

# How Previous Extraordinary Travel Experiences Inspire Tourists' Future Pro-Environmental Choices

**Nan (Iris) Xue**

University of Birmingham

**Elisa Chan**

The Chinese University of Hong Kong

**Lisa C. Wan**

The Chinese University of Hong Kong

Acknowledgements:

N/A

Cite as:

Xue Nan (Iris), Chan Elisa, Wan Lisa C. (2025), How Previous Extraordinary Travel Experiences Inspire Tourists' Future Pro-Environmental Choices. *Proceedings of the European Marketing Academy*, 54th, (126050)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **How Previous Extraordinary Travel Experiences Inspire Tourists' Future Pro-Environmental Choices**

## **Abstract:**

Tourist engagement in pro-environmental choices plays a critical role in sustainable tourism development. Nonetheless, there remains a limited understanding of how prior travel experiences shape tourists' pro-environmental decision-making. By employing a survey and a lab experiment, this study seeks to investigate the influence of extraordinary travel experiences on tourists' pro-environmental choices. Our findings indicate that extraordinary travel experiences can motivate tourists to choose pro-environmental hotels. This research contributes to the current literature on the novel antecedent of promoting pro-environmental tourism choices and underscores the importance of leveraging extraordinary travel experiences to inspire pro-environmental behaviours among tourists.

*Keywords: Extraordinary experience; Pro-environmental choices; Sustainable tourism*

*Track: Tourism Marketing*