist' tour operators are smaller tourism companies which operate in a niche market and, therefore, pursue a different business strategy. Their management is led by a quality orientation, set out to provide more authentic tourism experiences, to generate higher profit margins, and repeat custom. As part of this strategy, these businesses integrate sustainability principles into their full

programme range as an aspect of differentiation and quality in sought after competitive advantages in different niche markets. As a consequence, specialist tour operators tend to show more established practices in the development of sustainable tourism products and in their marketing so that they can be considered important role models for the tourism industry (Swarbrooke, 1999; Schwartz et al., 2008).

Specialist tour operators' engagement in sustainability is apparent in guidelines such as those proposed by the Association of Independent Tour Operators (AITO). As identified by Schwartz et al. (2008), this association encouraged its specialist tour operator members to proactively engage in sustainability as identified by Schwartz et al. (2008). A similar observation can be made for the German market. For example, the specialist tour operator association Forum Anders Reisen, which represents more than 100 small, specialist operating businesses, has established a members' code of practice which provides guidelines for sustainability (Gössling & Buckley, 2016; Forum Anders Reisen, 2014). In the cultural tourism segment, the market leading tour operator ███████ has been recognised as a leading example of sustainability (Tepelus, 2005) as reflected in renowned industry awards and certification schemes for sustainability.

Cultural tourism is one important niche market of specialist tour operators (Hall, 2014). In cultural tourism, specialist tour operators can act as intermediaries between individuals or groups of tourists and cultural tourism resources such as local cultural heritage attractions, cultural festivals and events, religious sites, local food, locally-produced crafts, languages, and the arts. Cultural tourism has been acknowledged as a driver of sustainable tourism, producing positive outcomes for the host regions. For example, cultural tourism experiences enable tourists to interact with their hosts, thereby furthering respect towards other cultures, their traditions and historic sites. Raising consciousness of responsible behaviours may not only promote positive outcomes from tourism for the local community but also enhance the quality of the visitor experience (Swarbrooke, 1999).

3.5. Sustainable tour operator products

Tourism products are defined as "services that involve experiences of places and/or use of facilities which are offered to a market for use or consumption to satisfy the needs and wants for hospitality and travel" (McCabe, 2009, p. 187). As a result, each tourism sector can be rendered as a tourism product, each one serving another travel purpose: transportation, hotels, or entertainment (Sigala, 2008; Xu, 2010). The production schemes of sustainability-based tourism products consider the criteria of sustainable tourism so that environmental, sociocultural, and economic aspects are positively implemented into the journey to meet the needs of all stakeholders: customers, tourism industry, and host destinations (UNWTO, 2013; Wehrli et al., 2014). This conceptualisation adds a long-term perspective to the management practices in tourism by considering the resources of the present without compromising future developments (World Commission on Environment and Development, 1987).

Sustainable travel packages are endowed with a series of different features that support the positive impacts of tourism in travel destinations on an environmental, sociocultural, and economic scale while satisfying visitor's needs and the economic goals of the industry (UNWTO, 2013; Wehrli et al., 2014). Sustainable tour operator products, however, are more complex than any other tourism product as described before. Its underlying bundling practice explains why a tour operator package can only be guaranteed when all the players along the tourism value chain apply sustainability criteria including transportation, accommodation businesses, and entertainment activities (Schwartz et al., 2008). Hence a sustainable tour operator product is distinctive from other tourism products because of its multi-sectoral and multi-disciplinary characteristics (Sigala, 2008). Many sustainability certifications have based their criteria upon the GTSC's guidelines for sustainability. This set of criteria is adjusted to each different tourism product. The sustainability attributes developed for tour operators are grouped into four major sections: a sustainability-based management system, socioeconomic, environmental, and cultural sustainability attributes (GTSC, 2016).

3.5.1. *Socioeconomic attributes*

The first set of sustainability attributes relates to socio-economic benefits for the host community in the destinations which are generated in the holiday's product management in terms of (GTSC, 2016, p.5):

- Community support
- Local purchasing
- Local employment and local entrepreneurs
- Fair employment opportunities
- Respect of community services and local livelihoods

Examples of socio-economic sustainability features that relate to community support include the development of infrastructure or of the social community in the local destination by education programmes, the development of health and sanitation infrastructure or preventative measures of climate change (GTSC, 2016).

Furthermore, integrating sustainability in a tour operator product means giving priority to the purchase of local goods and services (GTSC, 2016; Wehrli et al., 2014) in the accommodations and restaurants visited en route. To this end, Forum Anders Reisen advises its members to choose their local business partners and incoming agents both in terms of the quality and reliability of its services and as to whether social and ecological aspects are being taken seriously (Forum Anders Reisen, 2014). ████████, as another example of a sustainability awarded company, supports the visit of local restaurants and bars as part of the holiday experience by substituting meals that would otherwise have been provided in the hotel (████████, 2017).

The Forum Anders Reisen (FAR) draws upon the GTSC criterion to support local employment and fair employment but also to respect the local resources that form part of the local community services. The tour operator initiative suggests to prefer "small-scale, local tourism infrastructure, e.g., private accommodation, local guides and drivers, privately owned restaurants and local tours by natives" (Forum Anders Reisen, 2014, p. 6) in order not to jeopardise the local resources but to contribute to increasing the profit from tourism in the destinations (Forum Anders Reisen, 2014).

3.5.2. Environmental sustainability attributes

Companies can undertake several measures of environmental protection in the planning, organisation and management of tour operator products. Such characteristics of environmental sustainability reflect in (GTSC, 2016, p.8):

- The conservation of natural resources, the biodiversity and the ecosystem
- Reducing pollution

Environmental sustainability is achieved by the conservation of resources (e.g., by water and energy saving practices), waste reduction (e.g., resultant from efficient purchases), conservation tasks at properties to preserve the biodiversity, but also a purchasing policy that encourages tourism companies to cooperate with suppliers that produce in an environmental-friendly way. Carbon-offset schemes are an option for customers to compensate the greenhouse gas emissions for that are produced as part of the transportation involved, especially of flight emissions (GSTC, 2016).

3.5.3. *Cultural sustainability attributes*

The second set of sustainability attributes refer to cultural sustainability (GTSC, 2016, p. 7) and relate to:

- The promotion of cultural interaction and the presentation of cultural heritage
- The conservation of local heritage and artefacts

Sustainable tourism products employ measures that convey the tangible and intangible elements of the local culture in accordance to the national and international codes of conduct. The main goal is not only to offer a unique experience of the cultural heritage but also to reduce potential adverse impacts of visits, especially in culturally sensitive areas (GTSC, 2016). Such measures involve visits to heritage sites are carefully planned and conducted by a well-qualified guide (Forum Anders Reisen, 2014). In this respect, specialist tour operator members of the FAR take a responsibility for providing their customers with detailed information prior departure. This information may concern a detailed description of the tour programme and tour operator materials or guidebooks that convey the cultural sensitivities as well as the societal, cultural and political situation in the country destination (Forum Anders Reisen, 2014).

3.6.   Literature review

The tourism industry has been widely improving their product range by managing their products more responsibly endowing them with economic, environmental, and sociocultural sustainability product attributes (Wehrli et al., 2014). As far as consumer demand is concerned, evidence from the German market, for example, shows that around 61% of all German are interested in booking more environmental-friendly holidays (Günther et al., 2014). When it comes to actual purchase rates, these still remain low for sustainable tourism products representing a market niche and an attitude-behaviour in this product segment (Budeanu, 2007; Wehrli et al., 2014).

The tourism literature indicates that research has mainly focused on pro-sustainable consumer behaviour in the context of green hotels showing that a green image positively effects on green hotel bookings (e.g., Han et al., 2010; Lee et al., 2010, Kim & Han, 2010). The literature shows that travellers are inclined to be generally positive-minded towards protecting the environment and do not intend to do any harm with their travelling activities (Dolnicar, 2004; Wurzinger & Johansson, 2006; Juvan & Dolnicar, 2014). Researching the effects of climate change on travelling behavior, tourism research also reports of a noticeable gap between tourists' awareness for negative environmental impacts and their actions in terms of travel behavior (Becken, 2004; McKercher et al., 2010, Khoo-Lattimore & Prideaux, 2013). Nevertheless, a positive attitude towards environmental sustainable travelling does not necessarily predict pro-sustainable holiday choices which explains the occurrence of an attitude-behaviour gap in sustainable tourism (Becken, 2004; Bergin-Seers & Mair, 2009; Juvan & Dolnicar, 2014).

> **There is an attitude-behaviour gap phenomenon in tourism**

This so-called „attitude-behavior-gap" or "value-action gap" (Young et al., 2010; Blake 1999) and is an acknowledged phenomenon in consumer behavior (e.g., Carrington et al., 2010; Antonetti & Maklan, 2015; Chatzikakis et al., 2007; Johnstone & Tan, 2014). In contrast, in tourism studies research on the attitude-behaviour is still in its infancy with only a few articles published. Juvan & Dolnicar (2014) investigated the gap with travellers who actively engaged in the protection of the environment. Nevertheless, the respondents claimed to feel uncomfortable about a discrepancy between their general attitudes and their actual travel behaviour finding justifications for not travelling as environmental sustainably as they would. Hibbert et al. (2013) find that different concept

of self-identity prevent study participants from choosing sustainable forms of tourism mobility while Cohen et al. (2013) show that sustainability practices do not translate from everyday behaviour to tourism in terms of discretionary air travel. The gap phenomenon has been identified in the context of climate change perception (Becken, 2004; Bergin-Seers & Mair, 2009) or environmental sustainability (Juvan & Dolnicar, 2014; Hibbert et al., 2013; Cohen et al., 2013). As there has been only partial understanding of gap phenomenon in sustainable tourism, and its facilitating and impeding factors have not yet been fully understood, tourism research would benefit from a more comprehensive work that systematically accounts for its reasons (Juvan & Dolnicar, 2014). In this respect, the role of sustainability communication in the gap is an interesting research question that has not been researched.

It is further noticeable that studies researching ethical consumer decisions face some methodological criticism of having produced biases so future studies need to rethink their methodologies to provide a more reliable data base (Auger & Devinny, 2007).

> **The role of sustainability communication on the purchase decision and behavioural change?**

National survey-data for the German market (Günther et al., 2014) delivers insight into the market potential for sustainable tourism and indicates that there is seemingly an issue with ineffective sustainability communication. Although German travellers state to be generally interested in travelling more environmental-friendly (61%), respondents report to not have had sufficient information on sustainable tourism products and find this type of product is not as visible and available as desired (43%). The survey respondents suggest that the visibility of sustainability labels should be improved (42%) as well as information about the benefits of sustainable travel products. Some respondents have had such difficulties to find these products they gave up searching for them (30%). Moreover, German travelers request for more comprehensive advice their travel agent to support their decision making for sustainable tourism products (20%) (Günther et al., 2014).

In research the influence of sustainability communication on the purchase decision of sustainable tourism products has not been studied but researchers have called for the need to researching this question (Wehrli et al., 2011, 2014; Khoo-Lattimore & Prideaux, 2013). The CSR literature delivers some preliminary findings on the influence of CSR on the purchase decision. Although corporate social responsibility as a concept is different

from sustainability communication, the findings give a first indication of the intricacies of our research question showing that the effects of CSR on decision making despite abundant research are far from clear.

Pomering and Dolnicar (2009) propose that only when companies communicate their CSR engagements we may assume that consumers generate awareness of the topic. However, there has been limited understanding of the communication of sustainability activities, its measures, and their effectiveness (Maignan, 2001; Mohr et al., 2001; Pomering & Dolnicar, 2009). Companies do take communication measures in order to influence the perception and the knowledge of their customers with regard to the social and ecological activities of the company (Millar & Baloglu, 2011; Bhattacharya & Sen, 2004). Despite companies' efforts to communicate their engagements, their communication is not always effective as the following research findings demonstrate: consumers know only few companies showing commitments to sustainability (Bhattacharya & Sen 2004); there is only few information available (Carrigan, 1997); while other companies do manage to communicate their messages but fail to communicate them effectively so that customers do not perceive these pieces of information (Öberseder et al., 2011; Pomering & Dolnicar, 2009). Several studies have researched the effects of CSR communication on purchase intentions but show inconsistent findings. Some studies find that the communication of CSR measures increases the awareness of consumers towards CSR, which in turn, influences their intentional behaviour (Pomering & Dolnicar, 2009) while in reality CSR has only minor importance for purchases (Mohr & Webb, 2001). McKercher and Prideaux (2011) contend that consumers lack specific knowledge on climate change and on how to respond to it which prevents people from acting pro-environmentally. High awareness of sustainability issues and the impacts of unsustainable behaviour have not led to behavioural change (Juvan & Dolnicar, 2014).

Other studies play upon challenges associated with CSR communications indicating that it is difficult to measure the effectiveness of CSR communications on purchase decisions due to the complexity and broadness of the concept (e.g., Mohr et al., 2001), it is a sensitive and complex matter (e.g., Pomering & Dolniar, 2009) and provokes consumer reactions as scepticism and cynism (e.g., Obermiller & Spangenberg, 1998).

> **How to design sustainability messages?**

Although tourism can be considered as a sector that is particularly dependent on a positive image and its depiction in the media, tourism research is still deficient in empirical research on the design of sustainability messages, the selection of media for effective sustainability information, and in studying message effectiveness overall (Coles et al., 2013; Wehrli et al., 2014). There are only few articles published on the design of sustainability messages which mainly emerged during the last two or three years indicating the recent state of this research strand. Extrinsic sustainability attributes have been identified as factors on pro-sustainable decision making with hotel bookings (Millar & Baloglu, 2011) or green restaurants when they involve information that is congruent with restaurant customers' personal conception of sustainability (Line et al., 2016). Rational appeals should be used for descriptive norms and emotional ones for injunctive norms in hotel advertisements (Zanon & Teichmann, 2016), and personal benefits, injunctive, and descriptive norms in product information of Dutch tour operators (Hardeman et al., 2017). Wehrli et al. (2014) show that emotional appeals in tourism brochures are more effective with beach holiday customers and informational content with sustainability-minded consumers (Wehrli et al., 2011). On the contrary, Font et al. (2017) show that greenhushing – the deliberate downplaying of sustainability engagement – is currently a common practice adopted by tourism companies. These examples mainly relate to hotel contexts (e.g., Millar & Baloglu, 2011; Zanon & Teichmann, 2016), are fictitious (e.g., Zanon & Teichmann, 2016; Wehrli et al., 2011; 2014), and focus on the environmental aspect of sustainability (Han et al., 2010).

In an attempt to convey consumers their sustainability engagements, tourism companies have their products sustainability-certified. These sustainability labels are designed to inform consumers about the sustainability standards involved in the companies' product management, the related product benefits, and to raise their awareness towards these responsibly managed products (D'Souza et al., 2006). Although consumers state to find labels important for guiding their consumer choices (Ottman, 2006), the literature shows inconsistent results as far as the effectiveness of ecolabels is concerned: Many tourists are not aware of sustainability labels (Fairweather & Maslin, 2005; Wood & Halpenny, 2001, Millar & Baloglu, 2011) and if so they deny the accuracy of the information presented and have difficulties to interpret the meaning of sustainability certifications (D'Souza et al., 2006). In contrast, Millar & Baloglu (2011) show in their study that green

hotel certifications lead to positive consumer responses. Given the inconsistency among the studies, further research is needed that clarifies the effects of sustainability labels on consumer behaviour.

3.7. Conclusion

The current status of the literature shows large knowledge gaps as to the effects of sustainability communication on consumer behaviour at the point of writing. This literature review backs Wehrli et al.'s (2014) finding that there is still a lack of theoretical understanding of effective sustainability communication and Villarino & Fonts' (2015) contention of a lack of practical knowledge on message design. As far as the effects of sustainability communication on consumer decisions are concerned, there are only few studies overall. While tourism researchers have mainly focused on researching sustainable consumer behaviour such as in green hotel contexts, the attitude-behaviour gap of sustainable tourism could not be fully explained nor the role of sustainability communication in this gap. In addition, studies on the effects of sustainability certification have produced inconsistent findings, which need further clarification.

The CSR literature gives some preliminary indications on the complexity that our research context would involve and that may as well apply to our field. Extant studies leave us in doubt as to how CSR communication effects on decision making and delivers inconsistent findings on this question. First, not all companies communicate their CSR activities, only some of them. If so, such communications are not necessarily effective which reflects in little perceptions of CSR and knowledge among consumers on which companies engage in this respect. CSR communication further faces challenges as to the definition of its concept and difficult consumer reactions.

To conclude, this initial literature review indicates that the influence of sustainability communication on the purchase decision of sustainable tourism products has not yet been researched, neither in the context of sustainable tour operator products. Furthermore, the role of sustainability communication in the attitude-behaviour gap has not been studied and there are larger knowledge gaps as to the design of sustainability messages. Since the decision making process on sustainable tourism products is complex consistent of a variety different internal and external variables, a deeper analysis on how to theoretically explain such processes is additionally needed. Furthermore, we may derive that sustainability communication similar to the concept of CSR may face some specific

challenges which need to be accounted for when analysing the effects of sustainability communication on decision making. Therefore, the upcoming section will further point out this aspect.

Research questions:

➢ In how far does sustainability communication effect on the purchase decision of sustainable tourism products?

➢ What is the role of sustainability communication in the attitude-behaviour gap in tourism?

➢ How can sustainability messages be effectively be designed to influence on the purchase decision?

3.8.   Challenges to sustainability communication

There are a number of different factors which explain why communicating sustainability faces numerous challenges. These factors relate to the special characteristics of the concept of sustainability and sustainable tourism, the features of service products that characterise sustainable tourism products, and specific consumer reactions.

3.8.1.   *Intricacies of the concept of sustainability and of sustainable tourism*

The concept of sustainability and the concept of sustainable tourism involve some major intricacies (Michelsen & Godemann, 2011; Bramwell et al., 1996) that make these issues challenging to convey to the public in general and to consumers in specific. Moser and Dilling (2010) raise the critical point that despite more than twenty years of research and public education on climate change public engagement still remains low. The scholars relate the ineffectiveness of climate change communication to the inherent characteristics of climate change that make this issue more challenging to communicate than other issues that may require interventions (e.g., health issues). Their considerations indicate a collection of different characteristics of climate change that may similarly apply to the communication of sustainability-related topics more generally (Adomßent & Godenmann, 2011), although sustainability, as a concept, is more complex given that it as well consists of a social and economic dimension climate change lacks.

Climate change is characterised by an invisibility of its causes, distant impacts, and a lack of immediacy which requires expert knowledge to explain the phenomenon and entails that the issue cannot be directly experienced given that humans' perceptual capacities are limited. This also entails that scientists need to find ways of translating scientific knowledge into a language that is understood by the general public (Moser & Dilling, 2011). Furthermore, it is difficult for the public to realise a link between mitigating action and resultant positive changes which also explains a general disbelief in humanity's global influence to alleviating adverse consequences which has contributed to impeding environmental action (Moser & Dilling, 2011; Moser, 2010). The overall complexity and uncertainty attained to sustainability issues entail that lay audiences show major difficulties of perceiving and understanding sustainability in a way that individuals feel addressed to take action for behavioural change (Moser, 2010).

In terms of sustainable tourism, similar observations can be made as to the perception and reception of its meaning. The concept of sustainable tourism is conceived as value-laden

(Bramwell et al., 1996; Pomering et al., 2011), its meaning is vague as to its interpretation (Butler, 1999) and difficult for consumers to define (Miller et al., 2010). For example, consumers tend to associate sustainable tourism with environmental sustainability whilst misperceiving its social and economic component (Günther et al., 2014; Miller et al., 2010). Therefore, consumers similarly have difficulties grasping the nature of sustainable tourism (Bramwell et al., 1996) and to connect their travel choices to the (adverse) impacts of tourism (Belz & Peattie, 2012; Budeanu, 2007).

3.8.2. *Service characteristics of sustainable tourism products*

Since services and manufactured goods show inherent differences, marketing needs to account for the special characteristics of each product category and cannot assume parallel approaches to their marketing (Albers-Miller & Stafford, 1999). Service products distinguish from physical goods by four dominant characteristics: they are intangible, inseparable, heterogeneous, and perishable (Zeithaml et al., 1985). More specifically, services are largely intangible because they involve experiences or performances which are not physical. Therefore, the value of the provided service and how it can fulfil the traveller's need is difficult to communicate to the consumer (Sirakaya & Woodside, 2005). However, in the case of tourism products, these are not exclusively intangible but tend to be composed of both tangible and intangible elements (Smith, 2004). Secondly, tourism services are inseparable because they are produced and consumed at the same time in locations different from the customer's home (Lovelock & Wright, 1999; Sirakaya et al., 1996). Given that the production of tourism services is a result from humans' performance, the quality and standard of services is heterogeneous and inconsistent so that it is challenging for tourism companies to standardise tourism products and control for their quality (Sirakaya & Woodside, 2005; Reisinger, 2001). Finally, tourism products are perishable because they are neither storable nor does its purchase involve an ownership by the person who has purchased the tourism product (Reisinger, 2001). This characteristic also entails that the service needs to be sold at the point of production not to lose revenue (Zeithaml et al., 1985; Sirakaya & Woodside, 2005).

The intangible service characteristics of tourism products entail that travellers cannot examine the holiday at the point of sale. Such uncertainties about the product and the difficulties of standardisation and quality control explain why tourism service purchases tend to be extensive, high-involvement situations of decision making that involve a considerable degree of perceived risk and uncertainty at the point of purchase (Sirakaya

& Woodside, 2005; Wahab et al., 1976). As consumers' annual holiday choice binds major expenses and is an important event for many people (Swarbrooke & Horner, 2001), the implications of such choices are not only of a monetary nature but they also involve emotional risks (Sirakaya & Woodside, 2005; Bieger & Laeser, 2004; Lovelock & Wright, 1999). To compensate for these uncertainties in the pre-purchase stage, consumers tend to carefully evaluate options in an extensive search for travel information (Foodness & Murray, 1997; Bieger & Laesser, 2005). Given the importance of information search processes and information processing in the pre-decision making stage, tourism companies are required to develop effective marketing strategies both in quantity and quality to positively influence consumer decisions in favour of their products (Foodness & Murray, 1997; Bieger & Laesser, 2005).

In the context of sustainable tourism choices, such decisions become more complex. The reason is that the value-laden, abstract, and distant concept of sustainability adds to the level of perceived risk of sustainable travel choices (Jackson, 2005; Bramwell et al., 1996) as the implications of (un-)sustainability and related consumer choices are not immediately visible to the consumer. Furthermore, the special product characteristics of sustainable tour operator products, that is, their sustainability product attributes are multi-dimensional and their production multi-sectoral (Sigala, 2008). This may require of consumers a considerable effort and previous knowledge to perceive and understand these products and their sustainability features (as added value) (McDonald & Oates, 2006; Wehrli et al., 2014; Young et al., 2010). Sustainability product criteria still barely contribute to booking decisions (Wehrli et al., 2011) which suggests that consumers are challenged to actually realise and understand the special sustainability features of travel products (McDonald & Oates, 2006).

3.8.3. *Consumer reactions*

Research has shown that the communication of companies' philanthropic engagements has led to specific consumer reactions. Although these effects have not yet been examined for sustainability communication, these are important considerations to be made when developing effective message designs. It has been found that consumers react critically to advertisements in general showing scepticism and cynism (Obermiller & Spangenberg, 1998) so that advertisements presenting information about corporate philanthropic engagements would particularly need to appear trustworthy and credible to face sceptical consumer reactions (Maignan & Ferrell, 2001; 2004). However, the sometimes sensitive

and conflicting nature of sustainability information interplays with the emotionality that are associated with holiday's choices (Belz & Peattie, 2012; Budeanu, 2007), and it has yet to be researched for the context of sustainability communication how this balancing act can be challenged.
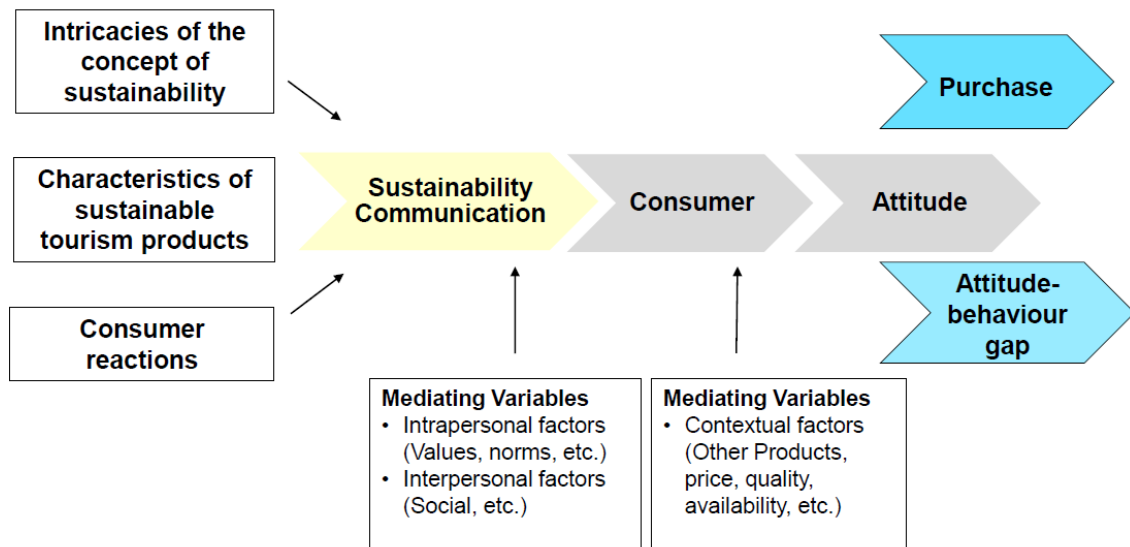
Fig. 3. Problem statement.

(Source: Own illustration)

In order to better understand the influence of sustainability communication on the purchase decision, the next section will deliver further theoretical background by presenting an interdisciplinary theory discussion. This theory discussion will take account of the above-mentioned challenges of sustainability communications, that is, for the intricacies attached to the context of sustainability, and special the characteristics of sustainable tourism products as services that determine the nature of the decision making context.

Summary:

1. There are major research gaps as to the study on the influence of sustainability communication on the purchase decision, the attitude-behaviour gap phenomenon and the design of sustainability messages.

2. The influence of sustainability communication on the purchase decision has not yet been analysed.

3. Consumer decision making on sustainable tourism products is a complex matter influenced by a variety of different intervening variables (internal, interpersonal and contextual) and cannot be explained by one theory only.

4. In order to explain the decision making process of sustainable tourism products, theories need to account for the internal and external influencing variables of decision making, the special characteristics of sustainability and the service characteristics of sustainable tourism products.

5. An interdisciplinary theoretical approach to sustainability communication in tourism forms a research gap in itself.

6. Effective communication measures take account of the intricacies of sustainability.

7. To design effective sustainability messages, it is important to consider the special characteristics of (sustainable) tourism products.

8. The upcoming theory discussions provides the basis for theory advancement in the field and critical knowledge on the complexity of consumer decisions upon which tourism practitioners can build to develop more theory-led and thereby more effective sustainability communications.

4. Interdisciplinary theory discussion and research agenda

To theoretically frame the influence of sustainability communication in the decision making process, this work adopts an interdisciplinary approach. For this purpose, the relevant theoretical conceptions from psychology, sociology, and communication studies will be critically assessed and their strengths and weaknesses will be discussed in light of the challenges posed to sustainability communication and the resultant decision making context.

Theory is defined as "a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting phenomena" (Kerlinger & Lee, 2000, p.11). An interdisciplinary approach aims to synthesise, critically reflect on, and integrate the knowledge from different disciplines towards one research objective in order to provide a thorough understanding of a phenomenon (Caruana, 2007; Godemann, 2011).

