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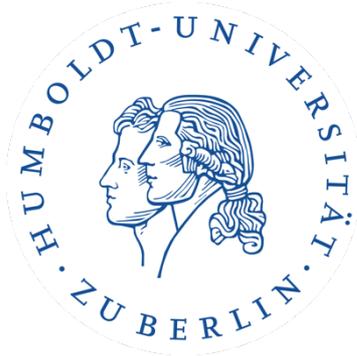
Master Thesis

Sustainable Tourism in the UK

Sustainability labelling and its effectiveness as a marketing tool within tourism industry

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Statutory Declaration

I hereby declare the following:

(1) that this work has never been submitted, in whole or in part, for any other degree, examination, or thesis; (2) that it is my own work; (3) that I have acknowledged all the sources which I have used in the context where I have used them; (4) that I have marked and acknowledged whenever I have reproduced a source verbatim, and likewise any unaltered use of tables, graphics, etc.; (5) that I have marked as indirect citations all references to sources which I have copied from other sources without having verified them myself.

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This thesis contains [**31357**] words. The acknowledgement, the table of content, the abbreviations' list, the thesis structure description, the list of references and the appendices are not included in the wordcount.
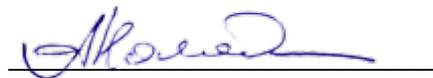
Anastasia Kolyada
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A lot of gratitude and love from me comes to Philip Alexander Forstinger and his family for their support, love, motivation and care I was surrounded with during writing the thesis and during my whole time abroad, away from my own family and friends.

Last but not least there are not enough words to express the amount of my gratitude, respect and adoration towards my parents and family who gave me this unique chance to continue my academic path after finishing my Bachelor and provided their constant support and were always there for me when I moved to another country. Without their contribution this work would not have taken place. For the sake of their understanding the last paragraph is doubled in Russian below.

И, наконец, бесконечную благодарность, уважение и восхваление я выражаю своим родителям и семье, которые предоставили мне этот уникальный шанс продолжить академическое обучение после диплома бакалавра и всегда поддерживали, и были рядом, когда я переехала в другую страну. Без их участия эта работа не имела бы место.

Anastasia Kolyada

Table of contents

Abbreviations

ACGR - Audubon Certified Golf Resorts

EU - European Union

FEE - Foundation for Environmental Education

GDP - Gross National Product

GTBS - Green Tourism Business Scheme (a.k.a. Green Tourism UK ltd.)

GSABCM - Galloway and Southern Ayrshire UNESCO Biosphere Certification Mark

LDSs - Least Developed Countries

NGOs - non-governmental organisations

SDGs - Sustainable Development Goals (introduced by UNWTO)

SG - Sustainable Golf

STD - Sustainable tourism development

TSLEC - tourism sustainability labels' effectiveness criteria (see chapter 6)

UNWTO - United Nations World Tourism Organisation

WCED - World Commission on Environment and Development

WTTC - World Travel and Tourism Council

WTO (UNWTO) - World Tourism Organisation ("UNWTO" starting from 2003)

Thesis Structure

The paper consists of 8 main parts (chapters). Chapters consist of sub-chapters and paragraphs.

The first chapter is introductive and provides the reader with basic information about the research: its motivation, research question and hypothesis, research gap, research objectives and the description of academic methodologies used in the paper.

Chapter 2 and 3 consist of a secondary literature review and introduce fundamental knowledge underlying the study: reasons for sustainability regulation and sustainability concept itself. A basic understanding of sustainability is essential for understanding the purpose and importance of the paper.

Chapters 4-5 also consist of a secondary literature review; chapter 4 focuses on the most recent research body covering sustainable consumers' behaviour; chapter 5 covers sustainable labels. Sources used for the literature review include academic journals, official reports, books and reliable internet sources. The chapters 4-5 aim to provide the reader with state-of-the-art in the researched field and demonstrate the research gap. It serves 2 main purposes: to deepen the reader's knowledge about the topic and to justify the need for deeper analysis in the field and the purpose of this study.

Chapter 6 consists of a systematic review of specifically chosen secondary literature devoted to relations between sustainability labels in tourism and consumers purchase behaviour. The purpose of the systematic review is - by using the existing research body in the area of tourism sustainability labels - to establish possible conditions which might affect the sustainability certification's influence on the purchase behaviour of consumers of the certified tourism products and services. The established theoretical list of conditions (TSLEC) was practically applied in chapter 7 of the paper. Chapter 6 ends with the systematic review's findings discussion.

Chapter 7 describes a piece of content analysis of internet representation of chosen tourism sustainability labels operating in the UK territory. The aim of the analysis is to determine whether the chosen labels represent an effective marketing tool for the certified organisations. The TSLEC, obtained through systematic review in the previous chapter will be used as a part of the analysis (a coding tool) to answer the research question. Chapter 7 ends with a discussion of the analysis findings.

Chapter 8 serves summary and conclusion purposes. It included: key findings of the paper with their correspondence to the previously named objectives, the paper's limitations and the recommendations for further research directions in the field.

Chapter 1. Introduction

The ongoing coronavirus pandemic contributes not only to the stagnation of international and local tourism. It also gives humanity a chance to re-estimate the established social and environmental situation in the industry, in particular its sustainability issues. The rapid development of the tourism economic sector in the last 30 years barely gave its participants a chance to think about their environmental impact and the current forced slowdown represents a perfect opportunity. As the UNWTO's Secretary-General stated in their policy brief in 2020, the 'COVID-19-crisis' is 'an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; to ensure a fair distribution of its benefits and to advance the transition towards a carbon-neutral and resilient tourism economy" (UNWTO, 2020).

The thesis aims to describe the preconditions leading to sustainability in tourism, i.e. current situation in the tourism industry regarding its impacts on the environment and communities; refer to existing definitions, regulatory and promotional initiatives in the field of sustainable tourism; analyse existing academic literature covering both consumers' awareness of sustainability in tourism and consumers' purchase behaviour relations with sustainable tourism products; define the factors influencing tourism sustainability labels' effectiveness for marketing purposes; and, finally, apply these factors in a case study of the UK tourism sustainability labels to evaluate their current influence on consumers purchase decisions and therefore their current effectiveness for marketing purposes.

1.1 Motivation

The current harmful impacts of tourism on local communities and the environment led to a reconsideration of existing business models in the industry and searching for ways to reduce the negative effect without a significant decline in tourism businesses' profits which is likely to harm local economies. The existence of sustainable tourism options provides an opportunity to continue to develop the tourism sphere with minimum pressure on the environment and local communities. However, existing research shows that general consumer awareness of sustainability, as well as their motivation to engage in sustainable consumption, is low, particularly in the tourism sphere (Holden, 2000; Vaske et al, 2006; Needham and Little, 2011; Kreilkamp et al, 2017). Following the low interest of customers in sustainable options, the businesses whose main interest as commercial organisations include their own financial benefits, are unlikely to engage in sustainable practices such as sustainability certifications of their products without enough interest from the customers. Furthermore, the existing marketing values make it unlikely that sustainability is included in the strategies.

Sustainable labels serve the purpose of informing customers about the availability of sustainable purchase options and their potential benefits (Sammer and Wüstenhagen, 2006). Moreover, they are supposed to educate consumers about sustainable behaviour and consumption and their significance in the modern economy and tourism sector in particular. The existing research in the area of tourism sustainable labels is very limited (Che-Hua et al, 2018), therefore additional research on their potential to influence consumers' decision making might contribute to increasing their effectiveness inter alia as a marketing tool in the future. A better understanding of the issue is vital as it might be used as an argument for engaging tourism businesses in the adoption of different sustainable businesses practices, including sustainability certifications.

1.2 Research gap

Although individual studies have been performed on sustainable labels in tourism and their effect on consumers' behaviour (Buckley, 2002; Mihalic, 2000; McKenna et al., 2011; Gössling and Buckley, 2016; Cerqua, 2016; Çavuşoğlu, 2020; Binbasioglu, 2020; Nelson et al, 2021), their number and scale are not enough to justify making general conclusions (Che-Hua et al, 2018). Additionally, none of the studies have covered the case of UK's tourism sustainable labels and their effectiveness in changing tourism consumers purchase behaviour towards sustainable consumption after the COVID-19 pandemic. This paper is going inter alia to highlight the general characteristics of tourism customers in the UK by combining the existing research in the field and to analyse the effectiveness of tourism sustainability labels in the UK market in influencing the tourists' purchase decision using the criteria obtained through a systematic review of existing literature.

1.3 Research objectives

1. To explore and analyse the background leading to the high importance of sustainability in the tourism industry using secondary literature.
2. To explore the concept of sustainability and related terms and their application in the tourism industry using secondary literature.
3. To explore existing research covering consumers' sustainability awareness with a focus on the tourism industry.
4. To explore existing research covering sustainability certifications with a focus on their application in the tourism industry, including their potential influence on consumers' purchase behaviour.
5. Using a small number of narrow-focused secondary studies extract the key criteria with are proven to be likely to influence the effectiveness of sustainability certification in tourism for marketing purposes.

6. To analyse the current effectiveness of chosen tourism sustainability labels operating on the UK market for marketing purposes using primary sources obtained from their online information sources (official websites and social networks).

1.4 Research question

Do the UK tourism products/services certified with sustainability labels have a significant market advantage over their unsustainable counterparts?

Additional questions to answer throughout the thesis:

- How do sustainable labels which operate within the tourism sector influence customers' purchase decisions and their general sustainable awareness?
- Is the difference between the terms 'sustainable', 'eco' and 'green' important for tourism stakeholders?
- How significant is the likelihood of greenwashing within the UK tourism sector?

1.5 Research methodology

The research methodology covers the research design, the research philosophy (approach), the primary data collection methods, methods of primary data analysis and provision of the findings' validity. All of this is specified below.

The research philosophy of the study takes an interpretivist approach. Inductive theorising takes place, including gathering multiple realities in order to combine and analyse them in detail seeking to understand real-world phenomena. For this reason, positivist philosophy was considered inappropriate in this particular case as it mostly involves deductive theorising, when several propositions are generated for analysis, with following empirical verification (Ribin and Babbie, 2009). Additionally, positivism means the use of quantitative research methods to analyse large-scale data (Travers, 2001) which does not represent the research strategy of this study. Interpretivism sees the research flow in a different manner by reversing the positivistic deductive process by using data to generate theory covering these data relations and to discover patterns useful to explain wider conclusions (Ribin and Babbie, 2009)

The interpretivist position for this study was taken mostly due to the assumption that a qualitative research approach would serve the best when answering the above-designated research questions. The issue which this paper aims to explore is complex and involves multiple societal factors. Furthermore, as the existing research on tourism sustainability labels in the UK is limited to the date, the study is also exploratory in its nature. Qualitative data provides an opportunity to research the phenomena by placing it within their own context (Miles and Huberman, 1994) which

is supposed to be significant for a study seeking to generate theory. Unlike positivist and quantitative approaches, where theories are specified at the very beginning of the research process and are tested throughout the study, theory generation lies at the very heart of the qualitative research approach (Gummesson, 2005). Furthermore, quantitative research includes generalising using statistical sampling in most of the cases (Silverman, 2005) which is not applicable for this paper. Therefore, a qualitative research approach was chosen as it fits the most research question, research objectives and the purpose of the study. It should be mentioned though that qualitative research design cannot be considered perfect as it was criticised for being purely descriptive and therefore not accurate enough (Goulding, 2002). Nevertheless, every research approach has received its own critique and the best one in each particular case should be considered the one which fits the most aims of a particular study.

With an interpretivist qualitative approach, this paper aims to identify the factors influencing the effectiveness of tourism sustainability labels for marketing purposes and after that, assess the existing labels using these factors within the UK tourism industry. This complex and narrow-focused research aim, to the author's knowledge, has not been taken in any other research to date. Therefore, the study can be characterised as exploratory in its nature. Using secondary literature, it seeks to produce a theory to identify factors proven to influence customers' attitude towards sustainability labels in tourism and therefore influence the effectiveness of the labels for marketing consequently. Further, it seeks to analyse the effectiveness of chosen sustainability labels in a case study of UK tourism using the data generated through the secondary data extensive analysis.

The study concentrates specifically on the narrow case of the UK's sustainable tourism. As it was indicated, single-industry narrow studies are warranted and even represent the most suitable option when the research's internal validity outweighs the general application of the results (Voss and Voss, 2000). UK sustainable tourism sector was selected as the focus of the study due to several interconnected factors which will be justified in detail later in this paper: sustainable tourism customers in the UK are most likely to represent citizens of developed countries who can afford to pay premium for a sustainable holiday option. And the main question to ask remains in case they can afford it – what exactly could motivate them to pay for it - and is this motivation currently presented on the market?

The case study approach was chosen as it is largely used in social sciences (Hartley, 2004), and have received significant support within marketing-related studies (Riege, 2003; Leach and Liu, 1999). As defined by Yin (2003), a case study aims to investigate a 'contemporary phenomenon within its real-life context' (Ibid.:13). The case study was identified by Bonoma (1985) as a preferred approach for

marketing-related study as many issues of marketers' interest are impossible to be researched outside of the context of their natural occurrence. Therefore, the case study approach was adopted as the thesis attempts to define the factors influencing customers to either purchase or not purchase certain labelled products within one industry in a pre-defined country.

As different sources and methods to analyse information obtained from these sources were planned to be used, triangulation (Denzin, 2006) was also accepted as a research option. Specifically, data triangulation (as primary data was obtained from different sources) and method triangulation (as different analysis methods were used to obtain the study findings).

The research strategy of the study is a combination of secondary data systematic review followed by a primary data content analysis. The systematic review attempt to establish existing and proven through previous research criteria influencing customers attitudes toward tourism sustainability labelled products in a positive way. This is necessary as customers' attitude affect their purchase behaviour directed at the sustainability labelled products and therefore shows the overall effectiveness of the labels for marketing purposes. There was no fixed number of a final number of studies taken for the systematic review data synthesis, however, the exclusion and inclusion criteria were used extensively to provide the narrowest focus possible. The following content analysis aims to examine chosen sustainability labels' media representation – official websites and social media accounts – to explore their overall compliance with the criteria possibly obtained through the systematic review. Sources chosen for the data collection for the content analysis included official websites, Facebook, Twitter and Instagram accounts. Official websites were chosen due to the authors' consideration that they represent the official position of the company and the most reliable online source of information about the company (compared to the social media accounts) which the customers seeking to obtain more information about the company will consult at first. Social media accounts were chosen as they can be also considered as a first-rate open communication platform to connect directly with customers (Rahman et al., 2017). Particularly Facebook, Twitter and Instagram accounts were chosen as data sources for three reasons: research companies have demonstrated active involvement in maintaining these sources within the last three months (at least ten posts per month); the chosen social media accounts had a sufficient number of followers (subscribers) who have demonstrated sufficient engagement (expressed by likes, comments and reposts) within the last three months which allows supposing that the audience consists of real users and not of bots (fake users created to increase the followers' number for marketing purposes); all of the

chosen social media accounts are publicly accessible and do not require any additional access requirements apart from registration.

As the systematic review's data collection and analysis was designed in a way to prevent and avoid bias, the results of sustainability labels' compliance with the pre-defined criteria represent an objective assessment of their effectiveness as a marketing tool to promote sustainable tourism among tourism customers in the UK. Therefore, the findings can also serve the recommendation purpose for future improvement in this regard.

Construct validity of the research design is provided under the condition of using different types of empirical data including secondary studies, documents, internet websites, social media accounts in accordance with the triangularity principle (construct validity). (Yin, 2009). External validity is ensured by making analytical, rather than statistical generalisations.

Additionally, in order to minimise mistakes and biases during the research, as well as to ensure its replicability, the process of empirical data collection (for both the systematic review and the content analysis) and further analysis directions was protocolled and described in detail.

Chapter 2. Why sustainability should be considered an issue of high importance in tourism industry

2.1. Tourism rapid growth

Tourism represents a large international industry and an important social and economic phenomenon that has many positive as well as negative effects on a country (or a group of countries). The industry has been growing impressively fast in the last years - from 25 million international arrivals in 1950 to 669 million in 2001 and to a tremendous 1,5 billion in 2019 (UNWTO, 2001; UNWTO, 2020). This impetuous growth can be explained by the impressive technological and transportation development as well as their costs' reduction over these years. As accessibility is the most important factor influencing tourism development (Patil, 2013), transportation plays one of the main roles there. The appearance of more participants on the transportation market contributes to the prices' reduction and the enhancement of the existing offers due to higher competition. For example, as stated in a study by Compass Lexecon an economy class flight from Los Angeles (U.S.) to Boston (U.S.) in 1941 would have cost (in today's money) $4,539.24 per person and it would have taken approximately 15 hours and 15 minutes with 12 stops along the way (Airlines for America, 2017). In 2015 the same flight would have cost $480 and taken only six hours. With today's technology and market development, in 2019 the same flight can be booked for only $218 (according to the online booking service kayak.com), despite the airlines COVID losses, thanks to existing intensive airlines low-cost competition.

Another factor influencing the fast growth of the tourism industry is the rise of the general education level as it makes people more aware of the world around them and motivates them to travel more and further. With this increase in demand the tourism market expands, more accommodation providers, amenities and ancillary services arise. (Patil, 2013). Tourism growth is also conditioned by destinations' marketing development and the appearance of new types of touristic products, aiming to adjust to the customers' needs more accurately. Changes in legislation contribute to tourism growth as well by making international journeys less complicated (for example, the introduction of the Transport Act 1980 in the UK allowing travellers to take any route without problems with the law).

2.2. Tourism contribution to the economy: world, EU, UK

In 2019 world tourism's direct and indirect impact accounted for US$8.9 trillion contributions to the world's GDP which constitutes 10.3% of global GDP. In addition, it provided 330 million job places which means 1 in 10 jobs around the world (WTTC, 2019). In 2019 tourism represented the world's third-largest export category and accounted for 7% of global trade (UNWTO, 2020).

The EU tourism industry generates more than 5% of its GDP, including approximately 1.8 million businesses with nearly 5.2% of the total workforce employed (around 9.7 million jobs). If the tourism-related sectors would be also taken into account, the overall tourism contribution to the EU's GDP would be much higher - the indirect share of tourism represents almost 10% of the GDP of the European Union and about 12% of the workforce is engaged there (Internal Market, Industry, Entrepreneurship and SMEs, 2020). As the UK has left the EU in 2019, it is no longer included in its statistics but still, the World Economic Forum continues to rank the UK's tourism industry and infrastructure as one of the most competitive in the EU and the world (Tourism Alliance, 2019).

In 2018 the UK tourism generated more than 7% of the country's GDP which is roughly £145 billion (ONS, 2018). In 2019 the number has risen to 9%. or £199.68 billion. The tourism sector has provided the UK with 3,939.5 thousand job places or 11% of the total employment in 2019. The number of workplaces created by the UK tourism industry was 2 times higher than the global average, and approximately 6 times higher than the EU average (WTTC, 2019).

2.3 Tourism after March 2020: COVID-19 consequences

The global COVID-19 pandemic has become a significant obstacle to the further development of world tourism. Its operation includes travelling and face-to-face interaction between people, both of which were artificially minimised by most governments in order to decrease the speed of the virus spreading. As a result, the number of international tourist arrivals in 2020 declined by 74 per cent compared with the previous year, in many developed countries it was up to 80-90%. (UNWTO, 2021). But the indirect effects of this decline were even more devastating: labour and capital were unused, demand for international goods and services remained low and consequently, several sectors were (and are) negatively influenced. The global economic losses due to tourism slowdown are forecasted between $1,7 trillion and $2,4 trillion in 2021 according to UNWTO (UNCTAD, 2021).

However, according to the forecasts from the Office for National Statistics and despite the ongoing COVID-19 pandemic the UK is expecting around 11.3 million visits for inbound tourism and £6.2 billion to be spent by inbound tourists in 2021 which is roughly 30% of the 2019's level (VisitBritain, 2021). This shows that the UK keeps its position as a top tourism destination and keeps attracting visitors despite the current travelling restriction; that might mean that tourism's pre-COVID operation rates can be restored within a couple of years and increasing social, the environmental and economic negative impact which tourism generates should be considered. According to the UNWTO 2021 reports, half of the tourism experts

interviewed expect the complete recovery of the industry to the pre-pandemic level by 2024 (UNCTAD, 2021).

An additional factor affecting the speed of tourism recovery can be the proportion of vaccinated people. Experts in the field call it an indicator of tourists' desire and ability to travel to a destination. They confirm that tourists in the next few years are likely to choose destinations based on their current vaccination rates and tourism in countries with a high share of vaccinated people is likely to rebound much faster (UNCTAD, 2021). As of July 13, 2021 (Roser, 2017), 53% of the UK population have already received 2 vaccine doses, which makes the country even more attractive for international visitors. So, within the next few years before the international and UK tourism's complete recovery, it is vital to consider and to study in detail not only the losses society endure due to the pandemic but also the past and future losses and negative influence arising due to the operation of the industry which is currently artificially slowed down.

2.4 Tourism negative impact

The awareness of environmental problems which tourism development causes has increased over the past few decades. As it represents one of the fastest growing industries, the increased pressure which it exerts on the local societies and ecosystems presents real danger. The area of academic studies regarding tourism's impact started to arise from the end of the 1940s, with the development of tourism itself after the 2nd world war (Postma and Schmücker, 2017). First, mostly positive economic impacts of tourism were paid attention to as the sector was seen as an effective means to strengthen the economy. Negative impacts tourism causes on society, environment and culture appeared in scientific journals much later, in the late 1970s and 1980s as a reflection of growing academic concern about industrialisation, sustainability and quality of life. Later the academic interest shifted towards the interconnection between economic, social and environmental perspectives in tourism impact. The interest has grown into the multidimensional relation between visitors and the host communities; the models involving interactions between tourism, host environments, societies, economies and possibilities to minimise their negative impact together started to arise (Jafari, 1990, 2005, 2007; Postma, 2013; Williams, 2009 and others).

2.4.1. Impact on the environment

The interaction between tourism and the environment where its activities take place is generally one of impact and dependency (Tisdel, 2005). As tourism positions natural sights as one of its main products, the success and long-term performance of any touristic business depends significantly on the conservation of the environment.

However, tourism operation inevitably generates negative environmental impact (Gössling and Schumacher, 2010). Therefore, there is a need for means of minimising this impact to allow follow successful development of the industry.

The largest negative consequences of tourism according to existing research occur in cases when the number of tourists exceeds the environmental capacities of a location creating so-called 'mass' tourism. Uncontrolled mass tourism puts pressure first of all on destinations' natural environment and can lead to multiple destructive effects (Sunlu, 2003; Dokulil, 2014). It causes a direct negative effect on local water, air quality, soil condition and biota; it results in soil erosion (Spilanis, 2017), increased pollution of the atmosphere, oceans and freshwater (Gössling and Schuhmacher, 2010), natural habitat loss, increased vulnerability to forest fires, pressure on endangered species, land and ecosystems degradation (Sunlu, 2003). The indirect impact of tourism comes from the transportation of material items and manufacture and is conditioned by their consumption of energy, water and materials (Smerecnik and Andersen, 2011; Chan and Lok, 2002). Directly or indirectly tourism creates pressure on local water resources (Dokulil, 2014), energy, food and raw materials which might be already in a short supply (Sunlu, 2003). Furthermore, tourism itself is becoming increasingly vulnerable to disruptions in resource supply flows (Gössling and Peeters, 2015).

Wildlife disturbance and vegetation damage are especially problematic in natural areas and parks which produces the need for additional protection for the places. The topic of natural disturbance through tourism and the way to prevent it represents one of the most active in sustainable tourism research to date (Buckley, 2004; Cunha, 2010; Halfwerk et al., 2011; Mendez et al., 2018).

Tourism high energy consumption is directly linked to climate change, already in 2001 tourism has contributed to almost 5% of it (Gössling, 2002). Transportation companies and accommodation providers of the industry contribute together to approximately 5 % of global carbon emissions. (US's environmental protection agency, 2019). The connection between tourism energy consumption and climate change has been intensively examined over the past 10 years (e.g., Nepal et al., 2018; Khan and Fujun, 2020; Gössling, 2009; Dubois, 2006). Tourism representatives are permanently making unrealistic statements about its emission reduction campaigns and their positive results (Mendez et al., 2018; Gössling and Peeters, 2007), carbon offsets (Gössling et al., 2007) and carbon neutrality (Gössling and Schumacher, 2010). But the industry had been growing beside and despite that - due to individuals' travel desires and cultural factors (until 2019 when the pandemic started), although a lot of tourist destinations were already significantly affected by climate change (Viner and Norwich, 1999; Tol and Hamilton, 2004; Semenza and Ebi,

2019). Furthermore, tourism represents not only a contributor to climate change, it is affected by it itself as well (Sunlu, 2003). The number and scale of severe weather events like storms, floods and drought are likely to be increased by it which would have a negative effect on tourism in the affected regions.

2.4.2. Impact on the community

The tourism industry is likely to negatively influence host societies and cultures in most cases. Its impact among others includes the loss of cultural identity of the place and community, local cultural tradition devalues (Roma, 2018) and suppression of local businesses by international business chains. To date, environmentalists are concerned about the authentic local communities which are about to vanish due to the regional tourism development (Maximova, 2019). Additionally, tourism growth results in a growing level of annoyance among destinations' residents (Postma and Schmücker, 2017) which can lead to aggression towards foreigners, acts of violence and even xenophobia. The massive influx of tourists leads to the social and cultural alienation of tourist areas (Roma, 2018).

Apart from contributing to the host countries' economies, tourism comes along with leakages of part of its revenue away from the host communities due to imports and foreign tourism companies' operation (Diaz, 2001; Statiri, 2011; Roma, 2018). Countries with a big share of tourism in their GDP might also exclusively engage with the tourist sector, leading to the abandonment of other important sectors of the economy, including agriculture, livestock, crafts and others (Statiri, 2011; Roma, 2018). Tourism revenues represented one of the five leading sources of export revenue for 69 developing countries and the main source of foreign currency in 28 countries (Diaz, 2001). In many developing countries tourism becomes the main contributor to the GDP and the only source of foreign currency and employment; therefore, it constitutes the only platform for their economic development and makes such countries dependent on tourism (Maximova, 2019). In its turn, the dependence of the economy on tourism makes the country highly vulnerable to international shocks, as the experience of the COVID-19 pandemic has shown (UN, 2021).

Although tourism development mostly results in the improvement of infrastructures, it also often leads to congested human and vehicle traffic as overcrowding with poor infrastructure is likely to worsen the transport situation for locals as well as the sanitation status (Statiri, 2011).

Very often an increase in tourist flow results in the destruction of historical monuments and natural landmarks: sometimes by accident, sometimes as an act of vandalism visitors leave the signs of their presents on the cultural heritage of destinations. For instance, for this reason, the Stonehenge was closed to the public

in 1977 as visitors used to climb on the stones, scratch letters or even take home 'souvenirs' by using chisels earlier in times (Eveleth, 2014).

