MASTER

MARKETING

MASTER'S THESIS

DISSERTATION

REASONS FOR THE CHOICE OF SUSTAINABLE ACCOMMODATION

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ORIENTATION:
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"Life belongs to the living,
and he who lives must be prepared for changes."

(Goethe, 1817)

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RESUMO

Este estudo visa compreender as razões de escolha de um alojamento sustentável. Os conceitos explorados são os antecedentes para o comportamento turístico sustentável, nomeadamente quais as atitudes, motivações, valores e estilo de vida influenciam as escolhas de viagens sustentáveis.

Adota-se uma abordagem de investigação exploratória e uma investigação qualitativa mono método. Os dados são recolhidos através de entrevistas em profundidade semi-estruturadas a viajantes que escolheram alojamentos sustentáveis durante as suas viagens. Além disso, foram entrevistados também alguns gestores de estabelecimentos turísticos sustentáveis localizados em Portugal, especialmente nas proximidades de Lisboa. Pretende-se determinar quais são os fatores que mais influenciam esta escolha e definir o significado de um alojamento sustentável. O estudo procura contribuir para a área académica do consumo sustentável e do comportamento sustentável do consumidor no campo do turismo. Para além disso, fornece *insights* para o sector hoteleiro com o intuito de aperfeiçoar a oferta dos serviços e as estratégias de comunicação integradas.

Palavras-chave: Comportamento turístico sustentável, sustentabilidade *triple bottom line*, alojamento sustentável, atitudes, motivações, valores, estilo de vida.

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ABSTRACT

This study aims to understand the reasons for the choice of sustainable accommodation. The concepts explored are the antecedents towards sustainable tourist behaviour, namely which attitudes, motivations, values, lifestyle influence sustainable travel choices. It adopts an exploratory research approach and a mono method qualitative research design. Data are collected through semi-structured in-depth interviews to travellers staying in sustainable accommodation and to managers of sustainable tourist establishments based in Portugal, in particular, nearby the Lisbon Area. It is intended to determine which factors influence this choice the most and to define sustainable accommodation. The study seeks to contribute to the academic area of green consumption and sustainable consumer behaviour in the tourism field. Moreover, it provides insights to the hospitality sector to focus better on the services offer and integrated communication strategies.

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ABBREVIATIONS

TBL - Triple Bottom Line

NAM – Norm Activation Model

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CHAPTER 1 – INTRODUCTION

1.1 Study Purpose and Specific Objectives

This study aims to understand traveller's reasons for choosing sustainable accommodation, namely which attitudes, motivations, values and lifestyle influence people choosing this type of tourist establishments. In this way, it is intended to explore the antecedents towards tourist behaviour and their relations to sustainable behavioural choices in the sustainable tourism field.

1.2 Contextualization and Problem Delimitation

From a marketing perspective, a more detailed analysis of guests is required in different forms of accommodation. Despite the growing international recognition of the importance of environmental sustainability across many economic sectors, there are issues related to the application of the concept into effective practical strategies (Morrison, Pearce, Moscardo, Nadkarni & O'Leary, 1996).

Sustainable tourism has attracted significant attention in many scientific studies and it has been one growing area of tourism research in recent years, as "it aims to make a balance between protecting the environment, maintaining cultural integrity, establishing social justice and promoting economic benefits meeting the needs of the host population to improve living standards in the short and long term" (Liu, Tzeng, & Lee, 2013, p.102, as cited in Zolfani, Sedaghat, Maknoon & Zavadskas, 2015, p. 2). There are various issues about defining sustainability. Most of the time, only environmental aspects are considered to define sustainability, without taking into consideration social aspects. This study takes into consideration the "Triple Bottom Line" (TBL) approach to sustainability. It is a framework coined in the 1990s by a business consultant called Elkington that goes beyond the traditional measures of profits and includes the social and environmental dimensions (Hammer & Pivo, 2017). Practicing TBL sustainability can have both operational and competitive benefits for hospitality firms. In fact, it allows the transition of their attention from short-term profits to long-term environmental, social and economic performance (Boley & Uysal, 2013).

The accommodation sector plays an important role in the development of tourism in local economies (Hobson & Essex, 2010). There is no agreement on a clear definition of sustainable accommodation. In the literature, sustainable accommodation and eco-friendly accommodation are used frequently as synonyms. Nevertheless, since this study takes into consideration the TBL approach, the two terms are not used as synonyms. At this regard, sustainable accommodation can be identified as an overall profile characterized by a set of criteria. It is described as a type of accommodation that aims to maximise local economic benefits and minimise the negative impact on the environment. It provides also employment and economic opportunities for the local community and encourages guests to engage in sustainable activities (Moscardo, Morrison & Pearce, 1996).

Variables affecting guests' sustainable intentions have a prominent role in sustainable accommodation choice (Han & Yoon, 2015). Moreover, Doran and Larsen (2016) refer that although the tourism industry uses marketing tools to create demand, individual tourists still have the final

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decision on where to go and what to do. This includes, for instance, choosing the type of accommodation where to stay.

Pandey and Srivastava (2016) state that several factors play a significant role in individual choices; thus, it is useful to highlight the relations between these antecedents and customer purchase intention. Among the main antecedents considered in empirical studies, attitudes and motivations stand out frequently. Attitudes play an important role in the context of sustainable tourism practices (Doran & Larsen, 2016). Empirical results show that a high level of tourist interest in sustainable accommodation is in line with personal attitudes (Dalton, Lockington & Baldock, 2008). Also, lifestyle and values have a relevant impact on the customer's purchase intention (Qing, Lobo & Chongguang, 2012; Fratu 2011). Furthermore, Zolfani et al. (2015) argue that consumer choice is mostly influenced by the perceived environmental changes. López-Sánchez and Pulido-Fernández (2016) claim that the scientific debate regarding consumer behaviour in sustainability issues is intense, in particular, sustainable tourist behaviour is a growing field of study. It is important to better understand the meaning of sustainability from the tourist's perspective to provide more in-depth knowledge of sustainable consumption in the tourism field. Dolnicar, Crouch and Long (2008) highlight that there is a limited understanding of what tourist behaviour can be considered as sustainable, and little consensus about who sustainable tourists are. Gossling, Scott, Hall, Ceron and Dubois (2012) show that significant gaps remain about tourism demand responses. For this reason, there is a need to continue researching those issues. Dolnicar (2010) shows the difference between sustainable behaviour at home and on vacation. In this regard, Juvan and Dolnicar (2014) studied the attitude-behaviour gap in sustainable tourism. However, findings indicate that customers who have positive attitudes towards sustainable behaviour in their daily lives and positive image of green accommodation are willing to choose it (Han, Hsu & Lee, 2009).

The European Commission's study about awareness, attitudes, and experiences of European citizens towards the environment reveals that 81% of Europeans agree that environmental issues have a direct effect on their life. The view that protecting the environment is important corresponds to 99% in Portugal (European Commission, 2017). In this regard, 93% of Europeans have taken at least one action to tackle climate change (European Commission, 2019). According to the sustainable travel report of Booking.com, over half of global travellers' report (55%) being more determined to make sustainable travel choices than in the previous year (Booking.com, 2019). Tourism products and services demands are better geared towards environmental protection and benefits to local communities. In this concern, tourism can contribute to the 17 Sustainable Development Goals of Agenda 2030 for sustainable development. Critical attention should be paid to the way it is managed (UNWTO, 2018). By the year 2020, there will be around 1.6 billion eco-inspired trips taken. Sustainability will be a key factor in successful brand management in the hospitality field (Trivago Business Blog, 2019).

1.3 Relevance to Marketing Theory and Practice

The demand for sustainability in the hospitality and tourism industry is growing. Managers of sustainable accommodation can benefit strategically from increasing their understanding of customers' eco-friendly motivations and attitudes (Baker, Davis & Weaver, 2014; Han & Yoon, 2015). This study can help them to focus better on their services offer and their integrated communication strategies. Moreover, it will be relevant to marketing theory, since the antecedents of consumer behaviour explicitly related to sustainable accommodation choice have been little explored. The study can contribute to the academic area of green consumption and sustainable behaviour in the tourism field. In this respect, it aims to investigate on why travellers choose to stay in sustainable accommodation, and what drives them to opt for that.

1.4 Research Project Structure

The research project structure is the following: first, the literature review explores the TBL approach to sustainability and the variables that can influence the behavioural choice, namely attitudes, motivations, values, and lifestyle. The methodology chapter describes the research approach, the research design, the empirical context, the selected sample, the time horizon and the data collection methods used for this study. Afterwards, the data analysis chapter highlights the sample characterization and the analysis of the interviews taking into consideration the definition of sustainability, sustainable accommodation and the central factors influencing the sustainable accommodation choice. Furthermore, the discussion of results chapter shows the relation between this study's results and the previous studies in the literature. Finally, the conclusions chapter answers to the investigation questions indicating the main conclusions, the academic and practical contributions, the limitations of the study and the suggestions for future research.

CHAPTER 2 - LITERATURE REVIEW

ANTECEDENTS OF SUSTAINABLE TOURIST BEHAVIOUR

2.1 Triple Bottom Line Approach to Sustainability

"Sustainability has been an often-mentioned goal of businesses and different organizations in the past decade, yet measuring the degree of being sustainable can be difficult" (Slaper & Hall, 2011, p.4). In this regard, the triple bottom line has become one of the leading frameworks adopted by businesses trying to address sustainability. There are two main kinds of approaches to sustainability, (1) *top-down* that emphasizes management, measurement, and control and (2) *inside out* that focuses on the importance of change and innovation. The TBL concept is a sustainability-related construct that was coined by Elkington (1997). It is originated from the notion of sustainability and sustainable development. It focuses not just on the economic value, but also the social and environmental aspects, namely economic prosperity, environmental quality, and social equity. It integrates the 3 Ps: profit, people and planet (Adams, Frost & Webber, 2013). It provides a framework for measuring the

performance of the business and the success of the organizations using these three lines (Goel, 2010; as cited in Alhaddi, 2015). It is intended to be a philosophy, a way of doing business that is socially and environmentally responsible (Stoddard, Pollard & Evans, 2012). Nowadays social and environmental reporting is relevant for every organization (Adams et al., 2013). The Sustainability Reporting Guidelines suggest that organizations report their strategy concerning sustainability as a management approach to handle sustainable issues (Stoddard, Pollard & Evans, 2012).

Sustainable development is defined in the Brundtland Report by the World Commission on Environment and Development as "development that meets the needs of the present world without compromising the ability of future generations to meet their own needs" (UNWCED, 1987, p.43; as cited in Adams et al., 2013, p.17). Similar to this definition, sustainability is defined as "the expectations of improving the social and the environmental performance of the present generation without compromising the ability of future generations to meet their social and environmental needs" (Hart & Milsten, 2003; as cited in Alhaddi, 2015, p. 7). Marshall and Toffel (2005) consider affirm that sustainability has been defined in many ways over the years, they refer the concept to "transforming our ways of living to maximize the chances that environmental and social conditions will indefinitely support human security, well-being and health" (Marshall & Toffel, 2005, p. 679; as cited in Stoddard, Pollard & Evans, 2012, p. 241).

Some studies use sustainability to mainly refer to the environmental aspects, other focus on the social line and some refer to all three dimensions bringing more balance and coherence into the construct. Alhaddi, (2015, p. 6) argues that the "triple bottom line and sustainability are two related constructs that are often used interchangeably in the literature".

The economic line of the TBL approach regards the impact of the organization's business practices on the economic system, including personal income, job growth, and employment rate. It uses traditional financial performance indicators. The social dimension refers to fair business practices to labour, human capital, local community, shareholders and stakeholders, as safety and security, female labour, educational attainment, employment satisfaction, social well-being, and quality of life of communities. The environmental line refers to natural capital engaging in practices that protect environmental resources for future generations minimizing the ecological footprint, like electricity consumption, waste, air quality, use of recycled materials and water sources (Elkington, 1997; as cited in Alhaddi, 2015). There is considerably less empirical research on TBL compared to environmental sustainability. Moreover, the literature shows an inconsistent usage of sustainability term referring to only one or two of the three known lines (Alhaddi, 2015).

Furthermore, there are challenges to put the TBL into practice since the dimensions do not have a common unit of measurement. Measurement is the key issue, as there is no standard method to calculate the TBL. This aspect can also be seen as a strength because it allows adapting the general framework to different entities' needs (Slaper & Hall, 2011). The critics of the TBL consider that it focuses on controlling the negative aspects of an organization's operations, the social indicators are the most

difficult to assess it is difficult to measure them in objective ways. The heterogeneity of the tourism sector complicates the development of universal social and environmental impact measures (Stoddard, Pollard & Evans, 2012).

The TBL concept is identified as important by practitioners, but it is not completely integrated into practice. Little research has been conducted regarding how professionals view and practice it. Sources of debate regard how the concept has been addressed in practice since it involves differences in definition and measurement, especially about social and environmental factors that are less quantifiable indicators. However, environmental and social factors are also connected to economic development (Hammer & Pivo, 2017).

2.1.1 Triple Bottom Line in Sustainable Tourism

Tourism development organizations adopt the TBL framework to evaluate the degree to which their operations are sustainable and its managerial implications. The concept is integrated into the sustainable tourism context. The concept of TBL, sustainability and sustainable tourism development are linked (Stoddard, Pollard & Evans, 2012). Ivanov, Ivanova and Iankova (2015, p. 175) argue that "sustainability has been embraced as a guiding principle in the management of destinations, tourist enterprises, and accommodation establishments."

For Stoddard, Pollard and Evans (2012, p. 245), "sustainable tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place." These researchers suggest a list of indicators for tourism. Economic indicators of tourism are the easiest to establish. Establishments' occupancy rates, the number of tourism employees, labour income from tourism and seasonality can typically provide measures. Social indicators of tourism are linked with the concept of social capital as cooperation with non-governmental organizations, collaboration with local, awareness of the destination, housing affordability, Human resources practices, social services for the local communities, the rights of people with disabilities to guarantee them access to tourism goods and services (Darcy, Cameron & Pegg, 2010). Environmental indicators of tourism concern the sector's impact on nature conservation. These indicators are based on the guidebook of indicators of sustainable development for tourism destinations developed by the UNWTO (2004). Tourism organizations' TBL thinking adoption identifies potential cost savings. From a marketing perspective, the fact of adopting this approach can lead to the improvement of market positioning increasing competitive differentiation. Also, it can improve strategic decision making (Stoddard, Pollard & Evans, 2012).