A major reason for an interdisciplinary approach to this theory discussion is that sustainability communication per se does not have a conclusive theory of its own (Michelsen & Godemann, 2011) and sustainable consumption would benefit from such an interdisciplinary approach to achieve a comprehensive account of such decisions (Di Giulio et al., 2014). Therefore, theoretical framing from other disciplines is needed which can be achieved by integrating insights from psychology, sociology, and communication studies into one theoretical perspective (Michelsen & Godemann, 2011; Reisch & Bietz, 2011). Furthermore, we may assume that only an interdisciplinary approach can fully grasp the complexity and multidimensionality of the concept of sustainable tourism (Franklin & Crang, 2001; Graburn & Jafari, 1991) and the nature of its products and their marketing. Given the significance of the travel decision making stage, a deeper insight into the interrelationships between the variables in this process is an important knowledge gap to be filled, since the influence of different tourism product types (such as sustainable tourism products) on decision making has yet to be researched (Sirakaya & Woodside, 2005). In this respect, providing an interdisciplinary theory discussion on how sustainability communication influences purchase decision making with regard to sustainable tourism products responds to this proclaimed research gap. It is important to bear in mind the complexity of human's decision making processes entailing that "no single unifying theory has emerged across disciplines to describe, explain, or predict

consumer decisions, and it seems unlikely that individual decision processes fit neatly into a single decision theory" (Sirakaya & Woodside, 2005, p. 816). Each theory and each discipline has its strengths and weaknesses to contribute to our understanding of the issue by focusing on specific aspects of the research question (Jackson, 2005; Kollmuss & Agyeman, 2002).

4.1. Sociological theories

Sociology adopts a macro approach to explaining "the role of tourism in society" (Holden, 2005, p. 39) by focusing on the influences of social structures and processes on individual (travelling) behaviour (Evans & Jackson, 2008; Holden, 2005).

The contemporary sociological debate takes account of enormous societal changes of the last decades and, the conditions of a changing world: "It is a world of accelerated economic, social and cultural change, driven by the process of globalization, rapid technological progress, and the communication and information revolutions" (Cohen & Cohen, 2012, p. 2177). Modernist and postmodernist theories reflect the impacts of such drivers on contemporary life which has been marked by a spanking pace and the dissolution of temporal and spatial relations. These factors, in turn have led to a pluralized society that has led to de-differentiated social groups and fragmented lifestyles, and an increasing degree of perceived, individual risk in terms of life chances and human relationships (Beck, 1992; Cohen & Cohen, 2012). Another consequence of these developments is "a growing global affluence" (Cohen & Cohen, 2012, p. 2178) that has led "consumerism and commodification" (Cohen & Cohen, 2012, p. 2178) to become of increasing significance in so many domains in society. As a compensatory strategy for the losses of individual security and for feelings of disempowerment for many individuals their consumption practices have begun to define their lives in such a way that "a social dimension is added to the mere utility value" (Hjalager, 2000, p. 4) of consuming goods and services.

Therefore, postmodernist theories discuss sustainable consumption and behavioural change in light of the role of consumerism in today's society. There is no unified sociological stream that fully explains these phenomena, but rather there are several theories which have contributed to explaining some parts of the phenomenon of consuming and consumerism. These theories are adequate to be transferred to the debate on sustainable behavioural change (Shove & Warde, 1998) and will, subsequently, be discussed against the context of tourism. While consumption, more generally, can be sustainable, consumerism, more specifically, refers to a form of lifestyle that is predominated by an overemphasis of economic consumption which is hardly compatible with sustainability principles (Miles, 1998). In this respect, the sociological debate tends to focus on explanations for the complexities of consumerism to analyse the phenomenon of a consumer society rather than consumption itself (Evans & Jackson, 2008).

Major explanations for such patterns of consumerism can be found in the symbolic functions that the consumption of products and services have begun to adopt by which people seek for cultural meaning (Baudrillard, 1970/1998) or to communicate their status or self-identity through social narratives (Bauman, 1998; Simmel, 1950; Veblen, 1994; Giddens, 1991). Another sociological function of such consumption patterns is to make to make social inequalities visible (Bourdieu, 1984) and to create meaning in a society which can no longer provide feelings of security (Soper & Thomas, 2006; Evans & Jackson, 2008). More specifically, social comparison is another mechanism for increasing consumption levels. Consumption practices have begun to serve the establishment of social differentiation by social groups defining their choices as superior to others (Bourdieu, 1984). Furthermore, the role of self-identity has gained increasing significance in consumer decisions. The concept of identity goes beyond the aspect of social distinction and reflects consumption to be a form of social communication (Giddens, 1991). "People define themselves through the messages they transmit to others through the goods and practices that they possess and display. They manipulate and manage appearances and thereby create and sustain a self-identity" (Shove & Warde, 1998, p. 5). This conception reflects the purpose of consumption as a form of self-actualisation that allows for individuals to easily redesign their selves through the purchasing and repurchasing of new products implying a perpetual process of self-development and thereby for consumption to pertain (Shove & Warde, 1998).

Current sociological research on sustainability suggests to redefine the social function of consumerism in order to promote behavioural change for sustainability. In this sense, for sustainability lifestyles to become an alternative to materialist forms of consumption, this lifestyle needs to replace the social functions that a consumerist way of life would otherwise adopt (Soper, 2008; Evans & Jackson, 2008).

Against this backdrop, sustainability marketing strategies can adopt an important role in refining societal values and in stressing non-material aspects of life that contribute to a wellbeing without compromising the resources of future generations (Soron, 2010). In this respect, the role of consuming should be redefined by narratives about sustainability values and the encouragement of "a turn to other pleasures" (Soper, 2008, p. 582). Society needs a different conception of what a "good life" is as a "seductive alternative" (p. 571) to the prevailing Euro-American model of excessive materialism/consumption (Soper, 2008, p. 571).

While these results from the sociological debate on consumption and change have been successfully discussed in the sphere of consumer goods in everyday behaviour (Shove, 2003), this debate has not yet been transferred to (sustainable) tourism. However, as in general consumer behaviour, the context of tourist choices and behaviours has also been affected by "these broad social trends and dramatic historical events" (Cohen & Cohen, 2012, p. 2178). They "thoroughly affected the scope, origins and destinations of tourist flows, the motives, and styles of travel, the structure of the tourism industry, and the relationship between tourism and ordinary life" (Cohen & Cohen 2012, p. 2178 f). Consequently, the emergence of an affluent consumer society has gone parallel with the development of worldwide (mass) tourism streams which originate from these societies and are another expression of consumerism since its main motivation is a materialistic one (Sharpley, 2011).

As with general consumption practices, the choice of certain travel products to many people as well serves the purpose of expressing one's personality and of creating social differentiation (Mowforth & Mont, 1998; Holden, 2005). In terms of sustainability, it has been observed that some people link pro-sustainable choices to a certain sense of status and reputation that will be acquired through its consumption (Griskevicius et al., 2010). However, it has yet to be researched how these values can be responded to in tourism and by means of sustainability communication and appeal to a sense of status and reputation attached to such choices.

There are three articles which have used sociological theories to explain the attitude-behaviour gap in sustainable tourism and revealed the role of self-identity in this gap. Hibbert et al. (2013) and Cohen et al. (2013) relate the attitude-behaviour gap phenomenon in sustainable tourism to the sociological concept of self-identity (Giddens, 1991). "For instance, a tourist may choose a particular style of holiday to reflect the norms of a group they seek association with" (Hibbert et al., 2013, p. 1001). Thus, self-identity forms our lifestyle and the choice we make in order to achieve our wants and needs associated with this lifestyle (Hibbert et al., 2013). But the difficulty is, that people tend to have and to choose from different identities that might vary between contexts and so, for example, everyday behaviour can differ greatly from one's identity during travelling (Cohen et al., 2013). Therefore, for example, everyday behaviours do not necessarily translate into travel behaviour since individuals may adopt a different identity on holiday (Cohen et al., 2013; Hibbert et al., 2013; Barr et al., 2011).

It has not yet been investigated how sustainability communication can play upon one's feelings of self-identity in sustainability messages to drive holiday choices towards behavioural change (Hibbert et al., 2013; Barr et al., 2011). The question is "what can a "sustainable self-identity" look like that is favourable and adorable or, contrariwise, how can a negative one be depicted" (Hibbert et al., 2013, p. 1012). Furthermore, there is a possibility to introduce a counter-identity which suggests a positive status for those who travel sustainably" (Hibbert et al. 2013, p. 1012). More specifically, sustainability communications must take into consideration that holidays are a specific site of (social) practice that is often considered as "something extraordinary" (Urry, 2002) and "a holiday is a holiday mentality" (Barr et al., 2011). In this context, tourism research may further identify how hedonistic values that play such an important role in holiday decisions can be redefined. The communication in sustainability messages can transfer hedonistic values into "other pleasures" (Soper, 2008) and thus appeal to people's needs that otherwise would have found their satisfaction in unsustainable consumerism or travel choices (Soper, 2008). Sustainable tourism has a potential to respond to the concept of alternative hedonism by drawing upon "expressed interests in the less tangible goods such as more free time, less stress, more personal contacts, a slower pace of life, etc., lending support to criticism of the narrow materialism of consumer culture" (Soper, 2008, p. 576).

Furthermore, tourism research has not yet addressed some other theories that have been used in the current sociological discussion to explain sustainable consumer behaviour such as social practice theory (Barr et al., 2011). The central idea of social practice theory is that wants are created as a result of routinised practices, understandings and implicit knowledge and not by personal preferences as social-psychological theories postulate (Warde, 2005). The dominant site of practice in which the conception of 'sustainable lifestyles" have been studied and promoted is within the home context, but everyday behaviour does not transfer to tourism (Barr et al., 2011). More research on the link between everyday behaviour and tourism would allow a better understanding of how behaviours vary between contexts as part of sustainable lifestyles (Barr et al., 2010; 2011).

Additionally, insights from social practice theory and the conception of sustainable life-styles offer new opportunities for market segmentation. Understanding the "values, norms and routines that govern choices of individuals as tourists and crucially how these differ from the home context" (Barr et al., 2011, p. 718) would better identify the social or

spatial contexts of consumption and help understand how people form their self-identity and social practices (Barr et al., 2011).

4.2. Psychological theories

Psychological theories focus on an individual's internal aspects, such as opinions, attitudes or personal values, norms or habitual behaviour (Jackson, 2005).

4.2.1. Rational choice theory

Rational-choice based explanations put the individual into the centre of analysis and assume that individuals make deliberate decisions that can be explained by a pursuit of self-interest. Accordingly, people try to evaluate the outcomes of a potential action and balance out benefits and costs attributed to this behaviour at the point of decision. A major point of general criticism involves that fully rational decisions are barely possible. Furthermore, rational choice theory ignores that individuals make decisions under limited time resources and limited cognitive abilities in the same way as habits, affective or emotional component, values or moral norms. Especially, the latter are other important determinants of sustainable decision making. Further criticism is directed towards the focus of analysis. Human decisions are not exclusively individual decisions but influenced by social interaction (Jackson, 2005).

4.2.2. Theory of reasoned action

The theory of reasoned action (TRA) (Ajzen & Fishbein, 1980) is a theory that explains behaviour of voluntary action and focuses on an individual's intention towards a certain behaviour as the most central predictor of behaviour (Ajzen, 1985; O'Keefe, 2009). TRA posits that the decision making process is characterised by great volitional control so that individuals make deliberate choices among different options (Ajzen & Fishbein, 1980; Han et al., 2010). There are two components which jointly influence on a behavioural intention: a personal and a social determinant. The first determinant on behavioural intention is one's attitude towards performing an action which describes how the person evaluates the potential behaviour. Second, there is a subject norm which refers to the degree as to which an individual assesses whether other people support the action in question (Ajzen & Fishbein, 1980). The relative importance of these factors can vary in their effect on actions (Fishbein & Ajzen, 1975). The theory is beneficial for persuaders to identify potential targets for their campaigns to influence behaviour (O'Keefe, 2009).

Unlike rational choice theory, TRA manages to incorporate major determinants of consumer preferences or attitudinal beliefs more fully. Nevertheless, the theory has its limitations to explain limited extents of cognitive deliberations, the influence of habits, emotions, and moral components in shaping pro-sustainable decisions (Jackson, 2005). Furthermore, studies have been criticized for not measuring real behaviours but the correlation between these three determinants (Jackson, 2005).

The TRA has been abundantly used to explain travel behaviours in destinations (e.g., Lam & Hsu, 2004; Ryu & Jang, 2006). Regarding the suitability of TRA to explain pro-sustainable travel choices, Han et al. (2010) criticize this theory's weakness of not accounting for volitional factors. For example, TRA cannot fully predict green hotel choice: even if a customer shows a positive attitude towards booking a green hotel and feels social pressure to do so, limited financial resources might prevent the consumer from a real booking (Han et al., 2010). Given that it is important for persuader to know which factors are determinants of voluntary behaviour the TRA delivers valuable insights for the design of persuasive messages(O'Keefe, 2009), which has not yet been researched for the marketing of sustainable tourism products.

4.2.3. Theory of planned behaviour

The theory of planned behaviour (TPB) (Ajzen 1985; 1991) builds on the (TRA). TPB considers an additional determinant of behavioural intention to account for non-volitional behaviours, which is an individual's perceived behavioural control (O'Keefe, 2009). The TPB postulates that an individual's evaluation of the outcomes of a certain behaviour and subjective norms influence behavioural intentions, which subsequently translate into action (Ajzen, 1991). This set of attitudinal, normative, and control beliefs forms the motivational influence to perform an action or to refrain from it. However, the relative importance attributed to each determinant varies dependent on the context. In order to induce behavioural change it is important to analyse and to influence on these underlying variables (Ajzen, 2005). These salient beliefs – a subset of very influential beliefs in each component – finally determine the action. Knowing which beliefs are most salient is crucial for an accurate prediction of behaviour and for the effective design of sustainability messages (Brown et al., 2010; O'Keefe, 2009).

While the lack of affective, normative, and value dimensions is generally a point of criticism attached to rational-choice-based theories, this criticism also applies to TPB

(Jackson, 2005). In tourism and leisure research the TPB has been frequently applied in a variety of different contexts to explain pro-environmental decisions such as: green hotel choice (Han et al., 2010; Han & Kim, 2010; Kim & Han, 2010; Lee et al., 2010) adventure tour guide behaviour (Serenari et al., 2012) or scuba diver underwater behaviour (Ong & Musa, 2012). The TPB is a better predictor for green hotel choice than TRA because TPB integrates behavioural control and both volitional and non-volitional factors (Han et al. 2010; Han, 2014). Hotel guests attribute quality characteristics rather than value dimensions to an eco-friendly hotel image (Lee et al., 2010). Consumers are willing to pay the same price for an eco-friendly hotel as for a conventional, even if standards are lower (Kim & Han, 2010).

Due to the limitations of TPB to explain pro sustainable decision making several authors have extended the theory to increase its predictive power for behavioural intentions (Ajzen & Fishbein, 1991). For example, TPB has neglected the role of past behaviour, habits, emotions, moral norms or social influences although they are important determinants of holiday choices (Serenari, et al., 2012). TPB has been extended in the green hotel context by environmental concern, perceived customer effectiveness and environmental conscious (Kim & Han, 2010), green hotel image (Lee et al. 2010), service quality (Han & Kim, 2010) and environmental-friendliness, or the norm activation model (Ong & Musa 2011).

In terms of sustainability communication, the predictive power of TPB could be increased by integrating the Elaboration Likelihood Model (ELM) to examine how to encourage pro-environmental behaviour by visitor management (Brown et al., 2010) However, there are only few studies which, more specifically, studied the role of beliefs and attitudes in tourism communication contexts. Targeting normative and behavioural beliefs was particularly successful in motivating visitors to pay park user fees (Steckenreuther & Wolf, 2013), while quality attributes were mainly associated with a green hotel image (Lee et al., 2010; Han & Kim, 2010).

4.2.4. Norm activation model

The norm activation model (NAM) (Schwartz, 1977) puts forth a framework to explain altruistic behaviour. The central antecedents to pro-social behaviour are: a personal norm expressed by feelings of moral obligation, an awareness of the consequences of one's behaviour (AC beliefs) and an ascription of responsibility (AR beliefs). The most important construct of the theory is a feeling of moral obligation as a form of internalised norm that determines whether a particular behaviour is performed or not (Schwartz, 1977; Schwartz & Howard, 1981). There are further two critical factors which serve as activation variables on the personal norm: An awareness towards the consequences of behaviour (AC beliefs) and problem ascription (AR beliefs) (Schwartz, 1977). "The more likely individuals are to perceive situations in terms of the consequences their own behaviour has for others, the more likely are such individuals to attend to those of their values and norms which relate to these interpersonal consequence and hence to generate feelings of obligation expressive of norms" (Schwartz, 1977, p. 229). However, in some cases people deny their responsibility to perform action either as an expression of personality traits or situational factors - so that feelings of moral obligation are neutralised or deactivated (Schwartz, 1977).

There is a controversy in the literature as to whether the NAM can be interpreted as a sequential model or a moderating model so that it remains unclear as to how the different variables relate to each other (Han et al., 2015). The sequential model postulates that an individual's awareness of consequences leads to an ascribed responsibility to act pro-environmentally, which in turn directly influences on a personal norm that activates behaviour. This sequential model was proposed in Schwartz's and Howarth' (1981) initial theory formulation and could further be empirically demonstrated by Han (2014) showing that ascribed responsibility serves as a mediator between the personal norm and problem awareness in green hotel choice.

The alternative interpretation has been more frequently applied and involves both awareness of consequences and ascription of responsibility as moderators on a personal norm that links to pro-social behaviour (e.g., Han et al., 2015; Schwartz, 1977). In the context of tourism, van Ryper and Kyle (2014) could predict pro-environmental behaviour of national park visitors while Klöckner and Matthies (2004) transferred the model to context of green transportation mode. Han et al. (2015) used a broadened version of the NAM to study the hotel guests repurchase intentions towards an eco-friendly lodge.

The study found that the more hotel guests developed a problem awareness, the more they ascribed responsibility to behave responsibly, a factor which, in turn, increased feelings of moral obligation.

The NAM better captures the norm orientation that is expressed in the concept of sustainability than expectancy-value theories do and focuses on moral norms as antecedents to pro-sustainable behaviour. Furthermore, the NAM focuses on the direct antecedents of behaviour and ignores intentions as mediating variables between personal factors and actual behaviour as proposed in the TRA and TPB (Jackson, 2005). The application of the norm activation framework is a very recent topic in tourism research: Publications mainly originate from the last two years with just a few papers published (Han, 2014; Han et al., 2015, Chan et al., 2014, Van Ryper & Kyle, 2014). This state of the art provides evidence that the application of the norm activation model to explain sustainable decisions is of current interest in tourism research and more empirical research is needed.

4.2.5. Value-belief-norm theory

The value-belief-norm theory of environmentalism (VBN) (Stern et al., 1999) is an extended form of the NAM (Schwartz, 1977) and posits that a personal norm is the most important antecedent to pro-environmental behaviour. Similar to Schwartz's theory (1977), there are two related variables which influence on a personal norm: a problem awareness and an ascribed responsibility to avert detrimental consequences of one's behaviour. More precisely, the theory proposes that an awareness for the significance of one's own behaviour in mitigating harmful impacts towards things people value is a necessary precondition to activating a feeling of moral obligation to do so. Accordingly, both belief structures influence on people to react pro-environmentally when they feel responsible to contribute and become aware of the impacts of one's actions in averting negative consequences (Stern et al., 1999, Stern, 2000; Han, 2015).

Since such beliefs and behaviours closely link to personal value orientations, the VBN has further integrated constructs that reflect value orientations and worldviews. One the one hand, there is the New Environmental Paradigm. This construct shows the extent as to which individuals show an environmental worldview (Dunlap et al., 2000). There are three different types of value-orientations which can be distinguished: altruistic, biospheric, and egoist values (Stern et al., 1993). Finally, there are personality traits and

external factors which may affect the extent as to which an individual performs pro-environmentally (Stern et al., 1999; Stern, 2000).The VBN mainly differs from NAM in generalising value structures and problem awareness towards other people and the biosphere while the NAM exclusively concentrates on altruistic orientations (Stern et al., 1999). Based on this moderating model, Stern et al. (1999) expanded the NAM to become the VBN (Han et al., 2015).

Despite the importance and suitability of the VBN to study the effect of sustainability communication on pro-sustainable consumer behaviour, there have been only few studies in a tourism context. Van Riper and Kyle (2014) study visitor behaviour in an ecoregion and show that feelings of moral obligation increase the degree to which visitors generally support biospheric and altruistic value orientations in their lives. To contribute to the eco-reserve's conservation, van Riper and Kyle (2014) suggest to draw upon the activation of personal norms in education campaigns for sustainability to stimulate feeling of moral obligation and to prevent denied responsibilities. Lind et al.'s (2015) finding support the VBN of explanatory power in the context of travel mode choice in urban areas. Unlike the previously mentioned studies, Lind et al. (2015) find a negative correlation between ascribed responsibilities with respondents who regularly went by public transport in comparison to car drivers. Their explanation is, that participants who regularly take public transport feel they already do something in terms of environmental protection. Han and Hwang (2016) find that emotion is a factor that increases the predictive power of VBN in explaining cruise traveller's sustainability behaviour. Han (2015) show that highlighting the benefits of a green alternative as opposed to a non-green conventional hotel product can increase levels of reputation, image, and product quality of green hotels. Zhang et al. (2014) use the VBN to examine the residents' behaviour at tourist sites in China. They find that residents' awareness of disaster consequences, their biospheric values but also place attachment are the most significant influencing variables on pro-environmental action at local tourist sites. Promotional activities of tourist attractions may draw upon these constructs in their messages to support pro-sustainable lifestyles.

4.2.6. Attribution theory

Attribution theory (Heider, 1985) distinguishes two different forms of causality of events. Individuals either relate the cause of events or behaviours to themselves (internal attribution) or to external reasons (external attribution) (Shaver, 1985). Rickard and Newman (2014) make use of attribution theory to investigate the reasons for unintended visitor accidents in a national park. The study proposes that a deeper insight into causal perceptions allows national parks to develop more effective interventions that prevent visitor accidents. Abascal et al. (2016) use an attribution-based theory to explain why visitors participate in indigenous tourism to develop more effective sustainability strategies that intertwining natural experiences with indigenous, cultural experiences. Bradford and Mcintyre (2007) show that sustainability communication messages based on internal attribution can significantly reduce social trail use in an eco-parks natural areas by making visitors aware of their causality for disturbances in sensitive areas. There is more potential for the use of attribution theory in sustainability communication in tourism with particular regards to the integration of personality factors such as environmental attitudes and motivations to study the effect of messages on park visitors (Bradford & Mcintyre, 2007). In terms of the attitude-behaviour gap of sustainable tourism, Juvan and Dolnicar (2014) add that attribution has its merits to explain this phenomenon since many people feel they are not the cause of unsustainability or feel incapable of behavioural change.

4.2.7. Cognitive Consistency Theories

Cognitive dissonance theory postulates that consumers perceive the kind of information which is consistent with their extant cognitions, that, is, their attitudes, norms, beliefs, or values. This is because, individuals want to avoid psychological discomfort that might occur when their cognitions differ from those conveyed in the message such is the case with conflicting information (Festinger, 1957; O'Keefe, 2002). People either change their behaviour to comply with their beliefs of they alter their beliefs to comply with their behaviours (Juvan & Dolnicar, 2014). Tanford and Montgomery's study (2015) shows that reviews which indicate few favourable ratings of a green resort lead to dissonances among sustainability-minded people so that consumers opt against the non-sustainable hotel to act in consistence with their beliefs. Juvan et al. (2016) study shows that sustainability-conscious travellers develop justifications for not acting sustainably and identify tourist segmentations according to similarities between justification patterns. An

important study of Juvan & Dolnicar (2014) about the attitude-behaviour gap of sustainable tourism makes use of cognitive dissonance theory to identify a set of beliefs that environmentalists develop to justify their non-sustainable travel behaviours. The interviewed re-established cognitive consonance by denying their responsibility for unsustainable travel choices while referring to external factors such as a lack of time or financial resources. Although cognitive dissonance is of value to explain behaviour in the context of sustainable tourism, it has not yet been applied in the context of sustainability marketing in tourism.

4.2.8. *Social learning theory*

Persuasive communication has been a predominant measure in motivating environmental consumer behaviour. Bandura (1977) postulates that we learn from self-perception and from observation of other people, especially from role models or social peer groups. Also, we learn from the social interaction with others. Social learning theory has proven to be of high significance for encouraging pro-environmental behaviours given that knowledge alone does not lead to behavioural change (Jackson, 2005). Antimova, Nawjin, and Peeters (2012) conclude that social learning is a fruitful basis for the explanation of pro-environmental behaviours. Social learning theories might be employed to study sustainability communication in more personal forms of tour operator communication. How can travellers learn from tour guides or travel agents as retailers, before, during and after travel about the outcomes of their travel choice, the positive advantages of sustainable holidays and experience the sustainability product attributes as something that enhance both travel experience and the situation in the host communities.

4.3. Communication theories

Communication studies consists of different theoretical streams to explain information processing as well as the use of signs and symbols, language structures, and psychological factors in influencing communication effects (Craig, 1999). Media science forms one theoretical stream focused on the reciprocal relationship between media and its influence on the public's perception of reality and society assuming that media do not "depict reality, instead, they create reality" (De Witt, 2011, p. 80).

4.3.1. Two-step flow of communication

The two-step flow of communication (Lazarsfeld et al., 1944) is another theory that adds to the individualistic perspective of social-psychological theories. The theory is concerned with the social function of communication and, therefore, views the individual as someone who acts out of a social context since he or she is embedded in society. Accordingly, humans orientate their opinions and thoughts towards what others think and what their social norms are in search of social recognition and social conformity. More precisely, individuals orientate their attitudes and behaviours towards opinion leaders or social peer groups, which in turn, influence on non-leaders in interpersonal communication (Bonfadelli, 1999). The two-step flow of communication is another theory which provides opportunities for future research in terms of sustainability communication. Although the two-step flow concept has not been used in tourism research, sustainability marketing can benefit from insights on the role of opinion leaders in motivating other customers towards pro-sustainable travel decisions. As such opinion leaders tend to increase source credibility and attractiveness for sustainability information. With specialist operator customers there often is the situation that group leader customer may ask for tailored tourism products on behalf of other customer that form part of the group travel. Therefore, we may assume that opinion leader may well adopt an important role in influence on other customer such as promotion pro-sustainability decisions.

4.3.2. Uses and gratifications theory

The uses and gratifications theory (Katz et al., 1973) postulates that people select media content and media in order to find satisfaction for their needs or to find solutions for their problems. Such human needs can be cognitive, affective, social-interactive, or habitual

needs that recipients seek for being an active player in choosing media, its content, the intensity and frequency of its usage (Bonfadelli, 1999).

The uses and gratifications approach has been popular for the study of social media effects in tourism. For example, Choi et al. (2016) applied the uses and gratifications theory to explore how user satisfaction with hotels social media platforms related to intentions to visit hotels. Hur et al. (2017) employed the theory to examine information sharing behaviour among Korean travellers. However, the theory has not yet been applied in the context on sustainable tourism but it would of research interest to make use of this theory to study social media effects regarding sustainability information. In this respect, research setting out for the uses-and gratifications approach contributes our understanding why and how people share information such as on sustainable holidays.

4.3.3. Agenda-setting theory

In contrast to the uses-and gratification theory which describes a recipient's active role in media usage, agenda-setting theory (McCombs & Shaw, 1972) views the recipient from a passive role. Agenda setting refers to the important function of media in creating awareness for certain topics, providing models for public opinion-building and furthering a societal discourse (De Witt, 2011). In terms of sustainability communication, such an agenda-setting functions is necessarily important to create social relevance since "it is only through and as communication that an event or an object receives social relevance and meaning […]. If an awareness of ecological problems and sustainability is not communicated, then it is socially irrelevant, even non-existent" (Ziemann, 2011, p. 89). There have been few studies which make use of agenda-setting theory to study sustainability communication in tourism. Schweinsberg, Darcy, and Chang (2017) very recently published an article in which they used the theoretical background of agenda setting and framing to analyse the role of news media in the sustainable management of a protected areas by bringing together the commercial aspects of tourism by public use and scientific or cultural values associated with such tourism. Pan and Ryan (2013) draw upon agenda setting to analyse the role of media in changing the public debate on heritage conservation.

4.3.4. Construal level theory

Construal level theory (Liberman & Trope, 1998) explains in how far the perceived psychological distance of an issue, that is, its temporal, spatial, social, and hypothetical

distances affects the processing of the given information and its persuasive effects in terms of attitude and behaviours (Trope et al., 2007; Line et al., 2016). Line et al. (2016) show in their study that certain attributes of green restaurant messages are processed differently in accordance to variations in their perceived level of psychological distance. Their indicates that information processing theory and construal level theory complement each other to explain that sustainability messages which are congruent with recipients' perceptions of sustainability increase consumers' positive attitude towards the business. This study is one of the few investigations using this theory to explain sustainability communication and there is more potential for its research.