It is vital for the government at all levels to understand and control the negative social impacts of tourism on communities to decrease the likelihood of a local rejection of tourists and tourism development (Deery et al., 2012). The need for new modified forms of tourism arises when considering its rising negative environmental and social impact on local communities which is inevitable with the high speed of development of international tourism. The UN World Tourism Organisation anticipates further growth of the industry after the COVID-19 recovery. Therefore, visitor flows should be managed properly, and the notion of sustainability should become a global concern (Chua et al, 2019). In addition, more attention should be given to the tourism consumers' education covering the negative impact of the industry and the contribution which they can make in order to minimise it. At this stage, it comes to the terms containing sustainability in them: 'sustainability education', 'sustainable tourism' and 'sustainability certifications'.

Chapter 3. Sustainability and related terms

Before proceeding directly to sustainable tourism, it is essential to address and explain in detail the core terms it was derived from: sustainability and sustainable development consequently.

3.1 Foundation of sustainability, sustainable development and sustainable tourism

Increasing purchasing power of the population in the late 1980s made sustainability economically viable. Specifically, as economist Ernst Engel observed, higher earnings usually entail increasing purchasing power and changing consumptions patterns. Therefore, following Engel's theory, it is possible to suggest that sustainability tend to emerge during the economic prosperity period as a mainstream strategic priority (Brockhaus et al, 2017).

Both concepts - sustainability and sustainable development - were first introduced by Krippendorf (1984), then elaborated in the Brundtland report (WCED, 1987) and presented in their modern sense during the United Nations Conference on Environment and Development in Rio de Janeiro in 1992 (Postma and Schmücker, 2017). Initially, in 1987, the United Nations Brundtland Commission defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). Another definition that received sufficient support from the academic community describes the term as 'the quality of causing little or no damage to the environment and therefore able to continue for a long time' (Cambridge dictionary, 2021).

Charles Samuel Johnston (2014) has listed five properties of sustainability based on academic research in the field. According to his findings, sustainability can be characterised as 'relative, dynamic, normative, contestable and reflexive' (Johnson, 2014: 195). Sustainability is featured with relativity as different sectors advocates will frame it in different ways. Sustainability is called dynamic in the sense that its construction reshapes over time. It is normative because it includes current social values; one important ideal being that a sector should endeavour to be even more sustainable in the future. Since different sector advocates will defend their own values, sustainability is contestable. Last but not least, sustainability is reflexive because the normative ideal may never occur, thus the sustainability of a sector will be reflexive of the nature of its evolving real-world development (Johnson, 2014).

Although the two terms are often used synonymously, 'sustainability', unlike 'sustainable development' is commonly understood by the academic community as more state-focused (Harris and Leiper, 1995). One of the first times the issue was conceptually discussed by Hunter (1995) and Sharpley (2000) who had both stressed

that the difference between the terms is significant. Hunter (p. 163) suggested that sustainable development and sustainable tourism had "*areas of mutual concern*" but also areas where the concerns go in different directions. In his turn, Sharpley (p. 14) argued that sustainable development was "*holistic*" (has a broader meaning) while sustainable tourism had a "*product-centred perspective*".

The process-orientated nature of sustainable development was initially highlighted by the World Commission on Environment and Development, as they emphasised that sustainable development is not a fixed state of harmony, but rather a dynamic process of changes which 'are all in harmony and enhance both current and future potential to meet human needs and aspirations' (WCED, 1987: 46).

'Sustainable tourism' in its turn can be broadly defined as any type of tourism (including its conventional or alternative forms) which correspond to or contribute to sustainable development (UN, 2019). Therefore, sustainable tourism should be understood as part of sustainable development and a great contributor to the SDGs.

3.2 UNWTO's sustainable development goals (SDGs) and tourism potential contribution

"Harnessing tourism's benefits will be critical to achieving the sustainable development goals and implementing the post-2015 development agenda".
UN Secretary-General, Ban Ki-moon on World Tourism Day 2014

UNWTO's Secretary-General's Policy Brief on Tourism and COVID-19 drew special attention to the role tourism plays in achieving the Sustainable Development Goals (SDGs), including its relationship with environmental goals and culture (UNWTO, 2020). These goals have been first adopted along with the UNWTO's 2030 Agenda for Sustainable Development in 2015 and have set an ambitious global framework to put an end to world poverty, hunger, eliminate inequality, injustice and fix climate change till the beginning of 2030 (UN, 2015). The tourism industry was directly mentioned in three of them, particularly within goals 8, 12 and 14 on decent work and economic growth, responsible consumption and production (SPC) and conservation/sustainable use of the oceans, seas and marine resources respectively. In fact, directly or indirectly tourism can potentially contribute to all of the goals. Its potential contribution is covered in more detail in the Appendix 1.

3.3. Sustainable tourism

Following the key values of sustainable development, sustainable tourism aims to find and establish a steady balance between the economic, social and environmental aspects to provide long-term sustainability of the system (WTO, 2005). The key principles of sustainable tourism development introduced by the World Tourism

Organisation are to improve the quality of life of the host community, to provide high-quality service for travellers and to maintain the quality of the host environment.

In line with sustainable development, sustainable tourism development is supposed to contribute to the establishment of a suitable balance between economic, environmental and social aspects of tourism development to guarantee its long-term sustainability (WTO, 2005). The World Tourism Organisation's core principles of sustainable tourism development are to improve the quality of life of the host community; to provide a high-quality experience for visitors; and to maintain the quality of the environment, on which both the host community and the visitors depend (Postma and Schmücker, 2017).

Academic research in the field of sustainable tourism is relatively limited and its subject areas have changed significantly over 30 years of analysis (Pulido-Fernández and López-Sánchez, 2016). The topic of sustainable behaviour and its features among tourism consumers has experienced academic interest only since 2008 (Ruhanen et al, 2015). There is also very limited literature researching the relationships between sustainable tourism and consumers behaviour, particularly the tourists' demand for sustainable travel options, together with their general willingness to pay for contribution to the sustainability of the places they visit, to date the field remains understudied (Nelson et al, 2021).

3.3.1. Sustainable, eco- and green tourism: the difference

Since the issue represents the main focus of this paper, it is essential to clarify the main terms which are commonly used to describe environmentally friendly practices in tourism. The tendency to use attributes like 'sustainable', 'green' and 'eco' interchangeably by different kinds of businesses (especially by marketers) creates confusion among consumers and even providers of such products themselves. A lot of non-academic popular sources insist that as long as each of the names points to awareness and environmental and social responsibility, they represent synonyms and can technically be used interchangeably (Simons, 2018). Yet, academic and specialised tourism literature provide a more precise definition, although different sources contradict each other.

The term 'sustainable' is the least controversial of the above-mentioned three as it is directly linked to sustainability and the UN's sustainable development goals (SDGs) which were discussed above. Sustainability sets goals for the future and any activity which is defined as sustainable does not 'compromise the ability of future generations to meet their needs' (UN, 2020).

Sustainable tourism was precisely defined in the UN's Environmental Program (UNEP) as "tourism that takes full account of its current and future economic, social

and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2005). At the moment there are not enough rules, directions and regulations regarding the sustainable environmental practices in tourism worldwide and locally apart from the general description of SDG's; most of the time the issue is guided inclusively by voluntary approaches (Gössling and Buckley, 2016).

'Eco' and 'green' tourism are rather vague categories. Colloquially, the meaning of 'green' is commonly used in a broader way to address almost every product or service related to benefit the environment (Simons, 2018). By 'eco' most consumers understand something that does not harm the planet (Ibid.). Tourism representatives also give vague definitions, for instance, the American Hotel and Lodging Association (AHLA, 2019) calls "eco" a loose term often used in marketing to inform consumers about an attribute of a product or service that has an environmental benefit. This term does not necessarily indicate all attributes of a product or service are environmentally benign.

Academic opinions on this matter differ from the popular ones and are more precise, although significantly varied. One of the first academic definitions of ecotourism was provided by Buckley (1944) stating that only nature-based, environmentally educated, sustainably run and conservation supporting tourism can be called so. Since then, most academics seem to use his 4 characteristics in different compositions to create their definitions (Scherrer, 2019). The term ecotourism is also often attributed to naturalist Hector Ceballos-Lascurain who defined it as 'travelling to relatively undisturbed areas or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas' (Ceballos-Lascurain, cited in Sirakaya, et. al, 1999: 169).

Some (Choudhury, 2019; Habes, 2019) agree that ecotourism may not be differentiated from sustainable tourism as the last one is a broader concept and all the other forms (incl. eco-tourism, green tourism, indigenous tourism, nature-based, special interest tourism, alternative tourism etc.) are covered by the umbrella of sustainable tourism. Still, those agreeing that eco-tourism represents a subtype of tourism often argue about its specifics: some advocate the point that it should be only focussed on environmental conservation and educating travellers on local environments and natural surroundings (Habes, 2019), others point out that it should include only the tourism activities in rural or wilderness areas aiming to contribute into the conservation of local natural resources and social well-being (Al- Khafaji, 2019). On the other hand, Higgins (2019) claimed that ecotourism should be differentiated

from sustainable tourism as it is focused on nature-based travelling and it does not necessarily address sustainability and tourists' environmental education.

Some other commonly used definitions of eco-tourism also highlight the sustainability aspect. The ecotourism society defined it as 'responsible travel to natural areas which conserves the environment and improves the well-being of local people' (cited in Blamey, 2001: 6). 'Ecotourism Australia' says it represents 'ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation' (ecotourism.org.au, 2019). TIES (The International Ecotourism Society) defines ecotourism as 'responsible travel to natural areas that conserves the environment, socially and economically sustains the well-being of local people, and creates knowledge and understanding through interpretation and education of all involved (including staff, travellers, and community residents' (TIES, 2015)

Although the opinions on definitions differ significantly, sustainable, eco, green and other types of tourism were originally considered to be alternative types of tourism, in contrast to traditional and mass tourism. (Scherrer, 2019). Thus, they arose out of the adaption's platform (Jafari 1990).

However, some academics agree that most recently the concept of alternative sustainable tourism has evolved from an individual form of tourism into sustainability addition into all existing tourism forms in order to deal with their negative environmental and social impacts. One of the biggest supporters of this model is David Weaver (e.g., Weaver, 1999). Following his point of view, when discussing sustainable tourism, it is essential to identify whether it refers to just a form of alternative tourism or to ways of making all forms of tourism sustainable.

The question of whether tourism customers and other tourism stakeholders differentiate between the terms remains academically understudied (Campbell et al., 2015). Taking into account that a lot of academics agree that eco-tourism does contain sustainability in it, for the sake of clarity **in the current thesis terms 'sustainable' and 'eco' when talking about tourism and its labels will be used interchangeably** as previous studies targeting tourism customers and providers did not provide enough evidence that the difference is essential for tourism stakeholders and can significantly influence their behaviour.

There is even evidence that even the consumers who are already familiar with the terms, might not understand them accurately. The disadvantage of this fact together with the absence of strict regulations regarding the definitions for marketing purposes creates an opportunity for greenwashing by tourism providers to take advantage of consumers who misconstrue them (Campbell et al, 2015) which will be discussed in detail later in this paper.

To conclude, the distinction between the terms 'eco', 'green' and 'sustainable' among tourism customers and businesses is understudied and therefore can be identified as a research gap. There is a need to include this topic in further studies involving tourism stakeholders to reveal how many of them do differentiate between the terms and how the particular terms influence their behaviour when purchasing sustainable tourism products and services as the findings can make a difference when presenting sustainable practices on the market and using them for business development. The current study does not have clarification of these terms stated as its main research goal. Nevertheless, the thesis might partly contribute to the use of the terms by researchers in the field and by different tourism stakeholders will be covered during the systematic review and the content analysis consequently. Therefore, more existing patterns might be noticed and given conclusions about.

Chapter 4. Sustainability and consumption

Sustainable consumption can be referred to as the act that "consciously seeks to minimise the negative impact of individuals' actions on the environment by minimising the resources and energy consumption, using non-toxic substances, reducing waste production etc." (Quoquab and Mohammad, 2019: 237). The definition of sustainable behaviour is very similar, it represents 'behaviour that consciously seeks to minimise the negative impact of one's actions on the natural and built world' (Kollmuss and Ageyeman, 2002: 240). A similar definition was given by Steg and Vlek (2009: 309) who called it 'behaviour that harms the environment as little as possible or even benefits the environment' (cited in Golob and Kronegger, 2019). Several specific behaviours can be included in general sustainable behaviour: buying sustainable goods and services, decreasing consumption, recycling, energy-saving and using environmentally friendly transport alternatives (Yilmazsoy et al, 2015). In this sense, sustainable behaviour is an umbrella term. This paper concentrate on the first feature or it, particularly on paying for sustainable goods and services. It is vital to understand connections between individual consumer choices and sustainable lifestyles as it is the first step in introducing global changes leading to more sustainable patterns of consumption (García-Alvarez and Moreno, 2018).

4.1 Sustainability awareness

Sustainability awareness according to Altin et al. (cited in Neo and Ahamad, 2016) is an awareness of environmental issues and active engagement in environmental movements. Research covering issues related to sustainable awareness, behaviour and consumption is a part of a big research field called research on environmental consciousness (Diamantopoulos et al., 2003). It represents a complex concept covering a list of factors, including general environmental knowledge, attitudes, values, emotional variables and others (Kollmuss and Agueman, 2002). Sanchez and Lafuente (2010) have explained environmental consciousness using four dimensions of attitude structure from the social-psychological theories. These dimensions are affective (perceived importance of environmental issues), cognitive (the level of environmental knowledge), dispositional (personal norms and values) and active (existing level of information) dimension. Thus, sustainability consciousness is dependent of several factors including knowledge, awareness and behaviour (Berglund et al., 2014).

It is important that sustainability awareness among population is on the high level as it is likely to entail sustainable behaviour and consumption among them which is beneficial for both the environment and society. For instance, according to Unilever's (Unilever, 2021) estimates, almost 70% of its greenhouse gas footprint depends on

its customers' purchase decisions and the way they use and recycle the products after buying (for example, by recycling plastic properly after use or by conserving water and energy while doing the laundry etc.). However, although at the moment there are some minor positive trends in consumer awareness and behaviour as well as the appearance of national policies and international frameworks to encourage sustainable consumers' behaviour, nevertheless, these improvements were not sufficient to facilitate the global environmental impact of consumption, which continues to increase (Padida, 2018). Existing research shows that, unfortunately, to date sustainability has failed to become mainstream in any field of human activity (Brockhaus et al, 2017).

Findings of studies exploring whether consumers are generally sustainability aware of sustainability concepts are controversial. A recent paper by Goryńska-Goldman and Gazdecki (2018) revealed that consumers generally have very limited knowledge of sustainability and sustainable practices: for instance, most of them cannot differentiate between the sustainable terms and less than a half can interpret sustainable consumption on their own. In addition, only a few of their respondents named positive impact on the environment as their view of sustainability. In support of that, Quoquab and Muhammad (2019) also revealed that most consumers are not aware of sustainability and the negative consequences of not practising sustainable consumption. They attribute it to the global lack of education as generally educated individuals tend to be more conscious about the issue compared to non-educated individuals (Ibid.)

However, other researchers stated that owing to the rapid environmental pollution, todays' consumers generally became more concerned about environmentalism and sustainability (Chua et al., 2016, 2019; Lin and Hsu, 2015). Yayla and Güven (2019) as cited in Çavusoglu (2020) also mentioned that consumers have become increasingly environmentally conscious in recent years, and this is a consequence of their recognition of the seriousness of modern environmental problems. It was also said that increased ecological awareness has led to a risen number of customers engaged in sustainable consumption and environmentally friendly behaviour on a daily basis (Çavusoglu, 2020). It can be therefore supposed that such a rise in customers' interest in sustainability – if it took place - is likely to consequently influence the demand for sustainable products and services in a positive way, which can engage businesses in the adoption of sustainable practises as a simple market reaction to the increase in demand. It is therefore important to research more in the field of the possible use of sustainability practices by companies for marketing purposes as in this case it might entail benefits not only these companies but also the environment and society.

4.2 Influence of socio-demographic characteristics on sustainability awareness

Sustainability adoption is not homogeneous around the world's population though: sustainability awareness and sustainable consumer behaviour tend to vary significantly between different countries as several papers have shown (Yilmazsoy et al, 2015; García-Alvarez and Moreno, 2018). The majority of studies related to sustainable consumption and behaviour have focused mostly on the U.S. consumers (Diamantopoulos et al., 2003; Vicente-Molina et al., 2013) and international studies including a mixture of consumers from multiple countries were relatively rare, especially in the European context (Dangelico and Vocalelli, 2017; Gross and Telesiene, 2017).

Following the logic chain 'the bigger is the population – the bigger is the environmental impact – the bigger should be the social responsibility among the population' sustainable consumption should be an issue of high importance and needs to be actively promoted in highly populated countries first of all as each person's contribution counts when it comes to sustainability. However, as existing research shows, it depends rather on the level of the country's economic development than on the population number. For example, a survey among consumers in India, the second-largest world population, revealed that very few people in the country are aware of sustainability, the majority of them have not even heard about the concept. Additionally, Indian people are not very concerned about the harmful effects of unsustainable consumption they practice on a daily basis (Batth, 2020). Another survey conducted in a semi-developed country [Saudi Arabia] had similar findings with the Indian one - consumers generally showed a low level of sustainability awareness, although the Saudis still believe that sustainable development can increase their job advantages, and reduce their carbon footprint, gas emissions and pollution (Al Sabban and Issa, 2020). However, a survey among Brazilian consumers, citizens of another semi-developed country, revealed that most participants (66%) were aware of sustainability and even tended to choose sustainable goods instead of their traditional counterparts. But still, Brazilians' knowledge on the matter was mostly superficial: barely anyone of them could explain how exactly sustainable manufacturing differs from the others (Garcia et al, 2019).

Thus, based on existing research it is possible to presume that consumers in developing and semi-developed countries are likely to be largely unaware of sustainability or their related knowledge is not deep enough to make a difference. The solution to this problem needs to be found urgently. Environmental and social issues are especially acute in developing countries, where nature-based tourism tend to be

increasingly vital as it represents the foundation of a lot of local economies (Balmford et al., 2009), and where the planning of the use of land, environmental protective rules, and other types of environmental regulation are typically underdeveloped (Blackman 2010).

To illustrate the contrast of population's sustainability awareness in developing and semi-developed countries with developed countries, three study examples with three different countries will be given. First, Switzerland represents a developed country situated within West-European territory. Studies show that the majority of its population is at least decently aware of sustainability and the necessity of being environmentally concerned in order to preserve the environment and to allow both nature and society to function at their highest capacity (Rahman, 2020). Environmental education is obligatory in Swiss kindergartens, schools and universities and even at the governmental level a lot of related departments and laws have been established which demonstrates the highest level of sustainability awareness in the country. Second example, the U.S., according to the Global Footprint Network, represents one of the biggest bio capacity debtors on the planet and without environmental consideration, it will need to rely on other countries in the nearest future to meet their ecological needs (Rahman, 2020). However, compared to its state a decade ago, more Americans (currently nearly two-thirds of U.S. adults) agree that protecting the environment should be a top priority for the government. (Pew Research Center, 2020). Moreover, a majority (63%) of Americans claim that stricter environmental regulations are worth their costs. (Ibid, 2020). Third, in the UK, another developed country and the main focus of the current paper, environmental awareness among citizens has reached its record level in 2019, after the Extinction Rebellion protests (Carrington, 2019). A study has shown that environmental concern was the third most pressing issue facing the nation, after Brexit and health but ahead of the economy, crime and immigration (Ibid.). Concerns about sustainability were rated even higher by the young British population: almost half of 18-24 years-olds have chosen environmental issues as one of the nation's three most pressing topics. Overall, 25% of the British population agree that sustainability is one of the three most important issues facing the country (Ibid.).

Golob and Kronneger (2019) have conducted a large-scale study on sustainability aware consumers in the European Union. First, they have stated that the majority of the overall EU population is aware of sustainability to some extent. Second, in their findings, they have divided environmentally conscious consumers in the EU into three groups: 26% of the EU consumers can be characterised as pro-environmentalists (Austria, Denmark, Luxembourg and Sweden.), 24% - as moderate environmentalists (France, Finland, Great Britain, Germany) and 50% - as side-line environmentalists

(mostly Baltic countries). Of the UK's sustainability-conscious consumers as moderate environmentalists, almost 60% agreed that environmental issues are very important for them personally and 38% believe that environmental problems have a direct effect on their daily lives. Although 30% of them were unlikely to pay a premium for sustainable options on a regular basis, still, 50% could accept it as a possible option. This might be an indication of the necessity for the companies adopting sustainable practices to better consider their price policies and to make them more flexible where possible.

Golob and Kronneger (2019) have also demonstrated that the majority (58%) of the UK consumers feel well-informed environmentally; however, 30% still claimed that they were poorly informed. In any case, even their awareness of being poorly informed about the issue can be a significative of being sustainability aware consumers if they already understand the lack of their education in the field; it also points out that there is possibly not enough sustainability education for the customers even in developed countries.

The UK's sustainable consumers are likely to buy local products (79%) and they mostly represent the middle social class. Gender does not play a big role in sustainable consumer behaviour, although females represent a slightly bigger share which is 56%, When it comes to environmental problems, they tend to blame big companies (77%) and are less critical towards themselves (65%).

Young people (including millennials and generation Z) worldwide have shown greater interest in sustainability: unlike general population statistics, they are willing to pay extra for sustainable options, it was shown that they hold strong environmental values, 71% of them want brands to be sustainable (The Nielsen Company, 2015; Keeble, 2013; Quoquab and Mohammad, 2019). This should be taken as a direction for the companies considering adoption of sustainable practices as the younger generation will inevitably replace the old ones in the future and their preferences are likely to become general consumers preference tendencies in the future.

Customer political views and their connection with their sustainable propensity was also covered by existing research. For instance, people leaning right on the political spectrum were shown to be less likely to engage in sustainable behaviour which is sometimes associated with liberals (White et al, 2019). Some other studies considering political orientation have claimed that liberals are more likely to demonstrate sustainability awareness and behaviour as well (Mehmetoglu, 2010).

To summarise with, the existing research focused on sustainability awareness among developed countries populations has demonstrated a general tendency towards rising attention to the issue. Based on this conclusion, it is possible to assume that the overall sustainability awareness among the population in developed countries

is higher than those of developing countries. Additionally, younger generation preferences (which are likely to be the future preferences of the population) present additional weight to the side of sustainable consumption. Furthermore, it was also proved that increased ecological awareness among the population in developed countries has led to an increased number of customers engaged in sustainable consumption and environmentally friendly behaviour in general (Çavusogu,2020). This fact can be beneficial on the one hand, for the environment and society of the places where people from developed countries consume. On the other hand, a tendency towards sustainable consumption can be beneficially used for marketing purposes by the companies selling products and services to customers from developed countries. It is possible to assume that businesses can benefit from adopting sustainability initiatives (including obtaining sustainability certification of their products) in developed markets. The issue needs further research and consideration.

4.3. Sustainability awareness among tourists

Sustainable behaviour is currently becoming an emerging issue in the tourism industry (Wang et al., 2020). As discussed earlier in this paper, tourism's negative impact on the environment and communities is huge. Therefore, it can never be considered as a purely sustainable economic branch. Although these fasts are commonly known and there is growing awareness of the harmful impact of tourism and the call for sustainable behaviour when travelling (Postma and Schmücker, 2017), the narrow topic of consumers' awareness of sustainability in this industry remains understudied, controversial and therefore additional academic attention in the field is needed (Penz et al, 2017).

On the one hand, a few studies covering the topic have shown that tourists and recreationists are not highly knowledgeable of environmental and sustainability issues arising from their travelling activity (Holden, 2000; Vaske et al, 2006; Needham and Little, 2011; Kreilkamp et al, 2017). On the other hand, other papers have demonstrated that awareness of tourism's negative impact on the environment (often connected to the destructive influence of air-travelling on climate change) is rising among the consumers (Cohen and Higham, 2011; Higham and Cohen, 2011; Gössling and Buckley, 2015). Nevertheless, even if sustainability knowledge among tourists is growing, still not so many positive changes towards sustainability in travellers' behaviour - either by travel pattern or purchase offset - have been seen in the last decades (Simicevic, 2016; Aran et al, 2012; Cohen and Higham, 2011; Gössling et al., 2009; Hall et al, 2013; Miller et al, 2010). Still, there is also evidence, that tourists would be more likely to engage is sustainable consumption when provided with more knowledge about sustainability and existing tourism sustainable certification (Needham and Little, 2011). Therefore, the issue needs further

investigation to reveal what exactly is likely to motivate tourists to engage in sustainable consumption as the last one is essential for the successful future of the tourism industry itself.

4.3.1 Role of sustainability in tourists' purchase behaviour

The existing research exploring the role of sustainability in tourism consumers' purchase behaviour also remains controversial. Budeanu (2007) claimed that most consumers do not take sustainability into account when planning their travelling. Penz et al. (2017) also argued that personal sustainability values are not influential on the perception of the tourism offers and purchase decisions. However, the study was restricted by only 642 participants of only one European country and therefore cannot be considered universally applicable.

   According to Sharpley (2009) tourists' sustainability awareness values tend to have little influence on their purchase decision of sustainable options especially if they are either more expensive or involve additional efforts from the customers' side. Reje and Dreger (2014) also have confirmed that tourists, in general, have been observed to be reluctant to pay a premium for sustainable travel options. The reason for such behaviour might be the tendency to 'take a break' from their everyday sustainable behaviour when on vacation. Sharpley (2009) has also called tourism a form of "self-reward" within which sustainability issues and concerns tend to have low priority. It was mentioned that psychological barriers may play a significant role in tourism consumers' purchase behaviour since holidays are generally perceived as short but socially approved opportunities for more hedonistic behaviour as during everyday life (Higham et al, 2014; Hibbert et al, 2014), or as a chance to gain social capital through traveling (Gössling and Nilsson, 2010). Similar opinion was also expressed by Holden (2007, cited in Çavuşoğlu, 2020), who claimed that the majority of people who can afford to participate in recreational travelling, pay very little attention to sustainability and concentrate more on just enjoying their holiday. It was also academically discussed that travelling related to work or fulfilment of social obligations (e.g., visiting elderly relatives) might be perceived by tourists as overriding their sustainability considerations (Buckley, 2011). Summarising the above-mentioned it is possible to conclude that more academic attention should be devoted to find ways to change tourists' psychological hang-ups which are contradicting to sustainability values when travelling. No sustainability marketing instruments, including sustainability certifications, are likely to be effective in influencing individual tourists to purchase decisions before the significant psychological barriers of the customers are overcome (Gössling and Buckley, 2016).

