

Do tourists really consider the environment?

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(Short) Abstract

In many cases, tourism can have a negative impact on the environment. However, tourists can help to reduce any negative impacts by behaving in environmentally sustainable manner. It is therefore critical to gain deeper insights into tourist behaviours which have an impact on the environment. Survey measures alone often do not provide an accurate picture of tourists' environmental behaviours. Eye tracking offers the opportunity to directly and objectively observe unconscious and non-reportable attention processes which are likely to be associated with behavioural outcomes. This paper uses eye tracking methodology as a complement to traditional survey measures for understanding tourists' environmentally sustainable behaviours. Greater understanding of such behaviours is required to develop interventions that effectively reduce tourists negative environmental impacts.

Key words: sustainable tourism; environmentally sustainable behaviour; eye tracking