



Sustainable Behaviour in Tourism: a Conceptual
Framework for the Integration of Emotional,
Social and Situational Factors

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Introduction

The concept of sustainability in tourism has emerged as a prominent issue for the industry, which is facing a number of challenges related to environmental impact. These include CO₂ emissions from transportation, water and energy consumption in accommodation facilities, and waste management in tourist destinations (Kiatkawsin and Han 2017; Tourism and the Sustainable Development Goals - Journey to 2030 2018).

Literature Review

The existing theoretical models, including the Theory of Planned Behaviour (TPB) (Ajzen 1991), Norm Activation Model (NAM) (Schwartz 2012, 1977), and Value-Belief-Norm (VBN) Theory (Stern et al. 1999), provide a foundation for understanding tourist behaviour. However, these frameworks frequently fail to consider pivotal elements (Juvan and Dolnicar 2017) such as emotions (e.g., eco-guilt, pride) and social dynamics (e.g., peer pressure, group norms). This study seeks to address these shortcomings, with the aim of enhancing comprehension of the processes that shape tourists' sustainable choices and of developing effective strategies for promoting them.

Methodology

The systematic review was conducted in accordance with a structured five-step methodology (Denyer and Tranfield 2009), which included keyword-driven searches across a range of databases, including Web of Science, EBSCO, and ScienceDirect. The review yielded an initial pool of 6,520 articles, focusing on studies published in English from 2020 to 2024. Following the application of screening criteria and the removal of duplicates, 236 articles underwent critical analysis, with 99 articles subjected to extensive review. A concept-centric approach was employed to categorize findings into three dimensions: emotional, social, and situational factors. Data synthesis was conducted using thematic coding and comparative analyses, which highlighted trends, gaps, and opportunities in sustainable tourism research.

Results

The conceptual framework developed integrates social, emotional and situational factors as key determinants of behavioural intentions and their translation into sustainable actions. This model is based on the findings of the systematic literature review, with particular emphasis on the following aspects:

The influence of **emotional factors** on sustainable behaviour is significant. Eco-guilt, driven by awareness of environmental impact, motivates choices such as staying in green hotels (Ágoston et al. 2024; Choi et al. 2015). Similarly, pride in sustainable actions fosters long-term commitment (Turk et al. 2024). However, the role of diverse emotional states across cultures remains

underexplored. The influence of **social norms**, peer affiliations and group dynamics on tourist behaviour is significant. For example, individuals are more likely to adopt sustainable practices when encouraged by environmentally conscious peers (Manosuthi et al. 2024). The effects of cultural contexts, particularly the contrast between collectivist and individualist societies, demonstrate the variability in social influences on sustainability (Nosrati et al. 2024). **Situational factors** such as the availability of green options, the perceived value for money, and the supportive infrastructure (e.g. recycling facilities, CO₂ offset programs) determine the feasibility of sustainable choices (Chan et al. 2022; Untaru et al. 2020). Economic incentives, such as discounts for eco-friendly behaviour, have been demonstrated to be particularly effective in encouraging sustainable practices (Dharmesti et al. 2020; Han et al.).

Conclusion

The developed framework integrates the three dimensions, emphasising their interactions. The interplay between emotional drivers such as eco-guilt and social norms is a key factor in amplifying sustainable decisions, while situational factors provide the enabling environment. This holistic model offers theoretical advancements and practical guidance for tourism stakeholders aiming to foster sustainable practices.

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