

Exploring the Cognitive and Habitual Tensions in Sustainable Travel Decisions. A Multilevel Analysis of 33 Countries

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Abstract

Although environmental concerns and habits are often strong indicators of sustainable tourist behavior, research shows mixed effects when these factors are applied to travel-related choices. To address this complexity, the paper introduces a framework that targets two key areas of tension. First, to explain the ambiguous impact of sustainable household habits, the concept of sustainable consumption modes is proposed. Second, the conflicting role of climate change concern is examined through the lens of time preference. Environmentally concerned individuals may still be less inclined to engage in sustainable travel if they prioritize the present over the future. The framework is tested using a multilevel analysis of 33,513 individuals across 33 countries, and the findings are corroborated through a follow-up experiment ($n = 277$). Finally, two tools are provided to help stakeholders develop strategies that promote sustainable travel, tailored to specific customer and country segments.

Track: Sustainability, CSR and Marketing