On the other hand, research by Hudson and Hudson (2010) confirmed that considerations about sustainability and the environment represent a significant aspect of tourism consumers' destination-choosing process. They argued that the number of international travellers motivated to choose their trip based on the sustainability quality is rising, giving the example of golf tourists (Hudson and Hudson, 2010). However, as a critique to their conclusion, it is possible to argue that golf tourists, in general, tend to represent a small part of society mostly coming from the upper-class, and therefore, the findings are biased and do not demonstrate the real picture. Still, a 2016 study with Tunisian tourism stakeholders has demonstrated that sustainability certification has indeed a negligible market benefit for tourism businesses in the country (Halioui and Schmidt, 2016). A research (Slabbert and Du Preez, 2017) conducted with hiking tourists has shown that participants were more likely to choose sustainability labelled trails instead of non-labelled ones for their journeys, proving the fact that there was a direct link between tourism products' certification and general consumers' decision making. Therefore, sustainability certification indeed has the potential of being used for marketing purposes and the topic needs further investigations to be able to make firmer statements on the matter.

To summarise, although more recent studies tend to lean towards the opinion that both sustainability awareness among tourism consumers and the role of sustainability in their purchase decision is growing, still, the question of whether sustainability awareness plays a significant role in tourism customers' purchase behaviour remains controversial. At the moment, from both academic and business perspectives, it is important to obtain a deeper understanding of the issue in order to achieve a new model of tourism business with sustainability among its central values (Pulido-Fernández and López-Sánchez, 2016). Following that, academics and marketing managers are currently facing a challenge which is to identify the factors influencing tourists' pro-environmental behaviour and their willingness to pay more for sustainable options than for their less-environmentally friendly counterparts (Nickerson et al, 2016).

Some studies also distinguish between general awareness of sustainability and personal sustainability concerns when discussing their influence on tourists purchase behaviour. Although, Budeau (2007) argued that it remained unclear if tourists, in general, are willing to contribute to the sustainability of the places they are visiting by changing their travelling behaviour, personal environmental concerns might be of relevance when it comes to purchasing a tourism product: a later study by Anishchenko (2016) has shown a dependency between tourists' personal environmental motives and purchasing of sustainable (certificated) tourism products.

4.3.2 Role of sustainability communication in tourists' purchase behaviour

A recent case study (Pato, 2020) provided evidence that sustainable practices by tourism enterprises together with communication of these practices to their customers represent one of the key elements for the success of the tourism business activities, as it displays the basic criteria for attracting customers concerned with environmental and sustainability issues. Another study supported the same idea claiming that all eco-labels rely heavily on persuasive communication of their technical details in order to influence the decision of environmentally concerned customers in particular (Gössling and Buckley, 2016). Results of their survey of environmentally aware tourists have indicated that the last ones are willing to pay a premium for eco-certificated tourism products under the condition that the labels' information was successfully communicated to them. Unfortunately, the study has also shown that individual tourism eco-labels suffer from significant deficiencies in communication. This fact should be taken into account when applying eco-certification for marketing purposes: sufficient communication of the sustainability in general and sustainability certification's specifics to the customers should take place in order to make this marketing instrument work.

4.3.3. Ethical attitude-behaviour gap

The ethical attitude-behaviour gap represents another difficulty that arises when considering the use of sustainability for marketing purposes in any industry as it is not always easy to determine if sustainability concerns of customers will entail their consumption of sustainability certified products. As mentioned earlier (sub-chapter 4.2), individual studies have indicated that consumers - and young consumers in particular - are increasingly demanding and willing to pay a premium for eco-labelled products. Another related example: one recent study has revealed that sustainability-labelled categories of products showed twice the growth of their more traditional rivals in the last years (White et. al, 2019). However, customer behaviour paradox appears when it comes from beliefs to actions: studies show that only a few consumers from whose who support eco-initiatives in surveys follow their claims through purchases (Carrington, Neville, 2014). Recent research revealed that only 26% of customers purchased eco-labelled products although 65% originally claimed they were willing to buy products and services from the brands advocating sustainability (White et al, 2019). This phenomenon was called the ethical attitude-behaviour gap. Some academics connect this paradox to the gap between the definite costs and indefinite benefits: the demonstrated disparity between expressed values and following actions are claimed to be commonplace where individuals compare personal costs and effort

against diffuse social benefits (Kollmuss and Agyeman, 2002; Stoll-Kleemann et al., 2001).

The ethical attitude-behaviour gap within the tourism industry is understudied, and a few existing papers show controversial findings. Some have revealed weak demonstration of the ethical attitude-behaviour gap by sustainability concerned tourists (e.g., Hudson and Hudson, 2010) and therefore can be directly taken into account when promoting sustainability certifications as a marketing tool for tourism businesses. However, in this case, existing psychological barriers to sustainable behaviour while travelling (see 4.3.1 above) should also be considered, as it was observed in a number of papers that tourists tend to act unsustainably during vacation even if they do so in their everyday life.

Furthermore, other studies had opposite results, demonstrating that, although eco-certified tourism services are now increasingly available on the market and consumers report their positive intentions to pay for them. It is further metioned that actual bookings remain low, leading to the confirmation of attitude–behaviour gap existing in sustainable tourism as well (Budeanu, 2007; Wehrli et al, 2014). It was also highlighted by other researchers that the attitude behaviour gap still takes place by the tourism consumers, even if they are sustainability concerned (Sharpley, 2009; Becken, 2007; Barr et al, 2010; Hedlund, 2011). Juvan and Dolnicar (2014) have demonstrated that even the environmental activists engaged in environmental protection on a daily basis at home, tend to engage in travel behaviour which leads to negative environmental impact, albeit unintentionally. Among other barriers to acting sustainably while travelling, tourists have indicated high prices, personal unwillingness, lack of accessibility, lack of trust in existing sustainability certifications and stress (Del Chiappa et al, 2019).

The existing academic discussion demonstrates the likelihood of sustainability concerned customers to choose sustainability labelled tourism products remains controversial. Therefore, the existence and severity of the ethical attitude-behaviour gap in this field is still unclear. There is an urgent need for further investigation in this field to make it clearer if the gap is pronounced among sustainability concerned tourism consumers and to search for solutions to eliminate it or at least reduce if the issue is confirmed. Further research in this field is necessary and important as it can also contribute to a better understanding of using sustainability certification schemes not only as a part of a contribution to environmental and social well-being but also for the promotion of tourism products.

4.3.4. Methods to decrease the ethical attitude-behaviour gap

Minimising the ethical attitude-behaviour gap when purchasing eco-labelled products and services is essential not only to benefit companies providing labelled products but also to significantly contribute to the UN's SDGs (see 3.2 above). However, presently this field is rather understudied. The existing research gives evidence that, among other factors which should be considered in order to engage consumers in sustainable behaviour and therefore decrease the attitude-behaviour gap, the following should be paid the most attention: the products' costs and benefits, consumers' moral and normative concerns, affect, context and day-to-day habits (Steg and Vlek, 2009). Another critical opinion is that no sustainable behaviour can be largely accepted unless it becomes a social norm (Quoquab and Muhammad, 2019). This follows the observation that changing consumption patterns requires motivation to embrace the new habit which might be a challenge for the inert group of people. In accordance with it, the most recent broad-scale environmental campaigns regarding climate change have used social-normative approaches, by promoting moral and social norms to influence behavioural change among consumers (van der Linden, 2014). The following methods were proved through previous researches (mostly conducted through experiments which increases the objectivity) to be effective in motivating customers' sustainable behaviour: using social influence (Demarque et al., 2015; Kallbecken, Saelen, 2013; Bollinger, Kenneth Gillingham, 2012; Kormos, Brown, 2014), setting sustainable options by default (Pichert and Katsikopoulos, 2008;Theotokis and Manganari, 2015; Hafner, 2018; Ludwig et al, 1998), applying the domino effect (White et al, 2019; Elf et al, 2020) and appealing to customers' emotions (Michel J.J.Handgraaf et al, 2013; White, 2019) and experiencing over ownership favour (White et al, 2019). Still, the list is not comprehensive. The topic should be researched more to provide exact recommendations on how to engage environmentally concerned people in sustainable consumption, and therefore, decrease the attitude-behaviour gap in this field to contribute further into UN's SDG's and use the obtained knowledge to improve the supply of sustainable options on the market. Additionally, this knowledge can be used for marketing purposes by the companies which sell sustainability certificated products - to increase consumer interest in their products.

4.4 Use of consumers' sustainability awareness for business purposes: green marketing

The general fundamental concept of marketing as defined by academic literature is to promote a particular product or service in order to increase its value and consumption among consumers (Che-Hua et al, 2018). Various experts argue that facilitation of sustainable consumer behaviour should be of high interest for today's marketers

(White et al, 2019). As shown by previous research, marketing can be (although controversially) potentially used to promote sustainable consumption among consumers (Aggrawal, 2010; Davari and Strutton, 2014; El Dief and Font, 2010). Following this potential, green marketing has emerged, it was defined as the process of products and services development and their promotion in a way that does not cause any negative impact on the environment (Aggrawal, 2010).

The topic was investigated by a number of marketers and academics, particularly focusing on the reasons for sustainable purchase decisions. A list of internal factors influencing green choices was analysed, including customers' personal environmental concerns (Paco et al, 2009; Ramayah et al, 2010; Aman et al, 2012) and customers' awareness of the product environmental impact (D'Souza et al, 2007; Moisander, 2007; Ha and Janda, 2012). Other researches investigating the reasons for sustainable purchase behaviour tried to find connections with consumers' demographic characteristics (Tikka et al., 2000; Mostafe, 2007; Chen and Chai, 2010) (also discussed earlier in this paper) and consumers' trust towards external stakeholders (Darnall et al., 2012).

In fact, green marketing tools (incl. labels, eco-brands, certifications, environmental advertisement etc.) have been revealed to be an influential marketing tactic to boost sustainable purchasing behaviour among the customers. A sufficient number of studies have confirmed that green marketing tools can represent significant contributors to consumers' sustainable purchasing behaviour (Delafrooz et al., 2014; Delmas et al, 2012; Fruqan et al., 2010).

Green marketing should be understood as a phenomenon standing between conventional consumption values and emerging sustainable values. A lot of sustainability marketing-related academic literature provides additional attention to the difference between modern and sustainable consumption mindsets. Moreover, academics argue that the modern consumption mindset which is encouraged by conventional marketing is a key driver of negative impacts on the environment and should be changed towards sustainable practices (Ripple et al., 2017). The traditional view of consumption and sustainable consumption differ significantly based on their key focal point, motto, philosophical view, focus of the movement, orientation, firms' motive, as well as quality concerns (Quoquab and Mohammad, 2019). Sustainable consumption focuses on environmentalism (Prieto-Sandoval et al., 2018), whereas traditional consumerism advocates for consumers' satisfaction by treating them as "king" (Kotler and Keller, 2016). The last one also ignores the environment and needs of future generations. But, as discussed earlier in this paper (see 4.2) the consumers' sustainability awareness tends to rise in the developed countries and among the younger generation. That is why the facilitation of sustainable consumption should be

of interest to the marketers today as the convectional marketing values are likely to shift towards sustainability following the consumers' interests. Confirming that, the existing research in the field suggests that socially and environmentally responsible practices have the potential to garner more positive consumer perceptions of the firm as well as increases in profitability (Brown and Dacin, 1997; Luo and Bhattacharya, 2006; Olsen et al, 2014; Sen and Bhattacharya, 2001). According to 2020's Nielsen's Global Corporate Sustainability Report, 66% of consumers would spend more on a product if it comes from a sustainable brand, and that figure increases to 73% among millennials (NielsenIQ, 2020). This fact might entail future interest from marketers to use sustainability values in their strategies.

4.4.1 Green Marketing in Tourism

The influence of sustainability marketing tools on tourism consumers is not well understood across contexts, which is perhaps reflected in the low engagement of tourism businesses involved in sustainable practices for marketing purposes (Nilson, 2021). Although previous studies in the area have confirmed that the tools which are used in green marketing (incl. sustainability labels/certifications) can indeed be a part of an effective marketing strategy to promote sustainable consumer behaviour (Delafrooz, et al., 2014; Delmas et al, 2012), presently the number of studies investigating the effectiveness of the labels in promoting tourism consumers' sustainable purchase behaviour is very limited (Che-Hua et al, 2018). There is a need for more research focusing on the application of green marketing tools in influencing tourists' green purchasing behaviour in the tourism industry.

<p style="text-align:center">***</p>

As tourism frequently has significant environmental impacts coming from its activities (Buckley, 2004; Holden, 2000), there is a need to encourage tourism consumers to book sustainable holidays, act environmentally friendly when in place and generally demonstrate sustainable behaviour even while travelling. As few existing researches in this area show, green marketing tools have indeed the potential to complete this task. However, limitations and conditions take place. For this reason, it is essential to know the exact conditions under which consumers would be motivated to purchase sustainability certified products and services and consider these conditions when promoting tourism products including through sustainability certifications schemes/labels.

Tourism stakeholders generally are likely to benefit from tourists' sustainable behaviour even if they do sell sustainable products: as it contributes to the overall positive local image which makes the place attractive for future visitors. It is of no less importance to find more tools for engaging tourism providers in the adoption of

sustainable business practices. Sustainable labels have the potential of being such tool. Therefore, the labels potential effectiveness should be investigated deeper.

First, there is evidence that sustainable labels in the tourism industry already represents one of the most commonly used instruments of facilitating tourism consumers sustainable behaviour (Font, 2001) but in order to make them work effectively in this direction, it is essential to determine the exact conditions under which they demonstrate the highest effectiveness as a marketing tool. Second, sustainable labels can be also used for engaging tourism businesses in sustainable behaviour when it is clear that the labels do provide marketing benefits for the certified products.

To conclude, the potential effectiveness of sustainability certifications/labels for the promotion of sustainable behaviour among tourists and tourism businesses is real but understudied. It is necessary to provide more information about the conditions under which they work in the most effective way for both categories. The current chapter has already covered several conditions under which the labels might work better, for example, when the labels are largely promoted among the customers and the last one is educated about the benefits of certified products compared to the normal ones.

The next chapters will concentrate more on the tourism business side of the issue. As any commercial company follows mostly its own financial interest, the sustainability labels, apart from their environmental contribution, should provide something connected to the market competitive advantage in order to engage businesses in certification of their products. And it should be determined which conditions the labels should satisfy in order to provoke more interest from the tourism businesses side.

Chapter 5. Sustainability labels

5.1 General picture of sustainability labels

Sustainable labels have been defined as any recognisable symbol on the product packaging or its presentation, indicating certain sustainability measures and conditions adopted by the company selling the product (Gosselt et al., 2017). Some studies confirm that eco-labels can guide consumers' purchase behaviour (Sammer and Wüstenhagen, 2006) because they assist consumers when identifying sustainable products and services and help to make the least environmentally damaging purchase decision. Pervasive communication of sustainable products' details to the customers represents the key element of influencing their purchase decision. Thus, sustainable labels are one of the cost-effective instruments to communicate and stimulate more sustainable behaviour among customers are sustainability labels (Minoli et al., 2015).

However, academic assessment of consumers' attitudes towards sustainability labelled products remains controversial. Some claim that the adoption of sustainable products and services is not very promising, especially in developing countries (Quoquab et al., 2018). On the other hand, there is a significant number of studies showing that the demand for sustainable tourism currently grows (Cerqua, 2016; Esparon et al., 2015). But regardless of the current demand for sustainable tourism products, it is obvious that sustainable consumption should be promoted in order to contribute to the environmental and social well-being of the host communities. It is widely accepted by academics that sustainable consumption should be encouraged as it contributes to the sustainable development of any nation (Quoquab and Mohammad, 2019).

Besides the term 'sustainability labels', the terms 'standard', 'ecolabel', 'green' or 'certification scheme' 'environmental award' etc. are widely used as well. Furthermore, some specialists in the field differentiate between 'certification schemes' and 'standards'. According to their explanation, the term 'standard' refers specifically to the document specifying the requirements for certification, while a 'scheme' additionally comprises the underlying assurance system (Isealalliance, 2021; The Sustainability Compass, 2021). Still, all of the above-mentioned terms represent environmental and social official requirements aiming at minimising the destructive impact of economic activity on the environment and society. It is worth mentioning that the existing environmental labels were already criticised for chaotic marketing use of a large variety of terms including 'eco', 'green ', 'sustainable', 'nature', 'ethical' and others without clear definitions and differentiation of meaning which would be easy to understand for a regular customer (Saleki et al, 2019; Barckley, 2012). The

use of them, especially for marketing purposes is currently chaotic and might lead to customers' and producers' confusion and misunderstanding and consequently to refraining from buying the products.

Their requirements also vary widely in their main focus. For instance, some refer to the physical properties of the product or service (e.g., hotels' water consumption), some focus on the business processes (e.g., avoiding child labour), others determine corporate management procedures (e.g., corporate environmental management). Moreover, some of the labels are not even visible for the end consumers as they operate exclusively in B2B (business between companies) connections.

Sustainable labels are available globally; however, they are most common in developed countries, especially in North America and Europe (Çavusoglu, 2020). A sustainable label can be launched on different levels, from single companies and NGOs to governments. Some of them were launched by a group of stakeholders (e.g., 'Pro Planet' sustainability label). Ideally, labels should be awarded by a conformity assessment body, independent both from the certified organisation and from the label organisation to ensure credibility of certification (The Sustainability Compass, 2021).

For a final customer, a label represents a description of an object and serves to facilitate the obtaining of information about the object by a potential buyer (Barckley, 2012). They act as a filter that helps to identify sustainable products and services among the other purchase options. Labels vary widely in their form as well and may contain information from sellers as well as from different third parties e.g. certification agencies. A label whose content refers specifically to environmental issues should be referred to as a sustainable label. A sustainable label can be called any environmental initiative which motivates businesses to reduce their environmental impacts using the regulations established by the involved environmental regulatory system (Carmin et al., 2003). In this sense, the labels can be viewed as 'environmental 'indicators' (Zadek, 2007) as along with different kinds of respective awards they are among the informative tools used to raise environmental awareness and promote sustainable behaviour among the population (Minoli et al., 2015).

When identifying any product as sustainable, consumers depend on the official authorities responsible for sustainability verification and products' marking in accordance with it. Sustainable labels might indicate the particular place's state of the natural and social environment at a particular time or environmental management applied by the seller of a product/service. Although eco-labels were originally developed exclusively to communicate to consumers that a product or service is proved to be environmentally friendly (as a business claim), nowadays eco-labelling means providing consumers with information that one product or service is more environmentally friendly than other products/services in the same category (Nunes,

Riyanto, 2005, cited in ÇAVUŞOĞLU, 2020). This raises their suitability for marketing purposes.

5.2 Sustainability labels' influence on purchase behaviour

Since the beginning of the 2000s, different products and services are increasingly advertised by promoting their 'sustainable' attributes and characteristics hoping to attract a larger consumer segment or to justify a premium price for their product. Truffer et al (2001) called this 'eco-labelling'. In 2009 it was assessed that the amount of eco-labelled products launched on the market was 1,570 which almost tripled the number launched three years earlier (Schweisguth, 2009).

A lot of research, dealing with the reasons for consumers to buy eco-labelled products, mostly examined their behaviour towards only single product labels (Darnall et al., 2012). For instance, consumers' attitude towards 'organic' (Perrini et al., 2009; Gan et al., 2015), 'eco'(Loureiro et al., 2001), 'sustainable forest' (Teisl et al., 2002) and 'energy saving' (Mills and Schleich, 2009) - labelled products were analysed. The results of these studies have illustrated that individual ecolabels could have a significant positive influence on the consumers' purchase decisions. However, the general motivation to purchase labelled products remains understudied (Galarraga-Gallastegui, 2002; Penz et al., 2017).

The effectiveness of sustainable labels has to be understood in a wider context of raising awareness among the customers and general education on the environmental and/or social issue concerned (Minoli et al., 2015). It is confirmed by a range of studies covering consumer behaviour towards the eco-labelled products that generally consumers are motivated to pay premium for them only if they are convinced that the products possess preferable values over conventional alternatives. The quality characteristics given the most importance by consumers were confidence values such as healthiness, environmental sustainability, non-cruelty towards the animals and sensory value (in case of food and natural experiences) (Gun et al., 2015).

However, it is not always clear for consumers if a labelled product represents a better purchase option as their advantages remain unclear due to the large and chaotic variety of the labels (Saleki et al, 2019; Barckley, 2012). Keeble (2013) says that the availability of too many eco-labels consumers confused. Furthermore, it makes it unnecessarily complicated for consumers to determine the benefits and trustworthiness of each individual label. A report, released by the Massachusetts Department of Environmental Protection, has stated that consumers were facing a significant confusion in locating and recognising eco-products (Aceti, 2002).

The general level of recognition of eco-labels by customers as shown by various studies is relatively low (Koszewska, 2013; Penz et al., 2017; Needham and Little,

2013; Minoli et al., 2015). However, it is also dependent to a significant degree on the personal sensibility of the consumers to issues connected with ecology and ethics.

Socio-demographic characteristics were shown to be of non or less important than customers' perception of eco-labelled tourism products when making a purchase decision. Most examinations of consumers' gender, age, marital status, education and income connections to their purchase decisions, failed to display any obvious trends. (Pearson et al., 2011). However, some small-scale studies have revealed that the young consumers showed a relatively higher level of satisfaction towards eco-labelled tourism products than the older and middle-aged group (D'Souza et al., 2007) but there are also concerns about young consumers' material consumption (Kanchanapibul et al, 2014). Still, the topic is understudied and needs further in-depth investigation as the young generation represents one of the most powerful consumer groups, is likely to form the future general consumers' preferences, and therefore, can significantly contribute to sustainable business (McDougle et al., 2011).

Saleki et al. (2019, 2020) claim that the major barrier to purchase eco-labelled products and services remain their price, large variety and chaotic state. Most of the time, consumers have to pay a premium price in order to purchase eco-labelled products or services. For instance, in a survey by Dholakia and Shukul (2012) 71 percent of respondents cited high prices as a constraint when purchasing organic products. Organic groceries indeed tend to be more expensive than the non-organic options and it is called one of the biggest obstacles to eco-labelled food consumption (Lea and Worsley, 2005; Aertsens et al., 2009). Some consumers even perceive sustainable labels as nothing more but a sales gimmick to implement overly expensive prices (Campbell et al., 2015).

For tourism, as a resource-based industry, finding the balance between environmental and economic goals becomes challenging for all stakeholders (Hall et al, 2015). For the tourism customers, it is difficult to determine whether a particular destination is sustainable even if claimed to be so by its representatives. In this case, sustainable labels serve the purpose of objective validation of these claims (Graci and Dodds, 2015), and therefore, are used to persuade customers to choose certified tourism products for their holidays.

5.3 Sustainability labels in tourism and their influence on purchase behaviour

The tourism sustainability labels have emerged as an easy way for tourism stakeholders to communicate the quality of their environmental amenities (Pueyo et al., 2016). Due to the increased sustainability awareness among the tourism stakeholders over the last decade sustainability certification schemes have flourished in the industry (Fairweather et al., 2005) and at the moment more than a hundred of

various sustainability tourism certification schemes are represented on the market. (Gössling and Buckley, 2016). There were enough attempts to use tourism sustainability labels to encourage more environmentally friendly businesses along with educating and influencing their customers' behaviour (Çavuşoğlu, 2020). Theoretically, the labels - existing in the tourism industry for more than 40 years now – could be applied to engage tourism suppliers in the adoption of environmentally friendly business practices. (Mihalic, 2000). There is even evidence that sustainability certification of a tourism destination can be an important part of the marketing strategy aiming to attract both sustainability concernes and preferring high-quality natural amenities tourists (Cerqua, 2016). Still, despite the large variety of sustainability certification options, tourism businesses do not show active engagement in sustainability certification (Nelson et al, 2021).

Tourism eco-labelling emerged in 1985 with the Blue Flag certification scheme awarded by the Foundation for Environmental Education (FEE) for marinas and beaches which stated environmental protection as their high priority (UNWTO, 2020). The majority of tourism eco-labels focus on accommodation businesses but more specific variations covering tour operators, protected areas, tour guides, marinas, beaches etc. are also presented on the market (Erdogan, 2018; cited in Çavuşoğlu, 2020)

Despite all the theoretically profitable business features of sustainability labels for tourism, it is still under academic discussion whether there is a causal link between sustainability certification and customers' purchase behaviour change leading to the increase in the tourism flow in certified destinations. On the one hand, some studies provide evidence supporting the causal link, on the other hand, there are also studies showing that there is no relationship between the two. Buckley (2002) for example, harshly criticised the labels claiming that their main function is a marketing tool but at the same time he insisted on their effectiveness in this role. A research (Capacci et al., 2015) of the 'Blue Flag' label on the Italian coastline destinations has shown through the use of panel data models that the certification indeed positively affects international tourism flows. According to their findings, 'Blue Flag' labelled resorts were more effective in attracting foreign tourists than other places of the same quality level in the same area. However, four years earlier the same label showed no (or only marginal) effect on tourism customers' purchase choices (McKenna et al., 2011). In 2020, a study of customers' online rating of eco-labelled and unlabelled hotel chains has indicated that there was a statistically significant difference between the two in terms of average daily rates - eco-labelled hotels were found to have significantly better scores than the non-eco-labelled ones (Binbasioglu, 2020). However, no statistically significant difference was found in terms of the number of reviews which

might indicate that, although finding eco-labelled accommodations more pleasant to stay in, the majority of tourists do not have enough motivation to book eco-friendly options which confirms the existence of an ethical attitude-behaviour gap in the field. Summarising the above-mentioned literature, it is worth concluding that research in the area of sustainable certification in tourism as the market advantage is currently limited and controversial (Esparon et al, 2014).

5.4 General tourists' familiarity with sustainable certifications and its influence on their purchase decisions

Recent studies have shown that tourists' awareness of sustainable labels is generally low. A German representative survey has demonstrated that more than 60% of participants did not recognise any of the presented labels (Kreilkamp et al., 2017). Additionally, their findings have indicated that average awareness of the 22 most important tourism ecolabels amounted to less than 5%.

Still, despite tourists' general unawareness of ecolabels, the last ones have a real potential to influence purchase decisions in tourism if enough sustainability education and communication of ecolabels is provided. For instance, Penz et al. have studied Austrian consumers' individual perception of touristic offers with 642 participants and concluded that familiarity with particular eco-labels influences the tourists' perception of the businesses certified by these labels and also motivates them to behave more sustainably when it comes to travelling (Penz et al., 2017). It reinforces the results of previously mentioned studies that the general consumers' awareness of the eco-labels appears to be essential and effective in promoting tourism sustainability. It should be taken into account by policy makers - who have tools to increase visibility of sustainable certification programs and by tourism stakeholders - who have an opportunity to improve communication of their offers and initiate more sustainability education among their clients.

However, the topic remains academically controversial. For instance, findings of a US case study of ski resorts (Needham and Little, 2013) have indeed indicated that only a small number of tourists were aware of sustainable tourism labels in general or motivated to purchase their current trip by one of them. But at the same time, the majority confirmed that they would visit the area more often in the future if it increases and promotes its ecolabels. Similarly, Minoli et. al. (2015) in their case study of the UK's golf organisations came to the conclusion that tourists generally have very limited understanding and awareness of the chosen sustainable label ('ACGR' - Audubon Certified Golf Resorts), even when paying extra for the labelled tourism products.