Regarding the hospitality field, society increases the pressure on the sector to be socially and environmentally responsible. The relevant stakeholders are not only the customers and shareholders, but also the social surrounding. By adopting this TBL approach and considering the needs of all stakeholders, accommodation establishments can gain potential benefits like competitive and cost advantages, gaining also community recognition by being more transparent in reporting the impacts of

their commitments and operations (Assaf, Josiassen & Cvelbar, 2012). The accommodation industry is responsible for waste pollution. Sustainable practices in this sector are of crucial importance for the negative impacts on nature. The degree of implementation of these practices will vary depending on the accommodation's type, category, location, and served market segments.

The environmental dimension of sustainability has received dominant attention in hospitality research. Social responsibility is a less researched aspect of sustainability in the hospitality sector compared to environmental issues (Ivanov, Ivanova & Iankova, 2015).

Darcy, Cameron and Pegg (2010, p. 516) argue that "the research into sustainable tourism has so far largely ignored social arguments concerning ageing and disability. It presents a significant and ongoing challenge for the sector."

Nevertheless, there is no agreement on a clear definition of sustainable accommodation. The term is frequently used as synonymous with eco-friendly accommodation considering mostly environmental aspects. In this regard, Moscardo et al., (1996) tried to identify the following key characteristics of sustainable accommodation taking into consideration both environmental and social criteria. First of all, it should be on a small scale and locally owned, providing employment opportunities for the local community and being spread not near major attractions. Furthermore, it should have aspects that reflects the region; encouraging the local heritage protection by using existing buildings, promoting educational activities and quality experiences. Finally, it should not have negative impacts on other sectors (Moscardo et al., 1996).

According to Ivanov, Ivanova and Iankova (2015, p.193) a "new generation of tourists appear showing a behaviour drifting away from the pure consumerism, but developing mentality of sustainable consciousness, that characterises them as tourists who would prefer to stay in sustainable accommodation."

Boley and Uysal (2013) consider important to follow a holistic sustainable approach in the hospitality sector practices, and finding out how to communicate messages to guests directing their behaviour toward sustainability. In this regard, Darci, Cameron and Pegg (2010, p. 520) state that "the leisure and tourism industry have the greatest potential to contribute to social sustainability because its services can enhance the quality of life of individuals in many ways".

2.2 Attitudes

There are different views on the concept of attitude. Nevertheless, authors agree that an attitude represents "a summary evaluation of a psychological object as good-bad, pleasant-unpleasant, likeable-unlikeable (Ajzen, 2001, p. 29, as cited in Argyriou & Melewar, 2011, pp. 432-433). According to this view "attitudes are based on salient beliefs about an object's attributes (Fishbein & Ajzen, 1974, p.59; Fishbein & Middlestadt, 1995, p.185, as cited in Argyriou & Melewar, 2011, p.440). Studies of tourism behaviour show that tourist attitude describes the psychological tendencies expressed by the positive or negative evaluations of tourists when engaged in certain behaviours (Ajzen, 1991, as cited in Lee, 2009).

A prevalent model of attitude structure specifies three components: affect, behaviour, and cognition (Breckler, 1984). Researchers treat the construct as an affective construct that mediate the relationship between cognitive information processing and subsequent behaviour (Fishbein & Ajzen, 1974). Ajzen (1991) developed the theory of planned behaviour to predict an individual's intention and behaviour. The theory of planned behaviour can be useful in predicting ecological behaviour (Kiser, Wolfing & Fuhrer, 1999).

Attitudes are based on elements such as liking, feelings, and emotions generated by exposure to the stimulus, rather than attribute information (Vakratsas & Ambler, 1999, as cited in Argyriou & Melewar, 2011). The decision can also be influenced by situational factors, but certain attitudes are stored in the form of memory associations (Shavitt, 1989). Fazio (1990) recognizes that attitude formation depends on factors like motivation and level of conscious awareness.

Fishbein and Ajzen (1974) claim that sustainable behaviour is more likely to occur when people have a positive attitude towards environmental issues. To explain attitudes, marketers need to understand their motivational underpinnings (Argyriou & Melewar, 2011). An attitude towards one behaviour may not necessarily be related to other behaviours. Indeed, other studies suggest that sustainable behaviour can be perceived as a uni-dimensional rather than a multi-dimensional concept because everything is linked to the common goal of protecting the environment (Gatersleben, Murtagh & Abrahamse, 2014). Baker et al. (2014) argue that sustainable attitudes can be positively related to consumers' intention to purchase green products. However, some studies show that people feel less moral obligation to behave sustainably while being on vacation than at home. The majority of tourists consider themselves sustainably-minded consumers, but only half consider themselves sustainably-minded travellers (Dalton et al., 2008).

In this regard, the first investigation question is defined.

Q1: How can travellers attitudes influence the choice for sustainable accommodation?

2.3 Motivations

Consumer motivations are determined by different stimuli of everyday life (Pandey & Srivastava, 2016). Keller (1983, p. 389, as cited in Crookes and Schmidt 1991, p. 481) argue that "motivations refer to the choices people make as to what experiences or goals they will approach or avoid, and the degree of effort they will exert in that respect." Deci and Ryan (1995, p. 169) distinguish intrinsic and extrinsic motivation: "people who are intrinsically motivated in doing an activity are doing it for themselves. Extrinsic motivation, on the other hand, refers to learning situations where the reason for doing a task is something other." Fratu (2011) identifies conscious motivations, related to the individual's previous experience and unconscious motivations, usually identified by indirect psychological investigation techniques. Motivations are affected by cultural diversities and they are omnipresent in the lives of consumers (Pandey & Srivastava, 2016).

Also, in tourism research motivations have been categorized in four categories: (1) physical motivations, as the desire to practice sport; (2) cultural motivations as the desire to visit a museum; (3)

interpersonal motivations, as the desire to socialize; and (4) prestige motivations, for example, the desire of being appreciated (Fratu, 2011). Sustainable tourism combines altruistic motivations with the travel concept. Tourists are increasingly searching for alternative experiences that make a positive contribution to the social, natural and economic environment. Tourism motives concern personal growth, undertaking a holiday with a difference and contributing to the local community (Ooi & Laing, 2010). Moreover, findings show that people who have satisfied their needs are more likely to act ecologically (Deci & Ryan, 1995).

Stern, Dietz, Abel, Guagnano and Kalof (1999) propose that sustainability concern is affected by a combination of egoistic, social and biospheric orientation. The stronger is the egoistic orientation, the stronger is the motivation for the behaviour. The egoistic orientation can be a motivation for sustainable behaviour as far as the action serves the person's needs and wants. Researchers differentiate between primary motives, the greater motives that let us engage in a whole set of behaviours and selective motives that influence a specific action (Kollmuss & Agyeman, 2002). Lee (2009) claim that to interpret tourist behaviour, tourist motivation can be considered the main factor. Tourist needs and motivations are interrelated.

2.3.1 Tourist Motivations

Eagles (1992, as cited in Lee 2009) affirm that understanding tourist motivation is complex and generally multifaceted. Tourist motivations also have been characterised into attraction and social motivations. Leiper (1990, p. 367) state that "attractions can be regarded as systems or sets of interconnected elements." Lew (1987) shows the importance of attractions in tourism studies. Law (1987, p. 554, as cited in Leiper 1990, p. 369) claim that "tourist attractions consist of all those elements of a non-home place that draw travellers away from their homes including landscape to observe, activities to participate in and experiences to remember." Attraction is not only sightseeing. Tourist attractions can be regarded as systems and tourists are part of these systems (Leiper, 1990).

Social motivations can be defined considering certain conditions. First the fact that the person is in direct contact with another person or group. Then, the social presence effects, namely indications about how to act in different situations. Third, the socially engendered effect that is capable of initiating and intensifying the behaviour. Also, it concerns the need for avoiding criticism or negative evaluations by others (Geen, 1991).

Sustainable tourists are generally defined considering their interest in nature-based activities. It may be translated as tourists who stay at sustainable accommodation (Dolnicar et al., 2008). Moisander (2007) shows that sustainable oriented consumer behaviour is characterized by motivational complexity.

Sustainable behaviour usually involves motivational conflicts including intellectual and moral factors. The motivational conflict concerns the difference between what someone wants to do and what should be done instead. Grund, Grunschel, Bruhn and Fries (2015, p. 506) argue that "it shows the

relationship between different components of well-being because more affective or more cognitive motivational aspects are ignored."

Pearce and Caltabiano (1983) argue that travel motivation changes under one's own personal experiences and external circumstances. In this respect, Gossling et al. (2012) claim that climate change perception affects travel motivation and demand.

In this respect, the second research question is stated.

Q2: How can travellers motivations influence the choice for sustainable accommodation?

2.4 Values

In the social sciences values can be defined as "concepts or beliefs, about desirable end states or behaviours, which transcend specific situations, and guide selection or evaluation of behaviour and events, and are ordered by relative importance" (Schwartz & Bilsky, 1990 p. 878, as cited in Gatersleben, White, Abrahamse, Jackson & Uzzell, 2012 p. 38). Different values are linked to different forms of behaviour (Veal, 1993). Values play in fact, an important role in understanding sustainable behaviour (Gatersleben et al., 2014). Stern and Dietz (1994, pp. 69-70, as cited in Gatersleben et al. 2012, p.38) affirm that "three values underlie sustainability concern: egoism, altruism, and biospherism." Biospheric value regards the nature issues; altruistic value is linked with the welfare of others; and egoistic value focuses on maximizing individuals' benefits (Achchuthan, Umanakenan & Kajenthiran, 2017).

Sustainable behaviour is positively related to environmental concern and negatively related to materialism. It can be considered also as a socially desirable behaviour (Onwezen, Antonides & Bartels, 2013). It seems that the more people have a strong sustainability concern, the more they intend to assume a series of sustainable choices. Researches show that different values and concerns are related to consumer attitudes and behavioural intentions in different ways (Gatersleben, et al., 2012).

Fratu (2011) states that family is the social factor with the highest impact on the individual. It is characterised by moral and political norms. Family influences a child's perception of the surrounding that lasts to adulthood. This shows that changing tourists' behaviour may be a challenging task for marketers. Kollmuss & Agyeman (2002) claim that a combination of factors expresses people's awareness, for example, childhood experiences in nature and sustainable values held by the family.

The emotional connection to the natural environment seems to encourage environmental awareness and environmental concern. Also, awareness of consequences and awareness of responsibility have an influence on sustainability concern (Gatersleben et al., 2014). The Norm Activation Model (Schwartz, 1977) analyses altruistic behaviour connecting it to moral obligation. Onwezen et al. (2012, p. 142) state that "Schwartz (1977) developed the Norm Activation Model (NAM) in the context of altruistic behaviour. Personal norms form the core of this model. They are experienced as feelings of moral obligation and they are used to predict individual behaviour." Achchuthan et al. (2017) claim that personal norm bridges the value-action gap and activates the actual behaviour. Such issues refer to

the fact that a person who holds sustainability concern and knowledge, not necessarily put the effort to act sustainably.

Studies show that altruistic behaviour and sustainable behaviour occur when people feel a sense of moral obligation. It is a set of factors involving awareness of consequences and a sense of personal responsibilities for certain conducts (Gatersleben, et al., 2014). Empirical studies about prosocial and pro-environmental behaviours have often applied the NAM model (De Groot & Steg, 2009).

Schwartz (1977) showed that moral obligation depends on inputs coming from external situations and internal factors. These feelings are generated in particular situations and individuals differ in performing particular actions.

Moreover, one of the underpinning factors that activate the individual behaviour is the awareness of consequences, namely "the tendency to become aware of the consequences of one's behaviour for others" (Schwartz, 1977, p. 229). Also, the responsibility denial is significant and it indicates "the individual tendency to accept rationales for denying responsibility for the consequences of one's behaviour" (Schwartz, 1977, p. 230). Individuals act also depending on their personal norms, self-concept, and self-expectations (Schwartz, 1977). Schwartz (1977, pp. 231-232) affirm that "while social norms are perceived to be shared by members of a group, personal norms typically vary from one individual to another. Each person has a unique cognitive structure of images, beliefs, evaluations, action plans." What people feel to do can be different from what they think that others expect from them.

Values depend on self-evaluation and the hierarchy of importance of these factors. Schwartz (1977, p. 233) claims "the more important the relevant norms and values are to one's self-evaluation, the stronger are the feelings of obligation which are experienced." Furthermore, the awareness of personal and others' needs influence the behaviour. Schwartz (1977, p. 242) affirm that "the need is defined as any actual or potential deficiency of a required, desired, or normally possessed resource." The initial recognition of ability is required for the activation phase of an action. It may also increase the probability of success. Another relevant factor is the sense of responsibility. Schwartz (1977, p. 246) argues that "responsibility refers to a sense of connection or relatedness with the person in need." Responsibility is not the same as the feelings of obligation. Feelings of obligation are directed toward the performance of specific acts. Being generally connected to other's needs establishes responsibility. Achchuthan et al. (2017, p. 8) assert that "this NAM theory postulates that awareness of consequences, awareness of needs, situational responsibility, efficacy, ability, and denial of responsibility are the determinants of the personal norm, which in turn activate the behaviour."

Nevertheless, Dolnicar (2010) claims that people will behave in more sustainable ways in general if they identify themselves with the place in which they live. Schwartz and Rubel-Lifschitz (2009) show a positive relationship between sustainability concern in tourism choices and willingness to accept economic sacrifices to protect the environment. However, Miller, Rathouse, Scarles, Holmes and Tribe (2010) consider that awareness of the environmental problems of tourism may not lead to sustainable

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behaviour. They suggest that behavioural change instead may be a result of the tourist developing a feeling of personal responsibility for the impact of tourism on the environment.

Dalton et al., (2008) found that tourists who perceive the importance of behaving sustainably express the willingness to stay in sustainable accommodation. According to that, the third investigation question is declared.