4.3.5. Message framing

Message framing (Kahneman & Tversky, 1979) describes a persuasion strategy in which a message is designed in two different valences while each one is presented to the recipient with the same outcome. This valence can be either positive or negative. The theory's strength is to allow for the study of message design since the different framings can interact with message content factors (Lee & Oh, 2014). Lee and Oh (2014) have used the theory in combination with different levels of regulatory focus and message construal level to study the persuasiveness of hotel rooms' green messages. The theory is useful to give insights into message design so that further research is recommended to enhance our understanding of effective sustainability communication.

4.3.6. Regulatory focus theory

Regulatory focus theory (Higgins, 1997) postulates that individuals have different strategies to justify their behaviours. Some people are inclined to concentrate on promotion or achievement with their behaviours, whereas prevention-focused people place emphasis on security and avoidance of loss. This information is useful for designing effective sustainability messages Lee and Oh (2014).

4.3.7. Elaboration Likelihood Model (ELM)

The ELM provides a theoretical framework which focuses on the underlying processes of message elaboration in persuasive communication (O'Keefe, 2009). The model's strength is to provide an integrative approach to explaining persuasion. While the ELM considers message factors as external determinants, the theory as well draws on personal

characteristics as internal factors that influence over the persuasive effects of messages (Petty & Cacioppo, 1986; Kitchen, 2014; O'Keefe, 2016).

The ELM differentiates two different modes of information processing (Petty & Cacioppo, 1986; Rucker et al., 2007). These two routes to persuasion differ by the degree as to which an individual elaborates the message in a persuasive context (Petty & Cacioppo, 1986). The first route describes the elaboration of persuasive messages to be mindful and considerate (central route of information processing). Accordingly, a person would be very likely to elaborate a message when its motivation and capability to evaluate the arguments is high. Consequently, the message's arguments will be thoughtfully considered and integrated into one's pre-existing attitude (Petty & Cacioppo, 1986) so that the argument quality will have led to positive persuasive effects (O'Keefe, 2009). The second form of information processing is triggered by simple signals or non-issue-related content in the persuasive information (peripheral route of information processing). Such a heuristic approach is induced when people lack the motivation or ability to judge on information thoroughly (Petty & Cacioppo, 1986). Instead of considering the message's content receivers would rather draw on some simple decision rules (O'Keefe, 2009). The type of route selected not only affects the variations in the persuasion process in terms of strength but also in valence and endurance of the persuasive effects (Rucker et al., 2007). The likelihood of recipients to elaborate a message is understood as the extent of engaging in issue-relevant thinking and is determined by two major factors: one's motivation and ability to process the persuasive message (Petty & Cacioppo, 1986; O'Keefe, 2002; 2009). These characteristics are influenced by factors such as consumer prior knowledge on a topic or distraction (Petty et al., 1986; O'Keefe, 2009). Personal relevance of a message for a recipient is the most significant motivating factor for a receiver to increase message elaboration (Petty et al., 1986; O'Keefe, 2002). In sum, attitude change is most likely to occur as a result of central information processing and high cognitive effort. These forms of attitude change tend to be long-lasting, of high predictive power for behaviour and more resistant towards counter-attitudinal persuasion than peripherally induced attitude changes (Petty & Cacioppo, 1986).

The ELM has been frequently applied for the study of advertising effects regarding a variety of different contexts and also in tourism. In terms of the effects of sustainability communication, advertising researchers have only recently begun to draw on this theoretical model in recent studies. Kong and Zhang (2014) use the ELM to indicate that

advertisements carrying green appeals more strongly benefit products with higher environmental impact, while consumers hardly perceive an added value of such appeals with environmental-friendly products. Similarly, Grimmer and Wooley, (2014) employ the ELM to investigate the effects of different types of green messages on purchase intentions and the moderating role of environmental involvement in this relationship. The study finds no significant effect between personal and environmental benefits presented in advertising messages on consumer behaviour. However, the findings give evidence that environmental involvement is partially moderated by consumers' level of environmental involvement. Bögel (2015) which as well used the ELM shows in her study the effectiveness of this theoretical framework for the development of target-group specific CSR marketing based on stakeholders' varying level of CSR involvement.

In contrast, there have been only very few studies which deal with sustainability communication and the ELM as a theoretical base for its explanations in a tourism context. For example, MacDonald et al. (2016) use the ELM to study the persuasive effects of animal talks on zoo visitors. Their findings show that the implementation of an ELM-based staff training lead to the effective conservation messages increased personal relevance, visitor satisfaction, and elaboration of these messages among visitors. Brown et al. (2010) investigate the design of persuasive messages in a national park context to reduce littering, while Steckenreuther and Wolf (2013) develop ELM-based messages on national park signage that motivated visitors to pay national park user fees.

The literature review indicates there are very few studies that have considered the ELM for the study of sustainability contexts so that further empirical proof is needed with sustainability communication that is per se more than complex. Given that the theory has been effective for the study of antecedents, consequences, and moderating variables in the creation of persuasive advertising in tourism, further research on the ELM is recommended for the context of our research.

4.4. Consumer behaviour models

The marketing literature has developed a considerable body of literature to provide insight into the processes that guide consumer decision making. For this purpose, marketing scientists have developed conceptual models that provide a systematic understanding of the internal and external variables that determine consumer decisions. The "grand models of consumer behaviour" are the most influential conceptual models of consumer

behaviour. Although these models explain consumer behaviour related to the context of manufactured goods, tourism researchers have advanced these models to create conceptual models that explain the process of holiday decision making. These conceptual models describe the psychological factors that influence travellers when evaluating different tourism products or choosing between alternatives, they explain why consumers decide in favour of a certain tourism product out of a set of different alternatives and give answers, which aspects were most relevant for the travel choice in question (Sirakaya & Woodside, 2005).

Sirakaya and Woodside (2005) provide an in-depth discussion of the theories of travel decision making (cf. for an overview of different decision making models in tourism: Sirakaya & Woodside, 2005). They summarise that information processing theory (Bettman et al., 1998; Gabbott & Hogg, 1994) is the central element of all models of consumer behaviour. The service characteristics of tourism products and the resultant uncertainties for consumers in the decision making stage explain why information search and information processing adopt a crucial role in the pre-purchase stage of travel decision making, and the design of effective marketing to stimulate these factors, correspondingly (Foodness & Murray, 1997; Bieger & Laesser, 2005). Furthermore, Sirakaya and Woodside (2005) conclude that the different conceptualisations share the common trait of viewing travel decision making as a funnel-like process that narrows down choices from an initial stage of recognising the need for decision making, through developing a set of alternatives, information search and the final decision (e.g., Carroll & Johnson, 1990). Also, the decision making models have in common to focus on "psychological or internal variables, for example, attitudes, motivation, beliefs an intentions, and non-psychological external variables (e.g., time, pull factors and marketing mix" (Sirakaya & Woodside, 2005, p. 816). At the same time travel decision models take account of the type of tourism product relevant in the decision making process and the travellers' experiences en route (Sirakaya & Woodside, 2005).

The strength of these models is to offer a conceptual understanding of the motivational variables of tourist behaviour, the antecedents of behaviour, and the driving factors of behavioural change (Sirakaya & Woodside, 2005). A deeper understanding of the variables that determine the travel decision making process is therefore an important knowledge tourism marketers can build on to develop effective communication campaigns. However, the models have not been fully developed theoretically. Given that

the decision making process varies depending on the type of tourism product (Sirakaya & Woodside, 2005) further research is needed on how the decision making stage for sustainable tourism products can be conceptualised. More specifically, for the context of our research, it would be an important avenue of research to develop consumer behaviour models that account for the special conditions that frame sustainability marketing and resultant travel choices: the complex and vague characteristics of sustainability, the service features of tourism products, and the complexity that attains to bundled tour operator package products and their marketing.

4.5. Conclusion

Sociological theories provide an insight into the role of social structures and social processes in guiding human behaviour (Evans & Jackson, 2006; Holden, 2005). Despite the merits of sociology to contribute to our understanding of sustainable consumption or the attitude-behaviour gap, "sociological theories of consumption – with a few notable exceptions – have tended to shy away from an explicit concern with "sustainability", eschewing in particular its normative agenda" (Evans & Jackson, 2008, p.4). Cohen and Cohen (2012) refer to "environmental sustainability" as an important future research topic in sociological tourism research that needs further development by connecting research on sustainable tourism with the wider sociological debate especially regarding postmodernist explanations (Barr et al., 2011). Postmodernist theories have a special potential for accounting of a contemporary understanding of society and the current forms of consumptions as a "defining characteristic of social life" (Sharpley, 2011, p. 294) which also reflects in travel choices driven by consumerist motivations that have favoured the enormous rise of (mass) tourism (Sharpley, 2011; Cohen & Cohen, 2012). The previous section has presented that tourism research has used the concept of "self-identity" (Giddens, 1991) to explain the reasons for the attitude-behaviour gap in sustainable tourism (Hibbert et al., 2013; Cohen et al., 2013) and has shown larger knowledge gaps. Future research should investigate the symbolic functions that drive people's want consumer decisions to communicate their status or self-identity through social narratives (Baudrillard, 1970; Bauman, 1998; Simmel, 1950; Veblen, 1994; Giddens, 1991). Research on sustainability communication in tourism would benefit from more research into the concept of "alternative hedonism" (Soper, 1998; 2004). Sustainability messages may be designed to transform hedonistic values into "other pleasures" (Soper, 2008) and thus appeal to people's needs that otherwise would find their satisfaction in unsustainable consumerism of unsustainable products or tourism products (Soper, 2008). How to design sustainability communication that presents a "counter-identity" that conveys a sense of status and reputation to those consumers who travel sustainably (Hibbert et al., 2013, Griscevicius et al., 2010). Furthermore, insights from social practice theory (Warde, 2005) and the concept of sustainable lifestyles would offer new opportunities for market segmentation while a deeper understanding of how to translate people's sustainable lifestyles at home to their travel behaviour would be of interest in attitude-behaviour gap research (Barr et al., 2010; 2011).

Sociological explanations have not yet been used to examine the influence of sustainability tour operator communication on travel decision making but can offer new insights which focus on the role of social structures, cultural patterns, self-conceptions, or power in this context and which have been neglected in communication campaigns that have mainly focused on rational-choice-based instruments (Evans & Jackson, 2008; Jackson, 2006; Soron, 2010). While interpersonal factors may serve as targets of communication strategies and are valuable sources that explain the motivation of sustainable consumption (in tourism), sociological theories have their weakness of fully explaining communication effects and information processing.

Social-psychological theories provide insight into the intra-personal factors that determine human decision making, including, beliefs, attitudes, personal and moral norms, or environmental worldviews (Jackson, 2005). Nevertheless, no social-psychological theory manages to display the full spectrum of intrapersonal variables that might guide attitudes, perceptions and behaviour but each theory delivers a partial understanding to this question (Kollmus & Agyeman, 2002). The theory discussion reveals that the scientific discussion concerning sustainable behaviour in tourism mainly centres on social-psychological theories which have been most frequently applied to explain pro-sustainable action in tourism in comparison to theories from other disciplines.

There is a prevalence of the TPB as an expectancy-value theory which has considerably contributed to explaining the determinants of sustainable behaviour in a tourism context. The theory is valuable for our research because it points to attitudes, social influences, and constraints explanatory factors for sustainable travel behaviour. However, its empirical evidence is abundant, especially for explaining pro-sustainable choices in tourism while some considerations of the theory have their limitations for the context of our study. One the one hand, rational-choice based theories assume that an information-deficit (on sustainability) can be overcome by more information on the subject, so that more knowledge, in turn, would lead to more responsible choices. While sustained information is a necessary prerequisite to become aware of sustainable products, the mere assumption that more knowledge leads to more behaviours can be conceived as too simplistic (Miller et al., 2010). Furthermore, there is criticism that there is a weak link between behavioural intention and real behaviour (Juvan & Dolnicar, 2014) and that the TPB cannot address moral norms which is another weakness of this theory given that consumers' norm-orientations are so influential in sustainability-related decision making

contexts (Han et al., 2015; Vaske et al., 2015). Thus, the norm activation model better captures such feelings of moral obligation (Jackson, 2005) that are central in the context of sustainable tourism. The current state-of-the-art shows that the application of the norm activation framework is of current interest in tourism research but still in its infancy with only few empirical studies in a tourism context which underlines the necessity for more future research employing the NAM.

In terms of the potential to theoretically explain pro-sustainable travel decisions, the value-belief-norm theory best provides the potential of explaining consumer information processing in the attitude-behaviour gap in the context of our study. In contrast, to the NAM, the value-belief-norm theory offers a more complete understanding of sustainable behaviour by extending the NAM by an ecological worldview expressed in the new environmental paradigm, different value-orientations, and a personal norm that link these factors with ascribed feelings of responsibility and problem awareness towards the potential adverse consequences of tourism. Given that we will investigate the case of special interest customers for sustainability, we may assume that these consumer characterise by a particular sense for sustainability, an interest for these topics, an increased awareness of environmental impacts, and sociocultural impacts on the destination, the value-belief-norm theory best represents a social-psychological attitude-behaviour theory for the context of our study. Furthermore, the theory discussion has identified little empirical evidence on the VBN in a tourism context which calls for further research while its recent application among tourism researchers underlines the importance of the theory for the research on sustainable tourism. Given the little application of the theory in tourism, neither for studying the attitude-behaviour gap, we also consider it valuable to deliver more empirical evidence for its use.

Both cognitive dissonance theory and attribution theory have their merits for explaining the attitude-behaviour gap phenomenon and there is also a potential for the use of attribution theory to investigate whether people find themselves responsible and capable of supporting sustainability or relate the cause of events (or behaviour) to external factors (Juvan & Dolnicar, 2014).

Finally, it is striking that none of the theories have found application in a context of sustainable tour operator communications. Since most of these studies concentrate on environmental sustainability, the multidimensional and multi-sectoral nature of tour

operator products were not reflected in the results. However, none of these studies have explored which beliefs are salient for consumers in booking sustainable tour packages.

Although the above-mentioned array of attitude-behaviour theories have been successfully used to empirically investigate sustainable behaviours in tourism, not all of them have found consideration in the context of research on the attitude-behaviour gap. It is further noteworthy that traditions of communication science of using social-psychological theories to explain information have not yet been introduced to tourism research. In communication science (Berger & Chaffee, 1987), social-psychological theories are used to explain communications as a process that is influenced by individuals' internal mental states which in turn affect behaviours. Therefore, these theories can explain the causes and effects of behaviours (Craig, 1999). Applying these insights to the context of sustainability communication in tourism would represent a novel approach in the field of tourism science and provides a much-needed theoretical perspective on this issue, especially regarding research on the attitude-behaviour gap. Such an approach is important for our research question as persuasive communication considers recipient cognitive states, and attitudes as central constructs that guide human behaviour and to which communication needs to respond by alter these beliefs in the desired direction, strength, or salience (O'Keefe, 2009). Therefore, the use of the value-belief-norm theory can be considered most relevant for explaining the persuasive effects of tour operator's sustainability communication and bear a fruitful field of research in the context of tourism. More precisely, the role of attitude-belief-based theories has yet to be researched in the context of sustainability communication and its influence on the attitude-behaviour gap. For example, social-psychological theories may support the design of sustainability messages by increasing the salience of certain beliefs and norms to persuade individuals to behave in a certain way (Jackson, 2005).

While belief-based theories give an understanding of which influencing variables needs to be targeted for behavioural change, these theoretical strands do not convey how to design persuasive messages. The elaboration likelihood model (ELM) is a theory of persuasion which has been appreciated for explaining advertising effects in various different contexts. The theory's strength is to integrate message design, personality factors, and other intervening variables in one theoretical framework to explain information processing and communication effects. There has been little empirical proof of the theory with regard to sustainability communication in tourism. The ELM is well-

suited to complement the theoretical perspective offered by the value-belief-norm theory which delivers an understanding of internal, psychological processes that guide consumer behaviour. Instead, the ELM may provide a more complete understanding of how to design sustainability tour operator messages, their information processing, and intervening variables such as involvement or prior knowledge as determinants of recipients' motivation and ability to process information. Combining these theoretical perspectives may allow for a more complete understanding of information processing and the design of sustainability marketing stimuli which are central factors that determine over success or failure in the decision making stage.

Mass media can contribute to increase a topic's salience in the public's perception, that is, to raise people's attention towards the urgency of an issue and the necessity of taking mitigative action such is the case with sustainability and behavioural change (Ziemann, 2011; McCombs & Bell, 1996). For the context of tourism, it has yet to be researched how the tourism industry can use mass media to set the agenda for sustainable tourism and thereby create interest, meaning or an image of sustainable tourism that is influential in motivating more sustainable travel decisions. Furthermore, agenda-setting may also contribute to creating awareness of a sustainable product portfolio in consumers' minds which is an aspect further research is needed on. Since the use mass media binds to larger budgeting, we may assume that this form of communication mainly affects large tourism companies such as mass market tour operators.

In addition, there remain knowledge gaps as to the application of the uses and gratification theory to explain the use of social media in obtaining and sharing sustainability information. Construal level theory, regulatory focus theory, and message framing are theories which have rarely been empirically applied in tourism so that future research is recommended that makes empirical use of the theories for the study of effective message design for sustainable product advertising.

5. Strategy of this thesis and contribution to knowledge

The PhD thesis entitled "the influence of sustainability communication on the purchase decision of sustainable tourism products" has been composed of a problem statement chapter including an interdisciplinary theory discussion and three research articles each of them contributing to the overarching research question. The following section will further explain the strategy developed for this paper-based thesis and the contribution of knowledge that has been generated by the interdisciplinary theory discussion ("Theoretisches Rahmenpapier") and the three research articles in terms of their theoretical, practical, and methodological implications.

5.1. Interdisciplinary theory discussion

As a first step, the problem statement has put forward an interdisciplinary theory discussion to theoretically frame the influence of sustainability communication on the purchase decision. The theory discussion has presented the relevant theories from sociology, psychology, and communication studies and has critically assessed their strengths' and weaknesses in light of the conditions that frame sustainability communication and the resultant decision making process. Furthermore, the theory discussion has reviewed the literature to identify opportune directions of future research in terms of theory.

5.1.1. Theoretical implications

While laying theoretical groundwork is essential to developing science (Kerlinger & Lee, 2000), theory advancement is particularly important for a young field such as tourism research which still lacks a comprehensive theoretical groundwork (Echtner & Jamal, 1997). This also concerns research on the effects of sustainability communications on consumer behaviour (Wehrli et al., 2014) which explains why tourism researchers and practitioners currently only show a limited understanding of how to develop effective sustainability communication measures (Tölkes, 2018a). To enhance our scientific understanding of sustainability communication (Hall, 2014; Hardeman et al., 2017; Wehrli et al., 2011; 2014), as a first step, this part of the thesis has discussed the broad range of theories that serve as explanations for sustainability communication and its effects on consumer behaviour.

5.1.2. Practical implications

While advancement of the theory of sustainability communication is a major objective for tourism researchers, practitioners such as tour operator marketing responsibles as well benefit from a more solid theoretical underpinning of their communication measures. Michie et al. (2008) emphasise that communication strategies can only be effective when interventions are theory-based. Persuasive communication, in broader terms, is defined as a form of communication which sets out to influence human behaviour by altering the direction or strength of recipients' underlying beliefs, value structures, or attitudinal schemas that guide an individual's behaviour (O'Keefe, 2002; 2016). Therefore, it is important for tourism marketers to know which beliefs are salient in steering the information processing of consumers when receiving sustainability product information. Practitioners can benefit from such knowledge to develop communication measures that target the relevant beliefs in order to stimulate pro-sustainable choices.

Michie et al. (2008) propose that there are two ways in which theory can inform communication strategies. First, it can suggest 'what to target', defining the kind of causal determinants that interventions should focus upon in order to change behaviour. Secondly, theory can inform 'how to do this' in terms of the message design needed to change such behavioural determinants. It is important to combine both strategies in order to develop successful interventions, because even if the employment of theory helps researchers explain the causes of behaviours, they also need to know how to design a persuasive message that will target underlying beliefs. Very often, practitioners lack the specific know how (Michie et al., 2008). Therefore, it is important to combine both strategies in order to develop successful interventions because even if the employment of theory helps researchers explain the causes of behaviours, in a second instance, they also need to know how to design a persuasive message that targets such underlying beliefs but very often practitioners lack this specific know how to do so (Michie et al., 2008).

For this reason a two-way strategy has been employed: A first study (2nd paper) (Tölkes, 2018b) is conducted to identify the causal beliefs of behaviour by means of a "belief-based theory of persuasion" and a second study based on a "theory of persuasion" (3rd paper) (Tölkes, 2018c) that explains how to develop an effective message design.

5.2.   1st Paper: Sustainability communication in tourism – A literature review

The first research article provides a systematic literature review of sustainability communication in tourism. A literature review is an adequate starting point for research into a novel field of research because it presents the current state of the art on the subject matter, from which future research guidelines can be derived (Rowley & Slack, 2004). To this end, the first article systematically reviewed the extant studies on sustainability communication in tourism, and summarised and critically evaluated their content in terms of their theoretical, methodological, and practical relevance to future research (Tölkes, 2018a). Another purpose of this systematic review was to endow tourism researchers with theoretical explanations, and practitioners with insights into why sustainability communication is currently not as effective as it could be. In this respect, systematic reviews have their particular strengths because they help to provide answers on the effectiveness of interventions (Petticrew & Roberts, 2006). This review article has thus contributed to knowledge by extending tourism scientists' theoretical understanding of effective sustainability communication (Wehrli et al., 2014) and by guiding practitioners to develop more effective research designs in order to fill the knowledge gap (Villarino & Font, 2015).
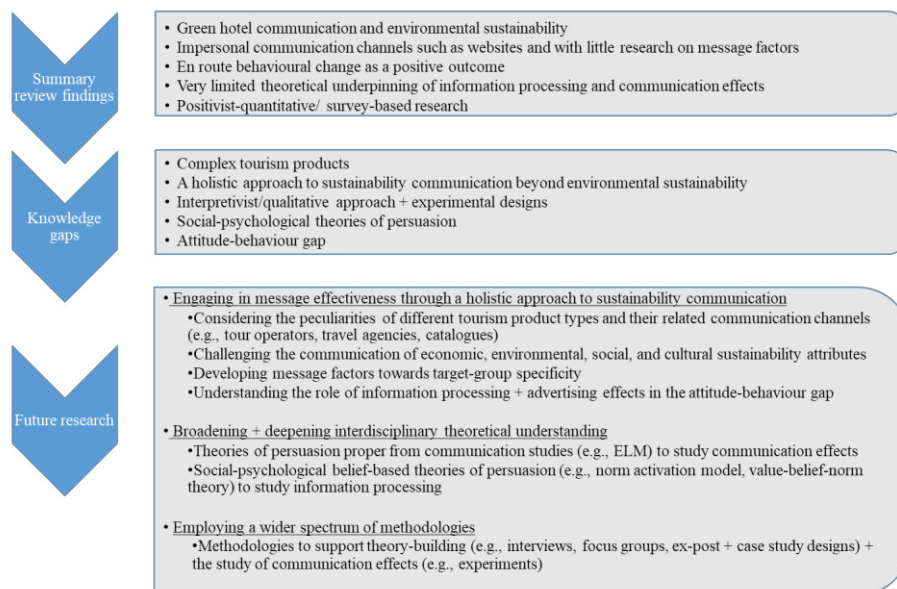
Fig. 4. Towards future research on sustainability communication in tourism.

(Source: Tölkes, 2018a)

The following explanations for why sustainability communication has not been as effective as it could be are identified:

- Extant studies concentrate on the investigation of hotel products and environmental sustainability attributes while neglecting a wider range of tourism products and the potential to communicate all four sustainability product attributes to the customer.

- Research on sustainability communication has considered only a limited set of communication channels and message factors. As messages can only be effective when the selected communication channel fits the product type (Kotler et al., 2010), we may conclude that not all relevant options have been considered in addressing a target audience.

- Another reason for ineffective sustainability communication is that research on its economic outcomes has produced inconsistent findings and has neglected the role of sustainability marketing in the pre-purchase stage of travel decision making.

- There is a limited theoretical understanding of consumer information processing and the occurrence of communication effects which also explains their relative inefficiency of practical solutions as only theory-led intervention can be expected to be fully effective.

- Most studies rely on quantitative, survey-based research designs. This limits the advancement of theory and the investigation of the driving and impeding factors of information processing and communication effects.

A systematic literature review can provide partial answers on the question of how effective sustainability communication needs to positively motivate travel choices as is the nature of systematic reviews in assessing the effectiveness of interventions (Petticrew & Roberts, 2006). The two subsequent, empirical studies built upon the knowledge gained from the synthesis of knowledge elaborated in the review to extend our empirical knowledge on the subject matter in terms of theory development, practitioners' solutions, and methodological advancement.

The systematic review proposes a research agenda which also serves as strategy for the two subsequent empirical studies of this PhD thesis:

- The two studies adopt a target group specific approach by investigating a consumer segment of sustainability-minded customers (in cultural tourism). To

draw upon best case-examples of sustainability, the studies relate to specialist tour operators for educational tours which adopt a pioneering role in the development and marketing of sustainable tourism products.

- Furthermore, both studies adopt a holistic approach to sustainability communication: Our research on sustainability communication consider the more complex and multi-sectoral nature of these composite products, tour operator catalogue information as the main marketing medium of this segment, and all of the four sustainability attributes which characterise these offerings (socio-economic, environmental, and cultural sustainability). Focusing on sustainability information in tour operator catalogues, we intertwined the tourism product type with its related communication channel to achieve the best results possible from our research in terms of message effectiveness.

- From a theoretical perspective, the two studies employ social-psychological theories to advance our understanding of both information process and communication effects. The first paper use the value-belief-norm theory as a "belief-based theory of persuasion" (O'Keefe, 2016) to study the driving and impeding factors of consumer information processing of sustainability information. The third paper involves the ELM as a "theory of persuasion proper" (O'Keefe, 2016) to research how a message format needs to be designed to achieve persuasive results and to investigate the role of message factors and recipient characteristics in its uptake.

- In terms of methodology, the literature review proposes to involve a qualitative case-study to support theory-building on information processing and the use of an ex-post design with sustainability customers which is applied in the second study. The third paper is based on an experimental design to test the effectiveness of advertisements presented in a tour operator brochure.
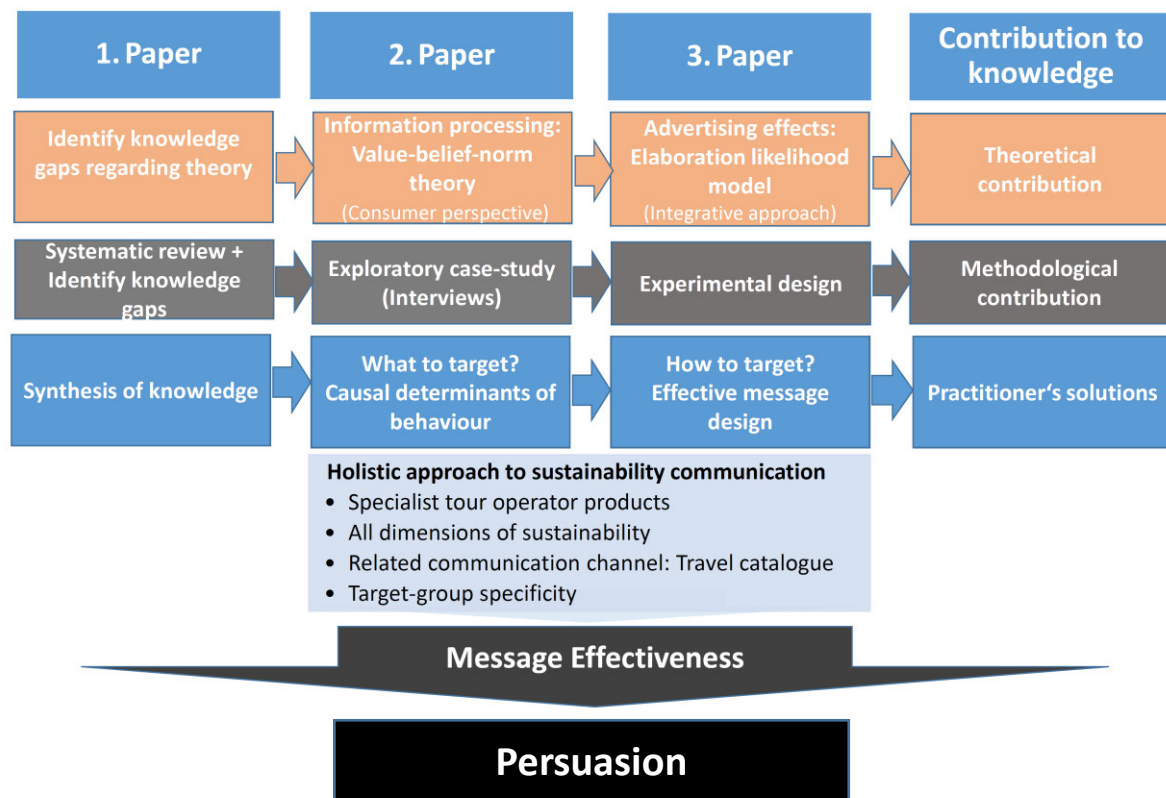
Fig. 5. Research strategy of this PhD thesis and contribution to knowledge.