The above-mentioned studies' findings transfer an important message that eco-labels can indeed be successfully used as a tool to attract tourism customers, but a number of conditions should be satisfied to reach this goal. For example, tourists should receive enough sustainability education, they should also have enough awareness of each individual label and about sustainable tourism certification in general. Unfortunately, the existing research demonstrates that this condition is unlikely to be met in most tourism destinations: general existing familiarity and awareness of sustainable certification programs and labels among tourism consumers is generally poor (Penz et al., 2017). One of the reasons for that was mentioned earlier and is their great variety and chaotic state (Barckley, 2012). A unified global system providing tourism stakeholders with uniform sustainability labelling still does not exist. The certification provision ways are unorganised: currently, tourism eco-labels can be established by institutions on different levels: by private companies, tourism associations, non-profit organisations, NGOs, by the national and supra-national (e.g., EU commission) governmental institutions. Moreover, they can range in their scale from a single town to worldwide, they can vary from a separate activity to an entire tourism destination (Barckley, 2012). The labels also differ largely in their form: they can be represented as an award, as voluntary codes, different certifications, accreditations etc. This randomness and the lack of proper unified coordination is likely to be an obstacle not only for consumers willing to act sustainably but also for tourism stakeholders willing to attract environmentally concerned audiences. The existing confusion among tourists may further result in their ignoring producers' green messages at all (Font, 2002). Furthermore, the absence of global unified regulations and a great variety of labelling opportunities increase the likelihood of misuse or even fraudulence (e.g., greenwashing) of the labels from the tourism providers. An existing example of an attempt to organise eco-certification on a multinational level is the "EU eco-label" system. The certification scheme was introduced in 1992 with EU regulation EEC No 880/92 and represents the only label recognised in all EU member states, Norway, Liechtenstein and Iceland (German Federal Ministry for the Environment, Nature Conservations and Nuclear Safety, 2016). However, initiatives of this magnitude are still the exception rather than the rule.

To conclude, the existing lack of tourists' familiarity with certification schemes is likely to be caused by the large variety, absence of proper organisation and unified requirements of the last ones. This represents a great barrier for using sustainability labels in tourism for marketing purposes. Customers' awareness of sustainability and active communication of ecolabels to them by the tourism providers is likely to be a significant condition the tourism eco-labels should satisfy to demonstrate

effectiveness for marketing purposes. This effectiveness is one of the first criteria the tourism businesses are likely to look at when considering an eco-certification of their products.

5.5. Tourism businesses and sustainability certifications

It is essential to research and to understand the conditions under which the sustainability labels can effectively deal with the marketing task - to be able to provide guarantees to the certified organisations that the certification costs will pay off and thereby engage business into the adoption of sustainable practices. Unfortunately, at the moment it is not possible to guarantee businesses taking part in eco-certification that the last one will give them competitive advantages on the market or a return of their investments for the certification (Esparon et al, 2014; Font et al., 2007). This is likely to play a demotivating role when it comes to taking decisions regarding certification by the tourism businesses management. For instance, a study by Dunk et al. (2016) of one of the biggest British sustainable labels GTBS ('Green Tourism Business Scheme') has revealed that their significant outflow of membership was the main reason for their slow growth in membership within the last years. Former and present members of the schemes have confirmed that the main reason for leaving the GTBS scheme was related to unrealised marketing benefits and the uselessness of high membership costs. On the one hand, it demonstrated that the label has failed as a marketing tool in the eyes of chosen stakeholders. On the other hand, these results suggest that promotional benefits of the labels play a decisive role in engaging stakeholders in certificating their businesses and keeping contributing to sustainability or the region over years.

Other studies confirmed the tendency among tourism business to avoid additional costs connected to sustainability certification schemes. Blackman et al (2013) have argued that unless sustainability certification provides financial returns sufficient to at least offset their costs, very few tourism businesses are likely to be engaged in these activities.

A study of Romanian tourism showed a reduced number of sustainability-certified accommodation units in the country (Bǎltescu, 2017). It demonstrates, on the one hand, the unwillingness of tourism stakeholders to adopt environmental management practices including the use of sustainability certifications. On the other hand, according to the author, this is a consequence of a lack of interest from tourism consumers to pay for certified accommodation services. As the study has shown, although it is essential to promote sustainable tourism and educate the consumers about its benefits, the tourism intermediaries show reduced interest in promoting sustainability-labelled services (Ibid, 2017). A study involving Macedonian tourism stakeholders (Petrevska and Cingoski, 2017) has obtained similar results regarding

the readiness of tourism stakeholders to engage in sustainability certification and promotion. A large number of accommodation providers lack measures to provide sustainable services although being fully aware of the importance of their contribution to environmental well-being. Sustainability certification and promotion of sustainability awareness among their customers do not represent a managerial priority of Macedonian hotels, which are affected by consumers' demand. Therefore, solutions should be found to increase tourism businesses interest in sustainability practices as the existing situation can lead to the destructive effect of tourism unsustainable operation on the local environment and society.

The resistance of tourism businesses to engage in sustainable practices is clear. Since they are set up as commercial organisations, they mostly follow their financial interests but till date, there is not enough evidence to conclude that any tourism sustainability certification can provide a certified organisation with market benefits (Font and Epler Wood, 2007). The existing research still gives enough findings confirming the lack of tourist response to ecolabel which is a vital element of using certifications for business development including marketing (Puhakka and Siikamäki, 2012).

Some individual narrow focuses studies gave positive results though. For instance, another study on Romanian consumers (Gökirmakli et al., 2017) has demonstrated that they were willing to pay more for tourism products and services if the last ones were certified with the 'EU Eco-label' specifically. Findings of this particular paper indicate that tourists might be more likely to be convinced by a tourism eco-label whose certification body is known, reliable and issued by a trustworthy third organisation. Still, as the sample was rather small and limited by only one country, it is not enough to make general firm conclusions.

Findings of a research by Blackman et al. (2013) gave some of the first evidence that ecolabels in tourism can generate private financial benefits for tourism businesses in developing countries. However, like the above-mentioned Romanian study, such narrow-focused studies are very restricted academically, they also contradict other studies in this area; the overall body of research is also very small and further research in this area is needed to make solid conclusions. It is important to determine the exact influence tourism eco-labels currently have and have the potential to have on consumers as the awareness of this influence can potentially motivate tourism businesses to adopt sustainable practices. Existing statistics related to this field currently displayed a minor number of positive figures: it was estimated that currently over 140 sustainability labels exist in the tourism field, however, a little more than 5% of the tourism accommodations worldwide are certified (Nelson et al, 2021).

Apart from unclear market benefits of sustainability certification, another barrier for tourism businesses' engagement in it is its current opaqueness and unnecessary complexity. As it was shown in Barkley's (2012) research, not all sustainability certification providers openly provide sufficient information regarding their terms and conditions. It also makes it barely possible and unnecessarily difficult for an ordinary tourism consumer to inquire details about their partner's activities. Consequently, it lowers the degree of trust in these organisations and tourism sustainability certification in general among both tourists and tourism businesses. Furthermore, when important information is not easily accessible, the danger of greenwashing arises.

5.6 Greenwashing in tourism and its consequences

It is important to maintain a balance between marketing benefits and contributions to sustainability when it comes to sustainable labels in tourism. In case when the first ones outweigh the threat of misuse and fraud using the labels increases. Some studies have already revealed that sustainability labels in tourism are used by numerous stakeholders more for marketing purposes than for tourism resource environment protection. For instance, findings of a paper covering 'Blue Flag' label effectiveness has indicated that the certification system is perceived by the tourism stakeholders more as a tourism promotional tool rather than an environmental management or protection tool (Klein and Dodds, 2018). Although this case positively demonstrates that the certification can be effectively used for promotional purposes without sustainability contribution loss, in radical cases sustainability claims occurring from businesses cannot be proved true or the participants do not contribute to sustainability at all, using their claims inclusively as a marketing trick. For example, in 2019 American food chain McDonald's has introduced 'fully recycled' paper straws instead of previously used plastic ones. However, as it was revealed later, the new straws were not yet possible to be recycled and were recommended to be put into general waste (Picheta, 2019). This is a good demonstration of what the concept of greenwashing is about. Greenwashing happens when products and services are given false characteristics of being sustainable or eco-friendly by their providers (although they do not have them). Thus, any greenwashing act can be defined as fraud.

A clear illustration of the phenomenon was when only a half of the tourism products labelled as 'sustainable' in the World Congress of Adventure Travel and Ecotourism were supported by facts opened to the public, and none of the advertisers made actual cash contributions to conservation (Font, 2001). A more recent example was Walmart's case in 2017, when the company paid 1 million dollars to settle greenwashing claims alleging it misleadingly advertised its plastic as sustainable (Hardcastle, 2017).

Greenwashing represents a huge problem as it is much easier for any business to invest in marketing its products as sustainable rather than actually implement sustainable practices into their business routine. It is much cheaper to convince customers that the products are sustainable without actually making them sustainable. At the moment, several organisations exist to control the greenwashing claims but due to the low involvement and the lack of consumer education in this field, the threat is still real (Dans, 2021).

The existence of greenwashing and growing awareness of it among the consumers worsen the consumers' attitude towards eco-labelling. For instance, a recent survey revealed that 33% of consumers refrain from buying eco-labelled products because they believe that they have no advantage over the unsustainable options. (Quoquab and Muhammad, 2019). To be credible a label is required to be monitored through an independent conformity assessment body; yet some of them include monitoring only through the label holders themselves and in some cases, there is no monitoring required at all which makes greenwashing highly probable (The Sustainability Compass, 2021). Some academics claimed that eco-labelling does provide a competitive advantage for businesses as consumers are more likely to trust environmental claims reviewed by a third-party organisation that certifies eco-labelled products (Zohbi and Imbesi, 2012) but in this case, an independent certification body is a requirement to prevent greenwashing.

Although modern technologies provide customers with more opportunities to verify sustainable advertising the issue of greenwashing still exists and represents an obstacle to sustainable consumer behaviour as it creates consumer distrust of businesses' eco-claims and eco-labels. Greenwashing continues to be an important issue because consumers are generally sensitive to green messages but do not have enough knowledge and experience to distinguish between true and false messages, for instance, a consumer market study by the EU commission has shown that 57% of EU consumers are receptive to environmental claims when making their purchase decisions (EU commission, 2014). However, a recent research by the Spanish consumer group OCU has found that almost half of consumers do not trust sustainable or eco claims on products (OCU, 2020). Therefore, it is vital not only to communicate sustainability values to the tourism customers in order to engage them in sustainable consumption but also to the potential scheme participants as well to make sure they are not going for sustainability certification inclusively for market advantages. The certifications requirements also need more control and transparency. This topic is particularly challenging as sustainability represents a concept unconnected to instant incomes but existing in the current market economy environment. The policymakers should be engaged in market participants' education

about sustainable business activities which do not always correlate with the market economy's priorities. Still, engagement in such activities might lead to more trust and loyalty from customers in the future (Zadek, 2007).

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Summarising the existing research, it is possible to conclude that there is a significant amount studies touching the effectiveness of tourism sustainability labels in attracting customers in different ways. It is demonstrated that the **labels have the potential to influence customers' purchase decisions in favour of sustainable tourism options under different conditions.** For example, customers should be provided with enough information about the labels, their technical details, environmental benefits etc. Moreover, all related information about the particular sustainability labels should be easy to obtain by every person interested. This comes from the fact that generally consumers are motivated to pay more for any sustainable product or service only if they are convinced that the products possess preferable values over conventional alternatives (Gun et al., 2015). Additionally, all related information about certifications should be publicly available and easy to find. This might require more educational activities from the sustainability certification providers. Another condition for a label to attract tourists is that the existing variety of touristic sustainability labels should be better organised and regulated to decrease the chances of customers' confusion and greenwashing.

There is **a need for a deeper and systematic dive into the existing body of research regarding the possible use of tourism, sustainability labels for marketing purposes** in order to reveal existing patterns. Sustainability labels (as well as other kinds of respective awards) if used and promoted correctly have the potential not only to motivate consumers to choose environmentally benign tourism products but also to encourage more attention to the environment from the tourism providers themselves (Font, Tribe, 2001). This paper aims to research the important conditions for the effectiveness of sustainability labels in tourism using the existing research and also apply this knowledge in a case study of UK tourism. The following systematic review combines 15 selected studies covering the sustainability labels in tourism obtained from the most suitable academic databases in order to compile a list of so-called 'marketing effectivity criteria for a tourism sustainability label for future practical application.

Chapter 6. Sustainability labelling in tourism: a systematic review with a focus on marketing purposes

6.1 Review background

In the last decades, sustainability issues have reached the top of the international political agenda and have been recognised as one of the key drivers of innovation (Dangelico, Vocalelli, 2017). Following that, commercial organisations providing sustainability certification started to arise in the tourism industry as there was a demand for their services (Barckley, 2012). Studies have been conducted focusing on sustainability labels in general and their application in tourism. However, the research body focusing particularly on tourism sustainability labels use for marketing purposes is still limited (Font and McCabe, 2017; Esparon et al, 2014). There are studies covering individual labels and their effect on tourism customers purchase decisions (e.g., Binbasioglu, 2020; Needham and Little, 2013; Capacci et al., 2015; McKenna et al., 2011; Penz et al., 2017) but they are too restricted and too small-sampled to be used as an argument to show the general picture in the field. Barckley (2012) claimed that papers covering the narrow topic about labels' usage for marketing purposes are too varied to be used for generalisation. Furthermore, it was also stated that there is no directly applicable theory covering the specific use of eco-labels for brands' marketing purposes neither in general, nor for the tourism industry in particular (Reje and Dreger, 2014).

Although, more than a hundred various tourism sustainability certifications are represented on the market now (Gössling and Buckley, 2016), the adoption rate of eco-certification practices by tourism businesses currently remains low. A recent study has shown that whereas 90% of executives find sustainability to be essential, only 60% of companies have sustainability incorporated in their strategic planning, and merely 25% have sustainability incorporated in their business model (Haanaes, 2016). Moreover, there is evidence that already eco-certified tourism organisations tend to withdraw their memberships (Dunk et al., 2016). This fact, as supposed by previous research, might be partly caused by the high costs of such certifications, but also the cause can be connected to the current obscurity of their market benefits: although in general such certification is seen as favourable by tourism business, they also tend to be unsure whether the cost of acquiring certification will pay off (Rowe and Higham, 2007; Dolnicar and Karlsson, 2016). Despite a lot of research in the field, after almost four decades since the introduction of sustainability labels in tourism there is still little knowledge about their effect on the customers' purchase behaviour and the current academic understanding of whether eco-certification of tourism products does represent an effective marketing tool is still very limited (Font and McCabe,

2017; Esparon et al., 2014; Burgin and Hardiman, 2010;). The effectiveness of sustainability certification as a marketing tool in tourism is still debatable; it is unclear if tourists are willing to pay more for the certified products and services (Esparon et al, 2014; Font et al., 2007; Font, 2002). Consequently, it is currently not possible to guarantee tourism businesses that their participation in eco-certification can provide them competitive advantages on the market or at least a return of their investments for the certification (Font and Wood, 2007). Thus, it is likely to represent a significant obstacle for the mass adoption of sustainable business practices in the field of tourism. As most of the tourism companies represent commercial organisations, their main interests are likely to be focused on increasing their financial profits. Hence, a confirmation of the labels' effectiveness in attracting their customers can potentially entail their further engagement in sustainability certification and other practices which is beneficial for the environment and society of their regions. Sustainability should become an issue of high priority in the field as the operation of tourism businesses itself depends directly on the environment and communities of their destinations. It is critical that tourism businesses adopt the high standards of sustainable travelling, including responsibility for the impact on society and the environment (Lebe and Vrečko, 2015). If tourism continues to operate unsustainably, and the harmful processes of its operation are maintained with no change, it is likely that the local environment and society will be affected in a way that makes further tourism activities in this area unattractive for customers (Fantinato, 2019). Better understanding and confirmation of effective use of tourism sustainability labels for marketing purposes can help in convincing tourism stakeholder to support sustainable development by certifying their products and services. That could be another step towards a widespread transition to sustainable development as a norm.

To date, to the author's knowledge, no academic research has gathered together the factors able to increase the likelihood of tourism sustainability certification to act as an effective marketing tool and, as a consequence, to give certified businesses a competitive advantage on the market. A determination of such criteria would be very helpful for the tourism companies aiming to use sustainability certification not only to benefit the environment and society (which remains the certification's main purpose) but also for promotional reasons. Therefore, it might contribute to increasing the number of tourism businesses engaged in sustainability practices. As an attempt to create a list of these factors using previous research in the field, the present systematic review was performed.

6.2 Goal and objectives of the systematic review

The systematic review was conducted to provide an in-depth analysis and synthesis of the body of academic knowledge in the field of sustainability labels and their use

for marketing purposes. The final goal of the review is - by combining previous narrow - focused research in this field - to determine the key criteria which a sustainability certification scheme should meet in order to motivate customers to buy the labelled products and thereby promote sustainable business operation and consumption in tourism. The review's result should consist of a list of specific criteria which can be used in practice to assess and assure any individual tourism sustainability label's effectiveness for marketing purposes. A deeper understanding of sustainability labels' potential marketing functionality might motivate, on the one hand, tourism services' providers to certify their products (and therefore contribute to sustainability) and, on the other hand, tourism consumers to choose certified products (and therefore encourage sustainable consumption) through more effective marketing of them. The result of the review can be used in practice for further analysis of individual sustainability labels. The value of this study for the tourism industry lies in providing guidance on the conscious and effective use of eco-certification in order to attract more customers, which can serve as motivation for the businesses to adopt sustainable practices and therefore, contribute to their local sustainability.

To achieve the above-specified goal, the following objectives were set:

- To determine the academic databases most suitable for the systematic review's sources search.
- To design a search strategy for each database individually
- To collect studies from the database, narrow down the focus using pre-defined inclusion and exclusion criteria and form a pool of studies to take part in the systematic review
- To conduct the systematic review by deeper analysing each of the chosen studies and to highlight patterns paying additional attention to the factors which were shown to be effective in increasing customers' interest towards sustainability labelled tourism products.
- To derive a list of factors that are likely to positively influence customers' interest towards the labelled products to use it as criteria for future assessment of sustainability labels.

6.3 Review question

Which factors were proven by existing research to be likely to increase customers' interest in tourism products and services certified by sustainability labels?

6.4 Description of the research process

Studies for the review were obtained using ten selected online academic databases most suitable for the methods and objectives of the review. The justification for their choices is presented in table 1. Search strategies for the databases were designed

using predefined keywords correlated with the research objectives. The final pool of studies used for the review was formed by applying pre-defined exclusion and inclusion criteria that are specified in table 3. The whole flowchart of articles screening and selection is illustrated in Figure 1. The extraction of the data is presented in matrix form (table 5) to facilitate the results' synthesis and understanding of connection between the papers included in the review. The data synthesis was performed narratively after the extraction of data from the 15 studies that remained after the quality assessment. As a systematic review represents a subjective desk study, in order to avoid bias and ensure external and internal validity of the conclusions, the following measures were originally planned: first, to design a risk of bias table to analyse all of the systematic review's elements to show there the study is at risk of bias; second, to conduct a sensitivity check (redo the analysis after exclusion of biased elements) after the formulation of the research conclusions. However, through the use of the risk bias table's no elements with risk of bias critical for the current review were determined. Therefore, a further sensitivity check was intended optional as it was unlikely to affect the final conclusion, which was considered robust and objective

6.5 Academic databases used for the studies' search and criteria for their selection

Table 1. Academic databases and the reasons for their selection

№	Name	Description (reasons for the choice)	Link
1	Google Scholar	Google Scholar is a search engine by Google which is dedicated exclusively to academic work.	https://scholar.google.co.uk
2	Bielefeld Academic Search Engine (BASE)	BASE database offers access to more than 140 million documents from more than 6000 sources. Around 60% of these documents are open access	https://www.base-search.net
3	CORE	The world's largest (Cencellieri, 2018) open access research aggregator, based in the UK	https://core.ac.uk
4	Directory of Open Access Journals	DOAJ is a database that lists around 12,000 open access journals covering all areas of science, technology, medicine, social science, and the humanities.	https://doaj.org
5	E-Theses Online	Run by the British Library, EThOS is a database of over 500,000 doctoral theses.	https://ethos.bl.uk/Home.do

	Service	The majority is available for free.	
6	Social Science Research Network	SSRN is a database for research covering social sciences and humanities. It includes 846,589 research papers from 426,107 researchers. Most of the papers are available for free.	https://www.ssrn.com/index.cfm/en/
7	World Wide Science	WWS is an international academic search engine, providing access to scientific databases. It provides automatic translation from languages other than English.	https://worldwidescience.org
8	Semantic Scholar	A "smart" academic search engine using machine learning to prioritise the most important research.	https://www.semanticscholar.org
9	JSTOR	JSTOR provides access to more than 12 million academic journal articles, books, and primary sources in 75 disciplines.	https://www.jstor.org
10	ResearchGate	ResearchGate is a professional network for academics with over 20 million active users. It provides access to numerous academic publications and gives opportunities to communicate to authors and experts directly.	https://www.researchgate.net

6.6. Selection of studies to be included in the systematic review

Unlike literature reviews, a systematic review covers a small number (in most of the cases from ten to twenty) of high-quality and very narrow-focused papers on a common topic in order to reveal an answer to a specific question related to the topic (Bramer et al., 2018). Therefore, specific keywords were chosen to narrow down the studies' focus as much as possible to obtain only the papers focused on sustainability labels in tourism and their possible marketing tool role.

6.6.1 List of keywords

The keywords were chosen in a way to include most of the possible variations of sustainability labels' definitions in order not to miss important studies using different names for the research object. It is important as it was discussed earlier that the terms can be used interchangeably sometimes (see 3.3.2). There is little scientific evidence that tourism stakeholders mostly do not differentiate between the terms (Campbell et al, 2015). However, the difference is still significant for a number of researchers (e.g., Buckley, 1944; Choudhury, 2019; Higgins, 2019; Blamey, 2001; Weaver, 1999).

Therefore, the systematic review gives additional attention to the specific terms used in the academic literature.

List of keywords: sustainable labels; eco-labels; green labels, sustainable tourism; green marketing; sustainable consumption; sustainable behaviour, sustainable consumers; tourism certification; effective marketing tool; standards; willingness to pay; consumers behaviour, purchase decision.

6.6.2 Description of the search strategies used for chosen academic databases

Since individual databases are structured and indexed in different ways, a separate search strategy with individual search strings, filters and their sequence was used for each database. To ensure replicability of the review findings, the search strategies used for each chosen database are specified in the Appendix 2.

Table 2. Overview of the total number of studies extracted from the databases

Academic database	Number of studies extracted
Google Scholar	**153**
Bielefeld Academic Search Engine (BASE)	**51**
CORE	**657**
Directory of Open Access Journals	**21**
E-Theses Online Service	**102**
Social Science Research Network	**13**
World Wide Science	**97**
Semantic Scholar	**360**
JSTOR	**198**
ResearchGate	**84**
Total number	1736

As table 2 shows, most of the articles focussing on the relations between sustainability labels in tourism and marketing came from the 3 databases: CORE, Semantic Scholar, JSTOR and Google Scholar.

6.6.3 Inclusion and exclusion criteria

Since a large number of studies were duplicated in several databases, first of all, the duplicates were removed during the further selection process. Following that, the titles and abstracts of the rest of the studies were screened and assessed using the pre-defined inclusion and exclusion criteria which are designated in Table 3 below. In addition to the articles obtained through the databases' search, 5 studies identified through literature/systematic reviews and using the snowball technic were included in the preliminary screening. After screening the titles and abstracts, full texts of the remained studies were screened using the same criteria. The last screening included the strictest criteria which added only those articles to the review, who specifically indicated factors leading to the increase in customers' interest towards sustainable tourism products in their texts. The whole screening and selection flow including the intermediate results is depicted in figure 1 below. The final pull of studies to use for the systematic review is 15.

Table 3. Inclusion/Exclusion Criteria

Inclusion Criteria	Exclusion criteria
Research field: sustainability labels in tourism + marketing	does not discuss sustainability labels and marketing
Language: English	not in English
Publication date: 2001 to 2021	published before 2001
Type of work: peer-reviewed scientific articles	not an academic publication
Type of publication: academic paper (peer-reviewed)	not peer-reviewed
Article implements an experiment	not related to the subject of interest
Article contains information about the customers' willingness to pay for sustainability labels	full text is not available
Availability: full text	access is not chargeless
Access: open access	

Figure 1. Flowchart of articles screening and selection
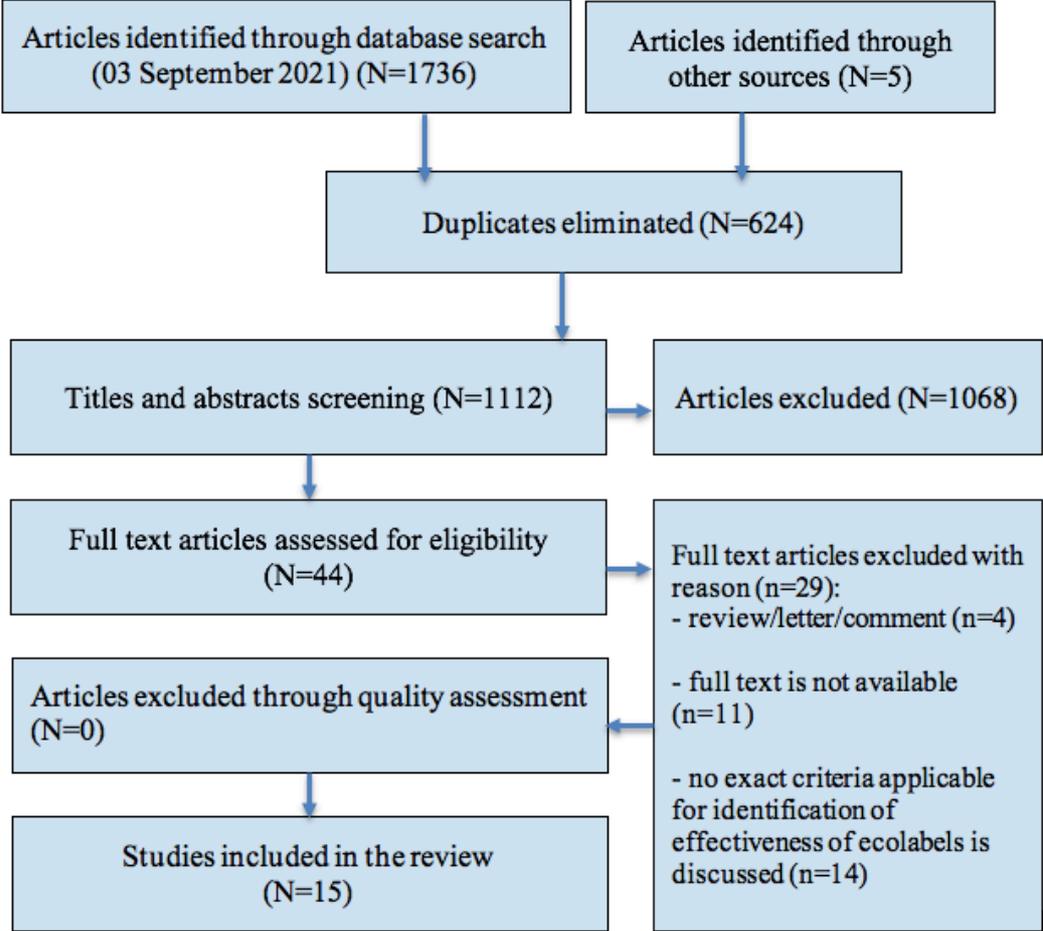
6.7 Data extraction

The aim of the data extraction is to deeply understand the selected studies, identify their focus, research methods, county context and findings. Following that, the extracted data was used to identify the criteria which a sustainability certification scheme should meet in order to motivate customers to buy the labelled products. In total 15 studies were included in the systematic review pool. The studies are listed below in table 4. Summary of the data received through the data extraction is presented in Table 5. The number of the studies specified in the column "№" of Table 4 will be further used as the studies' identifiers for the sake of brevity.