Q3: How can travellers values influence the choice for sustainable accommodation?

2.5 Lifestyle

The origins of lifestyle concepts are ambiguous, but its roots are traceable to the poets, and philosophers' writings in the sixteenth century (Anderson & Golden, 1984). There is a lack of consensus in defining the meaning of the term. A varied number of factors have a role in defining lifestyle, namely: behaviour, values, attitudes, group interaction, coherence, beliefs, interests, and choices (Veal, 1993).

The psychologist Adler (1929) uses the term lifestyle to indicate the uniqueness of individuals remarking their values rather than the social dimension. In contrast, Weber (1948) mentions in his studies that lifestyle is associated with a status group. In his opinion lifestyle is a set of symbols associated with different groups in society (Weber, 1948, as cited in Veal, 1993). The lifestyle concept is significant in understanding, explaining and predicting consumer behaviour (Anderson & Golden, 1984). American research on suburbanization in the 1950s and 1960s used the concept of lifestyle. Afterward, during the 1970s and 1980s, lifestyle becomes a major theme in different areas, including market research and leisure studies (Veal, 1993; Kamakura & Wedel, 1995, as cited in Qing, Lobo & Chongguang, 2012). Social science literature considers the concept at three levels: individual, group, generic class or category (Ansbacher, 1976, as cited Anderson & Golden, 1984).

Veal (1993) develops a definition as a result of the review of the issues surrounding the conceptualization of lifestyle: "lifestyle is the distinctive pattern of personal and social behaviour characteristic of an individual or a group" (Veal, 1993, p. 247). Findings relate lifestyle and the idea of leisure styles with tourist behaviour, seeking to define tourists' types based on common tastes and values (Veal, 1993). There is a relationship between attitudes and sustainable lifestyles. In this respect, the fact of individuals considering themselves as sustainable minded people is related to sustainable buying behaviours (Gatersleben et al., 2014).

2.5.1 Sustainable Lifestyle

The fact of identifying the way of living, or attempting to live, in more sustainable ways defines a sustainable lifestyle. It regards choosing a way of living that pursues a minimal environmental and social impact (Evans & Abrahamse, 2009).

However, there is a lack of clarity in understanding what a sustainable lifestyle is and how to operationalize to promote sustainable consumption. The concept needs to be considered with social and cultural practices. Sacrifices are associated with sustainability. Findings show that respondents have a

difficult understanding of the term sustainability. It is problematic to reach a point where it is possible to affirm to live entirely in a sustainable way. Individuals have more than one lifestyle and these are not all conducive to a reduction of the environmental impact (Evans & Abrahamse, 2009). Dolnicar et al., (2010) claim that individuals who demonstrate to behave in a sustainable way in everyday life, not necessarily then behave sustainably while being on vacation. Nevertheless, it is noticed that people who assume sustainable practices in their daily lives are more willing to behave sustainably also on vacation choosing for instance a sustainable accommodation (Han et al., 2009).

Q4: How can travellers lifestyle influence the choice for sustainable accommodation?

2.6 Research framework

After analysing the main relevant concepts in the literature review, the following research framework is proposed, taking into consideration the research framework proposed by Pandey and Srivastava (2016) to understand the antecedents of customer purchase intention and the Norm Activation Model (Schwartz, 1977). These two models are presented in Appendix 2.
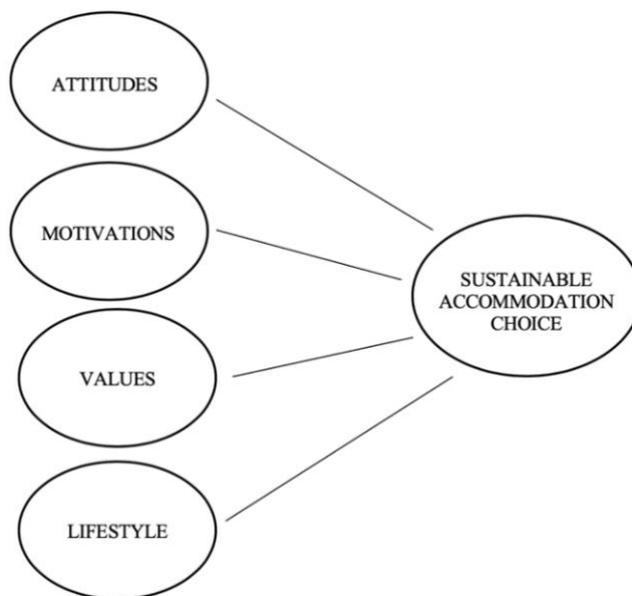
Figure 1 – Research framework

Table 1 – Research questions

Research questions
Q1: How can travellers attitudes influence the choice for sustainable accommodation?
Q2: How can travellers motivations influence the choice for sustainable accommodation?
Q3: How can travellers values influence the choice for sustainable accommodation?
Q4: How can travellers lifestyle influence the choice for sustainable accommodation?

CHAPTER 3 - METHODOLOGY AND DATA COLLECTION

3.1 Research Type

This study is exploratory aiming to explore behaviour antecedents of tourist deciding to stay in sustainable accommodation. It follows a mono method qualitative research design with semi-structured in-depth interviews for primary data collection. Qualitative research has a significant value for investigating questions about experience, beliefs, attitudes, and concepts of normative behaviour (Hammarberg, Kirkman & De Lacey, 2016). According to Saunders, Lewis and Thornhill (2009) in-depth interviews is one of the data collection techniques most used in social research. The present study is cross-sectional. It tries to explain a specific phenomenon at a certain time.

3.2 Population Definition, Sample and Data Collection

The selection of the empirical context considers the ongoing development regarding tourism and sustainable tourism in the area selected. According to Tourism Statistics 2018 of Portugal (INE, 2019), the Centre Region of Portugal concentrated last year the highest number of overnight stays, with a yearly increase of 16,9% in the Lisbon area.

Ten travellers who stayed in sustainable accommodation located in Portugal, in particular nearby Lisbon area, have been interviewed. The aim was to understand the reasons that impacted on their travel choices. In particular, most of the questions focused on understanding the travellers' perceptions toward sustainability, sustainable tourism, sustainable accommodation, and what makes the tourist opt for sustainable accommodation. In this respect, the following factors are explored: travellers' attitudes toward sustainability, tourist motivations, sustainability concern, values and sustainable practices that are implemented in their daily life and on vacation. The way sustainability is conceptualised and defined can have an impact on its operationalization. Since there is no consensus on this, the meaning attributed to "sustainability" and "sustainable accommodation" by tourists and sustainable accommodation operators has also been explored in this study. In this respect, also, the co-founders of two travel agencies promoting sustainable accommodation, and four managers of sustainable accommodation located in the area mentioned were interviewed to gain insights about their customers' target.

The sample size and the number of in-depth interviews depend on data saturations, when data tend towards repetition (Hammarberg et al., 2016). In this research, the size sample was influenced by the time available.

Concerning the selection and the access to participants for interviews, the online Italian travel agent *Ecobnb* supported the research by sharing contacts of relevant Portuguese sustainable accommodation operators present in their network of sustainable tourism hospitality. *Ecobnb* is a specialized marketplace where only sustainable accommodation establishments are listed. Their aim is to promote responsible tourism with low environmental impact and to encourage green traveling practices. An invitation e-mail was sent to the potential participants. This technique was helpful because sustainable tourism businesses are not easy to reach and also the reliability of truly being sustainable was something to consider as

some authors highlighted (Thompson, Gillen, & Friess, 2018). Moreover, a sustainable establishment located in Lisbon, called *Impact House*, showed its availability to collaborate in the research allowing access to their guests. Also, the travellers interviewed were reached through specific Facebook groups that only included members passionate about sustainable tourism.

Therefore, the criteria for the selection of participants derived from the literature review and took into consideration *Ecobnb* users' data and its personas. All participants were contacted directly based on the following criteria: being a traveller who have stayed in a sustainable accommodation located in Portugal at least once or being a sustainable accommodation manager. Further details are described in Appendix 3. Regarding travellers, different kinds of travellers were selected, namely from different nationalities, ages, and gender staying in different sustainable accommodation establishments based around the Lisbon Area. For socio-demographic diversity, solo-travellers, couples, and groups of friends were considered. Also, the selection included those who choose to stay in sustainable accommodation for the first time and the ones that regularly look for this type of accommodation when traveling.

As for sustainable accommodation managers, participants were selected from the database provided by *Ecobnb*. All interviews were in English. The interviewees' profile is described in Table 2 and Table 3. The collection of primary data took place during the months of June and July 2020.

The non-probabilistic convenience sampling approach is adopted in this study. The sampling is focused on getting a manageable and relevant group of individuals. In this case, the purpose is not to represent a general population, but instead it is to gain a deep understanding of the phenomenon in a specific empirical context (Saunders et al., 2009).

All interviews followed a semi-structured interview guide with open-ended questions. Two different interview guides were developed, one for travellers and the other for managers. It intended to explore several aspects. The semi-structured interview guide for travellers was organized in six main sections. First, some questions aiming to break the ice, then the following questions were grouped according to the specific constructs, also asking questions about the current experience, the meaning of sustainability and sustainable accommodation. The interview guide for managers was focused on understanding the personal motivations for having started their business focused on sustainability, description of the activity and the main personal perceptions towards the guests. Interview guides used for data collection can be found in Appendix 5 and Appendix 7. The interview structure aimed to encourage respondents to share their stories, and their experiences related to the main research questions. Further, it was expected that the duration of each interview to be around 50 minutes. All participants were interviewed by video call. It was asked the authorization to register the interviews with a voice recorder for later transcription.

The web application Otter.ai, that converts live speaking into written transcriptions, was used to transcribe the interviews. As regards the data analysis, the interpretative approach was used to analyse the collected information. The insights obtained were interpreted in the light of the theory. Erickson

(1986) argues that the interpretative approach focuses on the meaning that individuals give to social phenomena and it is based on the investigator elucidation.

Finally, during the data collection process, ethical issues were considered to ensure the professional and respectful treatment of the participants, who were informed about the objectives of the investigation.

CHAPTER 4 - DATA ANALYSIS

The analysis of the interviews focuses on the factors that lead travellers to choose sustainable accommodation.

4.1 Sample Characterization

The sample involves a total of 16 people, 10 travellers and 6 sustainable accommodation managers. The participants included both males and females, aged between 20 and 55 years old. Concerning the level of education, 2 had a Bachelor's degree, 11 participants had a Master's degree, and 3 had a PhD.

As regards the nationality, one participant was from Belgium, two from England, three from Portugal, one from the Netherlands, one from Italy, two from France, two participants from USA, one from Pakistan, one from Brazil, one from Georgia, and one from Russia. Concerning the professional status seven participants were self-employed, seven were employees, and two were students. These data were collected from a socio-demographic information sheet sent to the participants at the beginning of the interviews (Appendix 4). As regards the travellers interviewed, three experienced sustainable accommodation only once for the first time recently, and seven usually choose sustainable accommodation when travelling.

The following tables describe the sample characterization. Table 2 describes travellers and Table 3 managers.

Table 2 - Travellers characterization

Name	Age	Nationality	Education	Professional status	Solo-traveller or travelling with someone	First experience in sustainable accommodation or already experienced before
1.Jean	25	Belgian	Master's degree. Management	Entrepreneur	Solo-traveller	First experience
2.Charlotte	60	American	PhD. Business	University teacher	Solo-traveller and with tour group	Already experienced before
3.Christian	21	English	Bachelor's degree. Philosophy.	Student	With friends and small group	First experience
4.Harry	20	English	Bachelor's degree. Sociology.	Student	With friends and family	First experience
5.Maria	45	American	Master's degree. Nursing	Nurse	Solo-traveller and with partner	Already experienced before
6.Olivia	40	French	Master's degree. Geography	Geographer	Solo-travaller, backpacker	Already experienced before
7.Patricia	36	Portuguese	Master's degree. Business	Real Estate Agent	Solo-traveller and with friends	Already experienced before
8.Taimoor	53	Pakistan	Master's degree. Hospitality	Travel Agent	Solo-traveller	Already experienced before
9.Tatiana	34	Brazilian	PhD. Sociology	University teacher	Solo-traveller and with friends	Already experienced before
10.Keti	46	Georgian	Master's degree. Hospitality	Hospitality director	Solo-traveller	Already experienced before

Table 3 - Managers characterization

Name	Age	Nationality	Education	Professional status	Type of accommodation to manage	Main sustainability practices implemented
1.Rita	31	Portuguese	Master's degree. Management	Entrepreneur	Sustainable Hostel	Recycling, composting, local food, social shop, art gallery with local disabled artists, eco cleaning products, volunteer activities.
2.Marianna	46	Russian	Master's degree. Art and Photography	Entrepreneur	Sustainable Hotel	Biological pool, solar panel, local food products, 100% linen sheets, no paper use, local workshops
3.Richard	40	Dutch	Master's degree. Hospitality, events management	Entrepreneur	Sustainable Guest house	Restoring abandoned building, reuse materials, solar panels, grey water recycling, beach clean-up activities
4.Francisco	55	Portuguese	Master's degree. Hospitality	Entrepreneur	Sustainable Guest house	Restoring abandoned building, local materials, labour, and food. Energy, water, heating, paper saving
5.Silvia	42	Italian	PhD. Architecture	Entrepreneur	Ecobnb	100% renewable energy, local food, car-free accessibility, eco cleaning products, recycling, green building, energy saving, solar panels, reuse of rainwater.
6.Boris	34	French	Master's degree. Marketing	Entrepreneur	Beco Stay	Eco amenities, saving energy, reusing and recycling materials, local food.

4.2 Analysis of Interviews

After transcribing the interviews, an interpretative approach was adopted to analyse the data collected, without the use of any software. The interviews information has been analysed and organized with the support of an Excel file to compare all the participants answers.

4.2.1 Sustainability and Sustainable Accommodation Definition

Since there is no consensus on the definition of sustainability, the interviews conducted explored first of all the meaning attributed to sustainability and sustainable accommodation by travellers and

sustainable accommodation managers. All participants were asked to give a definition to sustainability, sustainable tourism and sustainable accommodation. The most highlighted aspects about sustainability were the decrease of negative effects on environment and society, the implementation of sustainable practices, respect, and preservation for future generations.