5.3. 2nd Paper: The role of sustainability communication in the attitude-behaviour gap of sustainable tourism

The discrepancy between attitude and human behaviour, commonly described as the attitude-behaviour gap phenomenon has been discussed in the wider social-psychological literature (Carrington et al., 2010). This discrepancy has been observed concerning consumers in the mainstream segment (e.g., Chatzidakis et al., 2007) and, more specifically, with consumers of sustainable tourism choices (e.g., Juvan & Dolnicar, 2014). The marketing literature has likewise investigated the attitude-behaviour gap for more than 15 years, suggesting potential explanation for this discrepancy. In contrast to the marketing literature, tourism researchers have only recently begun to investigate this gap, and to date, only a few articles have addressed this topic (Tölkes, 2017, submitted).

Comprehensive studies by marketing and consumer researchers have examined the drivers and barriers of the discrepancy between consumers' declared attitude towards ethical purchases and their actual consumer choices. Marketing researchers have proposed several theoretical explanations for this gap, some of them conflicting with regard to possible reasons (Shaw et al., 2016; Kollmus & Agyeman, 2002; Johnstone &

Tan, 2014). Davies et al. (2012) suggest that methodological problems play a major role in this respect. The authors observe a methodological one-sidedness of survey-based designs conceptualised for the study of ethical consumer decisions, and these designs tend to generate social desirable answers and explain the overemphasis of cognitive explanations for the attitude-behaviour gap. These methodological problems adversely affect current research in marketing science, but marketing professionals and policymakers also struggle to find adequate solutions that successfully manage to stimulate pro-sustainable consumer decisions. Practitioners likewise face difficulties to fully comprehend why current consumption patterns continue to be unsustainable despite consumers' declared interest in sustainability purchases (Moraes et al., 2012; Picket-Baker & Ozaki, 2008).

In tourism research, similar observations can be made regarding the attitude-behaviour in sustainable tourism. The systematic literature reveals that this gap is not yet understood neither theoretically nor empirically which backs other scholars' findings (e.g., Antimova et al., 2012; Cohen et al., 2014). The review also identified that the role of sustainability marketing as a contextual factor has not been researched in the context. For future research, the review proposes to employ the value-belief-norm theory as a social-psychological belief-based theory of persuasion (O'Keefe, 2009; 2016) to explain consumer information processing of sustainability information. While this is a knowledge gap that relates to a lack of theoretical underpinning of this phenomenon, knowing how to motivate consumers to translate their declared attitudes into real travel choices, is a question which is also of managerial interest. This is because tourism companies can only effectively sell their newly developed sustainable tourism products to the market and generate economic success when the gap is closed (Tölkes, 2018b).

The main finding of the second study is that specialist tour operators' sustainability marketing measures were mainly ineffective in conveying consumers the sustainability attributes presented in their travel descriptions at the point of sale. Our findings indicate that many interviewed sustainability customers are unfamiliar with the special features sustainably produced tour operator packages were endowed with. More specifically, the respondents do not perceive, recognise and understand the sustainability product attributes (Tölkes, 2018b). This finding is somewhat surprising given that the customer segment selected for the study is assumed to be particularly sustainability-aware. Furthermore, and this is another important finding of this study: the customer show "no

attitude" towards intentionally booking a sustainably-managed holiday. It is a contribution to knowledge in the context of attitude-behaviour research in tourism that a major communication problem between specialist tour operators and their customers explains the occurrence of this gap. The fact that these special interest customers do not show the intention to book a sustainable tourism products is another contribution given that this attitude-behaviour gap characterises by an absence of attitude while consumers booked sustainably. This finding is different from other studies which have reported on missing behaviours in the gap (Tölkes, 2018b) (e.g., Juvan & Dolnicar, 2014; Hibbert et al., 2013).

The results from this study entail that tour operator managers need to considerably improve their marketing activities. Given that especially niche market tour operators invest in the sustainability management of their products to obtain competitive advantages, it is critical that they manage to make their sustainability practices visible attracting consumers by such distinguishing marks to favour a responsible holiday's choice to a conventional one. Thus, tour operators advertising should support sustainability-minded customers, both current and potential customers, in making more informed travel choices.

5.3.1. *Theoretical implications*

This communication problem is analysed using the social-psychological belief-based theory (O'Keefe, 2009; 2016) to explain the driving and impeding factors of information processing among sustainability customers as recommended in Tölkes' systematic review (2018a). A greater emphasis on theoretical approaches could shed light on the role and importance of contextual factors affecting the attitude-behaviour gap in sustainable tourism. This is an approach well supported by Antimova et al. (2012). They recommend that tourism researchers draw on what they call "community level theories." Using a different line of argumentation, Antimova et al. (2012) emphasise that the "key for understanding and perhaps even solving the gap" in sustainable tourism lies in examining "how to alter personal attitudes, or going deeper into norms and values" (p. 13), especially when it comes to changing (travel) behaviours in the long run (Antimova et al., 2012; Anable et al., 2006). Communication science (Berger & Chaffee, 1987) has drawn on theories of social psychology to explain communications, but applying these insights to the context of sustainability communication in tourism science represents a novel approach in the field and provides a much-needed theoretical perspective on this issue.

Social-psychological theories conceive of communication as a process that is influenced by individuals' internal mental states that affect behaviours and these theories can, therefore, explain the causes and effects of behaviours (Craig, 1999). This perspective, which is adopted in this study, deepens what is, at the time of writing, a rather limited theoretical understanding among tourism researchers of the attitude-behaviour gap in sustainable tourism.

From a theoretical perspective, this is, to the best of my knowledge, the first investigation that employed the value-belief-norm theory of environmentalism (Stern et al., 1999) to explain the driving and impeding influences on information processing of sustainability tour operator information. The study identifies eight different groups of beliefs that can explain how and why sustainability customers perceive, receive or understand different sustainability attributes at the point of booking. The findings reveal that the constructs of value-belief-norm theory have strong explanatory power for explaining information processing of sustainability information, providing evidence for the applicability of value-belief-norm theory to the context of specialist tour operator customers' decision making. This finding can offer a solid theoretical basis for the investigation of why and how special interest consumers perceive and receive product information on sustainability travel products in the pre-purchase decision making stage (Tölkes, 2018b).

The study also shows that a fully activated value-belief-norm chain enables special interest customers to fully process the sustainability information provided at the point of purchase. More specifically, this finding reveals that personal norms can play an important role in the decision making process if they are activated. The results further imply that consumers' altruistic and biospheric value orientations and their related pro-sustainable worldviews (NEPs) have an impact on their successful perception and reception of sustainability product attributes, a finding that is in line with the literature (Stern et al., 1995). These values, in turn, activate a personal norm, so that consumers feel a moral obligation to take sustainability action (e.g. to pay a supplement for a carbon offsetting scheme) resulting from an increased awareness of the consequences of one's behaviour and a sense of responsibility to take action. This finding suggests that customers find sustainability product information appealing and personally relevant when it is congruent with such norms and value structures. As a consequence, people feel they can make a contribution themselves to alleviating the detrimental impacts of travelling behaviours (Tölkes, 2018b).

5.3.2. Methodological implications

While a lack of theoretical and practical understanding of the gap in terms of ethical travel choices is an observation which corresponds to the current status of the wider marketing and consumer science literature, there are also methodological issues that need to be considered in tourism science. Methodologically, tourism research has, similar to marketing research, used national surveys to collect and analyse consumer behaviour data (Tölkes, 2018b) with similar problematic consequences for its knowledge base. To contribute to theory development, this study used an interview-based case study to examine the driving and impeding beliefs of special-interest consumers when processing sustainability information. This method also best accounts for consumers' understandings, perceptions and representations of sustainable travel products, and as a result, findings could be used to develop a theory (e.g., Eisenhardt, 1989) of information processing of sustainability messages. In addition, this method is appropriate if one is to develop target group-specific sustainability communications (Moser & Wolf, 2011), which is little understood in the context of tourism.

5.3.3. Practical implications

Our results have important practical implications that may help tourism managers improve their sustainability marketing to bridge the gap between consumer green rhetoric and real travel bookings. This study provides knowledge about the causal beliefs that favour the uptake of sustainability information. Thus, it would be effective for tour operators to design sustainability messages that appeal to the different beliefs which guide special interest consumers' information processing in their communications (Tölkes, 2018b). When targeting the identified causal determinants of behaviour, tourism marketers can either increase the salience of recipients' underlying beliefs, values or attitudinal schemas or alter their direction or strength to achieve more persuasive results (O'Keefe, 2002; 2016) in terms of sustainability.

More specifically, practitioners may develop sustainability messages that appeals to these customers' worldviews and values to strengthen their beliefs on how they "can make a difference" with booking a sustainable holiday and, thereby, contribute to mitigating the potential detrimental impacts of travelling behaviours on their valued objects (other humans or nature). For instance, messages can address biospheric values by demonstrating how a carbon offset payment may help reduce the amount of carbon

emissions produced with the customer's tour-related air travelling activities. On the basis of the findings from this study, it can be further derived that tour operators may appeal to customers' altruistic values by showing how their pro-sustainable travel choice contributes to generating benefits for the local host community. For example, the corresponding sustainability information may indicate that the tour operator employs local staff with equal employment opportunities or supports a local charity project that contributes to improving social justice in the host destination (cf. Tölkes, 2018b).

The interviews have shown, that it would be effective for tourism companies to pro-actively inform their existing or potential customers about the option to donate for this charity project at the point of purchase and offer the possibility to visit this project en route (such as in the case of one tour operator specialised on South America tours). Doing so, it becomes visible to travellers what is accomplished with his or her help both prior departure and on holidays, in this way travellers obtain an added value to their holiday experience. Additionally, tour operators may find active ways in presenting the positive outcomes from a customer's sustainability choice to stimulate consumers' perceived level of awareness of consequences (AC beliefs) to increase their beliefs of having the ability to prevent any harm from the things that are important to them (AR beliefs). To foster pro-sustainable choices, tourism marketers should enhance consumers favourable attitudes towards pro-sustainable choices in the long run. The study shows that the visibility of sustainability effects enhances the trustworthiness of the information. Therefore, tour operators should develop sustainability-related experiences that serve as a benefit for the customer and provide positive outcomes for the travellers as part of the product performance that is mentioned in the promotional information (cf. Tölkes, 2018b).

While the study identifies the prominent role of the above-mentioned salient beliefs as drivers of information processing, other beliefs impede the interviewees from perceiving, recognising or understanding some of the sustainability product attributes. According to the value-belief-norm theory egoistic values deter consumers from the uptake of information since the variables in the value-belief chain do not become activated (Stern et al., 1999). As there are only two respondents among the interviewees who show such egoistic beliefs, we may assume these cases are accidental as these special interest customers overwhelmingly display pro-sustainable worldviews. In addition, the interviews' results indicated that respondents also express different forms of

responsibility denial as a result from feelings of powerlessness or distrust in external organisations in actually achieving sustainability. These findings are of value for tour operators because they can respond to such beliefs in creating transparency about the sustainability action's outcome. They can also educate their customers about their possibilities to make a difference towards sustainability or different levels or forms of contribution so that consumers who feel constrained in taking sustainability action are informed how to overcome such constraints (e.g., educating consumers that the atmosfair option allows for different levels of payments) (cf. Tölkes, 2018b).

In terms of those beliefs that relate to personal characteristics, product dimensions and misconceptions of what sustainable tourism, tourism marketers may need to correct those beliefs by altering the direction or salience of these beliefs (O'Keefe, 2002). Also, these results indicate a certain information deficit which tourism companies may respond to by delivering both more information on sustainable products (Miller et al., 2010) and their attributes, but most importantly by developing a higher technical competence in designing effective communication measures (Wehrli et al., 2014; Villarino & Font, 2015). The latter is investigated in paper 3 (Tölkes, 2018c, submitted).

Our findings contribute to a more target-group specific understanding of sustainability communication in tourism mainly related to the segments of "unconventional explorers" and "ecotourists". As with the lifestyle segment of performers who were assumed to not actually search for sustainability (Kleinhückelkotten & Wegner, 2008), our results similarly indicate a lack of intentional search for sustainability information in the pre-purchase stage among some younger customers. However, this cannot be generalised as other interviewees state to have intensely informed themselves prior to departure (and still did not realise the given sustainability information to a full extent). The interviews' results further deliver an understanding of target-group specific communications for the milieu of "Sozial-Ökologische." While the literature suggests detailed, complex, and fact-oriented information (Kleinhückelkotten & Wegner, 2008), our results additionally show that appeals to values and norms and presenting information in a personal-relevant way positively affects the uptake of sustainability product attributes among these consumers.

From a practical viewpoint, knowing how to close the gap between intended and actual purchases in ethical consumer behaviour is of pressing managerial interest (Carrington et al., 2010) since the market potential for sustainability-based products in tourism can only be exploited when consumers are addressed in a way that their positive intentions turn

into actual purchases at the counter. Schmücker et al. (2016) discuss the considerable market potential for sustainable tourism indicated for the German market in the deutsche Reiseanalyse (2014) (Travel Analysis) (Günther et al., 2014) which presents representative results on market trends for tourism in Germany. The report indicates a general interest for an environmentally-sustainable holiday among around one third of the population, while around 38% of all German respondents declare that social sustainability aspects are important for them to consider when travelling. However, the data reveals that most of the travellers showing an environmental concern for their holiday trip (89%) as well place emphasis on its social compatibility. Likewise, socially-concerned respondents also mention environmental-friendliness to be an important consideration for their holidays (74%). It can further be derived from the data that the German population shows different potentialities in their demand for sustainable tourism products. While around 11% of travellers can be classified by a hard potential for eco-friendly and resource-efficient holiday trips (among those respondents who expressed their environmental concern), another 21% display a soft potential for such sustainability-oriented tours. In terms of social sustainability, the market demand for these forms of tourism can further be distinguished into a hard potential among 14% of those interviewees who conveyed a strong social concern while 24% of those consumers represent a soft potential for this kind of holidays. Importantly, around 12% of such sustainability-minded customers report a willingness to pay more for tour operators' sustainable travel offers such as for sustainability-certified accommodations (Günther et al., 2014). Schmücker et al. (2016) conclude for the German market to exist a small but growing segment of sustainability-minded travel customers who pro-actively searched for sustainability product information in the pre-purchase stage of their holiday trip. In addition, there is further a considerable potential among those travellers who "are more or less open for sustainable tourism options, but without consequently choosing the more sustainable option if there is no incentive to do so, this segment is much bigger" (Schmücker et al., 2016, p. 15).

The second paper indicates an attitude-behaviour gap among special-interest customers who do not show an attitude towards booking a sustainable tourism product but unintentionally did so. The study identifies the beliefs as causal determinants of behaviour. Such knowledge is important for tour operators to know which beliefs need to be targeted in their sustainability messages to achieve behavioural change. How their messages need to be designed to become effective is beyond the scope of this study. Since

attitude change is the key to achieving behavioural change (Rucker et al., 2007; O'Keefe, 2009) and overcoming the gap (Antimova et al., 2012), a second study has been conducted on the design of messages changing the attitude of customers research is needed.

5.4. 3rd Paper: Effective sustainability communication in tour operator advertising: An experimental design

To develop successful sustainability advertising campaigns, it is important for tourism marketers to understand when, how and why certain customer segments are likely to positively react. Therefore, the third study investigates how to achieve effective message design in tour operator sustainability advertisements. To this end, this study examines the different factors that determine the persuasiveness of communication such as the type of message content that best fits the given product type (Johar & Sirgy, 1991; Shavitt, 1990), or recipient characteristics such as level of prior knowledge or involvement with the sustainability topic (O'Keefe, 2009; 2016). For this purpose, the third study of this PhD thesis uses the ELM as a social-psychological framework of "persuasion proper" (O'Keefe, 2009, 2016) which adopts an integrative approach to explaining persuasive communication. The ELM integrates message factors and recipient characteristics to explain their effects on consumer information processing of sustainability information. The results are fruitful for deriving message designs that are effective for the target group of cultural tourists in Germany. This customer segment for sustainable tourism as represented by cultural tourists, is characterised by well-educated individuals of higher disposable incomes and a high degree of sustainability-consciousness (e.g., Günther et al., 2014; López-Sánchez & Pulido-Fernandez, 2016).

The ELM is commonly employed by advertising researchers to study the process of attitude formation and attitude change which is considered the key to externally induced persuasion (Kitchen et al., 2014). The model's strength lies in integrating contextual factors such as message variables and source characteristics with individual factors, that is, receiver characteristics to explain the occurrence of persuasive effects (Petty & Cacioppo, 1986; Kitchen et al., 2014; O'Keefe, 2016). The ELM proposes two routes of information processing which vary in the extent of cognitive effort recipients devote to elaborating the received message. An individual's ability and motivation will affect whether the elaboration likelihood to occur is high or low and results in central route or peripheral route processing. While the personal relevance of a message is an important motivational variable for recipients to process information, one's ability to elaborate a

message is also determined by the extent of issue-relevant prior knowledge individuals have (Petty & Cacioppo, 1986; O'Keefe, 2009). The basic tenet of the theory is that attitudinal change will occur when information is processed via the central route which involves that a person carefully scrutinizes the presented message arguments, whereas a low elaboration likelihood is linked to the peripheral route (Petty & Cacioppo, 1986; O'Keefe, 2009). More specifically, the model proposes that issue involvement is the most crucial influencing factor of attitude change. The higher the issue-relevance of a message's content, that is the more personally relevant a message is for the receiver, the more cognitive effort is involved in processing the information's arguments. This in turn, favours the translation of attitudes into behaviour (Petty & Cacioppo, 1986; Petty & Wegener, 1999; O'Keefe, 2009) (cf. chapter 4.3.7.).

5.4.1. Theoretical implications

Our findings indicate that the employment of the ELM as a social-psychological theory produces practice-relevant results by providing the groundwork for more target-group based and effective sustainability communication strategies. Furthermore, this empirical study further implies that theory-led interventions are effective for generating persuasive effects (Michie et al., 2008). Furthermore, the ELM advances our theoretical understanding of this field and this is one of the first studies that in tourism that have used this theoretical framework to explain sustainability advertising. The ELM proposes to account for different recipient characteristics such as different levels of ability and motivation in terms of information processing when developing communication strategies. Therefore, an ELM-based approach to persuasive communication allows marketers to respond to differing communication needs resultant from different receivers' characteristics. As the effect of persuasion is dependent on the recipients' extent of message elaboration, tourism marketers need to consider factors that determine their target group's likelihood to engage with a sustainability message. Accordingly, different message designs are needed to correspond to the varying degrees of message elaboration among receivers (Bakker, 1999; O'Keefe, 2009). Since the extent as to which recipients elaborate a message's content is not necessarily fixed, it is important for persuaders to develop message formats that influence the individual's ability or motivation to process the given information. For example, persuasive communication may set out to increase the personal relevance of a topic for the receiver to increase the recipient motivation to elaborate the message (O'Keefe, 2009).

5.4.2. Practical implications

It is crucial for companies to know what kinds of message appeals and sustainability topics need to be advertised in their sustainability communications to achieve persuasive effects in terms of product preferences (Sen & Bhattacharya, 2001). This study shows that sustainability information does create a positive effect on consumer purchase intention, which is the main question of this PhD dissertation. This result supports other scholars' findings that communicating a company's social and environmental engagements leads to positive commercial outcomes (e.g., Sen & Bhattacharya, 2001). Consequently, the result of this study contributes to knowledge regarding the effects of sustainability communication on consumer behaviour which have not yet been entirely understood (e.g., Grimmer & Woolley, 2014). This research advocates for tourism companies to invest in managing their tourism products more responsibly and to broaden their sustainable product portfolio. Furthermore, our findings support that tour operators should make use of extrinsic cues to communicate their sustainability activities in their advertisements and to regard their sustainability communication as an integral part of their marketing strategy. This helps build competitive advantage such as by increasing customer purchase intentions. This position is in line with other studies which identified that sustainability product messages are persuasive when they explicitly communicate their inherent sustainability attributes (Millar & Baloglu, 2011). However, this finding contradicts Font et al. (2016) assumption that tourism companies benefit from "greenhushing" as the deliberate downplaying of their sustainability engagement in their marketing communications.

In terms of message design, the study finds that the appeal type used in the sustainability advertisement does not create any significant effects on consumer behaviour. This finding is different from our hypothesis since we expected this segment of sustainability-minded and highly-educated customers to more favourably react to rational ads than to emotional ones. For example, Wehrli et al. (2014) shows that rational appeals are a more successful communication strategy with sustainability-experienced customers in the beach holiday segment. However, we could not confirm this effect for the target group of cultural tourists. Our finding corresponds to the evidence given in the service literature which has shown that scholars have not come to a general agreement whether rational or emotional appeal types are appropriate for the marketing of service products given the inconsistent results of their findings (e.g., Stafford & Day, 1995). This is as well a remaining question

for the sustainability segment so that more research on the role of different appeal types is needed. However, the study shows that it is important to consider the segment-specific characteristics of customers for the development of effective communication strategies (Shavitt, 1990) so that results of communication research cannot be simply transferred from one segment to another.

There are some methodological issues, which explain the limited the effect of appeal type on persuasiveness. On the one hand, there were imbalanced samples of rational and emotional treatments regarding two sustainability topics. On the other hand, the catalogue page presented both general holiday information and sustainability information. While we designed the page to be as realistic and simplistic as possible we may derive that it is still difficult to design effective message appeals for sustainability information because consumers would need to judge both the holiday information and the sustainability attribute, which is more demanding than processing travel information alone (Eagly & Chaiken, 1993; Drumwright, 2009).

In consideration of the theoretical background of the ELM, our research can further deliver insights into the interaction between customers' prior knowledge and involvement in the reception of different sustainability topics. That is, the advertising of particular sustainability programmes and sustainability dimensions positively affect the attractiveness of the companies (sustainable) tourism products with customers who have certain predispositions. The findings show that sustainability topics which are appealing to customers feel more personally-relevant leading to more issue-relevant thoughts, which in turn, increases the persuasive effects of the advertising in terms of attitude change and higher purchase intentions. This result is in line with literature according to which recipients consider the message's aspects which are most meaningful to them regarding the communicated attitude object (Hartmann et al., 2005) such as the sustainability product attribute. This will mean in the case of our consumer segment, that tour operators for educational tours should place emphasis on presenting its engagements in terms of "cultural sustainability" in their advertisements. More precisely, the cultural sustainability programmes mentioned in the treatments where most effective in achieving persuasive results: to participate in meet-ups with local people who talk about their lives and present the projects they are involved in and donations to local conservation charities as part of a sustainably management tour programme achieved most persuasive results among this target audience. Knowing which sustainability dimension and what kind of

topic is relevant for its customers allows tour operators to increase their target audience's ability and motivation to process the illustrated sustainability information and to thereby enhance the marketing message's effectiveness. Furthermore, our research indicates, again in line with literature that the previous knowledge consumers regarding an advertised sustainability topic leads to increased purchase intentions (e.g., O'Keefe, 2002).

Furthermore, our findings deliver deeper insights into how to address the segment of "Established" or the "Conservative Milieu" as described in the Sinus segmentation and which is represented by these customers as "demanding cultural tourists. While it was expected that rational appeals are particularly persuasive in this customer segment, we could not show any significant effect of appeal type. This is a different finding from (Kleinhückelkotten & Wegner, 2008) who suggests to involve informational forms of appeals, comprehensive information, and fact-orientation in addressing this customer segment. However, we could similarly show that addressing the right issues, in this case cultural sustainability topics, is an effective way to appeal to this customer segment.

5.4.3. Methodological implications

The third study uses an experimental design with the aim to contribute to theory development and the advancement of knowledge regarding the design of effective sustainability messages in tourism. The literature review presented in the first article (Tölkes, 2018a) identifies experimental designs as an underused but important research method for the study of advertising effects. In the following, the advantages of experimental designs in contributing to knowledge in terms of sustainability communication in tourism are discussed.

Experimental designs are acknowledged for their potential to study cause-effect relationships (Bradley & Sparks, 2012) since they allow for the manipulation of one or more independent variables to measure their presumed effect on one or more dependent variables. Consequently, researchers can observe in how far one variable affects the outcome of another variable while the effects of extraneous variables are controlled (Fong et al., 2016; Vargas et al., 2017). It is the particular strength of experiments to control a research situation in a way that external influences are minimised in confounding the results of the study. Therefore, experimental designs are most adequate to establish cause-effect relationships and, consequently, for the testing of theory (Vargas et al., 2017). In

recognition that experimental research can advance theory, experimental designs have been advantageously applied in advertising research to investigate the impact of different communicative stimuli designed to change consumer behaviour (cf. O'Keefe, 2016 for an overview). The importance of this method for the purpose of this study is reflected by emergent investigations on the subject matter made empirical use of experiments to examine the effect of sustainability advertising on consumer reactions (e.g., Hartman et al., 2005; Bögel, 2015). Given the practice-oriented tradition of tourism, tourism science is still characterised by an underdevelopment of theory. This status quo is a major reason why scholars call for further theory development, also by developing a more adequate set of research methods that serve the purpose of measuring cause-effect relationships such are experimental designs (Mattila, 2004; Oh et al., 2004; Fong et al., 2016). In response to this call, and also because an adequate set of research methods is a necessary precondition to advance the knowledge of a field (Law et al., 2013) such as sustainability communications, an experimental design was used as data collection method for the third study. (Tölkes, 2018a; 2018b).

Until today, there has been scarce employment of experimental designs in tourism overall (Line & Runyan, 2012) while surveys continue to be the prevailing research method for tourism-related research questions (Fong et al., 2016). In comparison to other research methods and to survey-based research in particular, conducting an experiment has several advantages. A major intricacy for researchers is that many people have difficulties to explain the reasons for their behaviours. Therefore, survey data is not always of explanatory power but tends to produce biased answers or even answers resultant from faulty memory. Experimental designs, however, have the advantage not to be reliant on people's judgements. Instead, this method focuses on the measurement of the reasons of behaviours by addressing cause-related questions as an integral part of their methodology with the option to give alternate explanations (Vargas et al., 2017). Such an approach has its merits for examining the effects of sustainability communication given that sustainable tourism and its products show an abstract and complex dimensions consumers have difficulties grasping (Moser, 2010; Bramwell et al., 1996) and expressing in their own words. What is further difficult to discern from survey-based research is in how far consumers relate their own behaviour and travel decisions to the causes and impacts of sustainable tourism and how they process different forms of sustainability information so that it becomes purchase-relevant. Thus, experiments are particularly adequate for the study of message effectiveness of sustainability-related communications as researchers

may gain a deeper understanding of why and how people react to a certain type of sustainability advertisement (Wolf & Moser, 2011).

Furthermore, the empirical study demonstrates that experiments are valuable to deliver practical solutions to a problem. In this respect, it responds to the practitioner's knowledge need for knowledge how to enhance the effectiveness of persuasive messages (e.g., Villarino & Font, 2015, Tölkes, 2018a) in tourism brochures. The findings from the experimental study could deliver solutions on which appeal type is most effective in texts and pictures that describe sustainability product attributes. Hence, this method was adequate to give answers on target-group specific communication measures (Wolf & Moser, 2011). The research design was further developed to conform to the needs of tourism practitioners which is important for application-oriented research to produce practice-related answers (Fong et al., 2016; Leung & Law, 2007). For this purpose, we have drawn upon a field study set in a real-life context that involved customers of a sustainability-oriented specialist tour operator for educational tours. By conducting an experiment with real customers and by using real life material from the brochures of a tourism company, we considered a natural setting in order to increase the external validity of this research (Leung & Law, 2007). With this approach we also intended to increase the relevance of this study's findings by creating a typical advertisement situation and context of travel decision making. We responded to a research scholar's call (Fong et al., 2016) to employ experimental designs in tourism research and to advance this method in an empirical study. We also responded to the advocacy given to cooperating with industry partners in conducting experimental designs to allow for real-life settings that give practice-related answers the industry can benefit from.