6.7.1. Studies selected for the systematic review

Table 4. The systematic review studies' pool

№	Publication name	Autor(s)	Journal	Year	Citation
1	Eco-Management and Eco-Standardization in Russia: The Perspectives and Barriers for Development.	Ratner, S. and Iosifov, V.	Journal of Environmental Management and Tourism	2017	15

2	The role of sustainability communication in the attitude–behaviour gap of sustainable tourism.	Tölkes, C.	Tourism and Hospitality Research	2020	11
3	The importance of eco-labels certifications and ICT in the promotion of sustainable tourism.	Pato, L.	Millenium	2020	1
4	Tourist attitudes towards an accommodation tax earmarked for environmental protection: A survey in the Algarve.	Oom do Valle, P., Pintassilgo, P., Matias, A. and Andre, F.	Tourism Management	2012	67
5	Fostering Sustainable Travel Behavior: Role of Sustainability Labels and Goal-Directed Behavior Regarding Touristic Services.	Penz, E., Hofmann E.B., and Hartl, B.	Sustainability	2017	8
6	Voluntary environmental programs at an alpine ski area: Visitor perceptions, attachment, value, orientations, and specialization.	Needham, M. D. and Little, C. M.	Tourism Management	2013	43
7	The Impact of Eco-Label on the Young Chinese Generation: The Mediation Role of Environmental Awareness and Product Attributes in Green Purchase.	Song, Y., Zhenzhen Q., and Qi Y.	Sustainability	2019	33
8	Which are the sustainable attributes affecting the real consumption behaviour? Consumer understanding and choices.	Mancini, P., Marchini A., and Simeone M.	British Food Journal	2017	29
9	Online Travel Reviews as Persuasive Communication: The Effects Of Content-Type, Source, and Certification Logos On Consumer Behavior.	Sparks, B.A., Perkins, H., and Buckley, R.	Tourism Management	2013	261
10	Carbon labels in tourism: persuasive communication?	Gössling, S. and Buckley, R.	Journal of cleaner production	2016	174
11	The civil corporation: The new economy. Windows and Mirrors. (p.202-206)	Zadek, S.	-	2007	445
12	Nature Tourists response to ecolabels in Oulanka Pan Park, Finland	Puhakka, R. and Siikamäki, P	Journal of Ecotourism	2012	30

1 3	Are Tourists Really Willing to Pay More for Sustainable Destinations?	Pulido-Fernández, J. and López-Sánchez Y.	Sustainability	2016	58
1 4	Tourist willingness to pay for local green hotel certification	Nelson, K.M., Partelow, S., Stäbler, M., Graci, S. and Fujitani, M.	PLoS ONE	2021	2
1 5	Tourists' willingness to pay for Blue Flag's new eco-label for sustainable boating: the case of whale-watching in Iceland	Lissner, I. and Mayer, M.	Scandinavian Journal of Hospitality and Tourism	2020	6

6.7.1. Data extraction table

The following table 5 includes the summaries of the data which was extracted from the above-specified studies and was considered important for the systematic review. The last column of table 5 ("Derived criteria for eco-labels") represents the results of the analysis, it identifies the factors which the studies chosen for the review have proven to be effective for increasing customers' interest for sustainability labelled tourism products. Therefore, these factors were taken as criteria suitable for further assessments of sustainability labels' marketing effectiveness.

In order to avoid narrow geographical coverage limitations, additional attention was devoted to the country context of the studies included. The pool of studies was compiled in a way to cover the largest possible geographical and political territory as population sustainability awareness tends to vary depending on a particular location (as discussed in chapter 4). Therefore, the final studies' pool covers countries ranging from low sustainability awareness among their citizens (study 1 covers consumers in the Russian Federation who are mostly characterised as sustainability unaware (Crotty and Hall, 2014); study 14 covers Indonesia which is ranked 151st in the global sustainability index (Mulhern, 2020), to the highest possible (study 5 covers Austrian consumers as sustainability development presents a constitutional state goal in Austria (Federal Chancellery of Republic of Austria, 2021); and study 11 covers Finland which currently ranks first in the international sustainable development comparison (Finnish Ministry for Foreign Affairs, 2021).

Table 5. Systematic review data extraction

№	study parameters, methods	country context	focus	theory/concept used	Labels covered	Selected findings (essential for the review)	**Derived criteria for eco-labels**
1	The study was based on a) a detailed analysis of the national regulatory framework for identification of the most advanced ecology-preserving legal acts and b) face-to-face surveys with tourists and processing the obtained empirical data further using the methods of non-parametrical statistics	Russian Federation; Russian tourists	the study focuses, first, on searching for a regulation basis for developing an eco-labelling system in the tourism business. Second, it explored the attractiveness of certified tourism for the customers and their readiness to pay a premium for it.	-	Not specified	1. Most of the respondents (tourists) were poorly informed both of the impact of tourism on regional ecology (low sustainability awareness) and of eco-labelled businesses in tourism. 2. The majority of respondents would pay for staying in an eco-certified hotel and for other certified business services if the price and the overall quality of the certified services remain the same as of the average tourism services on the market.	1) Sustainability communication (sustainability values education) to the customers 2) Prices of sustainable products should correspond with non-labelled options 3) Overall quality should correspond with (or exceed) non-labelled options
2	The study used a qualitative research strategy. Semi-structured interviews (n=20) with German and Austrian customers of certified	Germany. German and Austrian tourists.	The study aimed at analysing the role of sustainability communication in the attitude–	The VBN theory of environmentalism. The value–belief–norm theory was	Tourcert	The findings have demonstrated that the participants were largely unaware of having booked a certified holiday. The study has confirmed its claim that the condition of bringing	1) Sustainability communication (sustainability values education) to the customers 2)

	tour operators were conducted in an ex-post investigation		behaviour gap among tourism consumers. The author researches why tourism sustainability products' attributes are seen, recognised, understood and translated into a booking.	used to depict how and why the participants (tourists) process sustainability messages		together supply and demand of tour-operator products lies in effective sustainability communication from the tourism businesses/certification agencies to the customers. The sustainability attributes of a product can only be considered in the purchase decision when they are perceived and understood by the prospective customer. Additionally, the driving and impeding factors of effective sustainability communication as well as ways to improve the existing uptake of sustainability information were designated. There is a need for sustainable tourism products to be made more visible and accessible.	Communication of sustainability labels and their benefits to the customers

3) Higher prices should be justified by the attributes of the sustainable options |
| 3 | A case study methodology was used in order to provide a deeper analysis. The Case study included semi-structured interviews with tourism representatives and a | Portugal. Portuguese tourism business representatives. | The purpose of this study was to explore the importance of sustainability strategies and ICT (information | - | Biosphere, Green Key | The study has shown that active communication of sustainability values and labels done by the tourism company has resulted in increased interest from tourists: the accommodation has demonstrated a | 1) Communication of sustainable conduct of the company to the tourists

2) Provision of |

	content analysis of online sources (webpage of a tourism company and other available electronic sources).		and communication technologies) for the delivery and the promotion of touristic product.			reasonable occupancy rate, with perspectives for growing in the near future. Therefore, the case study has confirmed that both the existence of an environmental conduct by tourism business and its communication of this conduct, is one of the fundamental criteria for the success of the tourist activity of the company.	information about the sustainability label to the tourists
4	Survey. A questionnaire (n=474) aimed at providing the authors with a characterisation of tourism's demand. Data analysis started with a descriptive assessment of tourists' behaviour, which was followed by using CHAID (Chi-Squared Automatic Interaction Detector) method of data analysis, also known as 'tree analysis' (exploratory and descriptive	Portugal. British, Dutch, Portuguese tourists.	The paper studied tourist readiness to pay premium for environmental protection when booking an accommodation. The paper's aims were a) to evaluate tourists' receptivity towards paying premium	-	Not specified	Findings have demonstrated that the majority of typical 'sun and beach' tourists (94.8%) are not ready to financially support the sustainability of the places they visit. Secondly, only 15% of tourists stated willingness to pay extra for their accommodation to fund environmental protection measures	Prices of sustainable options should correspond with the non-labelled ones

	statistical method).		for environmental protection and b) to establish a demand segmentation.				
5	Four research questions were investigated empirically, and two different studies were presented. Study 1 has used a lab experiment (n=48) using eye-tracking techniques to investigate tourists' perception of sustainable labels on the websites. Study 2 has used an online questionnaire (n=642) to determine related factors of the preference for travelling with a certified tourism provider.	Austria. Austrian tourists	the research aimed at linking information about sustainable tourist offers, perception of eco-labels and subsequent perception and preferences of tourism services.	Theory of goal-directed behaviour	Österreichisches Umweltzeichen (Austrian tourism ecolabel); Travelife; EMAS (European Eco-Management and Audit Scheme); CSR (Corporate Social Responsibility) tourism	The study has provided several findings important for the systematic review. First, it has shown that both tourists' awareness of particular sustainability labels and their values regarding sustainable behaviour (sustainability education) tend to positively influence their preference for certified tour operators. Second, it was found that the trustworthiness of sustainability certifications made it more likely that the certified tourism operators will be chosen.	1) Informing tourists about individual sustainability labels (to increase labels' recognisability) 2) Sustainability education (communication of sustainability values to tourists) 3) Providing the trustworthiness of the certification
6	Survey. On-site questionnaires of winter tourism	USA. American tourists	The study aimed at revealing the	Theory of behavioural intentions	Sustainable Slopes (American	The research has shown that only a few tourists were aware of the resorts' sustainability	1) Active communication and promotion of

66

	consumers (N=429)		tourists' awareness of sustainable tourism and their motivation to purchase certified tourism services		sustainability framework for ski areas)	certification or motivated to visit it again because of the certification. But the majority expressed the intention to visit the resort more often if the sustainability certification will be communicated and promoted.	the label (to ensure customers' awareness about the label and motivate further purchases and the customers' loyalty) 2) Sustainability values' communication
7	An empirical study was conducted by collecting survey (N=699) responses from tourism consumers. The structural equation model (SEM) was used among other means to show how the tourists' green purchase behaviour was influenced through eco-labelling.	China. Chinese consumers.	The study aimed at testing the effects of eco-labels on product attributes, environmental attitude, environmental concern and consequent purchase behaviour from the tourism consumers.	-	Not specified	One of the study's results is the confirmation that the communication medium of any eco-label, with adequate information, plays a crucial role in green marketing. Also, in order to effectively convince consumers of their sustainable purchase choice they should be either provided with enough details about the particular eco-label or given open access to all related information.	1) Active communication and promotion of sustainability labels 2) Open access to the labels' information, transparency and trustworthiness

8	The study used an empirical research design which involved both a qualitative and quantitative approach, through focus groups (n=24) and a survey (n=240) (questionnaire).	Italy. Italian consumers.	The main aim of the study was to understand consumers' motivation and behaviour in the choice of sustainability certificated products.	-	Not specified	Both results from the focus groups and the empirical analysis highlighted the key role of education about sustainability in influencing consumers' sustainable consumption behaviour. It was confirmed that products with sustainable attributes can indeed allow companies to gain a competitive advantage, especially for small- and medium-sized enterprises, but only among sustainability-aware consumers	Active communication of sustainability to the tourists
9	The study used an experimental method with simulated web-based content (incl. realistic photographs, review comments, and environmental logos) in order to mimic an accommodation review website. For the analysis a crossed between-subjects design was employed. Participants contact	Australia. Australian consumers.	The study aimed at testing effects of tourists' beliefs about utility, trustworthiness, quality and corporate social responsibility of sustainable labels and sustainability certificated	The heuristic-systematic theory of information processing; persuasion theory; Attitude formation theory	Not specified	The findings have shown that the interactions between tourists purchase intentions and the factors specified in focus are complex. However, broadly tourists purchase intentions are influenced principally by their overall attitude toward the resort and their beliefs in its corporate social responsibility and trustworthiness of the sustainability certification agency. It was highlighted that a consumer's ability to	1) Communication of the sustainability labels (to increase their recognisability) 2) trustworthiness of the label (reliability) and general transparency should be provided

	names (N=537) were obtained from a market list company, drawn from an Australian database.		tourism products on their purchase intentions. .			recognise, understand and trust a sustainability label is likely to influence their intention to purchase a labelled product.	
10	The study was testing ecolabels compliance with pre-defined criteria. The first step was defining criteria using secondary literature and then testing the compliance; the second step included a survey among sustainability-aware tourists.	International (including American, German, British, French, Spanish eco-labels and tourism businesses)	The study aimed at testing how well sustainability labels in their current use comply with specific pre-defined criteria for their effectiveness, including in the perceptions of environmentally well informed tourists	Value-Belief-Norm theory	Flybe; Atmosfair; EU-ecolabel; Forum Andersreisen; Viabono (tourism accommodation and transportation labels covering the EU territory)	Results of the study indicate that the eco-labels are currently ineffective for marketing purposes because of deficiencies in communications to consumers even if tourists care about their environmental impacts. Additionally, it was highlighted that consumers trust in labels reliability, and their general awareness of sustainability is essential for the labels to be an effective tool in marketing in tourism. The study has also indicated specific criteria which the labels should comply with in order to be effective: explicit communication of environmental problems and appeal to normative dimensions of behaviour.	1) Active communication of environmental problems to the tourists 2) Providing trustworthiness of the labels 3) appealing to normative dimensions of tourists' behaviour

11	Among other issues, the paper covers peculiarities of the green labels as representatives of social labels and their influence on consumers' purchase decisions.	International	One of the aims was to explore the label's effectiveness as a marketing tool based on previous theories and research	-	Not specified	Among other conclusions regarding green labels, the ones related to the systematic review are a) the labelled products are associated with additional costs which tend to reduce their attraction to the customers. Therefore, the labels are only a competitive factor if everything else is equal; b) consumers education about sustainability is vital when it comes to using labelling to attract them; c) General transparency must be a characteristic of the verification process of any certification in order to work successfully for marketing purposes	1) Prices of sustainable options should correspond with the non-labelled ones 2) consumers' sustainability education 3) Providing trustworthiness and transparency of the labels
12	A survey was used as the main method. Questionnaires (n=273) were distributed onsite between visitors of "PAN Parks" - certified Oulanka National Park (Finland).	Finland. Finnish, British, German, consumers	The study focuses on the examination of tourists' environmental values and perceptions of eco-labels. The following questions were researched: 1)	The concept of selfish altruism	PAN Parks (Dutch non-governmental eco-certification agency that aims to protect Europe's wildernesses)	Findings have demonstrated very low awareness of ecolabels in tourism among the participants; However, despite their low awareness, tourists expressed a positive attitude towards ecolabels and wanted to have more information about them in particular and about sustainability in general; most	1)Active communication and promotion of the sustainability labels 2)Prices of sustainable tourism should correspond with the non-labelled

			how familiar are tourists with tourism eco-labels, how do they respond to them; 2) how are tourists' environmental attitudes related to their beliefs on tourism ecolabels and 3) how is tourists' travelling behaviour related to their awareness of eco-labels and their environmental attitudes?			of the participants supported the idea that ecolabels visibility should be increased. However, still, the majority of respondents were not willing to pay more for labelled tourism products.	ones 3)Sustainability communication (tourists' sustainability values education)
13	The case study used a survey (N=1118), a simple random sampling method was conducted. The obtained data were analysed using the	Spain. International consumers (mostly European s)	The main aim of the paper was to estimate the price that different tourist segments are willing to pay to	the concept of "sustainable intelligence"	Not specified	The results indicate that tourists showed little (26.6% of respondents) willingness to pay for the certified destinations if the destination's commitment to sustainability increases the	1) Prices of sustainable tourism options should not highly exceed the non-labelled ones.

	logistic regression model and the contingent valuation method		visit a sustainable destination.			price of the tourism product. However, the increase in tourism environmental awareness is likely to lead to an increase in their willingness to pay more for sustainable options of tourism products.	2) Sustainability communication to the tourists
14	The survey-based (N=535) contingent valuation method with the use of a dichotomous choice.	Indonesia. International customer.	The aim of the study was to investigate the tourists' willingness to pay an additional price for a sustainability hotel certification and to understand the exact amount (range $0.75 USD to $7.50 USD extra per night) which the majority would not hesitate to pay.	Environmental economics theory; theory of Environmentally Significant Behaviour	Gili EcoTrust (Indonesian NGO)	Findings of the study indicate that participants' environmental knowledge played a significant role in paying for sustainable services. Regarding the prices, the majority of participants were not willing to pay more than $5 USD more for sustainable accommodation.	1) Affordable price policy of the sustainability labels (no more than +$5 USD per night for sustainable accommodation) 2) Sustainability communication to the tourists

| 15 | A case study involved a survey (N=337) of tourists purchasing whale-watching tours. The data obtained were analysed using the contingent valuation method. | Iceland. International customers (mostly, Europeans) | The aim of the study was to analyse tourists' willingness to pay for an ecolabel for sustainable tourism in the narrow case of whale-watching tourism in Iceland | - | Blue Flag | The findings have indicated that the majority of tourists (65.9%) were not willing to pay more that 20% more for a sustainability certified whale-watching tour. Still, it was also indicated that the ecolabel would only influence preferences in a limited market niche – among sustainability aware tourists. | 1) Affordable price policy – the price for certified tours should not exceed the prices of non-labelled options for more than 20%

2)Sustainability communication to the tourists |

6.8 Data synthesis

The systematic review of 15 papers has revealed several factors which were proven to increase the tourists' interest in sustainable options of tourism products. Consequently, the presence of these factors in sustainability certifications' operation is likely to increase their effectiveness for promotional reasons. "Effectiveness" in this context should be understood as effectiveness in affecting consumers purchase decisions in a positive way or simply effectiveness as a marketing tool. Hence, in this paper, the presence of these factors will be taken as criteria for the labels' effectiveness assessment and will be from now on called TSLEC (Tourism Sustainability Labels' Effectiveness Criteria) for sake of brevity. All of the studies included in the systematic review have specified at least one of the factors in a different context and experimental settings. Different papers have also described similar factors differently but with the same result – they always have increased customers' interest for sustainability labelled tourism. Therefore, the data synthesis was conducted in order to identify the common patterns and design common categories of TSLEC in a way that would allow to use them further to assess individual tourism sustainability labels chosen for the case study analysis. The data synthesis has resulted in the identification of four main categories of TSLEC which are specified below.

1.Sustainability communication (SC) – discussed in studies 1, 2, 3, 5, 6, 8, 10, 11, 12, 13, 14, 15

Sustainability communication in the context of this study is understood as sustainability values and environmental problems' education coming to the tourists first of all, from the labels/certification agencies and secondly, from the certified organisations when providing information about their products. Study 13 has demonstrated that an increase in tourists' environmental awareness in most cases will lead to an increase in their willingness to pay more for sustainable options of tourism products. Therefore, more resources should be invested in sustainability communication coming from sustainability certification agencies, certified businesses and also from governmental bodies in order to increase the chances of sustainability labels to provide a market advantage for the certified companies. The studies 14 and 15 have additionally highlighted the importance of sustainability communication to the customers in order to involve them in sustainable consumption. It was mentioned in study 15 that the tourism ecolabels would only influence the purchase preferences in a limited market niche, i.e., among sustainability concerned tourists. The studies 1,2,6,10 and 12 have demonstrated that the current level of sustainability awareness among tourists' consumers is very low, however, all of them have indicated that the awareness is vital for an effective promotion of sustainable products. The studies 3,

5, and 6 have highlighted that tourists, even sustainability-unaware, in general, had a positive attitude towards sustainability issues, they have expressed their willingness to receive more related information. An increase in sustainability communication to the tourists has resulted in an increased demand for sustainable products in individual cases. Study 11 has elevated the sustainability values of the customers by claiming that they are of the highest importance when it comes to the use of labelling to attract them. To summarise, more effort for the side of the certification agencies and the certified member should be given to provide tourists with enough knowledge about sustainability in general and in tourism specifically. The presence of sufficient sustainability communication was taken as one of the TSLEC for this study. Additionally, as study 2 has mentioned, any rise in price should be openly justified by the better attributes of the sustainable options.

2. Price and participation policy (PP) – discussed in studies 1, 2, 4, 11, 12, 13, 14, 15

Study 11 has shown that participation accessibility should be assured for potential members. By participation accessibility, affordable and reasonable registration and certification prices should be understood. Accessible participation is likely to engage tourism businesses into sustainable certification and also allows them to offer affordable prices to their customers which in turn is essential for the involvement of the last ones in sustainable consumption as the studies 1, 2, 4, 11, 12, 13 and 14 have demonstrated. Particularly, as study 4 has proven in a case study of tourists in Portugal (mostly British, Dutch and Portuguese, therefore coming from relatively wealthy nations), tourists are generally not willing to contribute financially to the environment of the places they visit. It should be considered when promoting tourism products using sustainability certifications. In the ideal case, it should be also communicated to the customers that the fact of being certified does not significantly affect the products' prices. As, according to study 11, the labelled products are associated with additional costs which tend to reduce their attraction to the customers. In case of higher prices for certified products, the reasons for them should be clarified in a detailed way as tourists are more likely to be willing to pay premium for a product when its advantages are clear to them. The same study has also given evidence that consumers were more likely to purchase certified products if their other characteristics, including pricing, compared to non-certified products remained the same. Study 13 has particularly highlighted the fact that the vast majority of tourists showed no willingness to pay for a product if its certification has led to an increase in price. However, study 14 has additionally tested if there was an exact level of an increase in price which wouldn't negatively affect international tourists' willingness to pay for a sustainable option. Their findings have shown that the prices which do not

go higher than +$5 USD shouldn't represent a barrier for their attractiveness to the tourists. For the same question, the answer of study 15 was - no more than +20% of the non-certificated option of the same quality of the product. Taking all of the above mentioned into consideration it is logical to conclude that in order to provide their holder a market advantage, sustainability labels should not significantly raise the price of the certificated products, this fact should be obvious and, in an ideal case, should be communicated to the customers.

3. Label promotion/communication (LPC) – discussed in studies 2, 3, 5, 6, 7, 9, 10, 11, 12

It was highlighted in study 11, that it is important that tourism consumers are familiar with and have a basic understanding and awareness of a sustainability label in order to be willing to pay extra for it. Other researches have expressed the same idea, for instance, study 3 has mentioned that in order to be effective in attracting customers there should be a clear definition and direct persuasive communication coming from a sustainability label about its objectives and approaches to achieve them. Communication of these practices to the customers represents one of the key criteria for the success of sustainability certified businesses. (Study 3). Familiarity with particular eco-labels significantly influences the customers' perception of businesses certified with these labels and also engage them in sustainable consumption when travelling (Study 5). The majority of eco-labels in any field, including tourism, rely on persuasive communication i.e., providing their technical information to consumers in order to change their purchase behaviour (Study 10). Participants of the studies 2 and 12 confirmed that the current visibility of eco-labels is low and should be increased as it represented an obstacle for their sustainable purchase decision. Study 6 has additionally confirmed that the tourists' awareness of particular sustainability labels on the market significantly influences their demand for the products certificated with these labels. To increase the attractiveness of labelled products for tourists, the last ones should be either provided with enough information about eco-labels they can potentially purchase or be aware of related sources where all related information is easily accessible (study 7). The consumers' ability to recognise and understand the details about particular labels was marked by study 9 as one of the key factors influencing their intention to purchase a labelled product. To conclude: general consumers' awareness of sustainability labels and the recognisability of each label in particular is essential when it comes to the effectiveness of these labels as a marketing tool.

4. Label's Reliability (LR) – discussed in studies 5, 7, 9, 10, 11

Study 5 has proven that tourism products certified with eco-labels that were characterised by tourists as trustworthy were more likely to be purchased. Study 11

has added that all relevant information about certification should be verifiable, not misleading, it should enable an informed choice for consumers, otherwise, certification's effectiveness in positively influencing consumers' purchase behaviour is very unlikely. To facilitate consumers' trust labels should be credible and legitimate. This finding can be also confirmed by one of the 'credibility principles' which were published in 2013 as recommendations for sustainable certification agencies by ISEAL Alliance[1]: "the labels' requirements should be relevant, should contribute to the objectives; should comply with relevant international norms; reflect the current scientific understanding and be locally adapted" (ISEAL Alliance, 2013). The studies 9 and 10 highlighted the fact that consumers' trust in labels reliability was proven influential on the label's attractiveness to these customers. Additionally, the label's reliability in the eyes of tourists was shown to be dependent on the open access to the labels' technical details and transparency of the certification process (study 7, 11). Summarising all the above mentioned, the reliability of tourism eco-labels (including labels certification process transparency and the easy access to their technical details) was appointed as the last TSLEC to use as criteria in further analysis.

6.9 Findings of the review

All of the conditions derived through the systematic review which sustainability labels in tourism are recommended to meet in order to more effectively attract tourists are specified in table 6 below.

Table 6. Criteria of labels' effectiveness obtained through the systematic review and their abbreviations (TSLEC)

SC	PP	LPC	LR
Sustainability communication	Price and participation policy	Label promotion/ communication	Label's reliability (incl. open access and transparency)

6.10 Quality assessment

As a systematic review represents a subjective study, it is essential to avoid bias (Drucker et al., 2016). Bias represents factors that can systematically affect the observation and conclusions of the study and therefore make them subjective and different from the truth (Ibid.). Different types of bias might occur, including content bias, location bias, citation bias, language bias, outcome reporting bias, bias connected with the study design, selection or reporting processes etc. In order to

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[1] International Social and Environmental Accreditation and Labelling Alliance (ISEAL Alliance)

minimise the risk of bias in this systematic review, a risk bias table was included in the systematic review. A risk of bias table is used as a method to ensure external and internal validity of the review. The main purpose of the table is to determine if some of the review pool contains studies possessing a high risk of bias. In this case, there is a need to either reduce the pool of papers or to conduct a further sensitivity check by excluding the papers with a high risk of bias from the pool and redo the analysis in order to provide a better internal validity of the research results. The results obtained through the risk of bias table are demonstrated in Table 7 below.

