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**ANALYSIS OF THE IMPACT OF SITUATIONAL AND CULTURAL
FACTORS ON TOURIST PRO-ENVIRONMENTAL BEHAVIOUR**

DOCTORAL DISSERTATION

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AUTHORSHIP STATEMENT

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SUMMARY

The negative environmental impacts of the tourism industry increase with the growth of the industry, and one of the promising approaches to minimize them is a change of tourist behaviour toward more pro-environmental. When going on vacation, people are even less likely to behave pro-environmentally than in daily life. One of the main reasons for worsening the behaviour is changing context, which brings additional barriers for pro-environmental behaviour (PEB). Due to the complexity of the contextual impacts, they often represent a “black box” for researchers. With this thesis, we aim to provide more understanding of the contextual impacts on tourist PEB. Through the dualities of tourism experiences — daily life-tourism, domestic-abroad, and the perception of the destination as more or less pro-environmental (green or grey), we explore impacts causing a cross-contextual change in tourist PEB, with a focus on the situational and cultural factors.

Our results suggest that in addition to daily pro-environmental habits, situational factors — visible cues, such as infrastructure, cleanliness of the space and behaviour of other people, perceived easiness of PEB, identifying oneself as a tourist, and cultural factors — tourist values and national culture — impact tourist PEB at the destination.

In Chapter 1, with the means of bibliometric analysis and literature review, we overview the field of pro-environmental behaviour research focusing on tourist behaviour. We summarise the research exploring cross-contextual change in PEB and find a gap in explaining the destination-side impacts on tourist behaviour. In particular, there is a lack of research addressing the role of the environmental image of the destination and domestic-foreign destination context for tourist PEB. In Chapter 2, we introduce the methodology — the mixed-method study design with exploratory qualitative research, followed by the quantitative operationalization of the findings. In Chapter 3, we present the results of the qualitative and quantitative analyses. With interviews, we explore multiple factors impacting tourist PEB in three analysed scenarios. After, we test the relationship between selected factors with the tourist PEB at the destination with statistical analysis. Chapter 4 includes a discussion summarising the findings, thesis contribution, implications, and limitations.

This dissertation contributes to the area of cross-contextual consistency of the PEB in tourism by uncovering the impact of the situational and cultural factors. Furthermore, we explore the factors impacting the formation of the environmental image of the destination, suggest that destinations can pro-actively manage their organic environmental image, and test the relationship of the environmental image with the PEB of tourists.

Keywords: *pro-environmental behaviour, tourism, situational factors, cultural factors, environmental image.*

POVZETEK

Negativni vplivi turistične industrije na okolje se povečujejo z rastjo panoge. Eden izmed obetavnih pristopov za zmanjšanje negativnih vplivov na okolje je sprememba turističnega vedenja na bolj okolju prijaznega. Ljudje na počitnicah se obnašajo še manj okolju prijazno, kot v vsakdanjem življenju. Eden izmed glavnih razlogov za poslabšanje vedenja turistov je sprememba konteksta, ki prinaša dodatne ovire za okolju prijazno vedenje. Kontekstualni vplivi zaradi svoje zapletenosti pogosto predstavljajo "črno skrinjico" za raziskovalce. S to nalogo želimo zagotoviti boljše razumevanje kontekstualnih vplivov na okolju prijazno vedenje turistov. Preko dvojnosti turističnih izkušenj — rutina-počitnice, domača-tuja destinacija ter dojemanja destinacije kot bolj ali manj okolju prijazne (zelene ali sive), raziskujemo vplive, ki povzročajo medkontekstne spremembe v okoljskem vedenju turistov, s poudarkom na situacijskih in kulturnih dejavnikih.

Naši rezultati kažejo, da poleg vsakodnevnih okoljskih navad, situacijski dejavniki — vidni znaki, kot so infrastruktura, čistoča prostora in vedenje drugih ljudi, zanašanje okolju prijaznega vedenja kot preprostega, prepoznavanje sebe kot turista ter kulturni dejavniki — vrednostna orientacija in nacionalna kultura — vplivajo na okolju prijazno vedenje turistov na destinaciji.