By choosing a real-life setting we also sought to respond to the criticism that many experiments relied on student samples that make it difficult to produce generalisable findings because students may not show the same characteristics as the target group intended for (Fong et al., 2016). In an attempt to address another point of criticism towards advertising researchers, we considered researching the advertising effects on an existing product and brand as advertising research was criticised for mainly relating to unknown or fictitious brands that obscured the findings (Vargas et al., 2017). Finally, our study conceptualised a factorial design with the aim to measure the effects of different sustainability topics and different forms of communication as independent variables on attitudes and purchase intentions. In addition, we examined potential moderating effects

of recipient characteristics such as prior knowledge and involvement in the uptake of this information. This approach was important to gain insight into the role of message factors and recipient characteristics in the uptake of information, and the potential interplay of such factors. Thereby, we also responded to the knowledge void concerning the conceptualisation of factorial designs in tourism research (Vargas et al., 2017).

6. Conclusion

This thesis investigates the influence of sustainability communication on the purchase decision exploring the case of sustainability-certified specialist tour operators for educational tours.

Acting as an intermediary, tour operators have a dominant role in the tourism value chain and therefore in the production and marketing of more sustainably-managed tourism products (Budeanu, 2007; Sigala, 2008). Certified for sustainability, these tourism products are characterised by different sustainability product attributes designed to ensure that the tourism product is environmental-friendly, economically-fair, and socio-culturally acceptable (Wehrli et al., 2014). Specialist tour operators are pioneers in the market for sustainable tourism products. In an attempt for product and market differentiation, these tourism companies provide their customers a special kind of holiday experience while contributing to alleviating the damaging effects of tourism (Schwartz et al., 2008). To motivate sustainable consumption, it is critical that the peculiarities of these products become visible to the consumer and are positively connoted (McDonald & Oates, 2006). Sustainability communication is a product-related concept which aims to direct consumer attention to newly created sustainable tourism products and to convey to consumers how they can comply with their needs and with the principles of a sustainable development to motivate pro-sustainable travel choices. Furthermore, sustainability communication proposes an interactive form of communication between tourism companies and their customers about these sustainability activities (Belz & Peattie, 2012; Bridges & Wilhelm, 2008). The development of effective sustainability messages is more challenging than conventional marketing. The reason is, that tourism marketers need to convey both the mainly intangible characteristics of tourism services, and the complexity of these sustainability features. Given that the impacts of (un-) sustainability lack immediacy and are therefore difficult for human to grasp, and that sustainable tourism as a concept is abstract and vague (Bramwell et al., 1996), processing sustainability information is a more cognitive demanding task for consumers (Drumwright, 1996).

Despite the increasing supply of sustainable tourism products and declared positive intentions of consumers, the attitude-behaviour gap in sustainable tourism has not yet been bridged. Therefore, this PhD dedicated to the limited theoretical and practical understanding tourism researchers and practitioners still have concerning the effective design of sustainability messages and the attitude-behaviour gap (Wehrli et al., 2014; Villarino & Font, 2015).

This thesis is composed of a first section providing the theoretical framework and three research papers set out to contribute to theory, methodology, and practice-related solutions regarding sustainability communication in tourism. These three papers are separate studies that stand for themselves but are composed in a way that one study leads to another and each article contributes to knowledge in terms of the major research aim. The introductory chapter provides an interdisciplinary theory discussion upon which the thesis builds. The critical analysis of theories from psychology, sociology, and communication studies reveals that social-psychological theories are particularly apt for a complete understanding of information processing and advertising effects in the context of sustainability communication. The value-belief-norm theory of environmentalism (Stern et al., 1999) considers feelings of moral obligation, pro-sustainable worldviews, and ascribed responsibility for environmental action which are important factors that explain sustainable behaviours in tourism. Given its suitability and its lack of empirical use, this theory was selected for the study of information processing in the context of the gap. Furthermore, the theory discussion revealed knowledge gaps regarding the elaboration likelihood models which complements the perspective of the value-belief-norm theory by providing an integrative approach to explaining advertising effects.

The first paper is a literature review on sustainability communication in tourism. It is the first one systematic approach to the topic and endows researchers and practitioners with a deeper understanding of the mechanisms that influence the effectiveness of sustainability communication by critically analysing the extant literature on the subject. The review's findings propose that the current status of research is a major explanation why sustainability messages have not been effective: Neither the information processing of sustainability information nor the occurrence of communication effects are theoretically understood, there has been an limited set of methodologies used for their research, while researchers have not given credit to a holistic understanding of sustainability communication when investigating research contexts, communication

channels, and its outcomes. To develop practitioner's solutions, the article develops a research agenda that suggests to more amply engage in the study of message effectiveness through a holistic approach to sustainability communication that considers the peculiarities of different tourism products, their related communication channels, and all four sustainability product attributes in their communication to the consumer. Furthermore, the review calls for a target-group specific approach to message designs and for researching the role of information processing in the attitude-behaviour gap. An interdisciplinary theoretical understanding improves our understanding of information processing by means of social-psychological 'belief-based theories of persuasion' and the elaboration likelihood model as a 'theory of persuasion proper' (O'Keefe, 2016). To complement this research, the review identifies qualitative methods and experimental designs to advance theory as suitable methodologies for the study of communication effects. In the following, the two subsequent article will comply with the suggest research agenda in terms of theory, practice, and methodologies.

The second paper investigates "the role of sustainability communication in the attitude-behaviour gap" by means of telephone interviews with special interest customers for sustainability. The study reveals that the study participants have major difficulties to see, recognise, or understand the sustainability product attributes at the point of booking. It is a contribution to knowledge that ineffective sustainability communication is the explanation for the occurrence of the gap. Furthermore, the study reveals a new form of attitude-behaviour gap since the interviewed customers have no attitude towards booking a sustainable holiday. Drawing on experience from communication science in using social-psychological theory to explain the uptake of information through internal mental states (Craig, 1999), this is the first time the value-belief-norm theory is used to explain information processing of sustainability information in a tourism context. The theory explains why consumers process sustainability information through consumer values, moral norms, customer problem awareness and a sense of responsibility for mitigating the negative impact of tourism. The theory has its limitations to explain why customers do not recognise the added value of sustainable product attributes. Tour operators may draw on the eight different groups of beliefs to target these causal determinants in their sustainability communications to achieve persuasive effects in terms of the commercial outcomes the sustainability segment has to offer.

Since the study participants in the second study have no attitude towards purchasing sustainably and attitude change is the key to changing consumer behaviour to sustainable travel choices (O'Keefe, 2016), the third study is concerned with how a message design can be developed to effectively convey sustainability. To this end, the ELM was tested in an experimental design to investigate the persuasive effects of message designs in tour operator catalogues with recipient characteristics as an interacting factor for information processing. Here is no significant effect of the type of message appeal, that is, whether the treatment was conveyed in a rational or emotional appeal. Cultural sustainability was the topic that most addressed cultural tourists with prior knowledge on the subject and led to issue relevant thinking that induces persuasive effects. The study shows that the ELM is a suitable theoretical framework to explain both message factors and recipient characteristics in processing sustainability information, advertising effects, and for providing practitioner's solutions.

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Appendix A

1st Article: Tölkes, C. (2018): Sustainability communication in tourism – a literature review. *Tourism Management Perspectives*, *27*, 10-21. https://doi.org/10.1016/j.tmp.2018.04.002

Appendix B:

2nd article: Tölkes, C. (2018): The role of sustainability communication in the attitude-behaviour gap of sustainable tourism. *Tourism and Hospitality Research*, *0*(0), 1-12. https://doi.org/10.1177/1467358418820085

Appendix C:

3rd article: Effective sustainability communication in tour operator advertising: An experimental design.

Effective sustainability communication in tour operator advertising: an experimental design

Drawing upon the elaboration likelihood model (ELM), this study investigates the influence of recipient characteristics and message factors in information processing of tour operator sustainability advertising. In an experimental design with specialist tour operator customers, we investigate the persuasive effects of rational or emotional appeals and of different sustainability topics as presented in a tour operator brochure on sustainable tourism products. We also examine the influence of the customer's prior knowledge of different sustainability topics and their issue relevance on information processing. Two pre-test experiments ensure that the stimuli achieve the intended effects and that the treatments are meaningful for the main data collection. The main findings are that the types of sustainability topics presented are a major factor of effective advertising and that the type of message appeal has no significant influence on consumer reactions. Customers' prior knowledge on a given sustainability topic and its personal relevance are factors that additionally increase persuasiveness. These findings allow tour operators to improve their sustainability communication by more target-group specific designs. Furthermore, the study demonstrates that the ELM is a suitable theoretical framework for sustainability communication in tourism and one that tourism researchers can build on in future research.

1. Introduction

Specialist tour operators pioneer the market in terms of sustainability and present their engagements in their printed travel catalogues as their main advertising medium (Holloway, 1998; Schwartz, Tapper & Font, 2008). Implementing economic, environmental, social and cultural sustainability attributes into their tourism products, specialists attempt to mitigate the detrimental effects of tourism but also to enhance the travel experience for their customers to gain competitive advantage in the niche segment (Schwartz et al., 2008). Specialist tour operators for educational tours form part of one of such niche markets (Hall, 2014) as cultural tourism represents a market

segment that is particularly associated with sustainable tourism (Swarbrooke, 1999). Given the tourism industry's efforts in developing more responsibly managed travel products, tourism practitioners are urged to find solutions on how to effectively market such alternative offers (Wehrli, Priskin, Demarmels, Schaffner, Schwarz, Truniger, & Stettler, 2014a; Villarino & Font, 2015). Yet, little is understood about how tour operators need to design their sustainability information in their printed catalogues in order to stimulate consumer choices towards sustainability in the pre-booking stage (Self-reference, 2018).

The role of advertising as the most important source of information for (potential) travellers is acknowledged in the tourism literature (Park & Fesenmaier, 2012). While travel brochures are the most frequently used marketing medium by the tourism industry (Molina & Esteban, 2006), brochures as catalogues play an important role in tour operator marketing (Holloway, 1998). Brochures are a printed form of tourism advertising designed for the purpose of promoting tourism products to the consumer (Molina & Esteban, 2006). Therefore, brochures are the most popular information source for inbound and outbound travellers (Ortega & Rodriguez, 2007), especially in the pre-booking stage of (overseas) tour operator package holidays (Yamamoto & Gill, 1999). Despite the pivotal role that brochures have for consumers in the pre-purchase stage, there has been limited research on how brochures must be designed to positively support decision making. Such knowledge and, additionally, how consumers process travel information is essential for companies to develop successful marketing strategies (Molina & Esteban, 2006; Sirakaya & Woodside, 2005). However, sustainability information is more cognitive demanding for consumers because they have to evaluate both the product information and the sustainability attribute (Eagly & Chaiken, 1993; Pomering & Johnson, 2009). While message effectiveness strongly

determines consumers' attitudinal beliefs and purchase intentions (Dillard, Shen, & Vail, 2007), it is the quality of message content and design that determines a campaign's success (Decrop, 2007).

Therefore, research is needed on what type of appeals and sustainability topics are most likely to produce persuasive effects when presenting sustainability information in tour operator catalogues (Self-reference, 1. Paper). As sustainability product information is more complex travellers may need at least some degree of previous knowledge when dealing with such information (Wehrli et al., 2014a). Consumer prior knowledge and involvement with a topic are important determinants of information processing (O'Keefe, 2009) but their influence has not yet been researched in terms of sustainability advertising in tourism (self-reference, 2018). Using the case of a specialist tour operator for educational tours in Germany, this article responds to the need for more target-group specific solutions for sustainability communication in tourism (Dolnicar & Leisch, 2008; Wehrli et al., 2014a). We research the sustainability information presented in a printed tour operator catalogue in the segment of cultural tourism. Such customers tend to be sustainability-minded, show an above-average level of education, are 50 plus and have higher disposable incomes (Günther, 2014; López-Sánchez & Pulido-Fernández, 2016). This approach also considers that persuasive effects are most likely to be achieved when the type of appeal fits the consumer segment (Johar & Sirgy, 1991; Shavitt, 1990). We further seek to provide a case study of real customers and real brochure material of a tour operator to increase the external validity of this research and its value to practitioners (Wehrli et al., 2014a).

2. Literature review

2.1. The elaboration likelihood model (ELM)
Sustainability communication in tourism still lacks a solid theoretical underpinning

(Wehrli et al., 2014a; self-reference, 2018) although a theoretical foundation would significantly improve its effectiveness (Hall, 2014). In response to this need, this study employs the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986) to investigate the role of both receiver characteristics and message factors in customers' information processing of sustainability information in tour operator catalogues. Although the ELM is a well-established theory of persuasion with extensive scientific evidence on the study of advertising effects (O'Keefe, 2016), only few studies have applied this theory in the context of green or sustainability communications (e.g., Grimmer & Woolley, 2014) and so on in tourism. For example, Brown, Ham, and Hughes (2010) and Steckenreuther and Wolf (2013) build upon the ELM to develop intervention strategies for a national park, while Macdonald, Milfont and Gavin (2016) show that ELM-based animal talks are better received by visitors and increase visitor satisfaction in zoos. Paragraph: use this for the first paragraph in a section, or to continue after an extract.

The theory suggests two different routes of information processing: a central and a peripheral route of persuasion. The central route requires a high cognitive effort by an individual to process the message. This route becomes initialised when an individual is both motivated and able to carefully examine a message's arguments, which results in long-lasting effects in terms of attitude change and behaviour. As people cannot attend closely to every persuasive message, the peripheral route considers situations when the persuasive outcomes are a result of a recipient's low cognitive effort in processing information (Petty & Cacioppo, 1986; O'Keefe, 2009). Whether the central route or peripheral route becomes activated depends on the extent to which an individual develops issue-relevant thinking (Petty & Cacioppo, 1986; Petty & Wegener, 1999). While message content is one factor that influences the level of information processing

(O'Keefe, 2009), prior knowledge is an important determinant of ability, whereas, issue involvement is considered the most important motivational variable regarding elaboration (Petty & Cacioppo, 1986; O'Keefe, 2009).

2.2. Emotional-rational appeals

Rational appeals and emotional appeals are the two leading appeal types (Shimp & Andrews, 2013) and differ in how they depict the benefits associated with a certain product purchase (Leonidou & Leonidou, 2009).

Rational appeals present the utilitarian benefits of the advertised product or service so that the consumer can readily assess its advantages when reading the ad (Kotler & Armstrong, 2008; Leonidou & Leonidou, 2009). Rational ads address consumer self-interest, provide comprehensive information (Leonidou & Leonidou, 2009; Shimp & Andrews, 2013) and stimulate the cognitive thinking process in the recipient (Kotler & Armstrong, 2008). In contrast, emotional appeals highlight the experiential dimension of products by depicting their enjoyable elements (Puto & Wells, 1984), address consumers' psychological needs and conjure up positive or negative emotions in the target audience to motivate consumers' purchase intentions (Kotler & Armstrong, 2008; Leonidou & Leonidou, 2009). The service product literature shows inconsistent results regarding the effects of rational and emotional appeal types. Rational appeals are effective in reducing the uncertainty of service purchases (Stafford & Day, 1995) and increase repurchase decisions for restaurant and hotel visits (Stafford, 1996). In contrast, other studies reveal that emotional content was more effective in conveying recreational contexts (Zinn & Manfredo, 2000), creating positive attitudes and purchase intentions to hotels (Lwin et al., 2014) or sustainable beach holidays (Wehrli et al., 2014a, 2017). We may assume that rational appeals would be more readily accepted by highly educated recipients, who may base their purchase

decisions on information and logical content (Schiffmann & Kanuk, 2004). Since this study relates to such a customer segment, we propose the following two hypotheses:

H1a: The two appeal types differ in their effects on the attitude to the advertisement. More specifically, participants will show a more positive attitude to the advertisement when the advertisement carries a rational appeal rather than an emotional appeal.

H1b: The two appeal types differ in their effects on purchase intention. More specifically, participants will show a higher degree level of purchase intentions when the advertisement carries a rational appeal rather than an emotional appeal.

2.3. Sustainability topics

While the first goal of advertisements is to raise awareness towards the product, its second task is to stimulate consumer involvement with the sustainability topic which is a motivational factor for consumer information processing. The more an individual identifies with a certain sustainability domain, the better the consumer will process this information and develop a product preference (Petty & Cacioppo, 1986; Pomering & Johnson, 2009; Sen & Bhattacharya, 2001). Consequently, it is an important consideration for a company's marketing strategy to know which sustainability topics are most relevant for their customers and then to highlight those initiatives that are likely to increase positive effects (Sen & Bhattacharya, 2001). Yet, until now, it has not been researched which sustainability dimensions and what type of sustainability actions are most appealing to consumers and to tour operator customers in particular (Self-reference, 2018).

H2a: The sustainability topics presented in the advertisements differ in their effects on participants' attitude to the ad.

H2b: The sustainability topics presented in the advertisements differ in their effects on purchase intention.

H2c: There will be an interaction between appeal type and sustainability topic such that the effects of different appeal types on the attitude to the ad and purchase intention will vary depending on the sustainability topic.

2.4. Issue involvement

Involvement is an important influencing factor on recipients' cognitive elaboration during message processing (Petty, Briñol, & Priester, 2009). The ELM interprets these differences as different forms of personal relevance or issue involvement with an attitude object (Petty & Cacioppo,1986, 1990; O'Keefe, 2002). Studies show that highly involved consumers tend to carefully study the presented sustainability-related product information because the topic feels more personally relevant to them. Their attitude formation and product choice is a result of central route processing, which involves high cognitive efforts in evaluating the attitude object (Hartmann, Ibáñez, & Sainz, 2005; Grimmer & Woolley, 2014). In contrast, consumers low in sustainability involvement tend to process information via the peripheral route (Hartmann et al., 2005). Therefore, we may conclude the following hypotheses:

H3: Customers develop more issue-relevant thinking (central route information processing) when the personal relevance of a given sustainability topic is high rather than low.

2.5. Prior knowledge

According to the ELM, the more prior knowledge a consumer has, the more the customer will be susceptible to issue-relevant thinking and argument quality while the importance of peripheral cues decreases (Petty & Cacioppo, 1986; O'Keefe, 2002).

Johar & Sirgy (1991) find that utilitarian appeals are more effective with recipients showing high involvement and prior knowledge on a subject. Mattila (1999) shows that emotional cues are particularly effective with new customers, whereas, Chandy, Tellis, MacInnis, and Thaivanich (2001) find that emotional ads are more effective among well-informed customers. Wehrli, Priskin, Schaffer, Schwarz and Stettler (2014b) show that sustainability-experienced travellers feel more addressed by rational ads in a fictitious brochure on beach holidays, a segment which is not commonly associated with sustainable tourism. For our customer segment, we may assume that consumers' prior knowledge increases people's awareness towards sustainability, which in turn favours a positive attitude and purchase intentions towards sustainable offers.

H4a: Customers show a more positive attitude to the ad when their prior knowledge on a given sustainability topic is high rather than low.

H4b: Customers show a higher level of purchase intentions when their prior knowledge on a given sustainability topic is high rather than low.

3. Empirical method

The data collection was organised in three stages: Two pre-test experiments tested the treatments for the main study. For the main data collection we employed a factorial between-subject experimental design.

3.1. *First pre-test (stimuli development)*

3.1.1. *Method of the first pre-test experiment*

The first pre-test tested different textual and visual stimuli on their perceived degree of emotionality and rationality. The aim was to identify a text-graph combination representing a rational appeal and a text-picture combination representing an emotional appeal on each of five sustainability topics as treatments for the main study (Kreilkamp,

Krampitz & Mass-Deipenbrock, 2017):

- Regional specialities (A): The tour operator organises meals that allow guests to try a variety of different regional foods and drinks including local specialities.

- Social responsibility (B): The tour operator ensures fair employment opportunities allowing its employees to make a living and provide their children with a good education.

- Local partnership (C): The tour operator integrates local suppliers into its supply chain.

- Conservation of cultural heritage (D): The tour operator is committed to preserving the local culture and to enable its guests to have an authentic (cultural) experience.

- Carbon offsetting (E): The tour operator undertakes measures to protect the environment by offering its customers ways to compensate for the produced carbon emissions.

We mainly employed the original promotional material of a leading tour operator for cultural tours in Germany[1], defined several criteria for rationality and emotionality and, if necessary, slightly adapted the stimuli.

To create rational appeals, we presented the information in an objective, detailed, and logical way (Puto & Wells, 1984; Stafford & Day, 1995), used denotative language (Leonidou & Leonidou, 2009), passive voice for verbs as demonstrated by Wehrli et al. (2014a), facts and figures supported by scientific data, and graphs (Hill, Blodgett, Baer, & Wakefield, 2004). To evoke emotional reactions, we used pictures

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[1] The name of the tour operator has been anonymised throughout this thesis.

(Leonidou & Leonidou, 2009; Zinn & Manfredo, 2000) in combination with texts to increase the vividness of information (Hill et al., 2004). We chose to write about feelings, to include narrative elements, active voice for verbs, a rich use of adjectives, rhetorical figures, connotations, or punctuation marks to convey sustainability attributes in an emotional way (Hielscher, 2003; Wehrli et al. 2014a).

The study was conducted with students of a large German university randomly assigning each participant to rate a series of items regarding one sustainability topic on a seven-point Likert scale in a questionnaire similar to Wehrli et al. (2014a). To measure the level of rationality, the items 'informative' and 'objective' were taken from Holbrook and Batra (1987) and the items 'inspiring' and 'appealing' to measure emotionality were adapted from Wehrli et al.'s (2014a) procedure (Bagozzi, Gopinath, & Nyer, 1999; Mehrabian, 1974; Rosselli, Skelly & Mackie, 1995).

3.1.2. Pre-test experiment results

Table 1 indicates the perceived level of rationality and emotionality of each item (n=159).

Table 1. Results from the first pre-test

No.	Topic	Variable name	Item type	Index of emotionality	Index of rationality	df	F	p-value Anova
1	B	B12	Text	3	5.2	1	29.303	0.000
2	B	B3	Text	5.3	3.5	1	44.181	0.000
3	C	C5	Text	4.8	3.8	1	19.360	0.000
4	C	C14	Text	2.9	4.3	1	11.679	0.003
5	B	B6	Text	5.2	4.1	1	11.986	0.003
6	E	E5	Text	4.5	3.4	1	10.082	0.006

7	C	C15	Text	3.8	4.8	1	9.5961	0.007
8	B	B13	Text	4.8	3.7	1	8.584	0.010
9	D	D18	Text	5.5	4.6	1	6.896	0.018
10	A	A8	Text	3.1	4	1	5.898	0.028
11	E	E14	Text	4.1	5.0	1	5.534	0.032
12	A	A2	Text	5.1	4.4	1	4.768	0.044
13	D	D6	Text	4.0	4.3	1	1.462	0.244
14	E	E6	Picture	4.1	2.3	1	34.682	0.000
15	B	B8	Picture	3.6	2.1	1	33.997	0.000
16	D	D9	Picture	4.3	3.1	1	15.940	0.001
17	B	B4	Picture	3.9	2.6	1	12.484	0.003
18	A	A3	Picture	5.3	4.0	1	11.218	0.004
19	E	E10	Picture	3.8	2.8	1	10.843	0.004
20	C	C7	Picture	4.3	3.0	1	10.217	0.005
21	D	D13	Picture	4.1	3.5	1	9.288	0.008
22	D	D11	Picture	4.3	3.1	1	9.087	0.008
23	A	A10	Picture	4.3	3.3	1	8.973	0.009
24	C	C2	Picture	2.3	3.4	1	7.353	0.014
25	D	D4	Picture	3.9	3.2	1	7.7.52	0.014
26	E	E8	Picture	2.7	2.0	1	5.887	0.027
27	E	E7	Picture	2.4	2	1	4.620	0.046
28	A	A7	Picture	4.8	3.9	1	4.502	0.049
29	B	B9	Graph	3.9	5.2	1	20.301	0.000
30	C	C8	Graph	2.1	4.4	1	31.296	0.000
31	C	C10	Graph	4.3	4.5	1	25.476	0.000
32	C	C11	Graph	2.2	3.9	1	25.476	0.000
33	E	E9	Graph	2.6	4.9	1	21.041	0.000
34	E	E4	Graph	1.8	4.3	1	17.076	0.001

35	C	C9	Graph	2.1	4.6	1	20.726	0.001
36	A	A11	Graph	3.5	5.5	1	14.222	0.002
37	B	B7	Graph	4.1	5.1	1	10.208	0.006
38	E	E3	Graph	3.8	4.8	1	9.063	0.008
39	D	D16	Graph	3.1	4.1	1	8.604	0.010
40	E	E12	Graph	3.6	4.4	1	7.112	0.016
41	D	D15	Graph	2.9	3.9	1	6.392	0.023
42	B	B11	Graph	4.3	4.9	1	4.661	0.046

☐ Dominating appeal type of the item
☐ Selected item for the second pre-test /main study

We calculated an aggregated index based on the mean ratings for each item regarding its level of perceived rationality and emotionality and conducted an ANOVA to determine whether such differences were significant. The findings mainly confirm the theoretical assumptions previously made. To select effective items, we considered the lowest p-value of items in the same category but also content-related aspects. For example, we combined text B3 (p=0.000) and picture B4 (p=0.003) on the basis of content although item B8 (p=0.000) would have provided a lower p-value. Since we had difficulties to obtain significant results on rational appeals in texts, we tested additional items and refined some items. For example, we added to D6 (p=0.244) the information that the tour operator also supports local conservation projects.

3.2. Second pre-test

3.2.1. Method of the second pre-test design

The second pre-test piloted the research design of the main study. We inserted the sustainability attributes from the first pre-test into a prototype of a tour operator catalogue page (Table2) to conduct a between-subject factorial design with 61 students who were assigned to one of each treatment conditions.

3.2.2. Instruments and measures

The following section presents the items used in the questionnaire of the second pre-test experiment and in the main study.

Attitude towards the advertisement

We used a 24-item, seven-point Likert scale with items taken from the literature and bipolar anchors. For examples: 'Appealing-unappealing, believable-unbelievable, impressive-unimpressive, attractive-unattractive, informative-uninformative', etc. (Holmes & Crocker, 1987; MacKenzie & Lutz, 1989) or 'I like the ad-I dislike the ad', etc. (Holbrook & Batra, 1987). The attitude to the ad was measured on a seven-point Likert scale ranging from '1= low attitude to ad, 7= high attitude to the ad'.

Message processing/ Issue involvement

The following items measured the amount of cognitive efforts devoted to message processing: 'How much effort they expended in processing the message' and 'how much thinking they were doing about the advocacy' (Petty & Cacioppo, 1986, p. 136). Furthermore, we inserted 'the topic seemed to relate to me personally' and 'the ad made me think about my personal experiences with', 'the ad is interesting,' and 'the ad triggered off emotions' (MacDonald, Milfont & Gavin 2016; Burnkrant & Unnava, 1986; Cox & Cox, 2001). The corresponding seven-point Likert scale indicated with '1= a low degree of issue relevant thinking and 7= high issue-relevant thinking'.

Manipulation check

We conducted a manipulation check asking participants to indicate in how far the brochure dealt with the presented sustainability topic, e.g., 'local partnership' on a scale ranging from '1=do not agree, at all' to '7=do agree very much'.

Purchase intention

We measured purchase intention on a 7-point-Likert scale ranging from '1= very unlikely' to '7=very likely' adapted from Sen & Bhattacharya (2001). Two of three questions related to the effects of sustainability information.

Prior knowledge

We measured consumers' prior knowledge by their level of familiarity, expertise, and past experience (Kerstetter & Cho, 2004). To show consumers' level of familiarity, we used the items 'how familiar were you with the company's sustainability engagements' with '1=not at all familiar, 7=very familiar'. To measure the level of expertise, we asked for 'their prior knowledge regarding the corresponding sustainability topic' employing a Likert scale ranging from '1=very low to 7=very high'. Past experience was measured by 'the number of product-related experiences' and 'the number of times they travelled with the tour operator during the last three years' similar to (Kerstatter & Cho, 2004). This item was not measured in the second pre-test (student sample) but in the main data collection (real customers).