Table 7. Risk of bias

№ of study	Study design	Selection bias	Detection bias	Attrition bias	Reporting bias	other bias
1	+	+	+	+	+	?
2	+	+	+	+	+	?
3	+	+	+	+	+	?
4	+	+	+	+	+	?
5	+	+	+	+	+	?
6	+	+	+	+	+	?
7	+	+	+	+	+	?
8	+	+	+	+	+	?
9	+	+	+	+	+	?
10	+	+	+	+	+	?
12	+	+	+	+	+	?
13	+	+	+	+	+	?
14	+	+	+	+	+	?
15	+	+	+	+	+	?

Key:
+ low risk of bias   **-** high risk of bias   **?** unknown risk of bias

The assessment using the risk of bias table has indicated that none of the papers have shown a risk of bias which would be considered significant for this particular review. Study 11 was originally excluded from the risk of bias assessment as it did not contain individual research but rather conclusions made by an expert in the field which a priori are considered objective. As no significant risk of bias was indicated, there was no need for a secondary sensitivity check to ensure that the mentioned

paper did not influence the quality of the indings. Evidence selection bias was eliminated by providing the exact search strategies for each academic database used (see Appendix 2) and by giving the exact description of studies' selection process to demonstrate that all relevant studies were included. Competing interests (Drucker et al., 2016) were not involved, therefore they could not have influenced the review results. The review results should be considered objective and robust.

6.11 Discussion

The systematic review's results have provided a practical instrument for further assessment of sustainability certifications in tourism. Using the TSLEC it is possible to check whether individual sustainability labels represent an effective marketing tool. Additionally, it can serve recommendation purposes to assist both certification agencies and their certificated members to improve their products in a way to make them work more effectively in attracting customers. This is likely to increase the attractiveness of certification for the tourism businesses as well if they will be provided with enough evidence that certification can provide them with a marketing advantage. Therefore, it represents another method to engage tourism stakeholders in sustainable business practices and consumption which is beneficial urgently needed as previous research has shown their current resistance towards engaging in sustainable practices or even refusal of the ones which they already practice. Thus, the systematic review results can potentially contribute to the further design of a new global tourism model whose high priority would become a contribution to local sustainability.

The next step in the current study is an application of the TSLEP in the case study of sustainability labels currently operating in UK tourism. The assessment made through this application can a) demonstrate the existing situation regarding the chosen labels' effectiveness in attracting customers; b) provide further recommendations for future improvement in each individual case.

Chapter 7. Case study of chosen UK's tourism sustainability labels

In this chapter, the practical application of the systematic review results is demonstrated. This part of the analysis was conducted in order to check how well the tourism sustainability labels presented on the UK market at the moment comply with TSLEC derived through the systematic review.

7.1 Case study question and objectives

7.1.1 Research question and object

The study aims to answer the following question: "Do the tourism sustainability labels operating in the UK comply with the TSLEC (tourism sustainability labels' effectiveness criteria) identified through the systematic review?"

Consequently, the chosen sustainability labels currently operating in the UK tourism market represent the object of this case study

7.1.2 Objectives

To answer the research question the following objectives were established:

1)   To define the inclusion criteria for the selection of sources for the analysis (see 7.2.1 and 7.2.2)

2)   To select the sustainability labels for the analysis using the primary inclusion criteria (see 7.2.1)

3)   To select the sources for the analysis (selected labels' online representation using the secondary inclusion criteria (see 7.2.2.)

4)   To specify the analysis method (coding description) and conduct a content analysis of the selected online sources (7.4 and Appendix 3)

5)   To determine the compliance with TSLEC of each chosen sustainability labels and make general conclusions about their current effectiveness for marketing and recommendations for further research and development.

7.2 Selection of sustainability labels and their online representation for the analysis

7.2.1 Primary and secondary inclusion criteria

To be included in the analysis each of the labels and their online representation went through a two-part selection process. The first step, the labels were selected from a global list of sustainability labels using the following primary inclusion criteria:

a) The label certifies exclusively/inter alia tourism products and services.

b) The label operates on the UK territory and has at least 2 members there.

c) The label is sufficiently represented online (has a webpage and at least one social media account)

As a result of primary selection, the following sustainability labels were chosen for the analysis:

1) The GBTS (Green Tourism Business Scheme), a.k.a. Green Business UK Ltd
2) Galloway and Southern Ayrshire UNESCO Biosphere Certification Mark
3) EarthCheck
4) Green Globe
5) Green Key
6) Travelife
7) Tourcert
8) EU ecolabel
9) Blue Flag
10) Sustainable Golf

As the selection's second step, the following secondary criteria were applied to the sustainability labels derived through the primary selection:

a) the chosen label's online representation provides sufficient sources for analysis (at least a detailed website and an active social media account with minimum 2 posts per week)
b) the audience (subscribers/followers) of the label's online platform demonstrates sufficient engagement in the label online activity (expressed by a sufficient number of subscribers, subscribers' regular activity through comments, likes and reposts).

Presents of a sufficiently engaged audience in a social media account of a label is essential for the current study as users' attraction to a social media account (social media marketing) is not related to the analysis and is taken for granted for the sake of simplicity. These inclusion criteria were applied to guaranty equal assessment conditions for every label of the study.

The following table 8 gives an overview of the sustainability labels and their online representation selected using the primary inclusion criteria.

7.2.2 Description and online representation of the tourism sustainability labels selected through the primary selection process

Table 8 Description of the sustainability certification schemes (labels) selected through the primary selection process

№	Sustainability Label	Description	Online representation (sources to use for the content analysis)
1	The GBTS (Green Tourism Business Scheme), a.k.a. Green Business UK Ltd	National sustainable tourism certification scheme for the UK and the Republic of Ireland. The number of members is over 2400 members. The GBTS represents at the moment the only sustainable certification programme that is endorsed by both the UK and the Irish National Tourism Agencies. The current GTBS members directory consists of numerous types of businesses, including accommodation and activities providers, tourist attractions, event venues, offices and others. This might contribute to the dissemination of the analysis findings to multiple tourism sub-sectors.	official webpage: www.green-tourism.com Active* in Facebook: https://www.facebook.com/green.tourism.uk/ Active in Instagram: https://instagram.com/greentourism?utm_medium=copy_link Active in twitter: https://twitter.com/GreenTourismUK
2	Galloway and Southern Ayrshire UNESCO Biosphere Certification Mark	The scheme represents the first Scottish environmental award. Biosphere is an environmental certification awarded by the United Nations Educational, Scientific and Cultural organisation (UNESCO). The Galloway and Southern Ayrshire UNESCO Biosphere certification scheme exists since 2012 and is awarded to touristic businesses that demonstrated their commitment to sustainable operation which means being environmentally friendly, supporting the local communities and using the goods and services of local businesses. The award officially positions itself as a competitive advantage for its certified members.	Official webpage: https://www.gsabiosphere.org.uk Active in Facebook: https://www.facebook.com/ScotlandBiosphere Active in twitter: https://twitter.com/ScotBiosphere
3	EarthCheck (previously known as EC3 Global)	EarthCheck is an international sustainability certification agency for travel and tourism founded in 1987 in Australia. At the moment it is represented worldwide, including in the UK. Apart from its certification activity Earthcheck provides sustainable tourism consulting services, conducts research in the area of sustainable tourism and supports sustainable tourism startups with its own	Official webpage: https://earthcheck.org Active in twitter: https://twitter.com/EarthCheck Active in Facebook: https://www.facebook.com/earthcheck

		accelerator program.	Active in Instagram: https://www.instagram.com/earthcheck/ Is represented in Youtube: https://www.youtube.com/channel/UCAret ktL_UFiRYdqPlOpL_g
4	Green Globe	The Green Globe is an international sustainable tourism certification scheme based in the US. It was founded in 1993, is represented in 83 countries and is recognised in more than 150 countries. The Green Globe currently certifies businesses, conference centres, hotels, resorts and attractions, it positions itself as the "world's leading certification for sustainable operation and management of travel and tourism worldwide." (greenglobe.com, 2021). On the UK territory, the Green Globe currently operates only in London.	Official webpage: https://www.greenglobe.com Active in Facebook: https://www.facebook.com/greenglobetrav el Active in Youtube: https://www.youtube.com/channel/UCrOV nLdJVfG_yxxzJCLcqGg Active in LinkedIn: https://www.linkedin.com/company/greeng lobe/ Active in Twitter: https://twitter.com/greenglobeint
5	Green Key	The Green Key is a voluntary international eco-label currently represented in 65 countries. In the UK it is widely represented in England, Wales, Scotland and Northern Ireland. It was launched in 1994 in Denmark, in 2016 its key criteria were recognised by the GSTC (Global Sustainable Tourism Council) and in 2020 the use of the label was recommended by the HOTREC (Association of Hotels, Restaurants and Cafés in Europe). The Green Key eco-label is awarded to leisure infrastructures such as hotels, hostels, campsites, holiday parks, small accommodations, conference centres, restaurants and attractions.	official webpage: https://www.greenkey.global active in Facebook: https://www.facebook.com/GreenKeyInt/ Active in Twitter: https://twitter.com/GreenKeyInt Active in LinkedIn: https://www.linkedin.com/company/green-key-international/ Active in Instagram: https://www.instagram.com/greenkeyint/

			Active in Youtube: https://www.youtube.com/channel/UCt-06h5Tzi8ysyjdkSDIxDA
6	Travelife	Travellife is a family of sustainability programs which consists of two representatives: 'Travelife Accommodation Sustainability' for accommodation providers and 'Travelife for sustainability' for travel agents and tour operators. The brandmark is owned by the UK based non-profit company 'Travelife Ltd' with its main office located in London. The brand was launched in 2007 by the UK and the Dutch travel associations in cooperation with British and Swedish Universities as well as a Dutch non-profit organisation promoting sustainability in tourism. The methodology underlying the Travelife assessment processes was developed during the EU supported LIFE project, based on sustainability management concepts developed by the UNEP (UN Environmental Program) and the Tour Operators' Initiative for Sustainable Tourism Development (TOI). The label is widely represented around the world.	https://travelifesustainability.com Active in Facebook: https://www.facebook.com/TravelifeCollection/ Active in Twitter: https://twitter.com/TravelifeHotels Active in LinkedIn: https://www.linkedin.com/company/travelife-for-accommodation-providers/
7	Tourcert	A prerequisite for founding the organisation was a German project aiming to implement CSR (Corporate Social Responsibility) in tourism in 2004. The project was launched in cooperation with a Spanish development organisation Las Segovias and with the support of the European Commission. During the project, a system was developed with criteria reflecting CSR for tour operators. Later in 2008 in order to ensure the certification system was both credible and independent, a non-profit-company for certification in tourism 'Tourcert' was founded in Germany. Later, in 2015 it was	Official webpage https://www.tourcert.org/en Active in Facebook: https://www.facebook.com/TourCert/ (available only in German) Active in Instagram: https://www.instagram.com/tourcert_dach/ (available only in German)

		transformed into a British Ltd and now has offices in Europe and Latin America. The Tourcert certification is awarded to tour operators, travel agencies and accommodations. At the moment certified members number is over 180, including British and Irish tourism businesses. They have specific requirements for data collection and certification according to the sector. All businesses have to introduce a CSR management system and are obliged to constantly improve their sustainability performance in order to keep certificated status.	Presented in Youtube: https://www.youtube.com/user/TourCert (videos in German, English and Spanish)
8	EU ecolabel	EU ecolabel is a voluntary label introduced by an EU regulation in 1992 (EEC 880/92), founded in Germany and recognised by all member states of the European Union, as well as Norway, Liechtenstein and Iceland. Its management is carried out both by the European Commission and the national competent bodies. It covers a wide variety of products and services including tourism-related, where the EU ecolabel is awarded to accommodation establishments and campsites. The verification process and assignment of the certificate is performed by the national partner organisations, e.g. environmental ministries.	official webpage: https://eu-ecolabel.de/en/ presented in Twitter https://twitter.com/emas_euecolabel
9	Blue Flag	The Blue Flag sustainability certification is an international voluntary award for beaches, marinas, and sustainable boating tourism operators. The company was founded in 1987 in Denmark on the EU level and went international in 2001. Part of the company is also a Foundation for Environmental Education (FEE) based in the UK. At the moment more than 4820 sites and companies in 49 countries are certified with the Blue Flag label, from which 205 - in the British Isles (UK & Ireland).	Official webpage: https://www.blueflag.global Active in Facebook: https://www.facebook.com/blueflag.global/ Active in twitter: https://twitter.com/TheBlueFlag 2 active Instagram accounts: https://www.instagram.com/blueflag_global/ https://www.instagram.com/blueflagpartners/

			Presented in LinkedIn: https://www.linkedin.com/company/blue-flag-international/
10	Sustainable Golf	The Sustainable Golf certification is an international non-profit organisation which was founded in Scotland 15 years ago and is dedicated to helping support, and reward credible sustainability action and to strengthen and promote golf's social and environmental value. The label is unique as it is the only one in the world entirely dedicated to this narrow mission and works with golf-related societies to provide its strategy. programmes and credible recognition. Sustainable Golf certification is presented in 49 countries and covers the whole territory of the British Isles - there are certified golf clubs in England, Scotland, Wales and in Northern Ireland.	official webpage: https://sustainable.golf/news/ active in Facebook: https://www.facebook.com/sustainablegolf/ active in twitter: https://twitter.com/sustainablegolf active in Instagram: https://www.instagram.com/sustainablegolf/ active in Youtube: https://www.youtube.com/channel/UCC67uiQr-P-EEkLp3qcvXtg active in Linkedin: https://www.linkedin.com/company/sustainablegolf/

*Labels' online activity was marked as 'active' under the condition of posting new information in the mentioned social media accounts at least once a week within the last 3 months (current state: 03.10.2021).

7.2.3 Final list of sustainability labels chosen for the analysis

As a result of the previous step, 1 sustainability label - EU ecolabel was removed from the analysis. As it was revealed during the secondary selection, despite its long history and powerful management bodies (including European Commission), the EU ecolabel does not have enough online representation to attract and engage customers in sustainable consumption by using it. Its website is poorly filled in comparison with other certification companies. It contains only basic information about the label's history and focus, it redirects readers interested in more specific details to contact responsible employees via email mentioned. Moreover, the EU ecolabel does not have enough representation in social networking platforms. Apart from its official webpage[2], a very short Wikipedia[3] article which is available only in 10 languages and several short descriptions on environmentally related websites of individual EU countries (e.g., umweltzeichen.at in Austria) and ecolabels' aggregators (e.g.ecolabelindex.com), it only has a Twitter account which is not active (last post: May, 2021, around 2000 inactive subscribers only; state: 07.10.2021). The current lack of online activity by EU-ecolabel might be partly caused by the fact that it is the only label (from the ones presented in the paper) which is fully managed by the governmental bodies whether other labels are managed by private companies. Companies managed by governmental bodies are commonly believed to be more conservative and therefore slower in adopting modern online representation means; additionally, unlike fully commercial organisations, customers' attraction might not be listed among their main goals. A recent study on the EU-ecolabel (Marrucci et al., 2021) has confirmed the lack of demand for products bearing the EU Ecolabel and additionally highlighted its lack of online representation, its lack of a marketing and communication policy coordinated at the European level and also the lack of an adequate monitoring system of its performance. Nevertheless, the issue of the EU-ecolabel's lack of online representation and its connection to its ineffectiveness for marketing purposes needs further investigation and deeper research in order to establish the exact causes and consequences of its poor online representation and to suggest possible solutions to solve the issues connected to it.

The following table demonstrates the final list of sustainability labels whose online representation was selected for further analysis using the TSLEC.

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[2] https://eu-ecolabel.de
[3] https://en.wikipedia.org/wiki/eu_ecolabel

Table 9. Sustainability labels chosen for the online representation content analysis

№	Label Name	Abbreviation/Short Name[4]
1	The GBTS (Green Tourism Business Scheme), a.k.a. Green Business UK Ltd	GBTS
2	Galloway and Southern Ayrshire UNESCO Biosphere Certification Mark	GSABCM
3	EarthCheck	EarthCheck
4	Green Globe	GreenGlobe
5	Green Key	GreenKey
6	Travelife	Travelife
7	Tourcert	Tourcert
8	Blue Flag	BlueFlag
9	Sustainable Golf	SG

7.2.4 Online sources selection for the analysis

The content which the labels specified in table 9 have created in the following online sources within the period August 2021 - October 2021was chosen to be used as primary sources for further analysis:

a) official websites
b) Facebook pages
c) Twitter accounts
d) Instagram accounts

Official websites of the certification companies were chosen as a data source since they represent the official position of the company, the most reliable source (compared to the social media accounts) and therefore, they are likely to be the preferential source of information for their existing and potential customers as well as customers of certified organisations. As previous research in the area has shown,

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[4] For the sake of brevity, the labels will be referred to using their abbreviations or their short names

social media can be also considered as a first-rate open communication platform to connect directly with customers (Rahman et al., 2017). Thus, social media accounts in the following social networking sites - Facebook, Twitter and Instagram - were chosen due to three reasons. First, the certification companies under investigation have shown active involvement in maintaining these sources during the last three months: each of the companies has produced at least two informative posts per week, including textual and visual information. Second, each of the chosen social media accounts had a significant number of followers (state: 03.10.2021), moreover, the last ones have demonstrated sufficient engagement (expressed by likes, comments and reposts) within the last three months to suppose that the audience consists of real users and not of bots (fake users created to increase the followers' number for marketing purposes). As research directly related to social networking sites proposes, the success of an account can be measured by its number of active users (Hoffman and Fodor, 2010). Third, all of the chosen social networking websites are publicly accessible and do not require any additional access requirements apart from registration.

Youtube accounts were excluded from the analysis owing to the difficulties connected to the analysis and interpretation of video content. In addition, not all of the chosen certification companies are represented on the youtube-platform. LinkedIn accounts were excluded during the actual analysis conduction as it was revealed that they mostly contained either information identical with the one presented in the Facebook accounts or the information aiming to attract new employees which do not correlate with the purpose of the current study.

7. 3 Primary sources overview

Table 10 gives an overview of the number of articles and social media publications which were used for the current analysis. Since all of the chosen sustainability labels have shown an active engagement in their online representation, only the publications within the time period of the last three months (August 2021 - October 2021) were chosen. Additional two reasons for choosing an only three-months-long period for analysis are: first, the quantity of publications within this period is likely to be sufficient to assess the general picture; second, most of the social media users are very unlikely to scroll down more than for the last 2 months (99firms Statistics, 2021). In case the number of publications posted in the last three months within one social network exceeded 200, only the last 200 publications were taken for the analysis as it is likely to be a sufficient amount to understand the general picture and spend additional time on analysing more publications would be unreasonable. In this case the number was specified in table 10 as "200+".

Table 10. Number of publications analysed during the content analysis.

	Official Website	Facebook account	Twitter account	Instagram account	Total (per label)
GBTS	15	54	126	5	195
GSABCM	20	136	200+	0	356
EarthCheck	46	101	32	120	299
GreenGlobe	25	20	5	0	50
GreenKey	15	27	27	27	96
Travelife	28	24	20	20	92
Tourcert	25	24[5]	0	5 [6]	54
BlueFlag	19	14	16	8	57
SG	14	112	142	61	329
Total number of publications analysed:					**1528**

7.4 Content analysis

In this part, the publications specified in table 10 were analysed in order to reveal the sustainability labels' compliance with the TSLEC. The qualitative method of content analysis inter alia was chosen as qualitative strategies are particularly useful in revealing the complexities of a new field (Miles et al., 2014). And, as discussed earlier, the research on sustainability labels' use for promotional purposes in tourism is understudied and needs further investigation (Nelson et al, 2021). Thus, a qualitative method can contribute to this goal the most effective in this particular case[7]. The content analysis method is regarded by the academic community as a flexible method for the analysis of text data (Hsieh and Shannon, 2005). Additionally, this type of design is considered to be the most appropriate for the cases when the existing research literature on a researched phenomenon is limited (Ibid.).

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[5] these publications were available only in German

[6] these publications were available only in German

[7] The justification for the research method choice was given in more detail in the chapter 1, sub-chapter 1.5

7.4.1 Coding description

The basic coding process which is used in content analysis serves the purpose of organising large quantities of text into fewer content categories which are suitable for further analysation (Weber, 1990, cited in Hsieh and Shannon, 2005). In this case study the TSLEC, derived through the systematic review were used in the coding process as content categories. The detailed rules of coding and the full content analysis table is included in the Appendix 3. The results obtained after the analysis are summarised in the Table 11 below.

7.4.2 Summary of the content analysis results

Table 11. Content analysis findings

	Label name	SC	PP	LPC	LR
1	The GBTS	+	-	+	+-
2	GSA UNESCO Biosphere	+	-	+	+-
3	EarthCheck	-	-	+-	+-
4	Green Globe	+	-	+	+
5	Green Key	+	+-	+	+
6	Travelife	+	+-	-	+
7	Tourcert	+-	+-	-	+-
8	Blue Flag	+	-	+	+
9	Sustainable Golf	+	-	+	+

Key: + the label complies with the criteria (abundant communication of the issue)

    +- the label complies with the criteria (sufficient communication of the issue)

    - the label does not comply with the criteria (insufficient communication of the issue)

7.5 Interpretation of the analysis findings

The analysis has shown that 52,2% - is average compliance with TSLEC of the UK tourism sustainability labels.

1) The GBTS (62% compliance with TSLEC)

The majority of publications of the GBTS label were devoted to the promotion of its new label. It is indeed a nice gesture to improve their members' recognisability among their subscribers. However, it might be more beneficial for the members if the label would publish more information devoted to details of their certification process and prices of their members' services as very little attention on their online sources is devoted to the specific details about the label itself and its pricing policy. Still, the label

has shown an active communication of sustainability and environmental problems to their subscribers which is a good start, but still insufficient to give a guaranteed marketing advantage to their members. The GBTS's Instagram account, although active, contains only publications regarding their own 'giveaway' competitions giving their followers an opportunity to win a holiday in one of the certified accommodation providers. No other information, regarding the label and sustainability issues, is covered there. Additionally, in their Twitter and Facebook account, they have reposted and mentioned a lot of publication by well-known and reliable bodies (e.g., WWF EU, UN, UNESCO, VisitScotland etc.) which can potentially contribute to the label's reliability increase as well, as tourists might associate it with the reliable organizations further.

2) Galloway and Southern Ayrshire UNESCO Biosphere Certification Mark (62% compliance with TSLEC)

In their social media, the company provides a large amount of information regarding sustainability issues and current projects and initiatives. Moreover, a lot of publications cover their everyday active involvement in sustainability projects around the country and connections with other sustainability organisations. Such a large and open coverage of their operation can possibly help in gaining the customers' trust in the label. However, their price policy and technical details (members' requirements and assessment) was barely discussed in any of the analysed publications. There was also no promotion neither of the label nor of the certificated members. Still, the label publishes a sufficient amount of information regarding Scottish local tourism options and promote 'staycations' among their subscribers.

3) EarthCheck (25% compliance with TSLEC)

The label's certification and academic research details are openly accessible through its' official webpage. It contains sufficient information covering certification activities and their advantages for the business, the label's research partners and the collaborations with governments and communities worldwide. However, it is not possible to get detailed information about the certification requirements neither on the website, not on their social media accounts. Moreover, the social media accounts of EarthCheck do not provide updated information regarding the activities described on the website. The majority of Facebook publications and the whole Instagram account within the last three months were solely devoted to reposting advertising publications of its members. No information about the label's own current projects and research activity was presented in any of the publications. On the one hand, providing advertisement about certified accommodation is important to draw visitors attention to them, on the other hand, this advertisement alone would not work well for this purpose and would rather irritate as no other information advertising is provided.

Therefore, it can be concluded that the potential opportunities of social media in attracting customers are not fully used in this case. The EarthCheck label should pay more attention to its social media and provide their followers with more information regarding the labels' certification requirements, their research activities, current environmental problems and the potential contribution their readers can make by involving in sustainable tourism consumption.

4) Green Globe (75% compliance with TSLEC)

The Green Globe label has shown one of the best compliances with TSLEC rate among other chosen labels. Its official website currently provides its visitor with enough information regarding the certification criteria, the current project and activities, gives additionally enough background information about sustainability concepts and SDGs. In the Green Globe social media accounts the balance was found between advertising of certified organisations and providing important information about the label itself and about sustainability. Each publication about certified members contains apart from the hotel's description also detailed information about the hotel's contribution to the local sustainability. All this can be considered sufficient to attract potential tourists visiting these sources. However, neither the webpage nor the social media of the Green Globe certification provide financial information. Particularly, there is no publicly available list of prices of certification or prices of the certified accommodations and their comparison with the non-certified ones. The lack of price information is considered to be a potential barrier for the customers' purchase decision and is recommended to be eliminated in order to improve the Green Globe certification effectiveness in attracting tourists to the certified accommodations.

5) Green Key (87,5% compliance with TSLEC)

The Green Key was among the two analysed companies which have provided open access to its prices and the whole list of certification requirements and criteria for different kinds of members. It is likely to influence the label's reliability in a positive way. However, this information was presented only on the website and was not mentioned it the social media accounts. Facebook, Twitter and Instagram accounts of the company, although containing almost identical publications, have provided a sufficient amount of information within the last three months covering the labels' projects and partnership, sustainability and environmental issues, advertisement of the members and general recommendations for sustainable behaviour and consumption. They have shown a nice balance between educational and promotional information in their publications.

6) Travelife (62,5% compliance with TSLEC)

The Travelife's official website contains all the information about the certification prices, benefits and requirements. Additionally, the whole certification and assessment process is described in detail, they highlight their anti-corruption policy and regularly report their audit activities in social media. All of it is likely to contribute to the label's reliability rate. The label shows regular and extensive communication of sustainability and recommendations for sustainable travelling and consumption on Facebook and Twitter supporting their publications with scientific research and statistics. This creates a good educational basis for their subscribers, however, none of their social media accounts provides enough information about their member organisations, about Travelife and its activities, apart from the interviews with auditors. Therefore, currently, the Travelife's social media accounts serve purely educational purposes without promoting their members or the label itself. In order to make the label more effective in attracting visitors to purchase the labelled products, more information should be published regarding the label's activities, certified companies, their products and prices and benefits of these products.