"*Sustainability concerns mainly having the minimum environmental impact and to benefit economically the local communities, at the same time respecting cultures and traditions. It's something that actually incentives small circular economy practices.*" (Taimoor, Pakistan, traveller)

"*For me sustainability concerns minimizing our environmental footprint, maximizing our positive social impact, and thinking about the long-term future.*" (Rita, manager)

As regards the meaning of sustainable tourism, most of participants mentioned travelling with a good purpose, reducing as much as possible the negative impact on the environment, buying local, using public transports, and empowering local people.

"*It's the type of tourism that gets into consideration the local population without damaging the local environment. It means that the location where I stay and the experiences I participate in, are run by local people, so trying to participate in the local economy. The great thing about Impact House, you go there and you give something back to the communities of the place you are visiting.*" (Harry, UK, traveller)

"*Sustainable tourism regards all the good practices that tourism sector can incentive through its activities, and empowering people.*" (Marianna, manager)

As for the definition of sustainable accommodation, the most recurrent points proposed by participants were the fact of being an establishment run by local people, mostly located close to nature, that tries to reduce waste, recycling, taking care of the heritage of the place, creating a network between guests, local community, local suppliers and local services without having a negative impact on the environment and the society. The focus was on both environmental and social projects.

"*I was volunteering doing the youth support while staying in a sustainable hostel in Lisbon. Also, we did other activities like beach clean-up. I loved the staff, they made me understand little aspects of Portuguese culture and practices. They were involving the local community in the experiences they were offering connecting travellers with local NGO programs.*" (Christian, UK, traveller)

"*First of all, we aim to invest in renovating abandoned houses using local materials and local companies. We have local staff and we involve only Portuguese stakeholders and suppliers. We offer local products, we do recycling, upcycling, and we take care of leftover food donating it to people in need.*" (Francisco, manager)

4.2.2 Factors Influencing the Choice for Sustainable Accommodation

4.2.2.1 Positive Attitudes towards Sustainability

According to the interviews analysed, positive evaluations towards sustainability influence the choice for sustainable accommodation. Actually, the majority of participants typically stays in sustainable accommodation while travelling.

 "What I promote and what I do is what I consume. Since I am very sensible to sustainable issues, I use to travel choosing sustainable places." (Francisco, manager)

It is noted that all the interviewees claimed that sustainability is very important.
"Sustainability is really important to me. In my last trip I went to Vietnam, it was fundamental for me to stay in a sustainable place and I stayed in a hostel that implemented a lot of sustainable practices, as for example they didn't allow to take photos to children and they gave us guidelines on how to support local communities." (Patricia, Portugal, traveller)

The main factors considered while travelling concern avoiding the waste of resources, contributing to the local community, gaining new experiences and looking from a different perspective.

"I've been in the Azores and I stayed in a sustainable holiday house. I loved it because I didn't impact negatively on the local environment. I loved the experience and interaction with locals." (Tatiana, Brazil, traveller).

"I think the guests coming here are interested in environmental issues, also they consider the social aspects regarding the activities that we offer." (Rita, manager)

There is a general consensus about the importance to know how the profit is managed.
"I think for me the most important thing when I choose an accommodation is who's making the money? Is it staying in the local community or is it going to a bigger corporation that might not even be based in that place?" (Maria, USA, traveller).

Travellers find it hard to support structures that waste resources and practice anti-social behaviour, as companies unfairly treating their employees and presenting a predominant control of local accommodation at the disadvantage of local people.

"What we are doing it's that the money we make in Portugal, we keep it in the company and we invest it again in Portugal for the people here." (Richard, manager)

Travellers will spend larger sums to stay in a sustainable place, even though having less comfort.
"I will be willing to spend some more money to stay in a place paying attention to environmental and social aspects rather than playing less and staying in a standard place, I do not need a five-stars hotel

with all its comforts. I am very willing to give up all the comfort to stay in a sustainable place with positive environmental and social impact." (Taimoor, Pakistan, traveller)

Participants claimed that they felt they made a difference by staying in sustainable accommodation because their money had a positive impact on the environment and the society.

"*When I stayed in Impact House in Lisbon, I think I made a difference because I had the possibility to give something back to the community. My English skills helped and inspired marginalized communities.*" (Harry, UK, traveller).

Moreover, they declared the intention to make more efforts for sustainability as finding ways to reduce the own carbon footprint and efforts on social matters. Social and environmental sustainability are both relevant aspects while travelling.

"*I think environment is really important to consider, but also when it comes to travel, social aspects are significant, because my actions can have a direct impact*". (Christian, England, traveller)

"*Among our priorities we want to implement more workshops to train the staff in promoting sustainable practices.*" (Marianna, Manager)

4.2.2.2 Tourist Motivations Considering Sustainability Aspects

Regarding participants' main travel motivations, there is a clear preference to travel to meet different people, to learn about new cultures and different ways of living, exploring new places and engaging with local communities.

"*Usually when I travel, the thing that motivates me to travel is the knowledge about different people and different places. For example, when I went to Vietnam, first I read the book about the history and once arrived there I wanted to understand more.*" (Patricia, Portugal, traveller)

Concerning the main motivations expressed for the choice of sustainable accommodation, the participants included making a difference in the world by minimizing the impact of someone's actions, to respect what surrounds you, to be involved in the local community, giving something back, and the preference for a place that has a bigger purpose than just economic profit.

"*Last time I went to the Alentejo region, I wanted to minimize my impact on the local environment, so by choosing my sustainable accommodation built in a natural way I managed to reach my travel goal.*" (Tatiana, Brazil, traveller)

"*I think the main reasons for choosing sustainable accommodation is giving something back when you are travelling.*" (Harry, UK, traveller)

Furthermore, most of the respondents showed their interest in environmental issues, mostly related to air and water pollution, climate change, global heating supercharging of the oceans, plastic consumption, and environmental impact of air traffic.

"*Don't take plastic bottle when you are travelling for me it is basic, what I'm trying to do is consuming less of everything. For example, I am very interested in the oceans and the direct impact of climate change.*" (Olivia, France, traveller)

Moreover, participants asserted that the interest for social issues influences the choice for sustainable accommodation like, in particular, the importance of diversity, the understanding of different cultures, gender equality, and gentrification problems.

"*Every time I stay in a place while travelling, I think about: how does it impact the local community? Is it providing jobs? The gentrification problem is huge in tourist areas, as people are not able to afford to live in their cities because the areas became too much expensive due to tourism.*" (Maria, USA, traveller)

Travelling in a group or with friends involves more motivational conflict because it is more challenging to follow sustainable practices than while travelling alone. Some travellers expressed that, when they travel with someone, they usually feel guilty for something they ended up doing.

"*When I am alone, I do not have much problem, but when I am with friends sometimes honestly, I feel guilty, some friends are not aware of some things, it is hard to say no and I regretted some choices I made with them. For example, I would not ride again a camel in Morocco.*" (Patricia, Portugal, traveller)

Eight out of ten travellers declared to have changed their travel habits taking into account sustainability issues after some particular travel experiences.

"*I became more conscious about sustainability when I was in Lisbon. It came up because once we stayed in a sustainable hostel that opened our minds to sustainable practices in the way they instructed their staff. It was a deeper experience than just going on holiday.*" (Harry, UK, traveller)

Furthermore, only two out of ten travellers said that they used to travel like that since childhood.
"*I think the way my parents raised me influenced me. In fact, my family has always been quite respectful; we have been conscious of our impact and respectful learning about the culture before going. We used to camp all the time.*" (Maria, USA, traveller)

Sustainable accommodation managers interviewed declared that the main motivations expressed by their guests for having chosen this type of accommodation concern the will to perform actions with

a positive impact and learning more sustainable practices to act in an even more sustainable way once back home. They seem to have a certain mindset, and they do not accept waste when travelling.

"The needs of travellers involve various aspects, among them there are people who are interested in using bicycles and the need of electric car services is also increasing. Then, there are those who are interested in vegetarian and vegan food, and many ecologists who travel with their animals." (Silvia, manager)

Managers claimed that to reach their desired target, they use standard websites and travel search engine, also social media and WOM are largely effective. Nevertheless, the market needs more specialised platforms about sustainable accommodation to find the right people, able to appreciate their activities and their efforts to implement sustainable practices.

"We recently entered in a new platform called Ecobnb.com, that focus only on sustainable accommodation, so I hope it will be useful to find our right target. We try to communicate to people through our social media channels what they should expect coming to our sustainable hostel. We show what we are doing trying to be creative and original maintaining a simple style because we want to welcome simple people." (Rita, manager)

"Our intention is to stop using standard travel platforms, because they send to us mass tourism travellers who do not reflect our intended target to welcome, so we need to use very small specialized platforms that kind of pre-select people coming to us." (Richard, manager)

4.2.2.3 Sustainability Values Applied at Home and while Travelling

Participants claimed that being aware of sustainability and developing sustainability values influenced their choice for sustainable accommodation.

"I think awareness is a big concern important for travelling. Since I developed sustainability values and I appreciate them, I can say I actually influence my way of travelling focusing on the destination's benefits." (Maria, USA, traveller)

In the view of some, honesty is a fundamental value in life.

"I think to be honest is such a huge value that other things come from honesty." (Marianna, manager)

"I want to be honest with myself, about my practices, then thanks to honesty, respect, empathy, kindness, fairness, I make good choices for the environment around me." (Christian, England, traveller)

While travelling the most mentioned value taken into consideration and connected with sustainability is respect.

"I travelled to Egypt and while I was in a shop, at some point the guy closed it and started to pray in front of it. I found it weird but I respected it. It is important to respect the rules of other cultures and the locals". (Patricia, Portugal, Traveller)

The majority affirmed that they try to apply the same value both at home and while travelling. *"When I travel, I try to apply the values that I have at home. I always try to be honest and to have respect, always compensating my actions."* (Jean, Belgium, traveller).

These central values mentioned connected with the behaviour related to sustainability come mainly from the family and education.

"They came mainly from my family. We are six children and we all have very strong ethical values with a strong respect. I think my behaviour concerning sustainability comes from becoming more educated." (Charlotte, USA, traveller)

"Everything starts with my family education. My family taught me lots of principles and values that I have today. My dad has always been a very conscious traveller, he thaught me how to be respectful to other cultures and countries. Also, I developed them through studying sociology, being able to analyse how things can affect people differently." (Harry, England, traveller)

"My parents met travelling backpacking; my mother grows her own food as well as she has an organic garden at home. She does lots of sustainable practices, she is very peaceful and quiet." (Tatiana, Brazil, traveller)

"My family is very supportive about my choice of creating this sustainable accommodation, they believe in it and they are pushing forward." (Richard, manager)

Additionally, interviewees hold the view that emotional connection to nature influence their sustainability behaviour. In their childhood, they spent time in nature appreciating it.

"When I was young, I used to be in love with nature. I spent a lot of time doing outdoor activities. I was a scout, so I have always enjoyed being outside." (Olivia, France, traveller)

"Since my childhood I belong to a mountain village, so we used to play in those mountains and to travel there. I still remember a place where we could listen the wind sound." (Taimoor, Pakistan, traveller)

Moreover, most participants, in particular seven out of ten travellers, declared that when they travel, they are more conscious of sustainable practices, so their sustainability concerns are more substantial regarding the place where they travel.

"When I travel, I am more conscious, I am more aware. Where I live it seems that people do not care about the environment, so what surrounds me does not push me." (Charlotte, USA, traveller)

Two participants had a contrary view; in fact, they claimed that they pay more attention to sustainability where they live. "*I would say sustainability values are strongest where I live because it is where I spend most of my time. I know better the different options, so I am more able to make sustainable decisions.*" (Maria, USA, traveller) For one traveller sustainability concerns are similar both at home and when travelling.

The interviews showed that the awareness of consequences and the feeling of responsibility influence the choice for sustainable accommodation.

"*I feel responsible for my actions, for wasting energy, for my carbon footprint, when I shower, if I use the washing machine, I am really concerned about my plastic* use. *I pay attention a lot on how I affect people with who I interact with.*" (Keti, Georgia, traveller)

"*When I travel, I am very concerned about the housing situation of the locals, and I feel guilty if I stay in an Airbnb in the city centre, because I know that many locals are struggling to pay their rent because of it, as in Lisbon, Barcelona, Venice. I am aware of the consequences of it, so I feel guilty.*" (Tatiana, Brazil, traveller)

All participants agreed that they would feel guilty if not making sustainable accommodation choices.

"*I think I would feel guilty if not choosing a sustainable place, I developed during these years a higher awareness of how tourism establishments impact on residents and environmental factors, that I would feel bad not taking care of it. Also, when you are travelling sustainable, you can actually get a lot more from that experience*." (Harry, UK, traveller)

4.2.2.4 Sustainable Behaviour in Daily life and on Vacation

Respondents who consider themselves as sustainable minded also consider themselves as sustainably-minded travellers. They defined their way of living as being aware of their own consumptions, taking care of resources, making efforts to make things better, and not buying unnecessary items.

"*I do not drive, I tend to cycle or walk to most places, I try to buy food from places I trust, I try not to buy things that I do not need.*" (Harry, England, traveller)

"*In Lisbon when I was staying at Impact House, I used to put food leftover in the compost which has environmental benefits.*" (Christian, England, traveller)

"*I live always trying to have a meaningful purpose and to pursue personal and job objectives related to sustainability, in fact I managed to combine my sustainability values and my job, I have the feeling I am in the right direction.*" (Rita, manager)

Travellers who behave sustainably in daily life usually also act sustainably on vacation following the same patterns of behaviour. In this regard, nine out of ten travellers interviewed confirmed this assumption.

"I try to follow the same behaviour at home and while I am on vacation, because it comes to me naturally, in vacation I try to learn even more sustainable practices to implement than at home." (Taimoor, Pakistan, traveller)

"My guests usually told me that they do the same things. Holidays does not mean to overconsume." (Boris, manager)

Only one traveller declared that for him it is easier to implement all good actions when at home than when he travels.