Sustainability involvement

The items 'humans are severely abusing the environment' (Dunlap et al., 2000), 'I'm worried about the environment' and 'I'm willing to make sacrifices to protect the environment' were used to measure respondents' sustainability involvement (Schuhwerk & Lefkoff-Hagius, 1995) on a seven-point Likert scale with '1= low sustainability consciousness and by 7= high sustainability consciousness'.

Fig. 1. Example of treatment (second pre-test)

Table 2. Sustainability attributes (second pre-test)

Sustainability topic	Emotional text	Emotional picture	Rational text	Rational graph
Carbon-offsetting	(E5) Mean (E): 4.5, Mean (R): 3.4 F=10.082; df=1; p=0.006	(E6) Mean (E): 4.1, Mean (R): 2.3 F= 34.682; df=1; p= 0.000	(E14) Mean (E): 4.1, Mean (R): 5.0, F= 5.534; df=1; p= 0.032	(E3) Mean (E): 3.8, Mean (R): 4.8 F=9.063, df=1, p=0.008
Regional specialities	(A2) Mean (E): 5.1, Mean (R): 4.4, F=4.768, df=1, p= 0.044	(A3) Mean (E): 5.3, Mean (R): 4.0, F= 11.218, df=1, p= 0.004	(A8) Mean (E): 3.1, Mean (R): 4, F= 5.898, df=1, p= 0.028	(A11) Mean (E): 5.1, Mean (R): 5.5, F=14.222, df=1 , p=0.002
Conservation of cultural heritage	(D18) Mean (E): 5.5, Mean (R): 4.6, F= 6.896, df= 1, p= 0.018	(D9) Mean (E): 4.3 Mean (R): 3.1, F= 15.940, df=1, p= 0.001	(D6) Mean (E): 4.0, Mean (R): 4.3, F= 1.462, df=1, p= 0.244	(D16) Mean (E): 3.1, Mean (R): 4.1 F= 8.604, df=1, p= 0.010
Local partnership	(C5) Mean (E): 4.8, Mean (R): 3.8, F=19.360, df= 1, p= 0.000	(C7) Mean (E):4.3, Mean (R): 3.0, F= 10.217, df=1, p= 0.005	(C15) Mean (E): 3.8, Mean (R): 4.8 F= 9.596, df=1, p= 0.007	(C9) Mean (R): 4.6, Mean (E): 2.1, F= 15,940, df=1, p= 0.001
Social responsibility	(B3) Mean (E): 5.3, Mean (R): 3.5, F= 44.181, df=1, p= 0.000	(B4) Mean (E):3.9, Mean (R): 2.6, F=12.484, df=1, p= 0.003	(B12) Mean (E): 3, Mean (R): 3.2., 29.303, df=1, p=0.000	(B9) Mean (E):3.9, Mean (R):5.2, F=20.301, df=1, p= 0.000

3.2.3. Pre-test experiment results

32.8% female respondents and 65.6% male respondents (n=61) were in the sample

showing an average age of 24 years (M=23.82, SD=3.024) and an over-average level of sustainability-consciousness (M=5.13, SD=1.944). We tested the reliability of the items by means of Cronbach's Alpha. All the scales showed internal consistency reaching the 0.7 threshold which is generally suggested (Nunnally, 1978). Therefore, we decided to use all items in the main study (Table 3.).

Table 3. Reliability test of item scales (second pre-test)

Index variable*	Cronbach's Alpha	Min-Max	Mean	SD
Attitude to ad	0.865	2-5	3.73	0.710
Message processing/ Issue involvement	0.745	2-7	3.74	1.104
Manipulation check	-	1-7	3.69	1.698
Sustainability consciousness	0.928	1-7	5.13	1.944
Purchase intention	0.824	1-7	3.4	1.561

3.3. Main data collection

3.3.1. Method of the main data collection

The main data collection involved a 2 (appeal type: rational vs. emotional appeal) x 4 (sustainability topic: regional specialities, social responsibility, carbon offsetting vs. conservation of local heritage) factorial between-subject experimental design. We worked together with a leading German tour operator for cultural tourism. Initially, we had planned to conduct the experiment with their customers at the end of their journey but had to rearrange the design for organisational reasons. Therefore, we conducted a postal survey and reduced the number of treatments by one sustainability topic.

In total 240 customers participated in the experiment. The customers were randomly selected from the address file and randomly assigned to one treatment condition. To obtain a sample of around 30 respondents per treatment, 100 customers each were addressed by post. The accompanying letter explained the research and contained the treatment – a high-quality colour-printed prototype of a catalogue page on Andalusia (Spain) – and the questionnaire (marked for the treatment condition). The letter informed the customers that an example of a newly developed catalogue page would be presented, and instructed them to first read the ad carefully, and then to answer the corresponding questionnaire.

The treatments were designed as a typical introductory catalogue page of the tour operator presenting a cultural tour to Andalusia (Spain) since this page was both realistic, simplistic, and a typical destination for cultural tourism. The ads included general travel information and the pre-tested sustainability information. We designed the text-picture/graph combination to appear more prominent. All treatments were alike but the sustainability attribute and appeal type varied as previously defined.

The questionnaire included the scales from the second pre-test and contained additional questions concerning the customers' sociodemographic background and the last destination travelled to.

Fig. 2. Example of treatment (main study)[2]

Studienreise
- Besonders beliebt als erste ▮▮▮▮▮▮▮
- Die bekanntesten Sehenswürdigkeiten Andalusiens in acht Tagen
- Zentral gelegene Viersternehotels
- Einzelne Termine mit besonders niedriger Höchstteilnehmerzahl
- Wahlweise Übernachtung mit Frühstück oder Halbpension
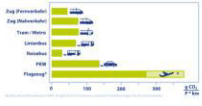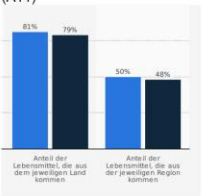
Wir verzichten auf unserer Reise an einigen Abenden bewusst auf Halbpension, denn wirklich gut schmeckt es ja meist in den kleineren, typischeren Restaurants und Tapasbars. Wir werden die vielfältigsten Variationen frischer, regionaler Speisen und Getränke genießen: Gut gekühlter, trockener Sherry? Oder ein Glas Bier und eine köstliche Tapa? Buen Provecho!

Andalusien
Höhepunkte

Maurische Paläste voller Anmut und Kathedralen, in denen Gold und Silber glitzern. Orientalische Gärten, in denen Orangen und Granatäpfel reifen, und weiße Dörfer, die an den Felsen kleben. Endlose Olivenhaine und breite Sandstrände, an denen Bikinischönheiten Sonne tanken. Dorfbars, in denen Fans den Europa-League-Dauersieger FC Sevilla anfeuern und Andalusiens Jugend über den schwierigen Arbeitsmarkt stöhnt, und Clubs, in denen Filmstars und Blaublütige an Cocktails nippen. In Andalusien trafen schon immer die unterschiedlichsten Welten aufeinander. ▮▮▮▮▮▮ will sie alle mit Ihnen entdecken. Spanien für Einsteiger – kurz und kompakt und mit reichlich südländischem Temperament!

Table 4. Text/picture and text/graph combinations for each sustainability topic inserted in the treatments (main study) (original texts in German)[3]

Carbon offsetting (Emotional)		Carbon offsetting (Rational)	
(E5) On this trip too you can make a contribution to protecting the climate by off-setting the greenhouse gases caused by your travelling by coach, train or boat. With just a few clicks you can calculate the emissions of your flights and offset them by making a donation to a climate protection project of this tour operator's Foundation: www.foundation.org/ Emissionscalculator	(E6) Supported climate change project in Sri Lanka	(E14) This tour operator offsets greenhouse gas emissions (CO2 and other substances affecting the climate) resulting from travelling by coach, train or boat for all trips. There is the possibility to calculate the emissions of your flights and offset them by making a donation to a climate protection project of this tour operator's Foundation: www.foundation.org/Emissionscalculator	(E3) Text in the graph: Long-distance trains, Local trains, Trams/subways, Public buses, Coaches, Cars, Planes
Regional specialities (Emotional)		**Regional specialities (Rational)**	
(A2) Some evenings we will pass up our half-board dinner to go out – because food tastes best in smaller typical restaurants and tapas bars. We will enjoy a wide selection of fresh local food and cold drinks. Would you like to try a glass of chilled dry Sherry? Or a glass of beer and a tasty tapa? Buen Provecho!	(A3) 	(A8) Local and regional specialties will be served.	(A11) Text in the graph: Proportion of food items that originates in the respective country, Proportion of food items that originates in the respective region

[3] Sources:

E3: Retrieved from: https://www.atmosfair.de/de/gruenreisen/klimafreundlich_reisen/ (last retrieval: [24.02.2018])

E5: Retrieved from: https://www.thistouroperator.com/Informationen/Emissionsrechner [24.02.2018]

E6: Retrieved from:https://www.thistouroperator-foundation.org/Unsere-Projekte/Schutz-der-Umwelt/Indien-Karnataka [24.02.2018]

E14: Retrieved from: https://www.thistouroperator.com/Informationen/Emissionsrechner [24.02.2018]

A2: Adapted from thistour operator (2017a), p.12.

A8: Adapted from Wehrli et al. (2014).

A3: Retrieved from: https://www.istockphoto.com/de [24.02.2018]

A11: TUI (2016).

D18: Adapted from this tour operator (2017b), p.25.

D16: Adapted from this tour operator (2011b), p. 38.

D9: Retrieved from: https://www.thistouroperator.com/Presse/Pressebilder?fq:meta_path_si=2211&SearchText =&limit=15&offset=225&page=16 [24.02.2018]

D6: Retrieved from: https://www.thistouroperator.com/layout/set/print/Reiseangebote/Studienreisen-und-Rundreisen?&group=studienreisen&page=128&items=4 [24.02.2018]

B3: Adapted from: Kreilkamp, Krampitz, & Maas-Deipenbrock (2017)

B4: Retrieved from: http://dotorbus.com/en/company/characteristics/ [24.02.2018]

B12: Adapted from this tour operator (2016), p.9.

B9: Adapted from this tour operator (2016), p.37.

Conservation of cultural heritage (Emotional)		Conservation of cultural heritage (Rational)	
(D18) At lunchtime in an old mill in Benalauría a table is set for us. Antonio, an employee at a rural cooperative, will serve us delicious traditional cuisine and tell us about the project and how it combines sustainable tourism, organic farming, and adult education programmes. During our meal together, he will answer our questions about rural flight, and about people choosing to return to the countryside.	(D9)	(D6) There will be opportunities to meet local people - students, artisans, farmers, and artists. Regional conservation projects will be supported.	(D16) Text in the graph: This tour operator plans tour itineraries that are socially responsible
Social responsibility (Emotional)		**Social responsibility (Rational)**	
(B3) Hola, I'm José. Me and my family are from Granada in Andalusia. I've been a coach driver in Andalusia for your tour operator for 20 years. Thanks to your booking a trip with this tour operator, and the long-term contract with them, me and my family have a good livelihood and my children have the best education possible.	(B4)	(B12) In the contracts with our local partners, such as hotels, coach companies, and local tourism agencies, this tour operator has included provisions that regulate the working conditions for our hotel employees, sea crew members and coach drivers, as well as safeguard human rights in line with the internationally agreed core labour standards of the International Labour Organisation (ILO).	(B9) Text in the graph: Employee satisfaction: I feel good at this company, the working conditions at this company are good, this company treats its employees fairly, average return rate 2009-2016: 67%

3.3.2 Results of the main data collection

The descriptive statistics of the sample indicate the expected characteristics for a target group of cultural tourism (Table 4): an above-average level of education (university degree: 63%), an average age above 50 plus (64 years), and increased sustainability-consciousness as indicated by the NEP scales (5.39).

Table 5. Sample description (main data collection)

Variable	Mean
Female	53%
Male	47%
Age	64 years
Level of education: university degree	63%
Level of sustainability involvement	5.39

97% of the respondents had not been to Andalusia with the tour operator so that we can exclude biases. However, the sample sizes differed between the treatment groups:

Table 6: Sample size (main data collection)

Topic	Form	No.	%
Carbon offsetting	Emotional	31	12.9
Carbon offsetting	Rational	19	7.9
Conservation of cultural heritage	Emotional	35	14.6
Conservation of cultural heritage	Rational	35	14.6
Regional specialities	Emotional	32	13.3
Regional specialities	Rational	36	15.0
Social responsibility	Emotional	42	17.5
Social responsibility	Rational	10	4.2
Total:		240	100%

Our study's findings indicate that sustainability communication positively effects on purchase decisions in the target group of specialist tour operator customers for cultural tourism. While message appeal type has no significant influence on consumer preference the sustainability topic presented have. Cultural sustainability is the most persuasive sustainability dimension. Meet-ups and the support of cultural projects in the host community are effective sustainability topics. According to the ELM, these topics are most relevant for the respondents, motivating them to increased 'issue-relevant thinking' leading attitude change and purchase intentions. Prior knowledge on a given cultural sustainability topic as well leads to purchase intentions. We analysed our hypotheses as follows:

A one-way analysis of variance (ANOVA) showed no significant effect of appeal type on the attitude to ad with $F(1;n=236) = 0.228$; $p = 0.634$. Therefore, H1a was not supported. Levene's test for homogeneity of variance was not significant fulfilling the assumption of homogeneity of variance with $F(1;n=236) = 0.666$; $p = 0.415$. Similarly, H1b was not supported because there was no significant result of appeal type on purchase intention as shown in an ANOVA with $F(1;n=236) = 1.201$;

p=0.274. Levene's test for homogeneity of variance was not significant with $F_{(1; n=236)}$ = 0.031; p = 0.860.

A one-way ANOVA revealed no significant effect of sustainability topics on attitude towards the advertisement with $F_{(3; n=234)}$ = 0.462, p = 0.709 so that H2a was not supported. Levene's test for homogeneity of variance was not significant with $F_{(3; n=234)}$ = 2.295; p= 0.079. In contrast, H2b was supported because an ANOVA showed a significant effect of sustainability topics on purchase intention with $F_{(3; n=234)}$ = 8.896; p = 0.000. Levene's test for homogeneity of variance was not significant $F_{(3; n=234)}$ = 0.843; p = 0.471 fulfilling homogeneity of variance. A post-hoc test (Bonferroni) revealed a significant effect of cultural sustainability. This attribute significantly differed from the topics 'carbon offsetting' (p= 0.000), 'regional specialities' (p=0.000), and 'social responsibility' (p=0.003) in its effect on purchase intention.

A two-way MANOVA revealed no significant interaction between appeal type and sustainability topic regarding attitude $F_{(3, n=230)}$ 1.098; p=0.351 and purchase intentions $F_{(3; n=230)}$=0.447; p=0.719 not supporting H1c. Levene's test for homogeneity of variance was not significant with $F_{(7; n=230)}$=1.140; p=0.339 (attitude) and with $F_{(3; n=234)}$=0.781; p= 0.604 (purchase intention) fulfilling homogeneity of variance.

A one-way MANCOVA indicated significant results for H3. Customers develop more positive attitudes to the advertisement when the personal relevance of a sustainability topic is high rather than low with $F_{(1; n=234)}$=55.939; p=0.000. Levene's test indicated homogeneity of variance with $F_{(3; n=234)}$=2.533, p= 0.058. Similarly, there was a significant effect of issue-relevant thinking on purchase intention $F_{(1, n=234)}$=209.202, p=0.000. Levene's test indicated that homogeneity of variance was

fulfilled because the test produced non-significant results with $F_{(3;n=234)}=0.469$; $p=0.704$.

A one-way MANCOVA indicated that H4a was not supported. There was no significant effect of prior knowledge on the relation between sustainability topic and attitude with $F_{(1;n=234)}=2.186$; $p=0.141$. Levene's test indicated homogeneity of variance with $F_{(3;n=234)}=2.444$, $p=0.065$ regarding attitude. In contrast, H4b was supported as prior knowledge on a given sustainability topic led to stronger purchase intentions as shown by $F_{(1;n=234)}=26.646$, $p=0.000$. Homogeneity of variance was fulfilled with $F_{(3;n=234)}=1.943$; $p=0.123$.

4. Discussion and conclusions

This study aims to enhance the theoretical understanding of sustainability communication and to provide practical solutions currently lacking in the marketing of sustainable tourism products (Wehli et al., 2014; Villarino & Font, 2015). Based on the ELM, this study employs a psychological theory of persuasion to investigate the interplay of recipient factors and message content in information processing of tour operator sustainability advertising. More specifically, we investigated the advertising effects of rational and emotional appeal types and of different sustainability topics. Furthermore, we examined the effects of customers' prior knowledge and issue involvement regarding sustainability topics on respondent attitude to the advertisement and on their purchase intentions.

This study has several practical and theoretical implications. Overall, our findings allow tour operators to enhance the message effectiveness of their sustainability communication by more precise target group orientation, which responds to the personal characteristics of their customers and effectively aligns their

sustainability engagements to stimulate purchase intentions. The main study examines the segment of cultural tourists characterised by well-educated, sustainability-minded, and regular customers.

The first result of our study is that the communication of sustainability product information positively affects the purchase decision of travellers in this segment. Given that the effects of sustainability communications on consumer decisions are not well-understood (e.g., Grimmer & Woolley, 2014), our study's findings contribute to knowledge in this respect more generally, and regarding tourism in particular.

Second, our investigation reveals that the type of message appeal used to depict the sustainability attribute in the ad has no significant effect on product preference. Unlike previously hypothesised, an informational ad does not lead to a higher degree of purchase intentions among these customers than an emotional one. This finding differs from Wehrli et al.'s (2014b) result that sustainability-experienced travellers prefer a rational form of communication at the point of booking a beach holiday. We cannot confirm this preference for cultural tourists although these were also sustainability-minded. This additionally shows that segment-specific approach to communications (Shavitt, 1990) are important in the context of sustainability advertising.

Third, this study enriches the tourism literature by demonstrating that the 'right' topic choice is an equally important or even more important consideration for tourism companies for designing effective sustainability advertisements than the appeal types used in the ads. This finding supports extant research showing that companies' social and environmental engagements positively affect purchase intentions (e.g., Sen & Bhattacharya, 2001) and we show this effect for cultural sustainability.

Furthermore, our investigation demonstrates, which sustainability dimension and sustainability topics are particularly important to consumers. Cultural sustainability and

more specifically, meeting locals and supporting local conservation projects are the most relevant sustainability topics. Although this is a somewhat expected result given that cultural tourism is the tour operator's core product category and customers' main interest, this finding makes a contribution to knowledge. This is because we may derive that it is effective for tour operators to emphasise those sustainability attributes in their promotional material that best fit the core mission of the company which is a finding similar to the CSR literature (e.g., Porter & Kramer, 2006; Sen & Bhattacharya, 2001).

Fourth, our results demonstrate that the ELM provides a theoretical base for enhancing our understanding of the effects of recipient characteristics on information processing. The personal relevance of cultural sustainability topics motivates these customers to involve more cognitive efforts in processing this product information in an attempt to consider all its details and also the sustainability credentials. This finding is similar to other results on sustainability communication (e.g., Grimmer & Woolley, 2014; Hartmann et al., 2005) but new in the context of tourism. The findings further show that consumers with previous knowledge on cultural sustainability topics develop stronger purchase intentions but there is no effect on attitude change.

Fifth, this study could make a methodological contribution by using an experimental design. Experiments have been widely employed in advertising research (cf. O'Keefe, 2016) but rarely in tourism research (self-reference, 2018). Our study shows their value for the investigation of sustainability advertising effects on a target-audience and for the advancement of theory regarding sustainability communication in tourism.

This research has some limitations and our findings imply some future avenues of research. Since access to sustainability-aware (tour operator) customers is difficult, the pre-tests were conducted with student samples. However, the samples fulfil their

purpose as students are more environmentally-conscious than the average population (Lee, 2008). As the sample size of the second pre-test was relatively small, this investigation would profit from reproduction. There were imbalanced sample sizes due to low response rates regarding two rational appeal conditions in the main study, which might explain the insignificant results concerning the effects of appeal types. Due to the postal form of the experiment we could not fully control the experimental setting for equal sample sizes (or distractions) so that a reproduction of this experiment is recommended in direct contact with customers. In terms of treatment design, the sustainability information appeared more dominant. We tried to keep the treatment simple and realistic and pre-tested the stimuli carefully for their effectiveness. Nevertheless, the ads were still complex as the general information was rather emotional while the appeal type of the sustainability attribute varied. This calls for additional research on sustainability message appeals that receive the attention of the target audience (self-reference, 2018).

We had to reduce the number of treatments by one topic. Further research should investigate the persuasiveness of 'local partnership' and other sustainability actions (e.g., management-related issues) (self-reference, 2018), also with other tourist segments (e.g., individual vs. group travel, different international markets) (self-reference, 2018) to improve target-group specific insights, which are so important for effective sustainability marketing.

This study delivers preliminary findings on theory-building regarding sustainability communication by the ELM. Significant results mainly occurred with purchase intention as dependent variable rather than attitude change. As these are regular customers who are more inclined to (re)purchase, additional studies are needed that use ELM-based interventions. We could show influences of customer

predispositions upon which future research can build using the ELM with samples of individual differences (e.g., different levels of involvement and previous knowledge on sustainability) (self-reference, 2018). Such research will enhance our understanding of the elaboration likelihood continuum, and its influences (Kitchen et al., 2014) for the design of target-group specific sustainability messages. The current research supports that it is valuable for tourism companies to engage in sustainably-managed products when these efforts become visible, which calls for more research on sustainability communication.

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Appendix D:

2nd article: Interviewer guidelines (semi-structured interviews)

Einleitungstext:

Ich bin wissenschaftliche Mitarbeiterin an der Hochschule München und Doktorandin an der Leuphana Universität Lüneburg. Ich beschäftige mich in meiner Promotion mit dem Thema Reiseentscheidungen. Daher wäre ich Ihnen dankbar, wenn wir über Ihre letzte Reise beim Reiseveranstalter xy sprechen könnten und Sie mir etwas über diese Reise erzählen bzw. wie Sie dazu gekommen sind. Die Teilnahme ist selbstverständlich freiwillig wie auch Ihre Angaben. Falls Sie Fragen während des Interviews haben, stehe ich gerne zur Verfügung. Ihre Ergebnisse werden anonymisiert und ausschließlich im Rahmen meiner Promotion verwendet. Wären Sie damit einverstanden, wenn ich das Gespräch aufzeichne?

Fragenkatalog

1. Was ist Ihnen allgemein wichtig, wenn es um Ihren Urlaub geht? Worauf legen Sie wert?
2. Denken Sie an Ihre letzte Reise beim RV XY zurück und schildern Sie wie es dazu gekommen ist?
   - Wie sind Sie auf den speziellen RV gekommen?
   - Was spricht Sie beim RV XY besonders an? Warum haben Sie sich für diesen Veranstalter entschieden?
   - Welche anderen Faktoren haben damals Ihre Entscheidung beeinflusst?
3. Was assoziieren Sie mit einer „nachhaltigen Reise"?
4. Erinnern Sie sich einmal an Ihre Buchungssituation zurück…:
   - Haben Sie umweltfreundliche und sozialverträgliche Aspekte bei der Reise bemerkt als Sie gebucht haben?
   - Welche sind Ihnen besonders wichtig?

5. Schildern Sie einmal wie Ihre Reise verlaufen ist? Was waren die Highlights Ihrer letzten Reise?

…Jetzt haben wir uns Ihre Reise nochmal vor Augen geführt:

Im Folgenden habe ich ein paar Kriterien, die umweltverträgliche/sozialverträgliche Aspekte beschreiben. Ich würde gerne von Ihnen wissen, welche Ihnen bei der Buchung aufgefallen sind und, welche Ihnen besonders wichtig sind?

6. Aspekte der wirtschaftlichen Tragfähigkeit:
   - Umweltverträglicher Tourismus: Schonung + Erhalt der natürlichen Ressourcen
     o Atmosfair Kompensationszahlung
     o Anreize zur Nutzung von öffentlichen Verkehrsmitteln
     o Urlaubslänge, Reisezeit, und Entfernung stehen in einem vertretbaren Verhältnis zueinander
     o Wasser- und Energie sparen
   - Achtung der Kultur
     o Respekt der landestypischen Sitten und Gebräuche
     o Schutz von Kulturdenkmälern
     o Verhaltensregeln für den Besuch kulturell sensibler Orte
   - Sozialverträglicher Tourismus: Bedürfnisse der einheimischen Bevölkerung
     o Lokale Angestellte
     o Lokale und regionale Küche

7. Auf welche Weise haben Sie sonst noch umwelt- und sozialverträgliche Aspekte beim RV XY wahrgenommen?
8. Haben Sie gesehen, was RV XY zum Thema Nachhaltigkeit macht? Was haben Sie gesehen?
9. Haben Sie das Tourcert-Label/Mitgliedschaft Forum Anders Reisen wahrgenommen? Wissen Sie, was das Label/die Mitgliedschaft aussagt
10. Welche Verbesserungsvorschläge haben Sie für den RV XY – Wie kann Nachhaltigkeit für Sie kommunikativ sichtbar werden?
11. Wenn Sie ihre nächste Reise planen was würden Sie im Vergleich zu dieser Reise tun? Worauf würden Sie achten?

Evtl. Zusatzfragen:

Was denken Sie sind die positiven und negativen Auswirkungen dieser Reise?

Inwiefern finden Sie, dass Sie einen Beitrag zu mehr Nachhaltigkeit auf Reisen leisten können?

Inwiefern achten Sie im Alltag auf umweltverträgliches und sozialverträgliches Handeln?

Darf ich Sie noch um ein paar Angaben zur Statistik bitten?

- Geschlecht/Alter?
- Alleine verreist/in Begleitung?
- Reiseziel der letzten Reise mit dem Reiseveranstalter?
- Achten Sie im Alltag auf Biolabel beim Einkauf?

<u>Abschluss und Debriefing:</u>

Vielen Dank für Ihre Hilfsbereitschaft. Vielleicht noch kurz ein paar Worte zu den Hintergründen meiner Interviews. Ich beschäftige mich in meiner Promotion mit nachhaltigkeitszertifizierten Reiseveranstaltern und möchte herauszufinden, inwiefern Kunden das Thema Nachhaltigkeit bei der Buchung sichtbar wird. Gerne stehe ich Ihnen für Rückfragen zur Verfügung.

Appendix E:

3rd article: 1. Pretest - Questionnaire (Carbon offsetting) (E)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Es werden keine personenbezogenen Informationen erhoben. Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunter stehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für die Kompensation von entstandenen CO2 Emissionen ein.

1. Text:

„Dieser Reiseveranstalter hat die bei Bus-, Bahn- und Schiffsfahrten entstehenden Treibhausgas-Emissionen (CO2 und andere klimarelevante Substanzen) für alle Reisen klimaneutral gestellt. Es gibt die Möglichkeit die Emissionen der Flüge zu berechnen und durch eine Spende an das Klimaschutzprojekt der Foundation e.V. kompensieren: www.foundation.org/Emissionsrechner."