V 1. poglavju s pomočjo bibliometrične analize in študija literature pregledamo področje raziskav okolju prijaznega vedenja s poudarkom na vedenju turistov. V povzetku raziskave, ki proučuje medkontekstualne spremembe v okolju prijaznem vedenju, najdemo vrzel v razlagi vplivov ciljne destinacije na vedenje turistov. Primanjkujejo zlasti raziskave, ki bi obravnavale vlogo okoljske podobe destinacije in konteksta domovine-tuje destinacije na okolju prijazno vedenje turistov. V 2. poglavju uvajamo metodologijo — zasnovano študijo z mešano metodo, ki vključuje kvalitativno raziskovanje, ki mu sledi kvantitativna operacionalizacija ugotovitev. V 3. poglavju predstavljamo rezultate kvalitativne in kvantitativne analize. Z intervjuji v treh analiziranih scenarijih raziščemo več dejavnikov, ki vplivajo na okolju prijazno vedenje turistov. Nato s statistično analizo preučimo razmerje med izbranimi dejavniki z okolju prijaznim vedenjem turistov na destinaciji. V poglavju 4 je vključena razprava s povzetkom ugotovitev, prispevkom k disertaciji ter implikacijami in omejitvami.

Ta disertacija je prispevek na področju medkontekstne doslednosti okolju prijaznega vedenja v turizmu, z odkrivanjem vpliva situacijskih in kulturnih dejavnikov. Poleg tega preučujemo dejavnike, ki vplivajo na oblikovanje okoljske podobe destinacije, kar nakazuje, da lahko destinacije proaktivno obvladujejo svojo organsko okoljsko podobo, prav tako pa preučujemo povezavo okoljske podobe z okolju prijaznim vedenjem turistov.

Ključne besede: *okolju prijazno vedenje, turizem, situacijski dejavniki, kulturni dejavniki, okoljska podoba.*

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LIST OF ABBREVIATIONS

ANOVA	Analysis of variance
CFI	Comparative fit index
COVID-19	Coronavirus disease
NAM	Norm activation model
NEP	New Environmental Paradigm
NVivo	The name of the software package for qualitative data analysis
PE	Pro-environmental
PEB(s)	Pro-environmental behaviour(s)
RMSEA	The root mean square error of approximation
TFI	Tucker-Lewis, or the normed fit index

TPB	Theory of planned behaviour
UNEP	The United Nations Environment Programme
UNWTO	World Tourism Organization
VBN	Value-belief-norm theory
VOSviewer	The name of the software tool for constructing and visualizing bibliometric networks
WoS	Web of Science

GLOSSARY OF KEY TERMS

Behavioural spillover	adopting particular behaviour which leads to adopting another behaviour (Thøgersen & Crompton, 2009).
Collectivism	a dimension of the national culture, opposed to individualism, which defines the extent of shared responsibility for a person's group in exchange for the group's loyalty (Hofstede Insights, 2021).
Context	the interrelated conditions in which something exists or occurs (Merriam-Webster, 2021); external barriers or facilitators (Gifford et al., 2011) and the convenience of the setting for PEB, which interacts with attitudinal processes of the individual (Guagnano et al., 1995).
Cross-contextual behavioural consistency	sustaining the same behaviour in a different situation, e.g. recycling at home, in public space, and when visiting friends (Maki & Rothman, 2016).
Cultural factors	motivations for PEB, typical for tourists from a particular group – a specific set of values, beliefs, and worldviews, defining the relationship with the environment.
Culture	“the collective programming of the mind which distinguishes between the members of one group or category of people from another” impacting behaviour through values, heroes, rituals and symbols (G. Hofstede, 1997, p. 5).
Descriptive norm	how most people behave in a situation (Goldstein et al., 2008).
Destination image	total beliefs and expectations about the destination among the tourists (Crompton, 1979).
Environment	the natural world, as a whole or in a particular geographical area, especially as affected by human activity (Oxford University Press, 2021).

Environmental image	an overall environmental perception that tourists have about a destination (W. Lee & Jeong, 2018); related to perception of environmental conservation, environmentally sustainable practices (Insch, 2011), environmental commitments and environmental concerns of the destination (Chen, 2010).
Environmental self-identity	“the extent to which one sees oneself as a type of person whose actions are environmentally-friendly” (Van der Werff et al., 2013, p. 1259).
Environmentally responsible behaviour	behaviour related to the purchase of products that benefit or cause less harm to the environment than more conventional consumer goods (Ebreo et al., 1999).
Facilitating conditions	resources and technological possibilities (e.g., time, money, infrastructure) making a behaviour possible (Gifford et al., 2011).
Femininity	a national culture dimension, which is opposite to masculinity. A “preference for cooperation, modesty, caring for the weak and quality of life. [Feminine] society at large is more consensus-oriented” (Hofstede Insights, 2021).
Green destination	a destination perceived as one that makes significant pro-environmental efforts.
Grey destination	a destination perceived as one that does not make significant pro-environmental efforts.
Image as environmentally friendly	a perception of the destination as such that minimizes negative environmental impacts.
Image as sustainable	a perception of the destination as not compromising the well-being of the future generations by satisfying current needs.
Individualism	a dimension of the national culture opposed to collectivism, which defines how much a person tends to look after only themselves and significant others (Hofstede Insights, 2021).
Masculinity	a dimension of the national culture, opposed to femininity, standing for the role of competition and success, a desire to stand out from the crowd in society (Hofstede Insights, 2021).
Organic image	a part of the overall image that forms as a result of existing communication, not directly aimed at tourists by the destination marketing, such as information about the destination in books, press, movies and television, word-of-mouth and the actual visits to the

