

Food sustainability signage– A means to overcome the attitude behaviour gap of tourists?

Hannes Antonschmidt, MODUL University Vienna

hannes.antonschmidt@modul.ac.at

(Short) Abstract

In the travel context, it is known that an attitude behaviour gap regarding sustainability often prevails. This research tries to find out if this gap can be overcome through the use of food signage communicating sustainability information. In an experimental study, the effect of the signage on the consumption behaviour of travellers, their attitude towards the hotel, and towards the concept of sustainable food in general is tested.

Key words: food consumption, food signage, sustainability, experiment

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