"I believe that when I am in my comfort zone it is easier. When I travel it is more difficult to me to follow my sustainable habits, I tend to be a little more open." (Jean, Belgium, traveller)

Nevertheless, travellers who choose sustainable accommodation do not consider themselves having an entirely sustainable lifestyle. First of all, being asked the meaning of sustainable lifestyle, the answers included to be aware of their own choices, reducing the negative impact and focusing on something that can have a positive influence.

"I think it means trying to focus on something with a positive impact and understanding where things come from. I think to be perfect is impossible, we are humans, we are full of contradictions, and we are not perfect." (Jean, Belgium, traveller).

"For me it regards to be conscious of all actions' consequences, looking deeply with critical eyes. Doing small steps as trying to produce the own shampoo instead of buying it and to stay alert on new sustainable options. What we receive from the planet is a gift to respect and to leave for future generations." (Marianna, manager)

Afterwards, fourteen out of sixteen participants stated that it is impossible to affirm to have a one hundred per cent sustainable lifestyle, because of external circumstances, and also, as they cannot yet be aware of the impact of all their actions.

"I think it is almost impossible to be completely sustainable nowadays, our way of living does not allow us. Even if we try, there is always something wrong with what we do. Anyway, what we can do to be more and more sustainable is always reflecting on the consequences of our actions." (Rita, manager)

"I am still far from having a sustainable lifestyle because, for example, I am dependent on electricity. I would like to use solar energy or some kind of reusable energy resource for my consumption, but at the moment I do not have the necessary means. I am not able to do that because I am living in a rented place. I try to avoid plastic use, but it is impossible avoiding completely plastic

packaging. Also, I am not aware of where lots of things I buy come from. I am still in a learning stage." (Taimoor, Pakistan, traveller)

"The problem is that I am not aware of the impact of all my actions. There are still probably aspects that I am not aware. For example, I have been wearing clothes without knowing where they come from and the way the employees that made them are treated." (Christina, England, traveller)

Additionally, they asserted they are not implementing enough sustainable practices, because there is always something more that can be done and they could be more informed about it.

"I think I can do better; I think a lot of things come from not knowing, I do not always know which is the best sustainable option. I could be more educated. I think what sustainable tourism looks like it might not be the same for every single place in the world. I think educating more myself about what it means for the place that I am going is the right direction." (Maria, USA, traveller)

Also, sustainable accommodation managers agreed on that declaring that they are not implementing enough sustainable practices in their establishments, because of financial constraints and lack of knowledge.

"I think we can always improve having more sustainable partners for example, more ideas can come up. Also, we try to listen to our guests who can inspire us giving useful insights about some kind of volunteer activities they would like to join, some practices they noticed in other places." (Rita, manager)

"We try to do the most and our best, but of course it is not enough. There is always the possibility to do something better, for example recently we decided not to have grass, so we do not need extra water to make it growing and we chose to put river stones. Also, we would like to have chargers for electric cars, but at the moment it is not economically viable." (Marianna, manager)

Despite these concerns, participants claimed that the way they travel is one of the most sustainable aspects of their lifestyle.

"I am very proud of the trip I did to Ireland; I did not use any kind of carbon emission transport, I biked a lot, I took public transports, and then I stayed in small locally owned places. I had reusable water bottles, so my carbon footprint and the waste I produced on that trip were minimal." (Maria, USA, traveller)

"I think I behave sustainably the most in the way I travel. In fact, staying in sustainable accommodation for a while, trying to make connections with locals and having the minimum impact on the environment is the best way to be sustainable for me." (Jean, Belgium, traveller)

CHAPTER 5 - DISCUSSION OF RESULTS

After analysing the data collected via interviews, this chapter is dedicated to the discussion of results according to the literature review examined, in order to answer to the research questions formulated.

Concerning the results obtained regarding the sustainability definition, the interviews' outcome conforms with TBL concept coined by Elkington (1997) to describe sustainability. Participants considered relevant the environmental, social and economic aspects of sustainability, integrating the three dimensions: profit, people and planet, as announced by Adams et al. (2013). In line with the studies of Alhaddi (2015), sustainability concern takes into consideration the present generation without compromising future ones.

As regards sustainable tourism, the results are similar to Stoddard, Pollard and Evans (2012), declaring that sustainable tourism concerns travel activities that benefit the social, economic and environmental aspects of a destination. Also, there is a compatibility between the sustainable tourism definitions mentioned by participants and the economic, social and environmental indicators of tourism, declared by the guidebook of indicators of sustainable tourism development published by UNWTO (2004). On the contrary, the interview answers contrast with the affirmation of Ivanov, Ivanova and Iankova (2015) who declare that environmental dimension of sustainability received more attention in hospitality field than social dimension, since the majority of respondents considered social sustainability aspects as relevant as environmental sustainability ones in their sustainable accommodation choice.

Concerning the definition of sustainable accommodation, the results match with Moscardo et al. (1996), as all interviewees describing sustainable accommodation, mentioned the features of being locally owned, providing employment for local community, encouraging the protection of local heritage and promoting educational activities without environmental and social negative impact. Following Boley and Uysal (2013), participants declared that it is essential to communicate the right messages through the proper channels to direct guests' behaviour toward sustainability and to reach the desired target. The form in which these two concepts are defined can have an impact on its operationalization.

About the first research question pretending to explore travellers' attitudes influencing the choice for sustainable accommodation, the results are consistent with Ajzen (1991), who supports that tourist attitudes describe the psychological tendencies expressed by the positive or negative evaluations of tourist when engaged in certain behaviours. In accordance with that, travellers interviewed showed a positive assessment of sustainability practices.

Also, the results are in conformity with Fishbein and Ajzen (1974), sustainable behaviour is influenced by positive attitudes towards environmental issues; participants declared that sustainability is important to them, and social and environmental issues are significant. As Gatersleben, Murtagh and Abrahmase (2014) state, sustainable behaviour is linked to the common goal of protecting the environment. Additionally, there is a consonance with the study of Baker et al. (2014), since positive attitudes towards sustainable tourism behaviour are positively related to consumer's intention to buy

local products. However, the results do not support Dalton et al., (2008) studies claiming that people feel less moral obligation to behave sustainably while being on vacation than at home. In fact, contrary to this, participants consider themselves both sustainably minded when travelling and when at home.

Concerning the second research question exploring tourist motivations influencing the choice for sustainable accommodation, the results are in line with the Ooi and Laing (2010) who found that sustainable tourism combines altruistic reasons with the travel concept; travellers who choose sustainable accommodation are looking for alternative experiences that make a positive impact on the social, natural and economic aspects of the destination. Also, they are driven by the motivation of undertaking a holiday with a difference contributing to the local communities without having a negative impact. Additionally, the results of the present study match the findings of Lee (2009) affirming that tourist motivations are a relevant factor to interpret tourist behaviour.

Furthermore, these results are in line with the previous studies of Lex (1987) and Eagles (1992) confirming that tourist motivations take into consideration attractions and social motivations. Also, this study support Dolnicar et al. (2008) and Gossling et al. (2012) that sustainable tourists are characterized by the interest in nature-based activities and the climate change perception affects their travel motivation. In agreement with Moisander (2007), sustainable behaviour is characterized by motivational complexity involving motivational conflicts. In fact, participants declared that travelling in a group or with friends involves motivational conflicts because it is more challenging to follow sustainable practices. Not everyone has the same awareness and attention to sustainability.

These results also conform the conclusions of Pearce and Caltabiano (1983) that travel motivations change under one's own personal experiences and external circumstances. Interviewees claim to have changed their travel habits, increasingly taking into account sustainability issues, after some particular travel experiences. However, this study does not confirm the results of Geen (1991) that tourist motivations concern the need to avoid criticism or negative evaluations, since no participants mentioned that.

In order to discuss the results obtained on the third research question about how travellers' values can influence the choice for sustainable accommodation, it is noted that as Veal (1993) found different values are linked to the sustainable behaviour and, as Gartersleben et al. (2014) found, values play an important role in understanding sustainable behaviour. In fact participants declared that honesty and respect are their central values and they consider them either acting at home or while travelling.

The results also confirm the findings of Onwezen, Antonides and Bartels (2013), that sustainable behaviour is positively related to environmental and social concerns. The more people have clear sustainability concerns, the more they intend to undertake sustainable choices. In fact, interviewees highlighted that their emotional connection to nature and their attention to social issues influence their sustainability behaviour. Similarity to Fratu (2011) and Kollmuss and Agyeman (2002), this research found out that the family is the social factor with the highest impact on the individual influencing

sustainability awareness since childhood. In this regard, participants considered that their core values are key to the behaviour related to sustainability and their family and education are relevant.

Furthermore, these results confirm Schwartz (1977) in that two of the underpinning factors that activate individual behaviour are the awareness of consequences and the sense of responsibility. Also, the results of this study agree with Gatersleben et al. (2014) in that sustainable behaviour occurs when people are aware of the consequences, aware of responsibility and moral obligation. Participants revealed that understanding the results of their actions and their feeling of liability influenced their choice for sustainable accommodation. They would feel guilty not choosing a sustainable accommodation. In addition, the results validate Dalton et al. (2008) supporting that tourists who perceive the importance of behaving sustainably are willing to stay in a sustainable accommodation.

The results of this study differ from Achchuthan et al. (2017) and Miller et al. (2010), who found that a person who holds sustainability concern, and is aware of the environmental problems of tourism, does not necessarily act sustainably. In this study all participants claimed to pay attention to sustainability issues, and they try to act sustainably at home and while travelling. These results do not support Dolnicar (2010) in that people behave in more sustainable ways in the place where they live, since the majority of participants declared that they are more conscious about sustainability practices when they travel and their sustainability concerns are substantial higher regarding the place where they travel than where they live. Nevertheless, the present study is similar to Schwartz and Rubel-Lifschitz (2009) who show a positive relationship between sustainability choices and willingness to accept economic sacrifices; in fact, travellers were willing to spend more money to stay in a sustainable accommodation.

Finally, as regards the fourth research question concerning how travellers' lifestyle can influence the choice for sustainable accommodation, it is noted that Veal (1993) found various factors to have a role in defining lifestyle. According to Anderson and Golden (1984), lifestyle is significant in understanding the consumer behaviour. In this regard, participants defined their way of living considering their buying preferences and the fact of being aware of their own consumptions' patterns.

Nonetheless, the results do not support Gatersleben et al. (2014) who found that people with sustainable buying behaviours consider themselves as sustainable people. In this study travellers who choose sustainable accommodation do not consider themselves as having a completely sustainable lifestyle. They declared that it is impossible to have a completely sustainable lifestyle due to external constraints and for the fact of not being aware of the impact of all their actions. Similarity to Evans and Abrahamnse (2009) it is problematic to be able to affirm to live entirely in a sustainable way.

These results are consistent with Evans and Abrahamse (2009) in that sustainable lifestyle concern choosing a way of living that pursue a minimal environmental and social impact. In fact, participants defined sustainable lifestyle as being aware of own choices, reducing the negative impact and focusing on the positive impact.

On the other hand, it is noted that the results are not in line with Dolnicar et al. (2010), which state that individuals who behave sustainably in everyday life do not necessarily behave in a sustainable way on vacation. On the contrary, the results of this study are similar to Han et al. (2009) which state that people who implement sustainable practices in their daily lives are willing to behave sustainably also on vacation. The travellers interviewed declared that they behave sustainably in daily life and also on vacation following the same patterns of behaviour.

CHAPTER 6 - CONCLUSIONS, LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The following chapter aims to present the main conclusions of this study, identifying its academic and practical contributions, as well as its limitations and finally, a set of suggestions for future research.

6.1 Conclusions

This study developed an enquiry to explore in depth the reasons why travellers choose sustainable accommodation. This research took into consideration the environmental and social challenges faced by present and future generations. Sustainable tourism trends, namely the awareness of the impact of the tourism industry on the environment and local community, are increasing. Nonetheless, the scientific literature lacks of a clear vision about the factors leading the consumers to this behavioural choice. The results of this study revealed some contradictions with previous investigations. More specifically, it attempted to understand and analyse how traveller's attitudes, motivations, values and lifestyle can influence the sustainable accommodation choice.

Furthermore, since the absence of an explicit definition in the literature for "sustainable accommodation", this study attempted to uncover how travellers and managers defined this concept. Following the data analysis and the discussion of results, it is possible to present the main conclusions.

As regards the definition of sustainable accommodation, this research suggests that it is a tourism establishment run by local people, mostly located close to nature that takes care of the heritage of the place and its environmental and social aspects by reducing waste and creating a network between guests, local community, local suppliers and services. Its main goal is having a positive impact on the environment and society.

The first research question concerns how travellers' attitudes can influence sustainable accommodation choice. This study concludes that positive attitudes towards sustainability influences the choice of sustainable accommodation, since participants widely affirmed the importance of sustainability, in particular caring about the waste of resources, the contribution to local communities and even their personal growth. The study shows that information on the allocation of profit is deeply relevant. In their efforts for achieving sustainability, travellers are willing to spend more money to stay in sustainable places even having less comfort. Taking into account both social and environmental sustainability dimensions has a relevant influence on the decision to stay in sustainable accommodation.

The second research question relates to how travellers' motivations can influence the choice for sustainable accommodation. The study found that travellers' motivations associated with this choice are closely linked to the main motivations that participants took into account while planning a trip. In particular, the purpose of their trips included meeting different people, gaining knowledge about new cultures, experiencing a different way of living, engaging with the local community and even learning other sustainable practices. Additional reasons for choosing a sustainable accommodation are: making a difference while travelling, minimizing the negative impact of own actions, respecting the surroundings, being involved with the local community and giving something back. The preference for accommodation with purposes other than just economic profit has a great impact. Also, the interest in environmental issues as air and water pollution, climate change, plastic consumption, the environmental impact of aviation, and also the attention for social issues like the safeguard of diversity, gender equality and gentrification problems are relevant. Travelling solo can increase the ability to follow sustainable practices because it involves less motivational conflict situations, since not everyone in a travel group has the same amount of sensibility for sustainability.

Regarding the third research question concerning how travellers' values can influence sustainable accommodation choices, it is possible to ascertain that being aware of sustainability and developing sustainability values influence this choice. The main values related to this travel behaviour are honesty and respect. Interestingly, emotional connection to nature, the feeling of responsibility and the awareness of consequences influence this choice. The values that individuals apply at home during daily life and on vacation are the same. The fact of not implementing sustainable practices causes a feeling of guilt. These values derive mainly from family and education.