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

2. Text

„Seit 2012 stellt dieser Reiseveranstalter seine Bus- Bahn und Schifffahrten klimaneutral. Für die Saison 2017 hat dieser Reiseveranstalter bereits 52.000 € in den Ausgleich von reisebedingten CO2-Emissionen investiert. Mit dieser Maßnahme möchte das Unternehmen einen langfristigen Beitrag zum Klimaschutz zu leisten.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

3. Darstellung im Reisekatalog: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

5
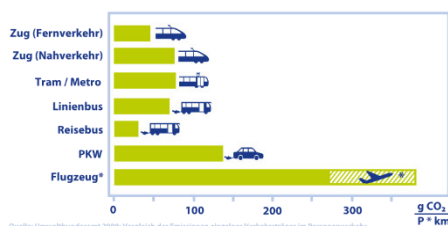
Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

4. **Darstellung im Reisekatalog: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?**

Treibhausgas-Emissionen der Reisen [3]					
Durchgeführte Reisen	pro Gast und Tag in kg	n.v. [4]	113	118	120
	pro Jahr in t	n.v. [4]	105.136	104.731	95.146
Kompensierte Treibhausgas-Emissionen	pro Jahr in t	n.v. [4]	6.720	6.922	5.752

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

5. Text:

Auch bei dieser Reise können Sie den Klimaschutz unterstützen, indem Sie die bei Bus-, Bahn- und Schiffsfahrten entstehenden Treibhausgas-Emissionen klimaneutral stellen. Mit nur wenigen Klicks können Sie die Emissionen Ihrer Flüge berechnen und durch eine Spende an das Klimaschutzprojekt der Foundation e.V. kompensieren: www.foundation.org/Emissionsrechner"

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

6. Reisekatalog-Bild: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Hintergrundinformation: Dieses Bild zeigt ein unterstütztes Projekt in Sri Lanka, das mit einer Spende für entstandene CO_2 Emissionen unterstützt wird.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

7. Bild: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

8. Bild: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

9. Bild: Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Treibhausgas-Emissionen pro Transportmittel [1]		2015	2014	2013	2012
Schiff	in g pro km	248	235	183	352
Flugzeug	in g pro km	199	199	201	202
PKW	in g pro km	106	107	107	123
Bahn	in g pro km	41	41	41	38
Bus	in g pro km	30	30	30	31
Durchschnitt	in g pro km	172	172	174	176

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

10. Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

11. Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

12. Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

13. Wie finden Sie diese Abbildung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4			

Appendix F:

3ʳᵈ article: 1. Pretest - Questionnaire (Culture) (D)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunter stehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich besonders für die **„Bewahrung der Kultur"** ein.

1. Text:

Der Reiseveranstalter setzt sich dafür ein, lokale Kultur zu bewahren und ein authentisches Urlaubserlebnis zu ermöglichen. Deswegen werden Begegnungen mit Menschen vor Ort angeboten - mit Studenten, Handwerkern, Bauern oder Künstlern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

2. Text:

Mittags ist in einer alten Mühle in Benlauría der Tisch für uns gedeckt. Antonio, Mitarbeiter einer Landkooperative, serviert köstliche Kleinigkeiten der Region und stellt uns da Projekt vor. Beim gemeinsamen Essen beantwortet er unsere Fragen zu Landlust und Landflucht.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

3. Text

Ihr Reiseleiter kennt „sein" Land von allen Seiten. Er führt Sie nicht nur zu den Besonderheiten seines Landes, er ermöglicht Ihnen einen Blick hinter die Kulissen und öffnet Türen, die Ihnen sonst verschlossen bleiben und schlägt Brücken zu den verschiedensten Menschen vor Ort – in organisierten Begegnungen mit Studenten, Handwerkern, Bauern oder Künstlern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

4. Wie finden Sie dieses Bild zum obigen Textinhalt:

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

5. Wie finden Sie folgende Abbildung?

Daten und Fakten zu unserer Studienreise:

Seit 2005	Planen wir mindestens einen Besuch eines Umwelt- und Sozialprojekts ein
Bei einer Reisedauer von 4 Tagen	Integrieren wir mindestens eine organisierte Begegnung in unser Reiseprogramm
Bei einer Reisedauer von 10 Tagen	Integrieren wir mindestens eine organisierte Begegnung in unser Reiseprogramm

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

6. Text:

„Es werden Begegnungen mit Menschen vor Ort angeboten - mit Studenten, Handwerkern, Bauern oder Künstlern."

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

7. Text:

„Authentische Begegnungen: Ihr Reiseleiter lädt Sie ein zu vorbereiteten Begegnungen mit den verschiedensten Menschen vor Ort - mit Studenten, Handwerkern, Bauern oder Künstlern".

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

8. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

9. Bild: Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

10. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Sensibilität der Reiseleiter für Land und Leute

Anteil positive Kundenbewertungen in %

Durchschnittliche Rücklaufquote 2008-2015: 63 %

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

11. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

12. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7

Objektiv   1   2   3   4   5   6   7

13. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

14. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?
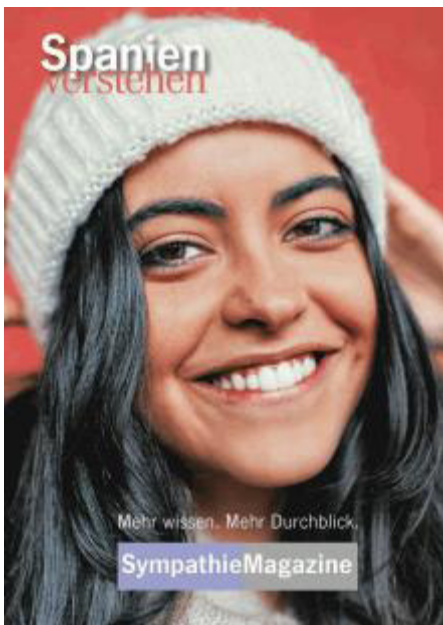
Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

15. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?
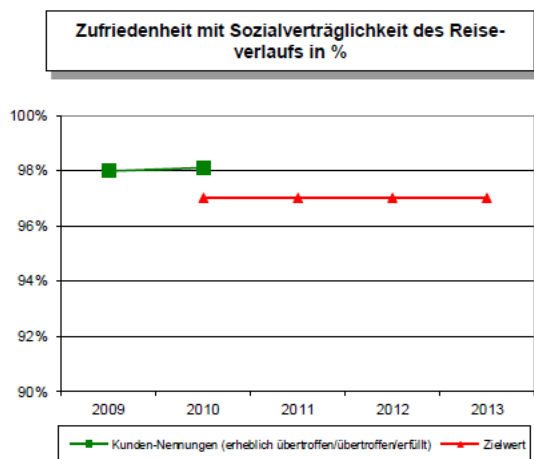
Zufriedenheit mit Sozialverträglichkeit des Reise-verlaufs in %

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

16. Wie finden Sie dieses Bild mit Bezug auf das oben genannte Thema?
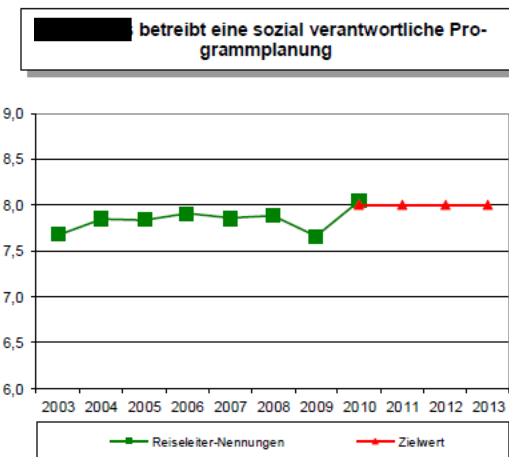
betreibt eine sozial verantwortliche Pro-grammplanung

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix G:

3rd article: 1. Pretest - Questionnaire (Local partnership) (C)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten. Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für lokale Partnerschaft ein.

1.Text:

„Es werden lokale Partner und Produkte eingebunden. Damit trägt diese Reise zur der Entwicklung regionalen Lebensqualität beiträgt".

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

2. Bild: Wie finden Sie das Bild zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

3. Wie finden Sie das Bild zum oben beschriebenen Sachverhalt

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

4. Bild: Wie finden Sie das Bild zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

5.Text:

Wussten Sie, dass wir lokale Partner und Produkte einbinden und Sie mit dieser Reise damit einen Beitrag zur Entwicklung der regionalen Lebensqualität leisten?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

6. Katalogdarstellung: Wie finden Sie dieses Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

7. Wie finden Sie folgende Abbildung zum beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

8. Katalogdarstellung: Wie finden Sie dieses Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

9. Wie finden Sie folgende Darstellung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

10. Wie finden Sie folgende Darstellung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

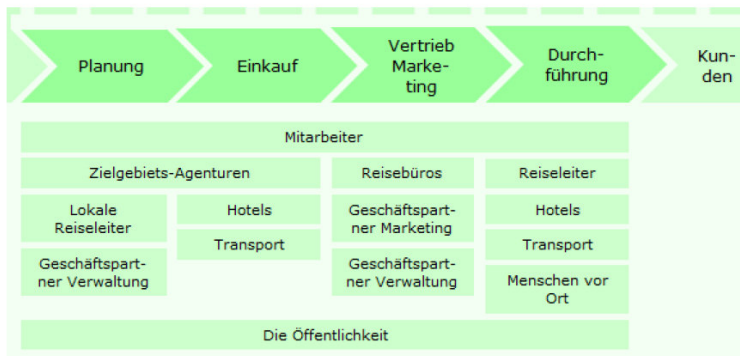|							
Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

11. Wie finden Sie folgende Darstellung zum oben beschriebenen Sachverhalt?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix H:

3rd article: 1. Pretest - Questionnaire (regional specialties) (A)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Dem Reiseveranstalter ist ein Angebot an lokalen Spezialitäten wichtig.

1.   Text:

„Bei allen Reisen verzichten wir an einigen Abenden bewusst auf Halbpension. So gibt es die Gelegenheit zum Besuch von landestypischen Restaurants. Hier werden lokale und regionale Speisen und Getränke serviert."

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

2.   Text:

„Wir verzichten auf unserer Reise an einigen Abend bewusst auf Halbpension, denn wirklich gut schmeckt es ja meist in den kleinere, typischeren Restaurants und Tapasbars. Wir werden die vielfältigsten Variationen frischer, regionaler Speisen und Getränke genießen: Gut gekühlter, trockener Sherry? Oder ein Glas Bier und eine köstliche Tapa? Buen Provecho!"

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

3.   Wie finden Sie folgendes Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7

Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

4. Wie finden Sie folgendes Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

5. Bild zum Thema

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

6. Text:

„Serranoschinken, Manchegokäse und natürlich Oliven . Wir servieren Ihnen auf dieser Reise nur die qualitativ-hochwertigsten Spezialitäten aus der Region"

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

7. Wie finden Sie folgendes Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

8. Text

„Es werden lokale und regionale Spezialitäten serviert!

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

9. Wie finden Sie folgendes Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

10. Wie finden Sie folgendes Bild zum Thema?

	1	2	3	4	5	6	7
Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix I:

3rd article: 1. Pretest - Questionnaire (social responsibility) (B)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für faire Arbeitsbedingungen ein.

1. Text:

„In die Verträge mit den Leistungspartner wie Hotels, Busfirmen und Zielgebietsagenturen hat dieser Reiseveranstalter Bestimmungen aufgenommen, die die Arbeitsbedingungen von Hotelangestellten, Schiffspersonal und Busfahrern regelt und die Achtung der Menschenrechte sicherstellen entsprechend der internationalen Kernarbeitsnormen ILO. So können den Mitarbeitern faire Löhne und damit eine gute Lebensgrundlage und Ausbildung ihrer Kinder ermöglicht werden".

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

2. Wie finden Sie folgendes Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

3. Text:

Hola, ich bin José. Ich und meine Familie stammen aus Granada in Andalusien. Ich bin seit 20 Jahren Busfahrer für Ihre Reisen in Andalusien. Dank Ihrer Buchung und der langfristigen Arbeitsverträge mit meinem Unternehmen haben wir eine gute Lebensgrundlage und ich kann meinen Kindern eine sehr gute Ausbildung ermöglichen.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

4. Bild: Wie finden Sie dieses Bild zum Thema?

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

5. Text:

„Wir kümmern uns darum, dass unsere Leistungspartner wie Hotels, Busfirmen und Zielgebietsagenturen faire Arbeitsbedingungen für die Hotelangestellten, Schiffspersonal und Busfahrer auf unserer Reise schaffen und die Achtung der Menschenrechte sicherstellen".

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

6. Text:

„Wussten Sie, dass dieser Reiseveranstalter in die Verträge mit den Leistungspartnern wie Hotels, Busfirmen und Zielgebietsagenturen Bestimmungen aufgenommen hat, die die Arbeitsbedingungen von Hotelangestellten, Schiffspersonal und Busfahrern regeln und die Achtung der Menschenrechte sicherstellen?".

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

7. Abbildung: Wie finden Sie folgende Abbildung zum Sachverhalt?

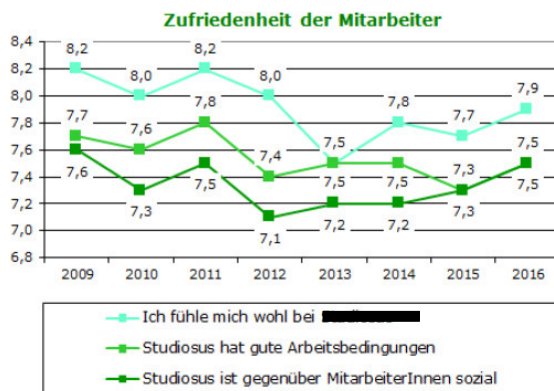**Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)**

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

8. Wie finden Sie folgende Abbildung zum Sachverhalt?

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

9. Wie finden Sie folgende Abbildung zum Sachverhalt?

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

10. Wie finden Sie folgende Abbildung zum Sachverhalt?

2007 ████████ tritt dem UN Global Compact bei und verpflichtet sich damit freiwillig, die von den Vereinten Nationen festgelegten Kriterien zu Menschenrechten, Arbeitsstandards, Umweltschutz und Antikorruption einzuhalten.

2012

Der "Roundtable für Menschenrechte im Tourismus" wird auf Mitinitiative von ████████ gegründet.

2013 ████████ unterzeichnet das "Commitment zu Menschenrechten im Tourismus".

2015 ████████ ist Gründungsmitglied des gemeinnützigen Vereins Human Rights in Tourism e. V.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

11. Wie finden Sie folgende Abbildung zum Sachverhalt?
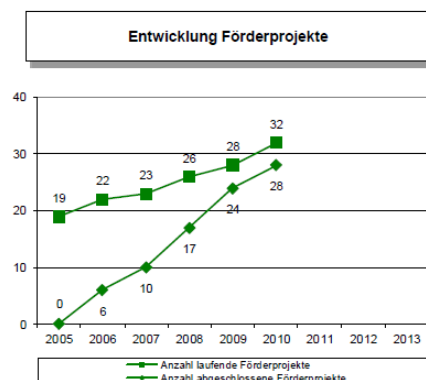
Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix J:

3rd article: 1. Pretest - Questionnaire (additional items tested)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Es werden keine personenbezogenen Informationen erhoben. Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für soziale Verantwortung, lokale Partnerschaft und die Bewahrung der Kultur ein.

Text 1:

In die Verträge mit den Leistungspartner wie Hotels, Busfirmen und Zielgebietsagenturen hat dieser Reiseveranstalter Bestimmungen aufgenommen, die die Arbeitsbedingungen von Hotelangestellten, Schiffspersonal und Busfahrern regelt und die Achtung der Menschenrechte entsprechend der internationalen Kernarbeitsnormen ILO sicherstellen.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 2:

Hola, ich bin José. Ich und meine Familie stammen aus Granada in Andalusien. Ich bin seit 20 Jahren Busfahrer für Ihre Reisen in Andalusien. Dank Ihrer Buchung und der langfristigen Arbeitsverträge von diesem Reiseveranstalter mit meinem Unternehmen haben wir eine gute Lebensgrundlage und ich kann meinen Kindern eine sehr gute Ausbildung ermöglichen.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 3:

Es werden lokale Partner und Produkte eingebunden. Damit stärken wir die Wirtschaft in der Region.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 4:

Wussten Sie, dass wir lokale Partner und Produkte einbinden? So können Sie mit dieser Reise einen Beitrag zur Entwicklung der regionalen Lebensqualität leisten!

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 5:

Der Reiseveranstalter setzt sich dafür ein, lokale Kultur zu bewahren und ein authentisches Urlaubserlebnis zu ermöglichen. Deswegen werden Begegnungen mit Menschen vor Ort angeboten - mit Studenten, Handwerkern, Bauern oder Künstlern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 6:

Mittags ist in einer alten Mühle in Benalauría der Tisch für uns gedeckt. Antonio, Mitarbeiter einer Landkooperative, serviert köstliche Kleinigkeiten der Region und stellt uns das Projekt vor, das auf einer Kombination aus nachhaltigem Tourismus, ökologischem Landbau und Angebote der Erwachsenenbildung basiert. Beim gemeinsamen Essen beantwortet er unsere Fragen zu Landlust und Landflucht.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 7:

Dieser Reiseveranstalter hat die bei Bus-, Bahn- und Schiffsfahrten entstehenden Treibhausgas-Emissionen (CO_2 und andere klimarelevante Substanzen) für alle Reisen klimaneutral gestellt. Es gibt die Möglichkeit die Emissionen der Flüge zu berechnen und durch eine Spende an das Klimaschutzprojekt der Foundation e.V. zu kompensieren: www.foundation.org/Emissionsrechner

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Text 8:

Auch bei dieser Reise kompensiert dieser Reiseveranstalter die Treibhausgas-Emissionen, die bei Bus-, Bahn- und Schiffsfahrten entstehen klimaneutral, d.h. während der Reise tragen Sie aktiv zum Klimaschutz bei. Auch Ihre Anreise per Flug können Sie kompensieren. Mit nur wenigen Klicks können Sie die Emissionen Ihrer Flüge berechnen und durch eine Spende an das Klimaschutzprojekt der Foundation e.V. kompensieren. So tragen Sie mit Ihrer Reise aktiv zum Umweltschutz bei: www.foundation.org/Emissionsrechner

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv		1	2	3	4	5	6	7

Appendix K:

3rd article: 1. Pretest - Questionnaire (additional items tested)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Es werden keine personenbezogenen Informationen erhoben. Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information oder Bilder anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für eine lokale Partnerschaft und die Bewahrung der Kultur ein.

Text1:

Es werden lokale Partner und Produkte bei der Erstellung der Reise eingebunden: Hotels, Zielgebietsagenturen, Busunternehmen und Lieferanten. Damit stärken wir die Wirtschaft in der Region.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text2:

Es werden lokale Partner und Produkte bei der Erstellung der Reise eingebunden: Hotels, Zielgebietsagenturen, Busunternehmen und Lieferanten. Durch die Zusammenarbeit mit einheimischen Unternehmen wird die Qualität der Reisen gesteigert und die Wirtschaft in der Region gestärkt.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text3.

Es werden lokale Partner und Produkte bei der Erstellung der Reise eingebunden: Hotels, Zielgebietsagenturen, Busunternehmen und Lieferanten. Durch die Zusammenarbeit mit einheimischen Unternehmen wird die Qualität der Reisen gesteigert und die Wirtschaft in der Region gestärkt. Das Ziel ist im Sinne eines zukunftsfähigen, d. h. nachhaltigen Tourismus mit der einheimischen Bevölkerung zu kooperieren und an der Gestaltung aktiv und partnerschaftlich zu beteiligen.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text4:

Dieser Studienreiseveranstalter setzt sich dafür ein, dass die lokale Kultur bewahrt und ein authentisches Urlaubserlebnis ermöglicht wird. Deswegen werden Begegnungen mit Menschen vor Ort angeboten – mit Studenten, Handwerkern, Bauern oder Künstlern. Durch die Begegnungen soll zum Erhalt und zur Stärkung einer Region in besonderem Maße beigetragen und zugleich die Kommunikation zwischen Gästen und Einheimischen sowie der Austausch gefördert werden.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text 5:

Dieser Studienreiseveranstalter setzt sich dafür ein, dass die lokale Kultur bewahrt und ein authentisches Urlaubserlebnis ermöglicht wird. Deswegen werden Begegnungen mit Menschen vor Ort angeboten – mit Studenten, Handwerkern, Bauern oder Künstlern. Seit 2005 wird mindestens ein Besuch eines Umwelt- und Sozialprojekts eingeplant. Bei einer Reisedauer von 4 Tagen wird mindestens eine organisierte Begegnung in unser Reiseprogramm integriert.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text 6:

Dieser Studienreiseveranstalter setzt sich dafür ein, dass die lokale Kultur bewahrt und ein authentisches Urlaubserlebnis ermöglicht wird. Insbesondere liegt in unserer Verantwortung als Reiseveranstalter, unseren Kunden das Kennen-und Verstehen lernen fremder Länder und Kulturen in einer – aus sozial verantwortlicher und ökologischer Sicht – zukunftsfähigen, d.h. nachhaltigen Form zu ermöglichen. Deswegen werden Begegnungen mit Menschen vor Ort angeboten – mit Studenten, Handwerkern, Bauern oder Künstlern. Die Begegnungen sollen zum Erhalt und der Stärkung einer Region in besonderem Maße beitragen, zugleich die Kommunikation zwischen Gästen und Einheimischen sowie den Austausch fördern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix L:

3rd article: 1. Pretest - Questionnaire (additional items tested)

Befragung zum Thema Nachhaltigkeit im Tourismus

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Es werden keine personenbezogenen Informationen erhoben. Vielen Dank für Ihre Hilfe!

Ich möchte Sie bitten, sich die jeweilige Information anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt es sich um Beschreibungen aus einem Reisekatalog zu einer Studienreise nach Andalusien. Der Reiseveranstalter setzt sich für die Bewahrung der Kultur ein.

Text 1:

Es werden Begegnungen mit Menschen vor Ort angeboten - mit Studenten, Handwerkern, Bauern oder Künstlern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text 2:

Es werden Begegnungen mit Menschen vor Ort angeboten - mit Studenten, Handwerkern, Bauern oder Künstlern. Seit 2005 wird ab einer Reisedauer von 4 Tagen mindestens eine organisierte Begegnung in das Reiseprogramm integriert.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text 3:

Ein Ziel der Reisen ist, dass die lokale Kultur bewahrt und ein authentisches Urlaubserlebnis ermöglicht werden. Deswegen werden Begegnungen mit Menschen vor Ort angeboten – mit Studenten, Handwerkern, Bauern oder Künstlern. Die Begegnungen sollen die Kommunikation zwischen Gästen und Einheimischen sowie den Austausch fördern und das Kennen - und Verstehenlernen fremder Länder und Kulturen in einer sozialverträglichen Form ermöglichen.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Text 4:

Ein Ziel der Reisen ist, dass die lokale Kultur bewahrt und ein authentisches Urlaubserlebnis ermöglicht werden. Deshalb liegt es in unserer Verantwortung als Reiseveranstalter, unseren Kunden das Kennen-und Verstehen lernen fremder Länder und Kulturen in einer – aus sozialverantwortlicher und ökologischer Sicht – zukunftsfähigen, d.h. nachhaltigen Form zu ermöglichen. Deswegen werden Begegnungen mit Menschen vor Ort angeboten – mit Studenten, Handwerkern, Bauern oder Künstlern. Die Begegnungen sollen zum Erhalt und der Stärkung einer Region in besonderem Maße beitragen, zugleich die Kommunikation zwischen Gästen und Einheimischen sowie den Austausch fördern.

Bitte bewerten Sie auf einer Skala von (1= wenig bis 7 = stark)

Inspirierend	1	2	3	4	5	6	7
Ansprechend	1	2	3	4	5	6	7
Informativ	1	2	3	4	5	6	7
Objektiv	1	2	3	4	5	6	7

Appendix M:

References of questionnaire items Appendices E-L (order of the items as presented in the above-mentioned questionnaires)

E1: Adapted from https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner (zuletzt aufgerufen am 24.02.2018)
E2**:** Adapted from https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner (zuletzt aufgerufen am 24.02.2018)
E3: https://www.atmosfair.de/de/gruenreisen/klimafreundlich_reisen/ (zuletzt aufgerufen am 24.02.2018)
E4: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/6.-Umweltschutz-Umwelterklaerung-2017/6.4-Umweltschutz-auf-Reisen (zuletzt aufgerufen am 24.02.2018)
E5: Adapted from: https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner (zuletzt aufgerufen am 24.02.2018)
E6: Adapted from https://www.DieserStudienreiseveranstalter-foundation.org/Unsere-Projekte/Schutz-der-Umwelt/Indien-Karnataka (zuletzt aufgerufen am 24.02.2018)
E7: Adapted from Dieser Studienreiseveranstalter Nachhaltigkeitsbericht, 2014/15, S. 171 (zuletzt aufgerufen am 24.02.2018).
E8: Adapted from https://www.Dieser Studienreiseveranstalter-foundation.org/Emissionsrechner (zuletzt aufgerufen am 24.02.2018).
E9: Adapted from https://nachhaltigkeit.Dieser Studienreiseveranstalter.com/2015/7.-Umweltschutz-Umwelterklaerung-2016/7.6.4-Fortbewegung-auf-Reisen (zuletzt aufgerufen am 24.02.2018).
E10: https://www.blablacar.it/blablalife/destinazioni/impegno-ambiente (zuletzt aufgerufen am 24.02.2018)
E11: https://www.DieserStudienreiseveranstalter.com/Informationen/WichtigeInformationen/Saison_2018/Anreise (zuletzt aufgerufen am 24.02.2018)
E12: Adapted from https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner (zuletzt aufgerufen am 24.02.2018)
E13: https://www.DieserStudienreiseveranstalter-foundation.org/Emissionsrechner (zuletzt aufgerufen am 24.02.2018)
E14: Adapted from: https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner [24.02.2018]
E15: Adapted from Retrieved from: https://www.DieserStudienreiseveranstalter.com/Informationen/Emissionsrechner [24.02.2018]
D1: Adapted from https://www.Dieser Studienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-Rundreisen?&group=studienreisen&page=128&items=4
D2: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017, S.25. München.
D3: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017. München.
D4: https://www.DieserStudienreiseveranstalter.com/Presse/Pressebilder?SearchText=Andalusien&fq:meta_path_si=2211&fq:srm_press_download:tags= (Stichwort: „Andalusien") (letzter Abruf: 24.02.2018)
D5: Adapted from https://www.DieserStudienreiseveranstalter.com/Ueber-Dieser Studienreiseveranstalter/Nachhaltigkeit/Sozial-verantwortliches-Reisen (letzter Abruf: 24.02.2018)
D6: Adapted from https://www.DieserStudienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-Rundreisen?&group=studienreisen &page=128&items=4 (letzter Abruf: 24.02.2018)
D7: Adapted from https://www.Dieser Studienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-Rundreisen?&group=studienreisen&page=128&items=4 (letzter Abruf: 24.02.2018)

D8: Adapted from
https://www.DieserStudienreiseveranstalter.com/Spanien/Studienreise/Rundreise/0978--Andalusien-
mit-Flair--Fluganreise (letzter Abruf: 24.02.2018)
D9: Adapted from https://www.Dieser
Studienreiseveranstalter.com/Presse/Pressebilder?fq:meta_path_si=2211&SearchText=
&limit=15&offset=225&page=16 (letzter Abruf: 24.02.2018)
D10: Dieser Studienreiseveranstalter (2015). Nachhaltigkeitsbericht, 2014/2015, S. 117. München.
D11: https://www.expedia.com/things-to-do/torres-bermejas-flamenco-show-with-
transportation.a410982.activity-details (letzter Abruf: 24.02.2018)
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24.02.2018)
D13: http://www.santamariaguia.es (letzter Abruf: 24.02.2018)
D14: https://www.sympathiemagazin.de/europa/spanien.html (letzter Abruf: 24.02.2018)
D15: Dieser Studienreiseveranstalter (2011). Dieser Studienreiseveranstalter Umwelterklärung, 2011,
S. 37. München.
D16: Dieser Studienreiseveranstalter (2011). Dieser Studienreiseveranstalter Umwelterklärung
D17: Adapted from
https://www.DieserStudienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-
Rundreisen?&group=studienreisen &page=128&items=4 (letzter Abruf: 24.02.2018)
D18: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017, S.25.
München.
D19: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017, S.25.
München
D20: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017, S.25.
München and adapted from https://www.DieserStudienreiseveranstalter.com/Ueber-Dieser
Studienreiseveranstalter/Nachhaltigkeit/Sozial-verantwortliches-Reisen (letzter Abruf: 24.02.2018)
D21: Adapted from Dieser Studienreiseveranstalter (2017): Wander-Studienreisen, 2017, S.25.
München and adapted from https://www.DieserStudienreiseveranstalter.com/Ueber-Dieser
Studienreiseveranstalter/Nachhaltigkeit/Sozial-verantwortliches-Reisen (letzter Abruf: 24.02.2018)
D22: Adapted from
https://www.DieserStudienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-
Rundreisen?&group=studienreisen&page=128&items=4
D23: Adapted from https://www.Dieser
Studienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-
Rundreisen?&group=studienreisen&page=128&items=4 and adapted from https://www.Dieser
Studienreiseveranstalter.com/Ueber-Dieser Studienreiseveranstalter/Nachhaltigkeit/Sozial-
verantwortliches-Reisen (letzter Abruf: 24.02.2018)
D24: Adapted from
https://www.DieserStudienreiseveranstalter.com/layout/set/print/Reiseangebote/Studienreisen-und-
Rundreisen?&group=studienreisen&page=128&items=4
C1: Adapted from Kreilkamp, Krampitz, & Mass-Deipenbrock, 2017.
C2: http://www.pininterest.com (letzter Abruf: 24.02.2018)
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C4: https://www.openuproutes.eu/2017/06/23/120-alumnos-participan-en-espana-en-3-cursos-sobre-
turismo-accesible-en-el-camino-de-santiago/ (letzter Abruf: 24.02.2018)
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C6: https://nachhaltigkeit.DieserStudienreiseveranstalter.com/5.-Soziale-Verantwortung/5.4-
Engagement-gegen-Kinderprostitution (letzter Abruf: 24.02.2018)
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C9:https://de.statista.com/statistik/daten/studie/698343/umfrage/nutzung-von-regionalen-ressourcen-
in-tourismusdestinationen-durch-die-tui-group/ (letzter Abruf: 13.09.2018)
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C11: https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.6-Hotels-Zielgebietsagenturen-und-Transportunternehmen (letzter Abruf: 24.02.2018)

C12: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-diesemStudienreiseveranstalter https://nachhaltigkeit.Dieser Studienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-Dieser Studienreiseveranstalter

C13: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei- diesemStudienreiseveranstalterhttps://nachhaltigkeit.Dieser Studienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-Dieser Studienreiseveranstalter

C14: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei- diesemStudienreiseveranstalterhttps://nachhaltigkeit.Dieser Studienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-Dieser Studienreiseveranstalter

C15: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei- diesemStudienreiseveranstalter https://nachhaltigkeit.Dieser Studienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-Dieser Studienreiseveranstalter

C16: Adapted from https://nachhaltigkeit.DieserStudienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei- diesemStudienreiseveranstalter https://nachhaltigkeit.Dieser Studienreiseveranstalter.com/4.-Stakeholder/4.1-Stakeholder-bei-Dieser Studienreiseveranstalter

A1: Adapted from Dieser Studienreiseveranstalter (2017). Wander-Studienreisen Katalog. München.

