

Research Snapshot

At home or abroad, does our behavior change? Examining how everyday behavior influences sustainable travel behavior and tourist clusters

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Process

- Identify whether a sustainable consumer type can be identified, how those consumers differ in their everyday sustainable behavior, and whether daily life behaviors continue when traveling

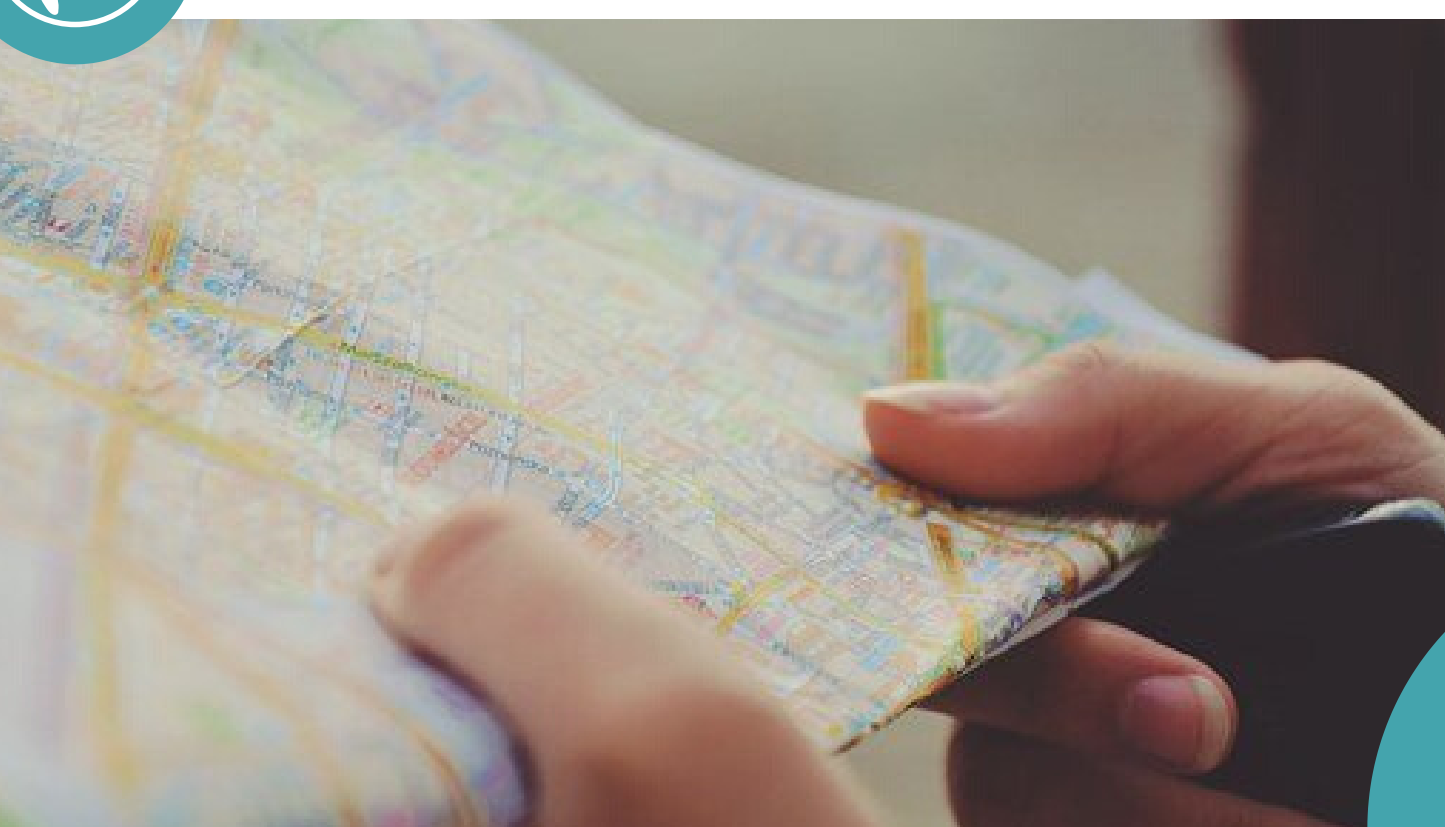


Results

- There is a population that seeks out sustainable tourism activities
- By better segmenting market offerings, one can meet tourist demands and protect the destinations



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