Finally, concerning the fourth and last investigation question about how travellers lifestyle can influence the choice for sustainable accommodation, it is noted that individuals who consider themselves as sustainably minded, also consider themselves as sustainably minded travellers and define their way of living as being aware of own consumption, taking care of resources, making efforts to make things better, not buying unnecessary things and focusing on actions' positive impact. Travellers who follow sustainable patterns of behaviour in daily life, also behave sustainably on vacation. Nevertheless, travellers who choose sustainable accommodation do not consider themselves as having a completely sustainable lifestyle because of external circumstances. There is always something more that individuals can do or learn to act more sustainably.

6.2 Academic and Practical Contributions

At the academic level, this study contributed to increase the knowledge about green consumption and sustainable behaviour in the tourism field. The concept of sustainable tourism is getting a broader attention in tourism research and the concept of sustainable accommodation is emerging. This dissertation, applied to the Portuguese empirical context, presents innovative aspects, since it demonstrates important contributions in enriching the existing knowledge on a subject which is yet little

explored and has strong significance. More specifically, this study contributes to a better understanding of the concepts of sustainable tourism and sustainable accommodation thanks to the exploration of antecedents' behaviour of travellers who choose sustainable accommodation. A set of variables was used to investigate the reasons for this travel choice bridging the gaps in the literature and trying to resolve some of its contradictions. This study reveals how travellers' attitudes, motivations, values and lifestyle have an influence on their travel behaviour, in particular the focus on environmental and social issues is essential on this choice.

Furthermore, this dissertation contributes to clarifying that individuals who behave sustainably during their daily life, also behave sustainably while being on vacation and they care both about environmental and social sustainability. They are willing to make efforts and sacrifices to pursue sustainable practices. Nevertheless, nowadays there is no way to live completely sustainably, due to external circumstances, but little actions can contribute to make a positive impact. The awareness of one's own actions is a starting step.

At the business level, the analysis of the various topics explored in this research is particularly relevant, since interest in sustainable tourism tends to increase, and governments, international organizations and consumers are pressing for the adoption of more sustainable strategies and practices in the tourism and hospitality industry. Thus, in order to help tourism companies to respond to this expanding market requests achieving sustainability targets and meeting its needs, this study gives the opportunity to sustainable accommodation managers and operators to benefit strategically and gaining competitive advantages and profitability, thanks to deeper insights and for understanding of the reasons for this travel choice.

Additionally, the insights provided by this study can help to focus better on the services offered and the integration of communication strategies to reach the right target through the proper communication channels and suitable content creation. More specifically, this study indicates that the main travel motivations for the choice of sustainable accommodation include making a difference, minimizing the negative impact of one's actions, giving something back to the local community and learning more sustainable practices. Companies can better address sustainability in their practices and communication to increase the acquisition and retention of the desired target, emphasizing the main relevant sustainable aspects.

6.3 Limitations of the Study

This study has some limitations which have influenced and conditioned its development process and that should be considered in future studies.

First of all, it involves the use of a non-probabilistic, convenience sampling, implying that is not representative of the population and it does not allow to generalize the results.

Furthermore, it was based on a small sample of participants, consisting of female and male individuals, from different nationalities and different ages, yet including only sixteen interviewees. A

larger and more diversified sample has the potential to increase the outputs. Consecutively, the empirical context and the collection of data concern the Portuguese market, so the results are mainly relevant for Portugal, but not for a broader area.

The adoption of a mono-method qualitative study limited the results, the possible application of other methods such as focus group or a mixed method with questionnaire could have allowed a more comprehensive understanding of the phenomenon.

Due to limitations of time and coronavirus general restrictions, the selection of possible participants was restricted and conditioned, in fact the most of participants were reached mainly through Facebook groups and the interviews did not take place physically, but by video call which limits human interactions and a deeper understanding of the interviewees' reactions.

Finally, the concept of "sustainable accommodation" is relatively recent and only few studies have researched the topic limiting the comparison of the outcomes of the research.

6.4 Suggestions for Future Research

The relevance of the topic under analysis leads to the identification of a set of significant topics that might be explored in future research.

Firstly, it would be relevant to conduct the same study in a different empirical context, in a different country with different participants' nationalities to account for the cultural factors.

Additionally, it would be interesting to include a quantitative research with a representative sample size to analyse the relation between the socio-demographic variables and traveller behaviour to achieve a more complete consumer profile oriented to sustainable tourism and sustainable accommodation. Also, future research could include efforts to segment consumers according to their sustainable tourism orientation. Finally, it is recommended to investigate and explore more the social dimension of sustainability, since in tourism research most research focuses on environmental issues.

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APPENDICES

Appendix 1 - Main definitions of the constructs in analysis

Definitions of **sustainable tourism** in the academic literature		
Author	Definition	Emphasis of the definition
Bramwell & Lane (1993)	"Sustainable tourism emerged in part as a negative and reactive concept in response to the many tourism issues, such as environmental damage and serious impacts on society and traditional cultures" (Bramwell & Lane, 1993, p. 2, as cited in Zolfani et al., 2015, p.2).	Sustainable tourism as reactive concept in response to tourism issues.
UNTWO (2005)	"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (UNWTO, 2005, as cited in Zolfani et al., 2015, p.3).	Sustainable tourism as protection and management of the resources to maintain cultural integrity.
Sharpley (2003)	"The concept of sustainable tourism has emerged with the aim of reducing the negative effects of tourism activities" (Sharpley, 2003, as cited in Zolfani et al., 2015, p. 1).	Sustainable tourism as reduction of negative impacts.
Day & Cai (2012)	"A wide variety of factors, including social, cultural and economic considerations at each level of the tourism system, affects the implementation of sustainable tourism practices" (Day& Cai, 2012, p.380, as cited in Zolfani et al., p.18).	Sustainable tourism practices involve various factors.
Liu et al. (2013)	"The purpose of sustainable tourism is to make a balance between protecting the environment, maintaining cultural integrity, establishing social justice and promoting economic benefits, meeting the needs of the host population in term of improved living standards both in the short and long term (Liu et al., 2013 p. 102, as cited in Zolfani et al., 2015, p.2).	Sustainable tourism as a balance.
Zolfani et al. (2015)	"Sustainable tourism development concerns an economic, social and environmental tourism development that aims at the continuous improvement of tourists' experiences." (Zolfani et al., 2015, p.1).	Sustainable tourism concerns a development with the purpose of improving experiences.

Definitions of **attitudes** in the academic literature		
Author	Definition	Emphasis of the definition
Fishbein and Ajzen (1974)	"Attitudes are formed based on salient beliefs about an object's attributes and the categorization of these beliefs on an affective continuum" (Fishbein & Ajzen, 1974, p.59, as cited in Argyriou & Melewar, 2011, p. 440).	Attitudes as a set of beliefs.
Ajzen (2001)	"A summary evaluation of a psychological object captured in such attribute dimensions as good-bad, pleasant-unpleasant, likeable-unlikeable". (Ajzen, 2001, p.29, as cited in Argyriou & Melewar, 2011, pp. 432-433).	Attitudes as an evaluation.
Bagozzi and Dholakia (2002)	"A spiritual predisposition that is communicated by assessing a specific object with some degree of positive or negative" (Bagozzi & Dholakia, 2002, p.175, as cited in Pandey & Srivastava, 2016, p. 58).	Attitudes as a predisposition.
Fratu (2011)	"Attitude is a person's predisposition to answer in a favourable or un favourable manner at the offer of a tourism product or service. It has a lot of influence over the market position of tourism products" (Fratu, 2011, p. 120).	Attitudes as a predisposition.

Main definitions of **motivations** in the academic literature		
Author	Definition	Emphasis of the definition
Keller (1983)	"Motivation refers to the choices people make as to what experiences or goals they will approach or avoid, and the degree of effort they will exert in that respect" (Keller, 1983 p. 389, as cited in Crookes & Schmidt, 1991, p.481).	Motivation as choice and degree of effort.

Deci and Ryan (1985)	"People who are intrinsically motivated in doing an activity are doing it for its own sake rather than because of external pressure or promise of reward for doing it. Extrinsic motivation, on the other hand, refers to learning situations where the reason for doing a task is something other than an interest in the task itself" (Deci & Ryan, 1985, p.35, as cited in Dickinson, 1995, p. 169).	Focus on intrinsic and extrinsic motivation.
Crookes and Schmidt (1991)	"Motivation is typically grouped together with various aspects of personality and emotion as miscellaneous affective factors that may play a role in acquisition. Motivation has been consistently linked with attitudes (Crookes & Schmidt, 1991, p. 470).	Motivation linked to personality aspects, affective factors and attitudes.
Moisander (2007)	"There is no agreed-upon definition for the term motivation, the term usually refers to the question of why a given behaviour occurs. It may be viewed to have two important components: intensity or strength and direction, which determines which behaviour is chosen from all those possible". (Moisander, 2007, p. 404).	Motivation as reason of why a certain behaviour happens. It determines the intensity and the direction of the behaviour.

Main definitions of **values** in the academic literature		
Author	Definition	Emphasis of the definition
Schwartz and Bilsky (1990)	"Concepts or beliefs, about desirable end states or behaviours, which transcend specific situations, and guide selection or evaluation of behaviour and events, and are ordered by relative importance" (Schwartz & Bilsky, 1990, p.878, as cited in Gatersleben, et al., 2014, p.377).	Values as concepts or beliefs.
Schwartz (1992)	"Values are the criteria people use to select and justify actions and to evaluate people. The value concept should occupy a central position, able to unify the apparently diverse interests of all the sciences concerned with human behaviour" (Schwartz, 1992, p. 1). "Values are conceptualized as guiding principles central in people's life. Similar values cluster together and form an individual's value orientation" (Schwartz, 1992, as cited in Hedlund, 2011 p.279; Hansla et al., 2008, p.2).	Values as guiding principles, criteria to evaluate, to select and to justify actions.
Stern, Kalof, Dietz & Guagnano (1995)	"There is a link between individual's values and their expressed environmental concern" (Stern, Kalof, Dietz & Guagnano, 1995, p. 1613; as cited in Hedlund, 2011, p. 279).	Individual values linked to environmental concern.
Blamey and Braithwaite (1997)	"Values represent socially desirable standards of behaviour. They can be viewed as the socially acceptable manifestation of human needs" (Blamey & Braithwaite, 1997, pp.31-32).	Values as socially desired behaviours and manifestation of human needs.

Main definitions of **lifestyle** in the academic literature		
Author	Definition	Emphasis of the definition
Adler (1929)	"Life-style to denote a person's basic character as established early in childhood which governs his reactions and behaviour" (Adler, 1929, as cited in Veal, 1993, p. 234). "The set of values and guiding principles which provide the framework for that wholeness being termed the person style of life" (Adler 1929, as cited in Veal, 1993, p. 236).	Focus on the uniqueness of each individual.
Weber (1948)	"Lifestyle as the representation of a status group, based on honour accorded by the rest of the society. In his opinion lifestyle is basically a system of sets of symbols associated with different groups in society" (Weber, 1948, as cited in Veal 1993 pag.406).	Lifestyle associated to a status group.
Lazer (1963)	"Life-style as a systems concept referring to a distinctive mode of living of a whole society or segment reflecting dimensions of personality as values, attitudes, and interests" (Lazer, 1963, p. 130, as cited in Anderson & Golden, 1984, pag.406).	Focus on the society side.

Veal (1993)	"Lifestyle is the distinctive pattern of personal and social behaviour characteristic of an individual or a group" (Veal, 1993, p.247).	Focus on the individual and the society side.
Fratu (2011)	"Lifestyle as an individual system regarding the individual interests, ideas, opinions, actions, consuming habits" (Fratu, 2011, p.120).	Focus on the individual.

Appendix 2 – Conceptual models considered for the research framework of this study

"Antecedents of customer purchase intention proposed research framework"
(Pandey & Srivastava, 2016, p.79)
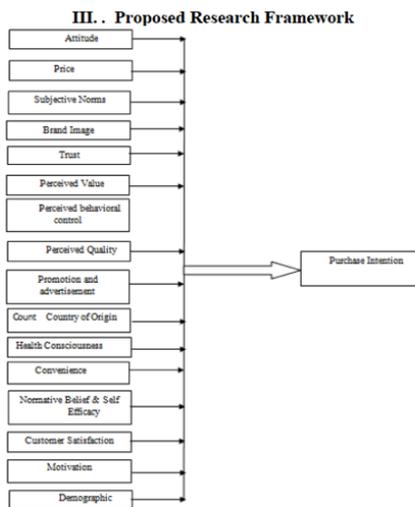
Norm activation theory conceptual model (Schwartz, 1977)
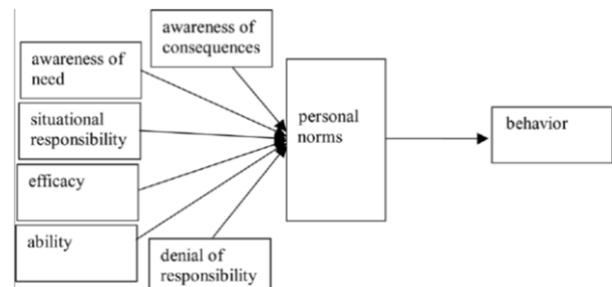
"Schwartz (1977) developed the norm activation model in the context of altruistic behaviour. Personal norms form the core of this model. They are experienced as feelings of moral obligation and they are used to predict individual behaviour" (Onwezen et al., 2013, p. 142).

The Theory of planned behaviour conceptual model (Ajzen, 1991)
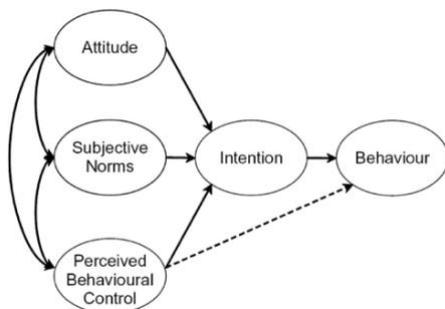
The theory of planned behaviour is an extension of the theory of reasoned action (Fishbein & Ajzen, 1975). "It postulates that attitudes, social norms and perceived behavioural control affect people's intentions to behave in certain ways which, in turn, lead to actual behaviour. This theory has frequently been used as a basis for investigating environmentally sustainable tourism behaviour" (Juvan & Dolnicar, 2014, p.77).