A2: Adapted from Dieser Studienreiseveranstalter (2017). Wander-Studienreisen Katalog. München.

A3: Retrieved from: https://www.istockphoto.com/de [24.02.2018]

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A5: http://caermurcia.com/introduction/ [24.02.2018]

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B1: Adapted from Dieser Studienreiseveranstalter (2016). Unternehmenserklärung. München.

B2: https://es.wikipedia.org/wiki/Organizaci%C3%B3n_Internacional_del_Trabajo [24.02.2018]

B3: Adapted from: Kreilkamp, Krampitz, & Maas-Deipenbrock (2017)

B4: Retrieved from: http://dotorbus.com/en/company/characteristics/ [24.02.2018]

B5: In Anlehnung an Dieser Studienreiseveranstalter (2016). Unternehmenserklärung. München.

B6: In Anlehnung an Dieser Studienreiseveranstalter (2016). Unternehmenserklärung. München.

B7: http://www.dgb.de/themen/++co++2b47145a-2960-11df-48e5-001ec9b03e44/@@dossier.html [24.02.2018]

B8: http://es.dreamstime.com [24.02.2018]

B9: Dieser Studienreiseveranstalter (2017), p.37.

B10: Dieser Studienreiseveranstalter (2017). Nachhaltigkeitsbericht 2016/2017 mit integrierter Umwelterklärung gemäß EMAS III. München.

B11: Dieser Studienreiseveranstalter (2014). Nachhaltigkeitsbericht 2013/2014 mit integrierter Umwelterklärung gemäß EMAS III. München.

B12: Dieser Studienreiseveranstalter (2016). Unternehmenserklärung. München.

Appendix N:

Table 1. All results from the first pre-test experiment

No.	Topic	Variablename	Item type	Index of emotionality	Index of rationality	df	F	p-value Anova
1	B	B12	Text	3	5.2	1	29.303	0.000
2	B	B3	Text	5.3	3.5	1	44.181	0.000
3	C	C5	Text	4.8	3.8	1	19.360	0.000
4	C	C14	Text	2.9	4.3	1	11.679	0.003
5	B	B6	Text	5.2	4.1	1	11.986	0.003
6	E	E5	Text	4.5	3.4	1	10.082	0.006
7	C	C15	Text	3.8	4.8	1	9.5961	0.007
8	B	B13	Text	4.8	3.7	1	8.584	0.010
9	D	D18	Text	5.5	4.6	1	6.896	0.018
10	A	A8	Text	3.1	4	1	5.898	0.028
11	E	E14	Text	4.1	5.0	1	5.534	0.032
12	A	A2	Text	5.1	4.4	1	4.768	0.044
13	C	C16	Text	4.7	5.1	1	3.547	0.77
14	D	D24	Text	5.3	4.9	1	2.931	0.105
15	C	C1	Text	3.4	4.2	1	2.715	0.117
16	D	D21	Text	5	4.7	1	2.000	0.175
17	A	A6	Text	4.9	4.4	1	1.736	0.206
18	E	E1	Text	3.3	4.1	1	1.687	0.211
19	D	D6	Text	4.0	4.3	1	1.462	0.244
20	D	D19	Text	5.1	4.8	1	1.146	0.299
21	D	D2	Text	4.5	4.3	1	1.118	0.306
22	B	B5	Text	4.9	4.6	1	1.076	0.315
23	C	C12	Text	3.7	4.1	1	0.975	0.338
24	B	B1	Text	4.1	4.6	1	0.938	0.347
25	D	D3	Text	4.5	4.2	1	0.746	0.400
26	D	D25	Text	4.8	4.5	1	.692	0.417

27	D	D22	Text	4.2	3.9	1	.594	0.451
28	D	D20	Text	4.6	4.8	1	.335	0.571
29	E	E15	Text	4.9	4.8	1	0.257	0.619
30	A	A1	Text	4.8	5.0	1	0.245	0.628
31	D	D1	Text	4.2	4.3	1	0.010	0.923
32	D	D7	Text	3.9	3.9	1	0.025	0.876
33	D	D17	Text	4.6	4.7	1	19.360	0.750
34	D	D23	Text	4.4	4.5	1	.095	0.762
35	E	E2	Text	4.3	3.7	1	0.145	0.708
36	E	E6	Picture	4.1	2.3	1	34.682	0.000
37	B	B8	Picture	3.6	2.1	1	33.997	0.000
38	D	D9	Picture	4.3	3.1	1	15.940	0.001
39	B	B4	Picture	3.9	2.6	1	12.484	0.003
40	A	A3	Picture	5.3	4.0	1	11.218	0.004
41	E	E10	Picture	3.8	2.8	1	10.843	0.004
42	C	C7	Picture	4.3	3.0	1	10.217	0.005
43	D	D13	Picture	4.1	3.5	1	9.288	0.008
44	D	D11	Picture	4.3	3.1	1	9.087	0.008
45	A	A10	Picture	4.3	3.3	1	8.973	0.009
46	C	C2	Picture	2.3	3.4	1	7.353	0.014
47	D	D4	Picture	3.9	3.2	1	7.7.52	0.014
48	E	E8	Picture	2.7	2.0	1	5.887	0.027
49	E	E7	Picture	2.4	2	1	4.620	0.046
50	A	A7	Picture	4.8	3.9	1	4.502	0.049
51	C	C4	Picture	2.2	2.6	1	3.375	0.083
52	C	C3	Picture	2.8	2.4	1	2.914	0.105
53	A	A4	Picture	5.7	5.7	1	2.455	0.137
54	A	A5	Picture	3.1	3.7	1	2.289	0.150
55	D	D8	Picture	3.8	3.4	1	2.184	0.159

56	B	B2	Picture	4.2	3.1	1	7.061	0.17
57	D	D12	Picture	4.1	3.9	1	1.225	0.285
58	D	D14	Picture	2.9	2.5	1	1.135	0.302
59	E	E11	Picture	2.4	2.1	1	0.827	0.376
60	A	A9	Picture	5.1	4.5	1	3.803	0.70
61	C	C6	Picture	2.6	2.6	1	0.141	0.712
62	E	E13	Picture	3.7	3.6	1	0.015	0.903
63	B	B9	Graph	3.9	5.2	1	20.301	0.000
64	C	C8	Graph	2.1	4.4	1	31.296	0.000
65	C	C10	Graph	4.3	4.5	1	25.476	0.000
66	C	C11	Graph	2.2	3.9	1	25.476	0.000
67	E	E9	Graph	2.6	4.9	1	21.041	0.000
68	E	E4	Graph	1.8	4.3	1	17.076	0.001
69	C	C9	Graph	2.1	4.6	1	20.726	0.001
70	A	A11	Graph	3.5	5.5	1	14.222	0.002
71	B	B7	Graph	4.1	5.1	1	10.208	0.006
72	E	E3	Graph	3.8	4.8	1	9.063	0.008
73	D	D16	Graph	3.1	4.1	1	8.604	0.010
74	E	E12	Graph	3.6	4.4	1	7.112	0.016
75	D	D15	Graph	2.9	3.9	1	6.392	0.023
76	B	B11	Graph	4.3	4.9	1	4.661	0.046
77	D	D10	Graph	3.2	4.0	1	2.938	0.106
78	D	D5	Graph	3.7	4.1	1	2.711	0.120
79	B	B10	Graph	4.6	5.0	1	1.995	0.177

Source: Own data collection. September 2017

Caption:

A = Regional specialities B= Social responsibility C= Local partnerships D= Conservation of local heritage E= Carbon offsetting (The items can be found in the attachment)

☐ Dominating appeal type of the item (rational/emotional)

☐ Selected item for the second pretest experiment/main data collection

3rd article: 2nd Pretest – Example of questionnaire (culture) (All questionnaires available in the data base)

Fragebogen

Liebe Teilnehmer,

ich bin Doktorandin der Wirtschaftswissenschaften an der Leuphana Universität Lüneburg und würde mich freuen, wenn Sie an der kurzen Befragung im Rahmen meiner Doktorarbeit teilnehmen könnten (max. 5 Minuten). Ich möchte Sie bitten, sich den Katalogausschnitt für eine Studienreise nach Andalusien anzuschauen und entsprechend der darunterstehenden Skala zu bewerten. Es handelt sich hierbei um eine Pilotstudie und die Ergebnisse werden anonymisiert. Vielen Dank für Ihre Hilfe!

1. Die Katalogdarstellung ist…?
(Bitte kreuzen Sie in Richtung des zutreffenden Aspekts an)

Ansprechend	1	2	3	4	5	6	7 Unansprechend
Glaubwürdig	1	2	3	4	5	6	7 Unglaubwürdig
Eindruck-erweckend	1	2	3	4	5	6	7 wenig Eindruck-erw.
Attraktiv	1	2	3	4	5	6	7 Unattraktiv
Informativ	1	2	3	4	5	6	7 Uninformativ
Klar	1	2	3	4	5	6	7 Unklar
Auffällig	1	2	3	4	5	6	7 Unauffällig
Sympathisch	1	2	3	4	5	6	7 Unsympathisch
Überzeugend	1	2	3	4	5	6	7 Wenig überzeugend
Mir gefällt die Darstellung	1	2	3	4	5	6	7 Mir gefällt sie nicht
Ich bin der Katalogseite gegenüber positiv eingestellt	1	2	3	4	5	6	7 Ich bin negativ der Katalogseite gegenüber negativ eingestellt

2. Wie finden Sie die Katalogseite ansonsten?
(Bitte kreuzen Sie in Richtung des zutreffenden Aspekts an)

Wie erwartet	1	2	3	4	5	6	7 Überraschend
Es gibt zusätzliche Vorteile für mich auf der Reise	1	2	3	4	5	6	7 keine Vorteile
Sachlich	1	2	3	4	5	6	7 Bewertend
Objektiv	1	2	3	4	5	6	7 Subjektiv
Informativ	1	2	3	4	5	6	7 Wenig informativ
Die Darstellung schafft Atmosphäre	1	2	3	4	5	6	7 keine Atmosphäre
Sie vermittelt Qualität	1	2	3	4	5	6	7 keine Qualität
Sie vermittelt einen hohen Leistungsanspruch	1	2	3	4	5	6	7 geringen Anspruch

3. Welche Gefühle löst die Katalogdarstellung in Ihnen aus? (1= trifft gar nicht zu, 7 = trifft sehr zu)

Freude	1	2	3	4	5	6	7
Überraschung	1	2	3	4	5	6	7
Stolz	1	2	3	4	5	6	7
Sympathie	1	2	3	4	5	6	7
Interesse	1	2	3	4	5	6	7

4. Wie denken Sie über die Katalogdarstellung?
   (1 = trifft gar nicht zu, 7= trifft sehr zu)

Wie intensiv haben Sie beim Lesen über den Inhalt der Katalogseite nachgedacht? | 1 | 2 | 3 | 4 | 5 | 6 | 7

Wie intensiv haben Sie sich beim Lesen mit dem Thema „Bewahrung der Kultur" beschäftigt?　1　2　3　4　5　6　7

Die Katalogdarstellung ist sehr interessant　1　2　3　4　5　6　7

Die Darstellung löst in mir starke Gefühle aus　1　2　3　4　5　6　7

Das Thema „Bewahrung der Kultur" ist relevant für mich　1　2　3　4　5　6　7

Als ich den Text gelesen habe musste ich an meine eigene Erfahrung mit „Bewahrung der Kultur" auf einer Reise denken　1　2　3　4　5　6　7

5. Wie sehr finden Sie geht es in dieser Katalogbeschreibung darum, dass der Reiseveranstalter auf die Bewahrung der Kultur wert legt? (1 = trifft gar nicht zu, 7= trifft sehr zu)　1　2　3　4　5　6　7

6. Würden Sie aufgrund der Katalogdarstellung…
   (1= sehr unwahrscheinlich, 7 = sehr wahrscheinlich)

…diese Reise buchen?　1　2　3　4　5　6　7

…diese Reise eher buchen mit dem Zusatz " Bewahrung der Kultur"?　1　2　3　4　5　6　7

…verstärkt dieser Zusatztext mit Bild　einen positiven Eindruck vom Reiseveranstalter?
　1　2　3　4　5　6　7

7. Wie würden Sie folgende Aspekte einschätzen?
   (1= trifft gar nicht zu, 7 = trifft sehr zu)

Wie sehr war Ihnen der Einsatz von Bewahrung der Kultur bei diesem Veranstalter bekannt?
　1　2　3　4　5　6　7

Wie oft sind Sie bisher mit dem Reiseveranstalter verreist?
　1　2　3　4　5　6　7

Wie oft sind sie auf Ihrer Reise mit „Bewahrung der Kultur" in Berührung gekommen?
　1　2　3　4　5　6　7

Wie würden Sie Ihr Wissen zur Verwendung Bewahrung der Kultur bei dem Reiseveranstalter einschätzen?
　1　2　3　4　5　6　7

Ich mache mir Sorgen um unsere Umwelt　1　2　3　4　5　6　7

Ich bin bereit Einschränkungen hinzunehmen, um die Umwelt zu schützen.
　1　2　3　4　5　6　7

Mein Handeln hat Auswirkungen auf die Umwelt.
　1　2　3　4　5　6　7

2. Darf ich Sie zum Schluss noch nach ein paar Angaben zur Statistik fragen?

Alter:

Geschlecht: w – m

Studierender? Ja - Nein

Höchster Bildungsabschluss:

Appendix P:

3rd article: 2nd Pretest: Example of treatment (culture) (All treatments available with the data set)

Studienreise

- Besonders beliebt als erste ▮▮▮▮▮s-Reise
- Die bekanntesten Sehenswürdigkeiten Andalusiens in acht Tagen
- Zentral gelegene Viersternehotels
- Einzelne Termine mit besonders niedriger Höchstteilnehmerzahl
- Wahlweise Übernachtung mit Frühstück oder Halbpension

Mittags ist in einer alten Mühle in Benalauría der Tisch für uns gedeckt. Antonio, Mitarbeiter einer Landkooperative, serviert köstliche Kleinigkeiten der Region und stellt uns das Projekt vor, das auf einer Kombination aus nachhaltigem Tourismus, ökologischem Landbau und Angebote der Erwachsenenbildung basiert. Beim gemeinsamen Essen beantwortet er unsere Fragen zu Landlust und Landflucht.

.

Andalusien
Höhepunkte

Maurische Paläste voller Anmut und Kathedralen, in denen Gold und Silber glitzern. Orientalische Gärten, in denen Orangen und Granatäpfel reifen, und weiße Dörfer, die an den Felsen kleben. Endlose Olivenhaine und breite Sandstrände, an denen Bikinischönheiten Sonne tanken. Dorfbars, in denen Fans den Europa-League-Dauersieger FC Sevilla anfeuern und Andalusiens Jugend über den schwierigen Arbeitsmarkt stöhnt, und Clubs, in denen Filmstars und Blaublütige an Cocktails nippen. In Andalusien trafen schon immer die unterschiedlichsten Welten aufeinander. ▮▮▮▮▮ will sie alle mit Ihnen entdecken. Spanien für Einsteiger – kurz und kompakt und mit reichlich südländischem Temperament!

Appendix Q:

3rd article: Main data collection – Example of questionnaire (carbon offsetting, emotional)

3rd article: Main data collection – Example of questionnaire (carbon offsetting, emotional)

(All questionnaire available with the data set)

Fragebogen

Liebe Teilnehmende,

in der Anlage finden Sie eine neu gestaltete Reisekatalogseite in Anlehnung an den ▮▮▮▮-Katalog. **Bitte sehen Sie sich diese Seite genau an** und beantworten Sie im Anschluss den vorliegenden Fragebogen. Vielen Dank für Ihre Hilfe.

Im Folgenden finden Sie jeweils gegensätzliche Begriffspaare, Aussagen und Fragen. Bitte kreuzen Sie an, inwieweit Sie in Ihrer Einschätzung jeweils mehr zu der einen oder der anderen Ausprägung bzw. Aussage tendieren (mit den Kästchen dazwischen können Sie Ihre Antwort abstufen).

1. Die Katalogdarstellung ist…?

Bitte kreuzen Sie in Richtung des zutreffenden Aspekts an:

ansprechend	☐	☐	☐	☐	☐	☐	☐	nicht ansprechend
inspirierend	☐	☐	☐	☐	☐	☐	☐	nicht inspirierend
glaubwürdig	☐	☐	☐	☐	☐	☐	☐	nicht glaubwürdig
beeindruckend	☐	☐	☐	☐	☐	☐	☐	nicht beeindruckend
attraktiv	☐	☐	☐	☐	☐	☐	☐	unattraktiv
informativ	☐	☐	☐	☐	☐	☐	☐	nicht informativ
klar	☐	☐	☐	☐	☐	☐	☐	unklar
auffällig	☐	☐	☐	☐	☐	☐	☐	unauffällig
sympathisch	☐	☐	☐	☐	☐	☐	☐	unsympathisch
überzeugend	☐	☐	☐	☐	☐	☐	☐	nicht überzeugend
sachlich	☐	☐	☐	☐	☐	☐	☐	unsachlich
objektiv	☐	☐	☐	☐	☐	☐	☐	subjektiv
wie erwartet	☐	☐	☐	☐	☐	☐	☐	überraschend

2. Wie finden Sie die Katalogseite ansonsten?

Bitte kreuzen Sie in Richtung des zutreffenden Aspekts an:

Mir gefällt die Darstellung der Katalogseite	☐	☐	☐	☐	☐	☐	☐	Mir gefällt die Darstellung der Katalogseite nicht
Ich bin der Katalogseite gegenüber positiv gestimmt	☐	☐	☐	☐	☐	☐	☐	Ich bin der Katalogseite gegenüber negativ gestimmt
Die Katalogseite informiert mich über zusätzliche Vorteile auf der Reise	☐	☐	☐	☐	☐	☐	☐	Die Katalogseite informiert mich nicht über zusätzliche Vorteile auf der Reise
Die Katalogseite schafft Atmosphäre	☐	☐	☐	☐	☐	☐	☐	Die Katalogseite schafft keine Atmosphäre
Die Katalogseite vermittelt Qualität	☐	☐	☐	☐	☐	☐	☐	Die Katalogseite vermittelt keine Qualität
Die Katalogseite vermittelt einen hohen Leistungs-anspruch	☐	☐	☐	☐	☐	☐	☐	Die Katalogseite vermittelt einen geringen Leistungs-anspruch

COE

3. Welche Gefühle löst die Katalogdarstellung bei Ihnen aus?

In wieweit stimmen Sie den folgenden Aussagen zu:

	Trifft überhaupt nicht zu	Trifft nicht zu	Trifft wenig zu	Teils, teils	Trifft eher zu	Trifft zu	Trifft sehr zu
Freude	☐	☐	☐	☐	☐	☐	☐
Überraschung	☐	☐	☐	☐	☐	☐	☐
Stolz	☐	☐	☐	☐	☐	☐	☐
Sympathie	☐	☐	☐	☐	☐	☐	☐
Interesse	☐	☐	☐	☐	☐	☐	☐

4a. Sie haben die Katalogseite angesehen und gelesen. Wie intensiv haben Sie…?

	Gar nicht	Nicht intensiv	Wenig intensiv	Teils, teils	Eher intensiv	Intensiv	Sehr intensiv
….beim Lesen über den Inhalt der Katalogseite nachgedacht?	☐	☐	☐	☐	☐	☐	☐
…sich beim Lesen mit dem Thema „Klimaschutz" beschäftigt?	☐	☐	☐	☐	☐	☐	☐

4b. Wie denken Sie über die Katalogdarstellung?

Inwieweit stimmen Sie folgenden Aussagen zu:

	Trifft gar nicht zu	Trifft nicht zu	Trifft wenig zu	Teils, teils	Trifft eher zu	Trifft zu	Trifft sehr zu
Die Katalogdarstellung ist sehr interessant	☐	☐	☐	☐	☐	☐	☐
Die Darstellung löst in mir starke Gefühle aus	☐	☐	☐	☐	☐	☐	☐
Das Thema „Klimaschutz" ist relevant für mich	☐	☐	☐	☐	☐	☐	☐
Als ich den Text gelesen habe, musste ich an meine eigenen Erfahrungen mit Klimaschutzmaßnahmen bei einer Reise denken	☐	☐	☐	☐	☐	☐	☐

5. Würden Sie aufgrund der Katalogdarstellung…?

	Sehr unwahr-scheinlich	Unwahr-scheinlich	Eher unwahr-scheinlich	Teils, teils	Eher wahrschein-lich	Wahr-scheinlich	Sehr wahr-scheinlicl
…diese Reise buchen?	☐	☐	☐	☐	☐	☐	☐
…diese Reise eher buchen mit Zusatzinformationen bezogen auf Klimaschutz?	☐	☐	☐	☐	☐	☐	☐
	Trifft gar nicht zu	**Trifft nicht zu**	**Trifft wenig zu**	**Teils, teils**	**Trifft eher zu**	**Trifft zu**	**Trifft seh zu**
Verstärkt diese Zusatzinformation über Klimaschutzaktivitäten Ihren positiven Eindruck von ███████?	☐	☐	☐	☐	☐	☐	☐

6a. Wie würden Sie folgende Aspekte einschätzen?

	Gar Nicht	Eher nicht	Kaum	Teils, teils	Etwas	Bekannt/ Oft	Sehr bekannt/ Sehr oft
Wie sehr war Ihnen das Engagement von ███████ bezüglich „Klimaschutz" bekannt?	☐	☐	☐	☐	☐	☐	☐
Wie oft sind Sie bei der Buchung oder auf einer ███████-Reise mit dem Thema „Klimaschutz" in Berührung gekommen?	☐	☐	☐	☐	☐	☐	☐
	Gar kein Wissen	**Kein Wissen**	**Wenig Wissen**	**Teils, teils**	**Etwas Wissen**	**Gutes Wissen**	**Sehr gutes Wissen**
Wie würden Sie Ihr Wissen über das Engagement von ███████ zum Thema „Klimaschutz" einschätzen?	☐	☐	☐	☐	☐	☐	☐

6b. Inwieweit stimmen Sie folgenden Aussagen zu:

	Trifft gar nicht zu	Trifft nicht zu	Trifft wenig zu	Teils, teils	Trifft eher zu	Trifft zu	Trifft sehr zu
Die Menschheit beutet ihre natürliche Umwelt aus	☐	☐	☐	☐	☐	☐	☐
Ich mache mir Sorgen um unsere Umwelt.	☐	☐	☐	☐	☐	☐	☐
Ich bin bereit Einschränkungen hinzunehmen, um die Umwelt zu schützen.	☐	☐	☐	☐	☐	☐	☐

7. Dürfen wir Sie noch um ein paar Angaben zur Statistik bitten?

Alter: _____

Ihr Geschlecht:
☐ männlich
☐ weiblich

Über welchen höchsten allgemeinen Schulabschluss verfügen Sie?

☐ Noch in Ausbildung
☐ Kein Schulabschluss
☐ Hauptschul-, Volksschulabschluss
☐ Mittlere Reife/POS
☐ Fachholschulreife
☐ Abitur
☐ Anderer Abschluss und zwar:
☐ Keine Angabe

Über welchen höchsten beruflichen Ausbildungsabschluss verfügen Sie?

☐ In Ausbildung
☐ Abgeschlossene Lehre
☐ Berufsschulabschluss
☐ Fachschulabschluss
☐ Fachhochschulabschluss
☐ Hochschulabschluss
☐ Anderer Abschluss und zwar:
☐ Keine Angabe

Sind Sie in den letzten Jahren mit ▓▓▓▓ gereist?

Im Jahr 2015 ☐ Ja, und zwar:
        ☐ Eine Urlaubsreise
        ☐ Zwei Urlaubsreisen
        ☐ Drei und mehr Urlaubsreisen
    ☐ Nein

Im Jahr 2016 ☐ Ja, und zwar:
        ☐ Eine Urlaubsreise
        ☐ Zwei Urlaubsreisen
        ☐ Drei und mehr Urlaubsreisen
    ☐ Nein

Im Jahr 2017 ☐ Ja, und zwar:
        ☐ Eine Urlaubsreise
        ☐ Zwei Urlaubsreisen
        ☐ Drei und mehr Urlaubsreisen
    ☐ Nein

Waren Sie schon einmal mit ▓▓▓▓ in Andalusien? ☐ Ja ☐ Nein

In welches Zielgebiet führte Sie Ihre letzte ▓▓▓▓ Reise?

_____

Vielen Dank für Ihre Teilnahme!

COE

Appendix R:

3rd article: Main data collection – Example of treatment (carbon offsetting, emotional)

Studienreise

▸ Besonders beliebt als erste ▮▮▮▮▮▮-Reise
▸ Die bekanntesten Sehenswürdigkeiten Andalusiens in acht Tagen
▸ Zentral gelegene Viersternehotels
▸ Einzelne Termine mit besonders niedriger Höchstteilnehmerzahl
▸ Wahlweise Übernachtung mit Frühstück oder Halbpension

Auch bei dieser Reise können Sie den Klimaschutz unterstützen, indem Sie die bei Bus-, Bahn- und Schiffsfahrten entstehenden Treibhausgas-Emissionen klimaneutral stellen. Mit nur wenigen Klicks können Sie die Emissionen Ihrer Flüge berechnen und durch eine Spende an das Klimaschutzprojekt de▮ ▮▮▮▮▮▮ Foundation e.V. kompensieren: www.foundation.org/Emissionsrechner

Gefördertes Klimaschutzprojekt in Sri Lanka

Andalusien
Höhepunkte

Maurische Paläste voller Anmut und Kathedralen, in denen Gold und Silber glitzern. Orientalische Gärten, in denen Orangen und Granatäpfel reifen, und weiße Dörfer, die an den Felsen kleben. Endlose Olivenhaine und breite Sandstrände, an denen Bikinischönheiten Sonne tanken. Dorfbars, in denen Fans den Europa-League-Dauersieger FC Sevilla anfeuern und Andalusiens Jugend über den schwierigen Arbeitsmarkt stöhnt, und Clubs, in denen Filmstars und Blaublütige an Cocktails nippen. In Andalusien trafen schon immer die unterschiedlichsten Welten aufeinander. ▮▮▮▮▮▮ will sie alle mit Ihnen entdecken. Spanien für Einsteiger – kurz und kompakt und mit reichlich südländischem Temperament!