7) TourCert (37,5% compliance with TSLEC)

Although represented and currently actively developing internationally, TourCert's social media accounts are available only in German language. Apart from the language restrictions, both Instagram and Facebook account are poorly filled, contain promotional information about the label's seminars and events and several publications about general tourism sustainability issues. The official website provides of TourCert provides basic information in English though. The reader is provided with knowledge about the certification's history, main assessment criteria, prices and contacts. The benefits of certification and several governmental and non-governmental bodies connected to the organisation are mentioned as well. Still, to attract more international sustainability concerned public's attention to the label, it should include English language option to their social media and provide more information about their activities, members, prices, offers and general sustainability issues.

8) Blue Flag (75% compliance with TSLEC)

The Blue Flag's official website provides sufficient information about the label's history, certification requirements and certificated members. The label especially highlights the large number and wide coverage of its certifications. However, the prices for the certification can be received only through contacting their personnel. The social media accounts of the label actively promote their members by sharing their photos and accommodation offers and provide sufficient information about the label's sustainable activities, projects and audits as well. Blue Flag also frequently mentions and gives links to its cooperation with other labels (e.g., Green Key) and

well-known international organisations (e.g., UN, EU), which contributes to its reliability.

9) Sustainable Golf (75% compliance with TSLEC)

The label's website contains only basic information regarding the certification and its members and history, a full list of requirements and prices is not provided. Readers can also see a long list of the organisation's partners, which might positively affect the reliability of the certification. The label's Twitter, Facebook and Instagram accounts include a large number of publications (min. 1 post per day) covering the importance of sustainability, the importance of the involvement of each reader into sustainable consumption, the label's partnerships with famous organisations and people influential in the golf sphere. Social media also include a sufficient amount of information on how to get the tourists involved in the local sustainable activities. They actively promote golf tournaments and other activities where Sustainable Golf and its members take an active part. Additionally, financial topics are raised, for instance, how to save money by choosing a sustainable golf club. To conclude: sustainable golf online representation serves as a good source of sustainability education and motivation to engage consumers in sustainable practices, additionally, the certified organisations are actively promoted. However, more information available regarding the prices and requirements of the certification should be made openly available.

7.6 Discussion

The results of the analysis have shown that the average compliance rate with the sustainability labels' marketing effectiveness criteria remains low by the certifications operating on the UK territory. It confirms the results of the previous studies showing that customers are unlikely to be motivated by sustainability labels when making a purchase decision (Penz et al., 2017; Needham and Little, 2013; Minoli et al., 2015).

Additionally, the company's responses were taken into account when analysing their social media. The overall responding to users' comments under publications remains low, only the Blue Flag has shown an active engagement in answering their commentators. As other studies covering tourism businesses online representation have shown, they demonstrate the same problem: for example, only 7% of hotels are responding to reviews even though 71% of people say that seeing a management response is important for them when taking a purchase decision (Revinate, 2011). This fact provokes additional difficulties for tourism consumers attempting to assess the value and reliability of companies' social media posts (Sparks et. al., 2013).

The highest compliance rate with TSLEC was demonstrated by the Green Key, the lowest – by the TourCert. Therefore, the tourism products, certificated by the first one should theoretically show the most attractiveness by tourists. Still, further research including the consumers' direct involvements is recommended to additionally confirm

the conclusion. The TSLEC can be used further as a recommendation for sustainability labels seeking improvements in their marketing application.

Chapter 8. Conclusion

The thesis has fulfilled several diversified but interconnected tasks in order to reach its main goal. First of all, the social and environmental background leading to the increased importance of sustainable practices in the tourism industry and their coverage in the scientific literature was studied in detail. Following that, the main features of the sustainability concept and related terms including their application in tourism and coverage in the scientific literature were provided. The existing research in the field of consumers' awareness of the concept and its potential influence on the purchase behaviour was analysed in order to identify the existing research gap. It was found that the area of sustainability certifications in tourism was to date understudied. In particular, there was no research assessing the effectiveness of particular touristic sustainability labels for promotional reasons. The significance of the topic was supported by the current need to increase tourism businesses' interest in sustainability practices as the current tourism unsustainable operation can lead to the destructive effect on the local environment and society. Previous research has shown businesses' current resistance towards engaging in sustainable practices or even refusal of the ones which they already have. The sustainable labels have the potential to engage businesses in sustainable practices by meeting their financial interests, i.e., attracting more customers under a number of conditions. Therefore, the two-step research was conducted within the thesis.

First, the existing literature covering the connection between the sustainability labels in tourism and the customer's interest in the certificated products was collected and systematically reviewed in order to reveal the criteria applicable for the assessment of the label's effectiveness in attracting customers. The criteria obtained through the systematic review of 15 narrow-focussed studies were shortly called TSLEC (Tourism Sustainability Labels Effectiveness Criteria). For the second step of the analysis several tourism sustainability criteria operating in the UK tourism market were selected using the pre-defined inclusion criteria. Following that, the online representation (official websites and social media accounts) of the selected labels was analysed using the TSLEC criteria in order to reveal how effective their marketing potential was used.

The research findings have indicated that the UK tourism products and services certified with sustainability labels do not have a significant market advantage over their unsustainable counterparts. Particularly, the factors affecting the labels' reliability

and trustworthiness among the consumers were not shown to be sufficiently represented by most of the researched labels. Generally, the researched labels did not provide enough information about their certification process, audit, pricing policies and requirements. The lack of this information can lead to the situation when consumers perceive sustainable labels as nothing more but a sales gimmick to implement overly expensive prices (Campbell et al., 2015). Based on the research finding a general recommendation to provide more detailed information about the label's specifics both on the websites and on the social media can be given.

Some individual labels show better effectiveness than the other ones, so there is a potential of improvement. Further research, involving tourism consumers is recommended in order to confirm the research results and the TSLEC applicability for further assessment of the labels. The studied labels were restricted by the industry and by the country, therefore the findings cannot be generally applicable until a wider scoped study confirms them.

In addition to the main research question, the study has determined whether tourism stakeholders distinguish between different sustainability terms. As the analysis of the labels' social media has indicated, the terms 'sustainable', 'green' and 'eco' are used by the labels' representatives interchangeably. Therefore, it can be concluded that the difference between the terms is not important neither for the labels' representatives, not for their publications' readers. Still, this conclusion is limited and additional research involving tourism customers and providers surveys is recommended.

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Appendix 1

The potential contribution of tourism to the SDGs (goals' names are given in accordance with UNWTO's website, last update: September 2021)

Goal 1. End Poverty in all its forms everywhere.

Tourism represents one of the largest and fastest-growing economic sectors, able to foster economic development and growth which entails job creation, entrepreneurship promotion and empowering less favoured social groups. That all together results in an average income rise.

Goal 2. Fighting global hunger.

Tourism can stimulate agricultural productivity through the promotion of the use of local production in tourism destinations. Additionally, the rising popularity of agro-tourism is enhancing the value of the travel experience and can lead to the income rise of local communities.

Goal 3. Ensure healthy lives and promote well-being.

Governmental income from tourism - foreign investments and taxes can be invested in the healthcare system aiming to prevent diseases and reduce child mortality among others.

Goal 4. Ensure inclusive and equitable quality education for all.

Tourism can motivate governments to invest in education and labour training as its development and prosperity requires a competent and highly skilled workforce. It is especially beneficial for the less-secure social categories: women, youth, seniors, indigenous and people with special needs. In addition, it can contribute to international labour mobility through cross-border agreements, certifications and standards.

Goal 5. Achieving gender equality.

Tourism is one of the sectors with the highest percentage of women involved (UNWTO, 2020). It provides job places and generates income opportunities. That can contribute to women empowerment.

Goal 6. Ensure access to water and sanitation and its sustainable management.

Tourism can play a leading role in the provision of drinking water and sanitation through the efficient use of water, the introduction of safety measures, pollution and wastewater management and technology efficiency.

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

As a sector requiring significant amounts of energy for its operation, tourism can accelerate the transition towards green energy. Consequently, it can contribute to greenhouse gas emission's reduction, decrease climate change and promote new energy solutions.

Goal 8. Promote sustainable economic growth and full employment.

As mentioned earlier, tourism represents a large and fast-growing economic sector. It provided 1 in 10 jobs worldwide in 2019 (WTTC, 2019) and is one of the driving forces of world economic growth. Therefore, society can benefit from increased skills and professional development.

Goal 9. Build sustainable infrastructure, promote sustainable industrialisation and foster innovation.

As a sector relying on developed infrastructure as well as on an innovative environment, tourism has the potential of forcing the authorities to develop infrastructure and modify industries in order to make them more efficient and green - as a measure to attract visitors and foreign investments.

Goal 10. Reduce inequality within and among countries

By engaging local communities and key stakeholders in tourism development, it becomes a powerful tool for community development. Tourism can contribute to rural development and urban renewal and therefore reduce the regional imbalance. Additionally, tourism represents a significant part (7%, according to UNWTO, ITC, EIF, 2017) of the economy of the least developed countries (LDCs) helping them to change their LDC status.

Goal 11. Make urban and rural settlements safe and sustainable.

As a sector relying on infrastructure and universal accessibility to develop, tourism has the potential to force improvements in this area and preserve cultural and natural heritage.

Goal 12. Ensure sustainable consumption and production.

As stated in goal 12 (UNWTO, 2015) it is essential to "develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products". The tourism sector which implements sustainable practices can significantly contribute to an acceleration of the global shift towards sustainability.

Goal 13. Take urgent action against climate change.

As one of the greatest contributors to climate change, tourism can and should act to reduce its impact. It is possible by switching to renewable energy sources and lowering energy consumption.

Goal 14. Conservation/sustainable use of the oceans, seas and marine resources.

Coastlines represent one of the main tourists' attractions and they depend first of all on the state of marine ecosystems. Tourism stakeholders should conserve and preserve marine ecosystems; as stated in goal 14) "increase by 2030 the economic benefits of small island developing states and least developed states from the sustainable use of marine resources, [...] including through tourism"

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems

Landscapes, forests, biodiversity, and natural heritage represent another attraction for tourists and can be maintained and conserved by making tourism sustainable.

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice and effective institutions at all levels.

Tourism is an international sector that exists due to the interactions between people of diverse cultural backgrounds. Therefore, it can contribute to better multicultural tolerance and understanding, creating the foundation for more peaceful societies.

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

As an industry that operates across sectors, tourism can motivate its stakeholders of different levels (international, national, regional, local) to implement sustainable solutions together to achieve SDGs.

This short overview of possible tourism contribution in sustainable development goals demonstrated that, although the industry is directly involved and mentioned only in 3 of them, it has a great potential of further contribution to each. The year 2017 was designated by the United Nations as the International Year for Sustainable Tourism for Development (UN, 2017), highlighting the role of the industry in achieving the Sustainable Development Goals (SDGs) and making it essential to reconsider the current negative impacts of tourism

Appendix 2

Description of the search strategies used for chosen academic databases

1. Google Scholar search strategy

Advanced search: Find articles:

with all of the words: labels tourism customers purchase decision

with the exact phrase: willingness to pay

with at least one of the words: ecolabels green eco- sustainable certification marketing scheme

without the words: organic food fish products cosmetics

where my words occur: anywhere in the article

Return articles published in: (not specified)

Return articles published in: 2001-2021

Total number of returned articles in the Google Scholar database: 153 results.

2. Bielefeld Academic Search Engine (BASE) search strategy

Search strings used:

a) [("sustainable label*" OR "sustainability label*" OR "eco label*" OR "eco-label label*" OR "eco-friendly label*" OR "environmental label*" OR "pro-environmental label*" OR "carbon label*" OR "green label*" OR "information label*" OR "sustainable claim*" OR eco-claim* OR "green claim*" OR "eco-friendly claim*" OR "environmental claim*") AND tourism AND marketing AND PUBYEAR > 2001] - 44 results.

b) [("sustainable label*" OR "sustainability label*" OR "eco label*" OR "eco-label label*" OR "eco-friendly label*" OR "environmental label*" OR "pro-environmental label*" OR "carbon label*" OR "green label*" OR "information label*" OR "sustainable claim*" OR eco-claim* OR "green claim*" OR "eco-friendly claim*" OR "environmental claim*") AND tourism AND purchase decision AND PUBYEAR > 2001] - 7 results.

Total number of returned articles in the BASE database: 51 results.

3. CORE search strategy

Core advanced search

All of the words: tourism customers purchase decision

Exact phrase: Willingness to pay

At least one of the words: ecolabels green eco sustainable certification marketing scheme

Without the words: organic food fish products cosmetics

Year: 2001-2021

Total number of returned articles in the CORE database: 657 results.

4. 'Directory of Open Access Journals' search strategy

Search strings used:

a) [(ecolabels OR sustainability labels OR green labels) AND tourism AND marketing] – 4 results

b) [ecolabels OR sustainability labels OR green labels) AND tourism] – 17 results

As DOAJ does not provide an opportunity to use advance search, the search strategy consisted only of the mentioned search strings and the following filters:

- year of publication: 2001-2021

- subject: marketing; sustainability; economics; tourism; commerce

- search for: articles

Total number of studies received through DOAJ database – 21.

5. 'E-Theses Online Service' (EthOS) search strategy

The following search strings were used for the search in the EthOs:

- 'sustainable label' OR 'ecolabel' OR 'green label' AND 'tourism' AND 'marketing' – 0 results

- 'sustainable tourism' AND 'marketing' – 85 results

- tourism AND certification AND marketing – 10 results

- 'green marketing AND tourism – 7 results

As the search through over 500,000 doctoral theses has shown, there is currently no paper covering both words 'labels' and 'tourism' in the EthOS database. However, additional search applying synonyms and wider filters has given 102 results in total.

6. Social Science Research Network (SSRN) database search strategy

Search strings (search in title, abstract, keywords and full text) used:

- 'sustainable label' OR 'ecolabel' AND tourism AND marketing – 0 results

- certification AND tourism AND sustainability – 6 results

- sustainable AND tourism AND marketing – 4 results

- sustainable AND tourism AND promotion – 3 results

SSRN database did not give any result for any combination of the worlds 'label' or 'reward' with tourism. However, by using synonyms and wider filters the database has provided 13 results in total. Additional separate searches for 'sustainable tourism', 'customer purchase behaviour' has resulted in a sufficient (>500) number of studies, therefore apparently the SSRN database does not contain enough paper covering the two.

7. World Wide Science (WWS) database search strategy

Search string [(ecolabels OR sustainability labels) AND tourism AND marketing] has returned 505 papers in the WWS database, from which only 97 were originally published in English. Although the WWS provides an instrument for the automatic translation, its accuracy was not proved to be sufficient to include automatically translated articles into the systematic review.

8. Semantic Scholar database search strategy

Search strings:

- ('ecolabels' OR 'sustainability labels') AND tourism AND marketing – 102 results
- ('ecolabels' OR 'sustainable labels') AND tourism AND 'purchase behaviour' – 258 results

Total number of returned articles in Semantic Scholar database – 360.

9. JSTOR database search strategy

Search strings used:

- ('ecolabels' OR 'sustainability labels' OR 'green label') AND tourism AND marketing AND ('willingness to pay') – 119 results
- ('ecolabels' OR 'sustainability labels' OR 'green label') AND tourism AND 'purchase behaviour' – 79 results

Additional filters applied:

- search in – journals, book chapters.
- date – from 2001 to 2021
- subject – marketing and advertising, British studies, economics, environmental studies.

Total number of returned articles in Semantic Scholar database – 198.

10. ResearchGate database search strategy

Search strings:

- ('ecolabels' OR 'sustainability labels' OR 'green label') AND tourism AND marketing AND ('willingness to pay') – 84 results.

Additional filters: search for – articles.

Appendix 3

Content analysis: coding rules and analysis table

In this thesis the TSLEC (Tourism Sustainability Labels Effectiveness Criteria), derived through the systematic review were used in the coding process as content categories. The following rules of coding were used during screening and analysing the primary sources:

1. Labels were identified with their index number, specified in Table 9 and Table 11.
2. Online sources were identified the following way: W - for the official label's website, F - for Facebook, T - for Twitter, I - for Instagram.
3. Every piece of content included in the analysis was categorised whether to sustainability communication (SC), price and participation policy (PP), label promotion and communication (LPC) or label reliability (LP).

For example: a publication on the GBTS official website about the label's signing the "Tourism Declares a Climate Emergency" declaration (with all related information about the declaration) will be categorised as "1W-SC" in the analysis table. Only those publications were included in the analysis table, which could be categorised under one of the categories from 3. Therefore, the fewer publications of a label were included in the content analysis table, the less was the label's compliance level with the TSLEC. The coding description and the full content analysis table is included in Appendix 2.

The following table provides the full overview of the content analysis conducted for within the thesis.

Label	Source	Publication	Type of content	Citation/Description of the relevant content	TSLEF	Category
The GBTS	W	n/a	Text	"We've signed the Tourism Declares a Climate Emergency declaration and we encourage our Green Tourism partners to do the same"	SC	1W-SC
The GBTS	F	18.10.2021	Text + image	"As the country strives to become #carbonneutral or hit #netzero, it's wonderful to see a #hospital doing all it can and smashing those goals. #UNESCOTrailofScotland #Scotland #SustainableCaring"	SC	1F-SC
The GBTS	F	15.10.2021	Text + image	"We are absolutely delighted to be involved with VisitScotland and their members as part of this wonderful project! #VisitScotland #Scotland "	LPC	1F-LPC
The GBTS	F	06.10.2021	Text + image	"#Greentourism member Flaxton Meadows has a fabulous story to tell[…]"	LPC	1F-LPC
The GBTS	F	04.10.2021	Text + image	"This #WorldAnimalDay do something good for our wild or domesticated friends, you could make a donation to your local or national wildlife or animal charity […]"	SC	1F-SC
The GBTS	F	30.09.2021	Text + image	"VisitScotland 'Scotland is Calling' campaign is encouraging the idea of 'slow travel' asking visitors to move away from 'tick lists' [...]"	SC	1F-SC
The GBTS	F	28.09.2021	Text + image	"Climate change is one of the most critical global threats of our time. #plasticpollution is also having a global impact [...]"	SC	1F-SC
The GBTS	F	27.09,2021	Text + image	"This #WorldTourismDay we celebrate tourism's #social, #cultural, #political and #economic value and the contribution that the sector makes towards reaching the UN's Sustainable Development Goals"	SC	1F-SC
The GBTS	F	18.09.2021	Text + image +link	"Fantastic achievement in #conservation and #biodiversity by Mar Lodge Estate […]"	LPC	1F-LPC
The GBTS	F	14.09.2021	Text + image +Link	"Gold award members Hickory don't just provide tasty food, they make sure it's #localproduce, showcasing the best of what's in season. […"]	LPC	1F-LPC
The GBTS	F	02.09.2021	Text + image	"Sign up for free training from VisitEngland on how to take your business overseas. New dates available for 2021 [..]"	PP	1F-PP
The GBTS	F	27.08.2021	Text + image	"Adding to the incredible number of Gold awards we've sent out these last couple of weeks is K&N Travel Associates.[...]"	LPC	1F-LPC
The GBTS	F	23.08.2021	Text + image	"One of our favourite ways to save water is the 3-minute Shower Challenge… can you do it?! [...]"	SC	1F-SC
The GBTS	F	19.08.2021	Text + image +Link	"[…] and the awards just keep stacking up! Massive congratulations to all at Pitt Farm Holiday Cottages #sustainabletourism #greentourism #responsibletourism […]"	LPC	1F-LPC
The GBTS	F	16.08.2021	Text + image	" At #GreenTourism we're committed to a low #carbon future and finding new and innovative ways to reduce our industry's footprint [...]"	LPC, SC	1F-SC; 1F-LPC
The GBTS	F	10.08.2021	Text + image	" Welcome to the family, Brackenhill Glamping, and all the best on your green journey! We're with you all the way [...]"	LPC	1F-LPC
The GBTS	F	09.08.2021	Text + image	" Today's sobering #IPCC #ClimateReport can be found below. [...]"	SC	1F-SC

The GBTS	F	02.08.2021	Text + image	" Our assessment criteria is heavily aligned with the United Nations SDGs. We are committed to helping create a better world [...]"	LR	1F-LR
The GBTS	T	20.10.2021	Text + image +Link	" Sally Balcombe CEO VisitEnglandBiz confirms their endorsement of Green Tourism accreditation [...]"	LPC	1T-LPC
The GBTS	T	18.10.2021	Text + image +Link	" Our Reusable Packaging Webinar will give you the know-how and the tools to assist with the transition to reusable packaging models[...]"	SC	1T-SC
The GBTS	T	12.10.2021	Text + image +link	" Scott MacLean, MD of GreenTourismUK is introduced, highlighting the importance of sustainability within the tourism industry.[...]"	LPC, LR	1T-LPC, 1T-LR
The GBTS	T	28.09.2021	Text + image	"This month, the first national park has declared a #ClimateEmergency [...]"	SC	1T-SC
The GBTS	T	27.09.2021	Text + image	"#DYK that 93% of natural #WorldHeritage sites provide recreation & tourism benefits? [...]"	SC	1T-SC
The GBTS	T	20.09.2021	Text + image	" We work with our all members and partners to find ways to #avoid #reduce #reduce #recycle as they go on their greening journey[...]"	LPC	1T-LPC
The GBTS	T	15.09.2021	Text + image	" Yet around 80% of our carbon footprint comes from the products and services we consume [...]"	SC	1T-SC
The GBTS	T	13.09.2021	Text + image	"Join our free, virtual Trade Education Programme #TakingEnglandtotheWorld which will help you to learn how to reach valuable overseas visitors [...]"	PP	1T-PP
The GBTS	T	10.09.2021	Text + image +link	"Help create a #greener school or #community space with some #FreeTrees from the @WoodlandTrust [...]"	SC	1T-SC
The GBTS	T	15.08.2021	Text + image	" [...] We can help our partners to reduce their #carbonemissions and gain credit towards their #GreenTourism Assessment [...]"	LPC, PP	1T-LPC, 1T-PP
The GBTS	T	09.08.2021	Text + image +link	#ClimateChange is widespread, rapid, & intensifying – according to the #IPCC report released today. So now more than ever we need to implement #sustainable practices to reduce our #environmental impacts.	SC	1T-SC
GSA UNESCO Biphere	W	n/a	Text	" Galloway and Southern Ayrshire UNESCO Biosphere has been recongnised internationally as a world class environment for people and nature[...]"	LPC, LR	2W-LPC; 2W-LR
GSA UNESCO Biophere	T	15.10.2021	Text + image +link	"Galloway & Southern Ayrshire UNESCO Biosphere is delighted to be part of Scotland's #UNESCOTrail [...]"	LPC, LR	2T-LPC; 2T-LR
GSA UNESCO Biophere	T	10.10.2021	Text + image	"GSAB manager Ed had a great morning filming with @katehumble for @channel5_tv's #CoastalBritain, talking about the #UNESCOBiosphere designation [...]"	LPC, LR	2T-LPC; 2T-LR
GSA UNESCO Biophere	T	21.10.2021	Text + image +link	" Team GSAB visited @ThreaveEstate today with @gallowayglens to look at the Threave Landscape Restoration Project - a '100yr vision' to return these wetlands to their richly biodiverse natural state. [...]"	LPC, SC	2T-LPC; 2T-SC
GSA UNESCO Biophere	T	15.10.2021	Text + image	" Human activity has already driven many species to extinction[...]"	SC	2T-SC
GSA UNESCO Biophere	T	13.10.2021	Text + image	" Our Andrew visited @solwayviewcamp yesterday to talk about work at this Biosphere certified business [...]"	LPC, LR	2T-LPC; 2T-LR

GSA UNESCO Biophere	T	10.10.2021	Text + image	" [..]with our friends at North Karelia Biosphere Reserve launching their Biosphere Strategy 2021-2030 Согнутый бицепс Speaking about the value of being part of the Biosphere family[...]"	LPC, LR	2T-LPC; 2T-LR
GSA UNESCO Biophere	T	09.10.2021	Text + image +link	"Are you interested in practical solutions to help achieve your low-carbon goals? [...]"	SC	2T-SC
GSA UNESCO Biophere	T	04.10.2021	Text + image +link	"Climate Conversations are three free-to-book webinars we're hosting with Machars & Cree Valley #ClimateAction Network. [...]"	SC	2T-SC
GSA UNESCO Biophere	T	28.09.2021	Text + image	" author steverutt & Biosphere Guide FreelanceRanger Stephen read from his latest work & Elizabeth explained the #biodiversity of this incredible habitat - [...]"	SC, LPC	2T-LPC; 2T-SC
GSA UNESCO Biophere	T	26.09.2021	Text + image	"Final day #GreatBritishBeachClean w @Solwaytweets. Huge litter problem on The Machars. [...]"	SC	2T-SC
GSA UNESCO Biophere	T	23.09.2021	Text + image	" Machars & Cree Valley Climate Action Network is a #communityaction group creating opportunities for local residents to take action on #climatechange [...]"	SC	2T-SC
GSA UNESCO Biophere	T	16.09.2021	Text + image +link	" So happy to welcome new members to the global family of #UNESCOBiospheres, which now number 727 in 131 countries. [...]"	SC, LPC, LR	2T-LPC; 2T-SC; 2T-LR
GSA UNESCO Biophere	T	17.09.2021	Text + image	"Education on #climateawareness is a top priority for our team - a #UNESCOBiosphere is the perfect place to explore, connect, and learn. [...]"	SC, LPC, LR	2T-LPC; 2T-SC; 2T-LR
GSA UNESCO Biophere	T	09.09.2021	Text + image +link	"Across Scotland it's estimated >80% of peatlands are degraded and @scotgov's climate change plan aims to restore 250,000 hectares of these precious carbon-storing areas by 2030. [...]"	SC, LR	2T-SC; 2T-LR
GSA UNESCO Biophere	T	27.08.2021	Text + image +link	"#WorldWaterWeek2021 has focused on #resilience - building solutions to global challenges such as water scarcity & food security. [...]"	SC	2T-SC
GSA UNESCO Biophere	T	26.08.2021	Text + image +link	" Thank you @CarbonCentre for including our #UNESCOBiosphere on your smart, sharp, & critical list. [...]"	LPC, LR	2T-LPC; 2T-LR
GSA UNESCO Biophere	T	26.08.2021	Text + image +link	" Working with @Solwaytweets we're running a public consultation on whether the geographical boundary of the #gsabiosphere should be expanded[...]"	SC, LPC	2T-LPC; 2T-SC
GSA UNESCO Biophere	T	19.08.2021	Text + image +link	"TAKE ECO-UNESCO's STRATEGIC SURVEY! We want to learn more about your involvement with ECO-UNESCO and guide us in our next Strategic Planning 2022-2025. [...]"	SC, LR	2T-LPC; 2T-LR
GSA UNESCO Biophere	F	19.10.2021	Text + image +link	" Excellent and necessary work from SOSE here, urging climate commitment from organisations across the South of Scotland[...]"	SC	2F-SC
GSA UNESCO Biophere	F	17.10.2021	Text + image +link	"Here in our #UNESCOBiosphere we are finding local solutions to global food challenges, as part of our work towards the UN's 17 Sustainable Development Goals. [...]"	SC; LPC	2F-SC; 2F-LPC