Value-belief-norms theory in pro-environmental behaviour (Stern et al., 1999)
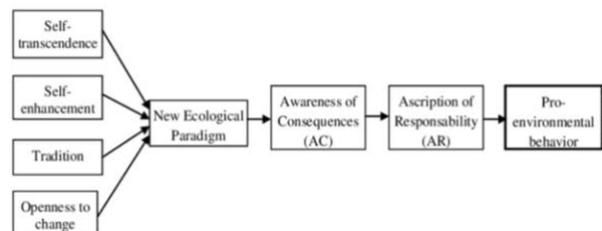
Value-belief-norm theory of environmentalism postulates relationships between a person's values and beliefs about the environment (Stern et al., 1999). "It postulates that two specific beliefs affect pro-environmental behaviours: the awareness of consequences of behaviour on the things people value, and the ascription of responsibility indicating that people believe they are responsible for protecting that which they value highly" (Juvan & Dolnicar, 2014, p.78).

Appendix 3 - Criteria for the selection of interviews participants

- *Ecobnb Personas shared by Ecobnb*

International Ecobnb personas

GREEN ADVENTURES SEEKER	NATURE SEEKER	LOCAL EXPERIENCE SEEKER
6+ trips per year, 2-3 trips around authentic experiences (bicycle, horseback, local communities, etc.) She frequently travels with other individual travelers	7+ trips per year, 2 vacations and 5 getaways. Lots of travel center on activities	6+ trips per year
25-35 years old, moving up in her career, no family or very young family. HHI: €100K+	36-50 years old, her kids are older and can engage at parent's level. She makes the decisions for her family.	30-50 years old, double income and no kids. HHI: €200K+
Active on social media, spends time and money on personal interests **Desired experiences:** Culture and Adventure; motivation about bettering the world. **Needs:** eco friendly accommodations, bike-friendly hotels, green adventures	She wants unique experience with an higher end. Creating memories is what matter more. **Desired experience:** Nature, culture, adventure, excitement. **Needs:** uncontaminated nature, kids-friendly accommodations, organic food, farmhouses, countryside experience HHI: €200K+	He likes to look at reviews and recommendations from experts and friends **Desired experience:** Leisure, Local Culture, me time. **Needs:** pet friendly accommodations, living as a local, sharing economy and informal hospitality, unique accommodations (lighthouses, tree-houses, igloos, etc.)

Spanish and Latin American Ecobnb personas

	Elena	José	María y Francisco	Sandra	Mateo
Name	Elena	José	María y Francisco	Sandra	Mateo
Age	38	40	43 and 45	34	32
Country	Spain	Spain	Spain	Colombia, Paraguay	Chile, Costa Rica, Argentina, Ecuador
Education	Without university education	University degree	University degree	University degree	University degree
Marital Status	Single	Single or with a relationship	Married	Single	Single
Number of Children	-	-	2 child	-	-
Gear	Computer	Computer	Computer	Internet, travel agency	Internet, travel agency
Favourite online website	Vueling, Atrapalo, Muchoviaje.com, eDreams	Vueling, Atrapalo, Muchoviaje.com, eDreams	Vueling, Atrapalo, Muchoviaje.com, eDreams	-	-
Favourite pastime	Animals, tourism, politics, music, environment.	Music, sports, animals, tourism environment.	Sports, music, nature, environment, animals, photos.	Tourism, animals, environment, sports.	Buying and selling, sports, music, tourism politics, energy.
Goals	To know customs, traditions and lifestyles of different cultures.	Different cultures. Monuments, cultures surrounded by nature.	Different attractions and culture activities.	To know customs, traditions and lifestyle of different cultures.	Gastronomy. Facility of access and connectivity.

Italian Ecobnb Personas

	Mara	Antonio	Paola	Sophie & Miky	Alessandro
Name	Mara	Antonio	Paola	Sophie & Miky	Alessandro
Job Title	Member, Owner of a ecofriendly Bed and Breakfast (3 rooms)	Member, Owner of a ecofriendly Farm Holidays (6 rooms)	Public visitor (traveller)	Trusted visitor (traveller)	Trusted visitor (traveller)
Age	48	50	29	37 and 35	22
Education	Degree	Diploma	Degree	Degree and Diploma	Diploma
Job	Bed & Breakfast owner and naturopath	Farmer, Wine producer, and Farm Holidays Owner	Teacher	Employee	University student
Annual Income	40.000 Euro	50.000 Euro	30.000 Euro	50.000	0
Marital Status	Married	Married		Married	
Number of Children	1 child, 8 years old	2 children, 23 and 19 years old	no	2 childrens, 2 and 4 years old	no
Gear	Windows XP, Smartphone	Windows XP	Windows XP, Iphone	Windows XP, Smartphone	Smartphone, Windows XP
Favorite online website	Tripadvisor.com, booking.com, Facebook, Bedandbreakfast.it, personal website	Tripadvisor.com, Agriturismo.it,	Expedia.it, Booking.com	Booking.com, Tripadvisor.com, turismoitinerante.it Homeforexchange.com	Coutchsurfing.com, Tripadvisor.com, Trivago.com, Expedia.com
Quote	I want to advertise my Bed & Breakfast and reach more customers through the web.	I want to underline the ecoquality of my business and to reach more customers interested in ecotourism.	I'm looking for a user friendly site, where I can quickly find my ecofriendly accommodation without spending too much time.	I would like to quickly find all the information that I need to plan my trip, for example, if there are facilities for children, cot and high chair in the accommodation.	I'm looking for cheap accommodations and special offers. I like to share the experience with my friends.

Demographic data of Ecobnb Users

Analytics — ecobnb all sites — 0Ecobnb Multisite Legacy

Go to report

Demographics: Overview

All Users 100.00% Users

Nov 1, 2018 - Nov 7, 2019

Key Metric:

Age — 44.57% of total users

Gender — 45.76% of total users

female ■ male
38.5% / 61.5%

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Appendix 4 - Sociodemographic information sheet of interviews participants

Sociodemographic information sheet	
Name	
Age	
Nationality	
Level of education	
Area of education	
Job occupation	

Traveller	Interview via video call
Jean	05.06.20 – 48 min
Charlotte	12.06.20 – 1h18 min
Christian	11.06.20 – 1h30 min
Harry	17.06.20 – 45 min
Maria	14.06.20 – 1h37 min
Olivia	19.06.20 – 1h18 min
Patricia	12.06.20 – 1h20 min
Taimoor	10.06.20 – 1h19 min
Tatiana	12.06.20 – 1h12 min
Keti	09.06.20 – 49 min

Sustainable Accommodation Manager	Type of Accommodation	Location	Interview via video call
Impact House rita.marques@impactrip.com	Hostel	Rua do Possolo 16 – 1350-252 Lisbon, Portugal	13.06.20 – 43 min
Casa do Mercado Lisboa f.francoafonso@gmail.com	Bed & Breakfast	Rua da Boavista 10, 1200-066 Lisboa, Portugal	23.06.20 – 47 min
Villa Epicurea info@villaepicurea.com	Eco-lodge	R. do Casalinho 5A, 2970-052 Fetais, Portugal	06.07.20 – 1h8 min
Casa Opala info@casaopala.com	Holiday Home	R. Gonçalo Velho 67, 8700-478 Olhão, Portugal	02.07.20 – 1h20 min
Ecobnb info@ecobnb.com	Sustainable Accommodation Marketplace	Italy	03.06.20 – 57 min
Becostay info@becostay.com	Sustainable Accommodation Marketplace	Belgium	18.06.20 - 1h12 min

Appendix 5 – Interview guides with travellers for data collection

Interviews guide with travellers	
1. Break the ice and introduction to the study	Hi, first of all I would like to thank you for this opportunity to have this talk with you. Let me introduce myself; I am a student, presently attending the Master's degree in Marketing in ISEG, Lisbon School of Economics and Management. I am writing a thesis about the reasons for the choice of sustainable accommodation. According to that I decided to interview you here. All data will be used only for academic purposes. The call will be recorded to transcribe later the text. **1.1** Could you introduce yourself? (Background) **1.2** Tell me more about who you are, your age, where do you come from, what is your present occupation? (Socio Demographic data table) **1.3** How important is it for you to travel? **1.4** How often do you travel? **1.5** What most characterizes you as a traveller? Which kind of traveler are you? **1.6** How do you normally travel and who do you usually travel with? Why? **1.7** Have you chosen sustainable accommodation only once or do you often travel like that? Why?
2. Sustainability, Sustainable Tourism	**2.1** What does sustainability mean for you? **2.2** What do you consider as sustainable practice? Examples of your past experiences

Reasons for the Choice of Sustainable Accommodation

and Sustainable accommodation	**2.3** Do you consider social sustainability as relevant as environmental sustainability? Why? **2.4** Which are for you the central themes of environmental and social sustainability? **2.5** What does sustainable tourism mean for you? **2.6** What represents for you a sustainable accommodation? How would you define it? (Describe examples of previous experiences) **2.7** Could you give me some examples of previous experiences about sustainable accommodation? What was the most sustainable accommodation you were in? What was it like? What did you like most / least about that accommodation?
3. Traveller's attitudes toward sustainability	**3.1** While travelling, how often do you stay in sustainable establishments? Why? **3.2** How much is sustainability important to you? **3.3** Which are the main factors you consider when you travel? And while choosing the place to stay during your vacations? Why? **3.4** Which are the main attributes you consider relevant to a sustainable accommodation? Why? **3.5** Could you tell some examples of good and bad things you noticed during your travel experiences? **3.6** How did you choose the place where to stay? In case of WOM, Social Media…What did convince you the most? (How did The way you find the place) **3.7** What is important to look for when you travel and you choose an accommodation? **3.8** What can you not accept? **3.9** How do you think you could make a difference? What did you do when you travel? Could you tell some examples of some of your practices? **3.10** In which way do you think your efforts for sustainability should go? (Environment, Social)
4. Tourist motivations taking into account sustainability issues	**4.1** What is the most important thing that motivates you to travel? **4.2** Why did you choose to stay in a sustainable accommodation when you planned your trip? **4.3** Which are the main reasons and motivations for choosing this type of accommodation? Why? **4.4** When did you start to take into account sustainability issues while travelling in your life? How did it come up? **4.5** Did you change your travel habits after past experiences? Why? Could you tell me some concrete examples? **4.6** In which aspects about sustainability are you interested the most? Why? **4.7** How much are you interested in nature topics? Examples (main nature issues you are interested in?) **4.8** How much are you interested in social issues? Examples **4.9** When you travel do you feel any motivational conflict? (What to do and what should be done instead) Could you give an example of that?
5. Sustainability concern (Values)	**5.1** Which are the values (principles) you give more importance in your life in general? **5.2** Which are the values you give more importance when you travel? **5.3** What do you think your main values are related with? Why? (Education, family..) (where they come from?) **5.4** What do you think is sustainability concern (principles)? **5.5** Where do you think your behaviour related to sustainability comes from? Why? **5.6** Do your family or friends travel in the same way as you? Why? **5.7** Did they transmit to you any value related to sustainability? For example? **5.8** When you were a child which were your feelings towards nature? Can you give some examples? **5.9** In which circumstances sustainability concerns are strongest? Are they strongest regarding the place where you live or where you travel. And why? How do you see the connection between you and the place where you live? **5.10** Do you feel responsible for your good or bad actions about sustainability? Why? **5.11** What consequences of your actions as a traveler concern you most? Why? **5.12** Which sacrifices you did or would you be willing to make in order to pursue sustainable actions in terms of environmental and social protection? Can you give examples? (i.e. economic sacrifices, being willing to pay more, less comfort) **5.13** When you choose your accommodation, what sacrifices are you willing to make in order to be sustainable? Can you give examples of your travels? Why? **5.14** How would you feel not making it? Why? (sustainable choices in daily life and vacation?)
6. Sustainable practices implemented in daily life and on vacation	**6.1** How do you define your way of living? **6.2** What do you usually do when you are at home with regard to sustainable practices? Practical examples... **6.3** What do you usually do when you are on vacation with regard to sustainable practices? Practical examples... **6.4** Do you think are you implementing enough sustainable practices? Why? **6.5** How do you think we should act? (what we should take care in our actions) **6.6** Which are some specific contradictions you notice in your behaviour? **6.7** What does it mean pursuing a sustainable lifestyle for you? Why? **6.8** Do you follow the same patterns of behavior (principles) in your daily life and while on vacation? Why? **6.9** Do you consider yourself a person with a sustainable lifestyle? Why? **6.10** In which occasion did you think you behave sustainably the most?

7. Conclusion	7.1 Is there something else you would like to add regarding this topic? 7.2 Do you know any other interesting people to recommend me to interview about this topic? 7.3 Do you want to receive a copy of the research report since you have taken part of it? Thank you very much for your participation!