	destination. On the contrary, the induced image results from destination marketing and promotion (Gunn, 1972).
Perceived behavioural control	perceived ability to perform the behaviour (Ajzen, 1991).
Personal norm	personal norms are defined at the individual level and represent what a person considers the right thing to do as defined by internalized values (Schwartz, 1977).
Place attachment	“an emotional or affective bond between the person and the place” (Vaske & Kobrin, 2001, p. 17).
Pro-environmental behaviour (PEB)	a conscious striving to minimize the negative impacts on the natural and built world (Kollmuss & Agyeman, 2002), occurring when an actor intends to benefit the environment (Stern, 2000), or unintentionally, as a side effect of the other actions (Juvan & Dolnicar, 2017).
Responsible tourism	taking action by all tourism stakeholders (consumers, suppliers, governments) to reduce the negative impacts of mainstream tourism based on accountability, capacity to act and capacity to respond (Goodwin, 2011).
Self-efficacy	people’s beliefs in their ability to influence events affecting their lives (Bandura, 1993).
Situational factors	a group of contextual impacts, which are defined by the time, place and environment where the behaviour takes place, external to the person – such as a cost of the pro-environmental behaviour and competing goals (Steg & Vlek, 2009), public commitments, feedback, rewards, barriers and norms (Schultz et al., 1995).
Social identity	the individual’s recognition of belonging to a certain social group, which carries emotional and value significance from such group membership (Tajfel, 1979).
Social norm	standards of acceptable behaviour defined at the group level and perceived through social interactions with other members of the society (Cialdini & Trost, 1998).
Sustainability, sustainable development	“process to meet the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p. 8).
Sustainable tourism	tourism following the principles of sustainable development, tourism addressing present needs of tourists and host regions without threatening future opportunities (McIntyre, 1993).

Tourist culture	non-ordinary behaviours, rituals and lifestyle resulting from a change in “the socio-cultural norms and values that shape behaviour in the home environment while people are on holiday” (Carr, 2002b, p. 122), opposite to the residual culture.
Values	guiding principles in people’s lives (Rokeach, 1973).
Well-being	the possession by the individuals of the “psychological, social and physical resources they need to meet a particular psychological, social and/or physical challenge” (Dodge et al., 2012, p. 230). Well-being is a multidimensional concept reflecting “current material living conditions and quality of life” as well as the sustainability of well-being in the future, assuming that level of well-being of the future generations is “at least equal to that prevailing today” (Dwyer, 2020, p. 8).

INTRODUCTION

As a growing industry, tourism harms the environment (Gössling, 2002). Before the COVID-19 crisis, the number of international tourist arrivals reached 1.5 billion (UNWTO, 2020a), with global greenhouse gas emissions from tourism around 8% (Lenzen et al., 2018). Tourism contributes to environmental degradation, while on the other hand, the industry itself is highly dependent on the quality of the environment, utilizing the natural resources and landscapes extensively. When the COVID-19 pandemic stopped tourism and travel almost completely in 2020, declarations have been made that this is a chance to revise the existing models by all stakeholders and restart tourism from zero to make it more sustainable (OECD, 2021; One Planet Sustainable Tourism Programme, 2020; UNWTO, 2020b). However, there are risks that once the barriers to travel due to the pandemic will disappear, the industry will return to business as usual, with probably even more extensive use of the environment and resources to compensate for the losses (Gössling et al., 2020).

Moreover, pandemic-induced hygienic standards in hospitality lead to increased use of single-use items (Patrício Silva et al., 2021; UNEP & WTTC, 2021), cleaning chemicals and lower loads of facilities and passenger transport, resulting in higher carbon footprint per person. There is an urgent need for the sustainable transformation of the tourism industry — for the benefits of the environment and the industry itself. Current reports show that post-pandemic tourists are more demanding and critical (Antoniou, 2021; National Geographic, 2020). Destinations should account for these trends, design, and communicate more sustainable tourist experiences.