Account	Type	Date	Format	Content	Code	Full Code
GSA UNESCO Biophere	F	13.10.2021	Text + image +link	"TONIGHT (6:30-7:30pm, online via Zoom) is the first in a series of Climate Conversations we are co-hosting with Machars and Cree Valley Climate Action Network.[...]"	SC	2F-SC
GSA UNESCO Biophere	F	27.09.2021	Text + image	"Supporting and promoting sustainable travel across south-west Scotland is one of our top priorities at the #gsabiosphere [...]"	LPC; LR	2F-LPC; 2F-LR
GSA UNESCO Biophere	F	13.09.2021	Text + image	" We are delighted to welcome South of Scotland Destination Alliance as Proud Supporters of Galloway & Southern Ayrshire UNESCO Biosphere[...]"	LPC	2F-LPC
GSA UNESCO Biophere	F	02.09.2021	Text + image	" How is Schotland affected by Climate Change Crisis?[...]"	SC	2F-SC
GSA UNESCO Biophere	F	20.08.2021	Text + image +link	"We are extremely proud that Whithorn is a Biosphere Community, which means that residents have come together to celebrate their local natural and cultural heritage, their commitment to #sustainability [...]"	LPC; SC	2F-SC; 2F-LPC
GSA UNESCO Biophere	F	18.08.2021	Text + image +link	" Today we are proud to present the completed PLACE in the Biosphere film to viewers in our #UNESCOBiosphere and around the world[...]"	LPC; SC	2F-SC; 2F-LPC
GSA UNESCO Biophere	F	13.08.2021	Text + image +link	" The #gsabiosphere is working with Solway Firth Partnership to maximise reach and accessibility in the public consultation[...]"	LPC	2F-LPC
EarthCheck	W	n/a	Text	" We have helped our clients identify over half a billion dollars in efficiency gains[...]"	PP	3W-PP
EarthCheck	W	27.09.2021	Text	" On World Tourism Day, we recognize the power and potential of tourism to advance prosperity and drive inclusive, sustainable development[...]"	SC	3W-SC
EarthCheck	W	n/a	Text	"The EarthCheck Research Institute includes Centres of Excellence with an established reputation for ground-breaking research. The following researchers and their research institutes have joined the ERI [...]"	LR	3W-LR
EarthCheck	W	03.10.2021	Text + image +link	"Congratulations The Langham, Melbourne on your EarthCheck Platinum Certification recognising 10 years of continuous certification [...]"	LPC	3W-LPC
EarthCheck	W	13.09.2021	Text + image +link	"Since 2019, Whatley Manor has been partnered with EarthCheck, a scientific certification and advisory group for travel and tourism operators [...]"	LPC; LR	3W-LPC; 3W-LR
EarthCheck	F	08.09.2021	Text + image	" El Prof. David Simmons, Director del Centro de Investigación de EarthCheck compartió esta mañana la experiencia de la Gran Barrera de Coral australiana en el marco de 2do día del Sustainable & Social Tourism Summit [...]"	LPC	3F-LPC
EarthCheck	F	25.08.2021	Text + image +link	" #ClimateFacts on the Arctic from the latest #IPCC #ClimateReport. Current Arctic sea ice cover (both annual and late summer) is at its lowest level since at least 1850[...]"	SC	3F-SC
Green Globe	W	n/a	Text	" Green Globe is an Affiliate Member of the United Nations World Tourism Organisation [...]"	SR	4W-SR
Green Globe	W	n/a	Text	" The Green Globe Standard includes 44 criteria in four groups and supported by over 385 compliance indicators [...]"	LPC	4W-LPC

Green Globe	W	n/a	Text+Link	"The Green Globe Academy is a web-based e-learning tool specifically developed to study all aspects of Sustainability [...]"	SC	4W-SC
Green Globe	F	19.10.2021		"Mövenpick Hotel Jumeirah Beachhas been busy organising CSR initiatives that reduce waste pollution in the community [...]"	SC	4F-SC
Green Globe	F	18.10.2021	Text + image	" Green Globe announces the appointment of Nathaly Stanley as Certification and Member Care Manager[...]"	LR	4F-LR
Green Globe	F	14.10.2021	Text + image	"The Global leader in Sustainable Tourism Certification. For three decades we have grown to become the world's leading certification for sustainable operation and management of travel & tourism worldwide. [...]"	LPC; LR	4F-LPC; 4F-LR
Green Globe	F	07.10.2021	Text + image +link	" Educational excellence at Green Globe member César Ritz Colleges Switzerland, Le Bouveret Campus includes keeping staff members up to date with all the latest sustainability issues [...]"	LPC; LR	4F-LPC; 4F-LR
Green Globe	F	07.10.2021	Text + image +link	" It has been 29 years since the world-famous 1992 United Nations Rio de Janeiro Earth Summit and Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba is still as inspired as the day he heard the call to action [...]"	LPC; SC	4F-LPC; 4F-SC
Green Globe	F	01.10.2021	Text + image +link	" Green Globe Certification provides a reliable blueprint that can be carried out at individual properties across the Netherlands.[...]"	LPC	4F-LPC
Green Globe	F	17.09.2021	Text + image +link	" Green Globe Certification, the leading sustainability certification for the travel and tourism industry announces the appointment of Mrs. Birte Pelayo to the role of Chief Executive Officer [...]"	LPC; LR	4F-LPC; 4F-LR
Green Globe	F	16.09.2021	Text + image +link	" The Green Globe Standard includes 44 core criteria supported by more than 380 compliance indicators. [...]"	LPC	4F-LPC
Green Globe	F	02.09.2021	Text + image +link	measures consumption of water, electricity, gas and natural resources and tracks waste volume. The hotel is committed to a green and sustainable future [...]"	SC; LPC	4F-LPC; 4F-SC
Green Globe	F	17.08.2021	Text + image +link	" Since 2019, Delta Hotels by Marriott JBR Dubai employees have participated in tree planting campaigns [...]"	LPS; SC	4F-LPC; 4F-SC
Green Globe	F	06.08.2021	Text + image +link	"Green Globe recently recertified Four Points by Sheraton Downtown Dubai for the second year. Four Points by Sheraton Downtown Dubai is committed to a green and sustainable future and works hard to minimize its energy and water consumption [...]"	LPS; SC	4F-LPC; 4F-SC
Green Globe	F	06.08.2021	Text + image +link	"In a recent article entitled "Why hospitality should teach biodiversity", Sylvana Navarro, Hospitality Assistant Dean at César Ritz Colleges Switzerland explains how students are made aware of the relationship between tourism and	LPS; SC	4F-LPC; 4F-SC
Green Key	W	n/a	Text	" The criteria of the Green Key certification goes in line with Marriot International Corporate Social Responsibility Strategies and the 'Go Green" Initiative [...]"	LR; LPS	5W-LR; 5W-LPS

Green Key	W	n/a	Text+Link	" The Green Key criteria and their explanatory notes are available to all interested parties and can be downloaded below. [...]"	LR; LPS	5W-LR; 5W-LPS
Green Key	W	n/a	Text+Link	" COSTS FOR PARTICIPATING IN THE GREEN KEY PROGRAMME[...]"	LR; LPS; PP	5W-LR; 5W-LPS
Green Key	W	n/a	Text+Link	" Green Key is a leading standard of excellence in the field of sustainable tourism, guiding tourism establishments in doing their part in achieving the 17 Sustainable Development Goals set by the UN.[...]"	LR; LPS; SC	5W-LR; 5W-LPS; 5W-SC
Green Key	F	06.10.2021	Text + image +link	"This is the third day of the America's Regional v-Meeting with the participation of 8 countries of the continent. [...]"	SC	5F-SC
Green Key	F	18.10.2021	Text + image +link	"For us, responsibility is not just speech, but active everyday actions and continuous development of operations [...]"	SC; LPC	5F-SC; 5F-LPC
Green Key	F	18.10.2021	Text + image +link	"Google has added a new feature to its travel site, making it possible to see whether a hotel is eco-certified or not. Green Key is one of the certification programmes used by Google Travel. [...]"	SC; LPC; LR	5F-SC; 5F-LPC; 5F-LR
Green Key	F	12.10.2021	Text + image +link	"Agreement with Drinkable Air renewed to reduce water consumption and the disposal of plastic water bottles [...]"	SC	5F-SC
Green Key	F	04.10.2021	Text + image +link	" Green Key England partners with Hotel 360 in London. [...]"	LPC; LR	5F-LPC; 5F-LR
Green Key	F	01.10.2021	Text + image +link	"2021 marks the 40th Anniversary of the Foundation for Environmental Education! [...]"	SC	5F-SC
Green Key	F	29.09.2021	Text + image +link	" Green Key enters collaboration with sustainable textiles company Beirholm [...]"	LPC	5F-LPC
Green Key	F	16.09.2021	Text + image +link	" Do you keep up with recycling whilst on holiday? Every effort we make allows us to make a difference, anywhere we are[...]"	SC	5F-SC
Green Key	F	15.09.2021	Text + image +link	"read about the development of the hospitality industry and Green Key in Slovenia [...]"	SC; LPC	5F-SC; 5F-LPC
Green Key	F	14.09.2021	Text + image +link	" Do you also search for sustainable accommodation when booking a trip? Make sure to have a look at our certified partners [...]"	SC; LPC	5F-SC; 5F-LPC
Green Key	F	01.09.2021	Text + image +link	" read about the Sustainable Tourism Trends report from agoda and learn about the latest insights into traveller concerns regarding sustainable travel[...]"	SC	5F-SC
Green Key	F	11.08.2021	Text + image +link	" Green Key is highlighted in "The Historic Traveller" magazine issued by the Historic Hotels of Europe. [...]"	LPC	5F-LPC
Green Key	T	27.09,2021	Text + image +link	" Happy World Tourism Day! On this World Tourism Day, which is dedicated to the topic 'Tourism for Inclusive Growth' [...]"	SC	5T-SC
Green Key	T	22.09.2021	Text + image +link	"This week marks European Sustainable Development Week! Have a look at the links on our site to see how you have an impact and can make a difference. #ESDW2021 #SEDD2021 [...]"	SC	5T-SC

Green Key	T	21.09.2021	Text + image +link	" Join us now at the presentation of the #GlasgowDeclaration on #TourismandClimate! [...]"	SC	5T-SC
Green Key	T	07.09.2021	Text + image +link	" Have you checked to see if your hotel qualifies for the #greenkey certification?[...]"	SC	5T-SC
Green Key	T	06.09.2021	Text + image +link	" @GreenKeyEngland sets the standard for excellence in the field of environmental responsibility and sustainable operation within the tourism sector.[...]"	LPC	5T-LPC
Green Key	T	15.08.2021	Text + image +link	" Nominations for the Global Responsible Tourism Awards are now open![...]"	SC	5T-SC
Green Key	T	04.08.2021	Text + image	"76% of travellers pledge to seek out accommodation that has sustainability accreditation for their next trip! [...]"	SC	5T-SC
Green Key	I	18.10.2021	Text + image +link	"Green Key loves to see the sustainable actions our hotels partake in. What responsible actions does your hotel commit to?[...]"	SC, LPC	5I-SC; 5I-LPC
Green Key	I	13.10.2021	Text + image +link	"How cool is it that there is a ski establishment which is passionate about sustainability and are #greenkey certified?[...]"	SC; LPC	5I-SC; 5I-LPC
Green Key	I	04.10.2021	Text + image	"We need to take a moment to once again celebrate our Green Key Awardees. They have taken tremendous strides while facing many challenges during the pandemic and we salute them for their efforts.[...]"	LPC	5I-LPC
Green Key	I	24.09.2021	Text + image + link	"A great Repost from @greenkeywales reaching out to fellow sustainable organisations to collaborate and share sustainable initiatives. [...]"	LPC; SC	5I-SC; 5I-LPC
Green Key	I	16.09.2021	Text + image	"Last week was Zero Waste Week! Our Green Key certified attractions are committed to minimizing food waste every day[...]"	LPC; SC	5I-SC; 5I-LPC
Green Key	I	03.09.2021	Text + image	" BE SUSTAINABLE. Although it is a broad concept, basic and concise, sustainability is about understanding the kind of impact we have on Earth, and what we leave for future generations.[...]"	SC	5I-SC
Green Key	I	14.08.2021	Text + image + link	"Take @unwto 's survey to help better understand what tourism is doing to tackle climate change and what it takes to lower its carbon footprint even further! [...]"	SC	5I-SC
Travelife	W	n/a	Text+Link	"Visit www.travelifecollection.com to search our listings of almost 1,000 Travelife Gold Certified properties in over 50 countries.[...]"	LPC	6W-LPC
Travelife	W	n/a	Text + image + link	"Each month in 2021 we feature a property that has made outstanding achievements in sustainability. Our theme in October is animal welfare [...]"	LPC, SC	6W-LPC; 6W-SC
Travelife	W	n/a	Text+Link	"We have summarised the steps our Members follow to achieve Travelife Gold Certification.[...]"	LPC, LR	6W-LPC; 6W-LR
Travelife	W	n/a	Text+Link	"Prices, benefits and inclusions. we are offering special Covid-19 recovery pricing for all Members that join us between 1st July 2020 and 30th June 2022[...]"	LR; PP	6W-LR; 6W-PP

Travelife	F	19.10.2021	Text + image	"We think it is best to experience wild animals in their natural habitat and not in shows where they have been trained to perform for us. [...]"	SC	6F-SC
Travelife	F	17.10.2021	Text + image	"Meet Aline van der Meulen, a Travelife Approved Auditor. Currently based in Sri Lanka, Aline is one of our more experienced auditors who works throughout the Asian and Indian Ocean regions.[...]"	LR	6F-LR
Travelife	F	13.10.2021	Text + image	"The best way to improve the welfare of stray animals you encounter when you travel is to donate to reputable local animal welfare organisations. You could ask your hotel for recommendations [...]"	SC	6F-SC
Travelife	F	29.09.2021	Text + image	"Reducing the food that we waste is easy, saves money and is an important part of reducing greenhouse gas emissions [...]"	SC	6F-SC
Travelife	F	19.09.2021	Text + image	"As well as reducing carbon emissions, being mindful of how you get around a destination can help improve air quality and traffic congestion.[...]"	SC	6F-SC
Travelife	F	15.09.2021	Text + image+link	"It is important to save energy when you travel to reduce emissions and the stress on local resources[...]"	SC	6F-SC
Travelife	F	13.09.2021	Text + image+link	"Read an interview with Travelife Auditor Paola Oliver-Serret [...]"	LR; LPC	6F-LR; 6F-LPC
Travelife	F	08.09.2021	Text + image+link	"Responsible travel includes thinking about the stress you put on resources in the places you visit.[...]"	SC	6F-SC
Travelife	F	01.09.2021	Text + image+link	"September is responsible travel month at Travelife and here is our first tip about reducing carbon emissions by taking less luggage on your travels [...]"	SC	6F-SC
Travelife	F	18.08.2021	Text + image+link	"Travelling responsibly includes how visitors treat local people in the places they visit. Taking time to learn and respect local customs and social norms helps ensure that everyone has a more positive experience [...]"	SC	6F-SC
Travelife	F	13.08.2021	Text + image+link	"Meet Chris Thompson, our senior auditor and probably the most experienced sustainable tourism auditor in the world. Chris has carried out hundreds of audits for us globally[...]"	LR	6F-LR
Travelife	F	04.08.2021	Text + image+link	"Our August blog post provides tips and advice to help businesses get started with improving the impacts they have on their local community and better community relations.[...]"	SC	6F-SC
TourCert	W	n/a	Text	"All criteria catalogues of TourCert are based on the international quality and environmental management standards according to ISO and EMAS as well as the ISO guidelines for corporate responsibility (ISO 26000) and are also oriented to the international regulations of the Global Sustainable Tourism Council (GSTC) [...]"	LR	7W-LR
TourCert	W	n/a	Text	"In a study of 36 certification systems in sustainable tourism, conducted by VERBRAUCHER INITIATIVE E.V. and ZENAT (2017), our certifications achieved excellent results (places 1, 2 and 5)[...]"	LR	7W-LR

Organization	Type	Date	Format	Text	Codes	Combined
TourCert	F	19.10.2021	Text + image	"Wussten Sie, dass die Gesamtemissionen im Tourismus ohne Klimaschutzmaßnahmen zwischen den Jahren 2005 bis 2035 um 130 Prozent zunehmen würden? [...]"	SC	7F-SC
TourCert	F	14.10.2021	Text + image+ link	"#tourcertacademy Gemeinsam mit der DHBW Ravensburg wollen wir den Tourismus #fairändern! Daher setzen wir bereits bei den künftigen Nachwuchskräften an.[...]"	SC, LPC	7F-SC; 7F-LPC
TourCert	F	13.10.2021	Text + image+ link	"„Welterbe nachhaltig gestalten" lautet das Thema der diesjährigen Jahrestagung des Unesco Welterbestätten Deutschland e.V. und der Deutschen UNESCO-Kommission [...]"	SC	7F-SC
TourCert	F	12.10.2021	Text + image+ link	"Die Gestaltung nachhaltiger Angebote mit Leistungsträgern in einer Destination macht Nachhaltigkeit für die Gäste erlebbar. [...]"	SC	7F-SC
TourCert	F	01.10.2021	Text + image+ link	"Wir freuen uns Euch mitteilen zu können, dass alle Inhalte des Netzwerkforums "Nachhaltigkeit im Deutschlandtourismus:Wohin geht die Reise?" im Wissensportal Nachhaltige Reiseziele der Exzellenzinitiative verfügbar sind[...]"	SC	7F-SC
TourCert	F	03.09.2021	Text + image+ link	"Wie können wir #tourismusneudenken, um einen Beitrag zur nachhaltigen Entwicklung zu leisten und krisenfester zu werden? Welche Perspektiven bestehen für #tourismusimklimwandel?[...]"	SC	7F-SC
TourCert	I	13.09.2021	Text + image	"Wie nachhaltig ist der Deutschlandtourismus?[...]"	SC	7I-SC
TourCert	I	05.08.2021	Text + image	"Das Kompaktseminar von TourCert bietet Euch vom Leitbild über das nachhaltige Angebotsportfolio bis hin zum Qualitätsmanagement der Service-Kette alles auf einen Blick.[...]"	SC	7I-SC
Blue Flag	W	n/a	Text+Link	"Blue Flag proudly contributes to the Sustainable Development Goals. You can read more about our efforts by clicking on the SDGs here [...]"	SC; LPC; LR	8W-SC; 8W-LPC; 8W-LR
Blue Flag	W	27.09,2021	Text + image + link	"On this World Tourism Day, which is dedicated to tourism's potential to foster and promote inclusive growth, the Foundation for Environmental Education (FEE) is celebrating the achievements of its two tourism-related programmes, Blue Flag and Green Key, [...]"	SC; LPC	8W-SC; 8W-LPC
Blue Flag	F	19.10.2021	Text + image + link	"These coming weeks and until the COP26, find out how the Blue Flag programme engages with the Sustainable Development Goals.[...]"	SC; LPC	8F-SC; 8F-LPC
Blue Flag	F	15.10.2021	Text + image + link	"Some great images were shared from #BlueFlag certified beaches in Cornwall, UK! [...]"	LPC	8F-LPC
Blue Flag	F	15.10.2021	Text + image + link	"For others interested; in order to qualify for the Blue Flag, a series of stringent environmental, educational, safety, and accessibility criteria must be met and maintained.[...]"	LPC; LR	8F-LPC; 8F-LR

Blue Flag	F	13.10.2021	Text + image + link	"Yesterday, Daniel Schaffer, CEO of the Foundation for Environmental Education, delivered an inspirational talk about the Sustainable Marine Tourism [...]"	SC	8F-SC
Blue Flag	F	13.10.2021	Text + image + link	"Today the Rangers held a #BlueFlag event at Golden Bay. Children and adults could see the most common marine plastics and get information about its origin[...]"	SC, LPC	8F-SC; 8F-LPC
Blue Flag	F	03.10.2021	Text + image + link	"With two more Indian beaches get prestigious #BlueFlag certification, the total number of blue flag certified beaches in the country reach 10.[...]"	SC, LPC	8F-SC; 8F-LPC
Blue Flag	F	06.10.2021	Text + image	"The Blue Flag has a positive effect on healthy living and well-being. The programme supports initiatives for sustainable healthy community development and welfare.[...]"	SC, LPC, LR	8F-LPC; 8F-LR; 8F-SC
Blue Flag	F	30.09.2021	Text + image	"Blue Flag contributes to fighting poverty by supporting local economies through increasing tourism and promoting free access to beaches, business activities and services.[...]"	SC; LPC	8F-SC; 8F-LPC
Blue Flag	F	23.09.2021	Text + image + link	"We are proud to have so many certified #blueflag beaches, marinas and boats all over the world! Have a look to see if your nearest beach has been certified and how you can get involved: [...]"	SC; LPC; LR	8F-LPC; 8F-LR; 8F-SC
Blue Flag	F	17.09.2021	Text + image + link	"On the 14th of September 2021, Blue Flag International hold online the Blue Flag International Jury 2021 for the Southern Hemisphere. [...]"	LPC; LR	8F-LPC; 8F-LR
Blue Flag	F	16.09.2021	Text + image + link	"An important read in this leaflet if you're looking for some additional information about #BlueFlag! [...]"	LPC	8F-LPC
Blue Flag	F	08.09.2021	Text + image + link	"We visited the Head of Project Construction Department of Ministry of Culture and Tourism Mr. Samet Ay and discussed 2021 Blue Flag season assessments [...]"	LPC; LR	8F-LPC; 8F-LR
Blue Flag	T	15.10.2021	Text + image + link	"These coming weeks and until the COP26, find out how the Blue Flag programme engages with the Sustainable Development Goals [...]"	SC; LPC; LR	8T-LPC; 8T-LR; 8T-SC
Blue Flag	T	13.10.2021	Text + image + link	"This is our first 100% recycled #2minutebeachclean station & is housed at Rhyl Surf Café in Wales [...]"	SC; LPC	8T-SC; 8T-LPC
Blue Flag	T	11.10.2021	Text + image + link	"Thinking of a beach vacation? Here's 10 #beaches in #India with the prestigious #BlueFlag. [...]"	SC; LPC	8T-SC; 8T-LPC
Blue Flag	T	15.09.2021	Text + image + link	"We love to see our #blueflag certified beaches! Make sure to have a look at our certified partners at https://blueflag.global/all-bf-sites[...]"	SC; LPC	8T-SC; 8T-LPC
Blue Flag	T	12.09.2021	Text + image + link	"EU & UN colleagues join forces for #EUBeachCleanup on the Belgian coast[...]"	SC; LPC; LR	8T-LPC; 8T-LR; 8T-SC
Sustainable Golf	F	19.10.2021	Text + image + link	"You could spend hours looking through the updated Sustainable Golf highlights tool, which showcases over 1,000 sustainable initiatives from courses and tournaments around the world.[...]"	LPC; LR	9F-LPC; 9F-LR

Sustainable Golf	F	19.10.2021	Text + image + link	"Naturalization means clubs can save money - and resources - by doing less. What's not to love? Here are five areas to focus on when thinking about naturalization [...]"	SC	9F-SC
Sustainable Golf	F	19.10.2021	Text + image + link	"The latest Sustainable Golf Development Standard was released last month. [...]"	LPC	9F-LPC
Sustainable Golf	F	18.10.2021	Text + image + link	"The latest Sustainable Golf blog post explores three ways clubs can positively engage golfers in their approach to course management [...]"	LPC; SC	9F-LPC; 9F-SC
Sustainable Golf	F	16.10.2021	Text + image + link	"How do you get golfers involved with your course maintenance? It's one of three important points explored in the latest sustainable golf article about how to positively engage golfers [...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	15.10.2021	Text + image + link	"Prior to the event, golfers teamed up with volunteers and students to clean more than 300kg of waste from a beach in Andalusia as part of the European Tour's #GreenDrive.[...]"	SC	9F-SC
Sustainable Golf	F	13.10.2021	Text + image + link	"At Atlantic Beach Links, an energy audit was conducted to increase efficiency.[...]"	SC	9F-SC
Sustainable Golf	F	07.10.2021	Text + image + link	"It's important that as many people in the sport as possible Speak Up #ForSustainableGolf [...]"	SC	9F-SC
Sustainable Golf	F	01.10.2021	Text + image + link	"Last week the latest edition of the Sustainable Golf Development Standard was released [...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	27.09.2021	Text + image + link	"This pond didn't exist a few years ago. It was created by Ostschweizerischer Golf Club and provides a more favourable habitat for existing endangered amphibians.[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	24.09.2021	Text + image + link	"Here's why sustainability should no longer be an ethical afterthought, but a fundamental part of your resort's brand.[...]"	SC	9F-SC
Sustainable Golf	F	23.09.2021	Text + image + link	"Some 23,000 plastic bottles were saved from use when GEO Certified Avalon Golf Estate installed new water fountains and provided branded glass bottles to its golfers.[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	20.09.2021	link	"Read more from the golf community about the sport's sustainable future[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	19.09.2021	Text + image + link	"Join BIGGA's James Hutchinson on the course as he shows why golf is so important for the natural world. [...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	18.09.2021	Text + image + link	"Browse through over 1,000 ideas and proven examples of sustainable golf highlights shared by courses and tournaments from around the world [...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	17.09.2021	Text + image + link	"Golf courses are very rich in biodiversity which makes them great sanctuaries for local ecosystems, especially in urban and arid areas[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	13.09.2021	Text + image + link	"A more sustainable golf course can save you time and money. Here's how.[...]"	LPC, SC	9F-LPC; 9F-SC

Sustainable Golf	F	07.09.2021	Text + image + link	"There have been some fantastic responses recommending ways golf clubs can embrace sustainability.[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	04.09.2021	Text + image + link	"Last week's Omega European Masters had several sustainable golf initiatives. Here are just a few of them[...]"	SC	9F-SC
Sustainable Golf	F	03.09.2021	Text + image + link	"Recycling bins, golfer/fan education and other sensible solutions can prevent waste plastic from ending up in the natural environment[...]"	SC	9F-SC
Sustainable Golf	F	27.08.2021	Text + image	"Field gentian, a vulnerable wildflower in the UK, is thriving at Dufftown Golf Club 2020 in Scotland[...]"	SC	9F-SC
Sustainable Golf	F	19.08.2021	Text + image + link	"What does the future hold for sustainable golf irrigation?[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	17.08.2021	Text + image + link	"By increasing the size of habitat corridors and minimizing amenity turfgrass, Carnoustie Golf Links has saved between £2–3,000 since becoming GEO Certified®.[...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	08.08.2021	Text + image + link	"Young golfers from across the UK have been invited to help combat plastic pollution and reduce its impact on the planet #CelebratingTheGreen [...]"	LPC, SC	9F-LPC; 9F-SC
Sustainable Golf	F	03.08.2021	Text + link	"Here's how it's possible to reap the rewards of a more sustainable golf course while saving time and money [...]"	LPC, SC, PP	9F-LPC; 9F-SC, 9F-PP