Appendix 6 – Table considered for the analysis of travellers' interviews

Why travellers choose to stay in sustainable accommodation? (Reasons for the choice of sustainable accommodation)		
Literature Review Topics and Propositions	**Interview questions**	**Relation to Literature Review Information Investigation Questions**
1. Break the Ice	1.1 Could you introduce yourself? 1.2 Tell me who you are, your age, where do you come from, what is your present occupation? 1.3 How do you normally travel and who do you usually travel with? Why? 1.4 Have you chosen sustainable accommodation only once or do you often travel like that? Why?	-To identify the person and understanding the kind of traveller he/she is.
2. Sustainability and sustainable accommodation definition	2.1 What does sustainability mean for you? 2.2 What do you consider as sustainable? 2.3 Do you consider the social sustainability as relevant as the environmental sustainability? Why? 2.4 Which are for you the central themes of environmental and social sustainability?	-Sustainability Definition (If it is considered the TBL approach or not)
	2.5 What does sustainable tourism mean for you?	-Sustainable Tourism Definition
	2.6 What represents for you a sustainable accommodation? How would you define it?	-Sustainable Accommodation Definition
3. Traveller's attitudes toward sustainability	3.1 While travelling, how often do you stay in sustainable establishments? Why? 3.2 How much is sustainability important to you? 3.3 Which are the main factors you consider when you travel? And while choosing the place to stay during your vacations? Why? 3.4 Which are the main attributes you consider relevant to a sustainable accommodation? Why?	-Degree of positive attitudes toward sustainability -Attitude-behaviour gap
	3.5 Could you tell some examples of good and bad things you noticed during your travel experiences? 3.6 How did you choose the place where to stay? In case of WOM, Social Media…What did convince you the most? 3.7 What is important to look for when you travel and you choose an accommodation? 3.8 What can you not accept?	-What are considered good and bad attitudes toward sustainability
	3.9 How do you think you could make a difference? What did you do when you travel? Could you tell some examples of some of your practices? 3.10 In which way do you think your efforts for sustainability should go? (Environment, Social)	-Sustainable behaviour -Attitude towards a behaviour may not be necessarily related to other behaviours -Sustainably-minded consumers but necessarily are sustainably-minded travellers.
4. Tourist motivations taking into account sustainability issues	4.1 What is the most important thing that motivates you to travel? 4.2 Why did you choose to stay in a sustainable accommodation when you planned your trip? 4.3 Which are the main reasons and motivations for choosing this type of accommodation? Why?	-Sustainable tourism combines altruistic motivations with travel concept -To interpret tourist behaviour it is important to analyze tourist motivations and needs -Tourist motives: personal growth, holiday with a difference, contributing to local community

	4.4 When did you start to take into account sustainability issues while travelling in your life? How did it come up? **4.5** Did you change your travel habits after past experiences? Why?	-Travel motivation changes under travel experience
	4.6 In which aspects about sustainability are you interested the most? **4.7** How much are you interested in nature topics? **4.8** How much are you interested in social issues?	-Sustainable tourists are generally defined considering their interest in nature-based activities -Climate change perception affects travel motivation
	4.9 When you travel do you feel any motivational conflict? (What to do and what should be done instead)	-Motivational complexity and motivational conflicts (What to do and what should be done instead)
5.Sustainability concern (Values)	**5.1** Which are the values you give more importance in your life in general? **5.2** Which are the values you give more importance when you travel? **5.3** What do you think your main values are related with? Why?	-Different values are linked to different forms of behaviours -Values play an important role in understanding sustainable behaviour
	5.4 What do you think is sustainability concern?	-Sustainability concern. -The more people have a strong sustainable concern, the more they intend to assume sustainable choices
	5.5 Where do you think your behaviour related to sustainability comes from? Why? **5.6** Do your family or friends travel in the same way as you? Why? **5.7** Did they transmit to you any value related to sustainability? For example?	-Family is the social factor with the highest impact on individual
	5.8 When you were a child which were your feelings towards nature? Can you give some examples? **5.9** How do you see the connection between you and the place where you live?	-People will behave in more sustainable ways if they identify themselves with the place, they live -Emotional connection to nature encourages sustainability concern
	5.10 Do you feel responsible for your good or bad actions about sustainability? Why? **5.11** Are you aware of the consequences of your travels' actions? How? **5.12** Which sacrifices would you be willing to make to pursue environmental and social protection?	-Awareness of consequences, responsibility, altruistic behaviour, moral obligation. -Awareness of environmental problems of tourism may not lead to sustainable behaviour -Positive relationship between sustainability concern in tourism choices and willingness to accept economic sacrifices to protect the environment.
	5.13 How do you feel in front of making a sustainable accommodation choice? Why? **5.14** How would you feel not making it? Why?	-Perceiving the importance of behaving sustainably lead to willingness to stay in sustainable accommodation.
6. Sustainable practices implemented in daily life and on vacation	**6.1** How do you define your way of living? **6.2** Do you think are you implementing enough sustainable practices? Why?	-Lifestyle definition -Lifestyle is significant in understanding consumer behaviour -The fact of individuals considering themselves as sustainable people is often related to sustainable buying behaviour
	6.3 What do you usually do when you are at home with regard to sustainable practices? Practical examples... **6.4** What do you usually do when you are on vacation with regard to sustainable practices? Practical examples...	-Individuals who demonstrate to behave in sustainable way in everyday life, not necessarily then behave sustainably while being on vacation. -People who assume sustainable practices in their daily lives are more willing to behave sustainably also on vacation choosing for instance a sustainable accommodation.
	6.5 How do you think we should act? **6.6** Which are some specific contradictions you notice in your behaviour?	-Sustainable lifestyle, to pursue a minimal environmental and social impact
	6.7 What does it mean pursuing a sustainable lifestyle for you? Why? **6.8** Do you follow the same patterns of behavior in your daily life and while on vacation? Why? **6.9** Do you consider yourself a person with a sustainable lifestyle? Why? **6.10** In which occasion did you think you behave sustainably the most?	-It is problematic to reach a point where it is possible to affirm to live completely in sustainable way -Individuals have more than one lifestyle

Appendix 7 – Interview guides with managers for data collection

	Interviews guide with sustainable accommodation managers
1.Break the ice and introduction to the study	Hi, first of all I would like to thank you for granting me this opportunity to have this talk with you. Let me introduce myself; I am a student, presently attending the Master's degree in Marketing in ISEG, Lisbon School of Economics and Management. I am writing a thesis about the reasons for the choice of sustainable accommodation. According to that I decided to interview you here. All data will be used only for academic purposes. **1.1** Could you introduce yourself? **1.2** Tell me what is your background and where do you come from? **1.3** Which characteristics does your accommodation have regarding sustainability issues? Which are the activities that you offer? **1.4** How did you learn these sustainable practices you are offering? **1.5** How many years of experience do you have in this field? **1.6** Which are the challenges you face in this field? **1.6.1** What about your relationship with suppliers?
2.Sustainability, Sustainable Tourism and Sustainable accommodation	**2.1** What does sustainability mean to you? **2.2** What do you consider as sustainable (People, activities, facilities)? **2.3** Do you consider social sustainability as relevant as environmental sustainability? Why? **2.4** Which are for you the central themes of environmental and social sustainability? **2.5** What does sustainable tourism mean for you? **2.6** What does represent for you a sustainable accommodation? How would you define it?
3. Traveller's attitudes toward sustainability	**3.1** Why did you decide to start this activity? Why the focus on sustainability? **3.2** Before starting your activity, did you ever choose to stay in sustainable accommodation while travelling? Which were your main motivations? **3.3** Which are the main attributes you consider relevant in this type of accommodation? Why? What about your guests? **3.4** In general, which is the travellers' target who stay at your sustainable accommodation? What are they looking for? **3.5** How do you reach your desired target? **3.6** How do you communicate to attract your desired target? **3.6.1** Specifically, what did you consider the most important things concerning your communication? **3.7** In case they come because of WOM, do you know what were they told it? **3.8** Which experiences were specifically highlighted? Why? **3.9** According to your experience, what can you not accept when you travel? Could you give me some examples of good and bad practices you noticed during some previous trips you did? **3.10** How do you think you can make the difference? Could you tell some examples of some of your practices? **3.11** In which way do you think your efforts for sustainability should go? (Environment, Social)
4. Tourist motivations taking into account sustainability issues	**4.1** Which are the main reasons your guests express for choosing this type of accommodation? Why? **4.2** What is the most important thing that motivates your guests to come? **4.3** In which aspects about sustainability are you interested the most? **4.4** In which aspects about sustainability do you think your guests are interested the most? **4.5** How much are you interested in nature topics? **4.6** How much are you interested in social issues?
5.Sustainability concern (Values)	**5.1** What do you think your primary values are related to? **5.2** In general, which are the values you give more importance in your life? **5.3** Which are the values you give more importance to when you travel? **5.4** Where do you think your behaviour related to sustainability comes from? Why? **5.5** What do you think is "sustainability concern"? **5.6** Do your family or friends travel in the same way as you? Why? **5.7** Did they transmit to you any value related to sustainability? For example? **5.8** What do they think of your choice to create this sustainable accommodation? Why? **5.9** How do you feel making this choice? **5.10** How would you feel not making it?
6. Sustainable practices implemented in daily life and on vacation	**6.1** How do you define your way of living? **6.2** What do you usually do about sustainable tourism practices? **6.3** What do you usually do about sustainable practices when you are at home? Practical examples... **6.4** What do you usually do about sustainable practices while on vacation? Practical examples… **6.5** Do you notice any relevant difference between these practices at home and on vacation?

	6.6 Do you follow the same patterns of behavior in your daily life as while being on vacation? Why? What about your guests?
	6.7 Do you think you are implementing enough sustainable practices in your establishment? Why?
	6.8 How do you think people should act?
	6.9 What does it mean pursuing a sustainable lifestyle for you? Why?
	6.10 Do you think you are following a sustainable lifestyle? Why?
7. Conclusion	**7.1** Is there something else you would like to add regarding this topic?
	7.2 Do you know any other interesting people to recommend me to interview about this topic?
	7.3 Do you want to receive a copy of the research report since you have taken part of it?
	Thank you very much for your participation!

Appendix 8 – Table considered for the analysis of managers' interviews

Why travellers choose to stay in sustainable accommodation? (Reasons for the choice of sustainable accommodation)		
Literature Review Topics and Propositions	**Interview questions**	**Relation to Literature Review Information Investigation Questions**
1. Break the Ice	**1.1** Could you introduce yourself? **1.2** Tell me what is your background and where do you come from? **1.3** Which characteristics has your accommodation regarding sustainability issues? Which are the activities that you offer? **1.4** How did you learn these sustainable practices you are offering? **1.5** How many years of experience do you have in this field? **1.6** Which are the challenges you face in this field? **1.6.1** What about your relation with suppliers?	-To identify the person and understanding the accommodation characteristics.
2. Sustainability and sustainable accommodation definition	**2.1** What does sustainability mean for you? **2.2** What do you consider as sustainable? **2.3** Do you consider the social sustainability as relevant as the environmental sustainability? Why? **2.4** Which are for you the central themes of environmental and social sustainability?	-Sustainability Definition (If it is considered the TBL approach or not)
	2.5 What does sustainable tourism mean for you?	-Sustainable Tourism Definition
	2.6 What represents for you a sustainable accommodation? How would you define it?	-Sustainable Accommodation Definition
3. Traveller's attitudes toward sustainability	**3.1** Why did you choose to start this activity? Why sustainable? **3.2** Before starting your activity, did you ever choose to stay in sustainable accommodation while travelling? Which were your main motivations? **3.3** Which are the main attributes you consider relevant in this type of accommodation? Why? What about your guests? **3.4** In general, which is the travellers' target who stay at your sustainable accommodation? What are they looking for?	-Degree of positive attitudes toward sustainability -Attitude-behaviour gap
	3.5 How do you reach your desired target? **3.6** How do you communicate to attract your desired target? **3.6.1** Specifically, what did you consider the most important things concerning your communication? **3.7** In case they come because of WOM, do you know what were they told it? **3.8** Which experiences were specifically highlighted? Why?	-Reaching the desired target
	3.9 According to your experience, what can you not accept when you travel? Could you give me some examples of good and bad practices you noticed during some previous trips you did?	-What are considered good and bad attitudes toward sustainability
	3.10 How do you think you can make the difference? Could you tell some examples of some of your practices? **3.11** In which way do you think your efforts for sustainability should go? (Environment, Social)	-Sustainable behaviour
	4.1 Which are the main reasons your guests express for choosing this type of accommodation? Why?	-To interpret tourist behaviour it is important to analyze tourist motivations and needs

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4. Tourist motivations taking into account sustainability issues	**4.2** What is the most important thing that motivates your guests to come?	-Tourist motives: personal growth, holiday with a difference, contributing to local community
	4.3 In which aspects about sustainability are you interested the most? **4.4** In which aspects about sustainability do you think your guests are interested the most? **4.5** How much are you interested in nature topics? **4.6** How much are you interested in social issues?	-Sustainable tourists are generally defined considering their interest in nature-based activities -Climate change perception affects travel motivation
5. Sustainability concern (Values)	**5.1** What do you think your primary values are related to? **5.2** In general, which are the values you give more importance in your life? **5.3** Which are the values you give more importance to when you travel?	-Different values are linked to different forms of behaviours -Values play an important role in understanding sustainable behaviour
	5.4 Where do you think your behaviour related to sustainability comes from? Why? **5.5** What do you think is sustainability concern?	-Sustainability concern. -The more people have a strong sustainable concern, the more they intend to assume sustainable choices
	5.6 Do your family or friends travel in the same way as you? Why? **5.7** Did they transmit to you any value related to sustainability? For example? **5.8** What do they think of your choice to create this sustainable accommodation? Why?	-Family is the social factor with the highest impact on individual
	5.9 How do you feel making this choice? **5.10** How would you feel not making it?	-Awareness of consequences, responsibility, altruistic behaviour, moral obligation. -Awareness of environmental problems of tourism may not lead to sustainable behaviour
6. Sustainable practices implemented in daily life and on vacation	**6.1** How do you define your way of living? **6.2** What do you usually do about sustainable tourism practices?	-Lifestyle definition -Lifestyle is significant in understanding consumer behaviour -The fact of individuals considering themselves as sustainable people is often related to sustainable buying behaviour
	6.3 What do you usually do about sustainable practices when you are at home? Practical examples... **6.4** What do you usually do about sustainable practices while on vacation? Practical examples... **6.5** Do you follow the same patterns of behavior in your daily life as while being on vacation? Why? What about your guests?	-Individuals who demonstrate to behave in sustainable way in everyday life, not necessarily then behave sustainably while being on vacation. -People who assume sustainable practices in their daily lives are more willing to behave sustainably also on vacation choosing for instance a sustainable accommodation.
	6.6 Do you think you are implementing enough sustainable practices in your establishment? Why? **6.7** How do you think people should act? **6.8** Do you think you are following a sustainable lifestyle? Why? **6.9** What does it mean pursuing a sustainable lifestyle for you? Why?	-It is problematic to reach a point where it is possible to affirm to live completely in sustainable way -Individuals have more than one lifestyle