

OC - (145) - SUSTAINABLE TOURIST ATTITUDES IN URBAN DESTINATIONS: THE CASES OF PORTO AND LISBON

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Proposal and Originality

Urban tourism destinations are particularly prone to negative impacts due to the high flow of tourists. Whilst the tourism industry and policy-makers play a significant role in reducing tourism's negative impacts, tourists themselves as consumers also have the power to effect change, by making sustainable travel decisions and behaviours while at the destination. This study offers new insights into contemporary tourists' sustainable behaviours and perceptions of sustainability.

Methodology

This empirical study is based on the statistical analysis of 479 questionnaires applied randomly to tourists using convenient sampling approach in popular urban tourism areas in two of the main Portuguese cities, Porto and Lisbon, in October 2021.

Results and Implications

The questionnaire was designed to understand how tourists viewed these urban tourism destinations and to unveil their sustainable behaviours, as well as to examine the contrast between their behaviour in tourism and home contexts. Results evidence a discrepancy in sustainable behaviours observed when people travel vs to their sustainable behaviours at home. A possible explanation for this is the attitude-behaviour gap, which results in tourists acting sustainably at home but not when away.

Research Limitations

Future research in the form of interviews could reveal further insights to what extent sustainability concerns influence tourists' behaviour.

References Version APA 6th or 7th Edition

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