Promising approaches to tackle environmental challenges in tourism include technological innovations, new economic models, market mechanisms, and government regulations (O'Brien, 2015). However, all these approaches are unlikely to succeed without changing consumption patterns and tourist behaviour (Becken, 2007; Gössling & Peeters, 2007; Peeters, 2013). Consumer lifestyle, behaviour, and spending practices are critically important for sustainable transformations (IPCC, 2014), and individuals play a central role in the process of climate change mitigation (O'Brien, 2015). This is the reason why this thesis focuses on the environmental pillar of sustainability, and more specifically, the individual behaviour of tourists towards the natural and built environment. We aim to understand the mechanisms driving pro-environmental behaviour and the reasons behind the behaviour change in cross-contextual situations to be able to encourage tourists to act pro-environmentally.

Pro-environmental behaviour (PEB) is a conscious striving to minimize the negative impacts on the natural and built world (Kollmuss & Agyeman, 2002). Research on pro-environmental behaviour in everyday life has a long history, having evolved from general psychological and sociological theories into a separate field of environmental psychology (Gifford, 2014).

The pro-environmental behaviour of tourists has relatively recently begun receiving scholarly attention. Research has demonstrated that due to a highly hedonic setting, tourists' pro-environmental behaviour does not follow the same patterns as PEB in everyday life (Dolnicar et al., 2017; Dolnicar & Grün, 2009b; Malone et al., 2014). PEB is considered high cost, less pleasurable and requiring more effort, therefore while on vacation, people are less likely to act pro-environmentally (Becken, 2007; Wearing et al., 2002). Additionally, research has shown that interventions aimed to improve PEB work only if they target the specific underlying reasons for the behaviour (Steg & Vlek, 2009). While multiple theoretical frameworks have been applied to explain PEB, the gap between tourists' generally positive attitude towards the environment on the one hand, and their lack of actual pro-environmental behaviour on the other (Juvan & Dolnicar, 2014; Kollmuss & Agyeman, 2002) still poses a challenge to both researchers and practitioners. One of the reasons for such a gap is the impact of the context.

Pro-environmental behaviour is not consistent and not stable across different contexts (Steg & Vlek, 2009). Prediction of pro-environmental behaviour is complicated by the complexity of situations in which it occurs. In tourism, there are even more reasons for pro-environmental behaviour to be different—usually, weaker than in everyday context (D. Miller et al., 2015). Tourism is defined through binary concepts: home and away, everyday-holiday, hosts-guests, domestic-international (Cohen & Cohen, 2012). We use these binaries to explore the factors impacting tourist behaviour in cross-contextual situations. With this research, we want to follow the same individual across the common tourist scenarios: daily-tourism, domestic-international, and green-grey destinations. A change of context is central to this research. We expect to identify what makes tourists feel different in these scenarios, how it impacts their (self-reported) behaviour and what causes behaviour consistency, if any.

The research on pro-environmental behaviour in tourism focuses mainly on the tourist-side motivational factors, while the destination-side impacts are less explored. Tourists are generally unwilling to harm the environment (Juvan & Dolnicar, 2021); however, research shows that being on holidays decreases tourist pro-environmental behaviour (Barr et al., 2010; Juvan & Dolnicar, 2014). Even the pro-environmental segment of tourists engages in activities harmful to the environment when on holidays (Juvan & Dolnicar, 2014; Karlsson & Dolnicar, 2016). Considering this, more research is needed which accounts for contextual impacts. The impact of the context is one of the strongest factors determining PEB (Steg & Vlek, 2009). There is a lack of research exploring what makes the same people act differently towards the environment in different destinations. In particular, there are very few studies comparing tourist PEB in domestic and abroad contexts, also, in “green” and “grey” destinations. The gap in existing research brings other questions: does one behave differently in a home country compared to behaviour abroad? What causes such differences? Does country-level environmental culture exist? How does the context of the destination shapes tourist behaviour? Which attributes of the destination impact behaviour? Which other situational and cultural factors impact behaviour in the tourism context?

This dissertation aims to analyse cross-contextual behaviour change in tourism. We focus on two groups of contextual impacts: situational and cultural factors. Since situational and cultural factors are umbrella concepts, the task is to explore which factors impact tourist PEB in cross-contextual scenarios and how they are related to different tourist PEBs.

Cultural factors are motivations for PEB, shared by tourists — a specific set of values, beliefs and worldviews, which define the attitude toward the environment. Culture is the “symbolic vehicles of meaning”, including beliefs and practices, shared by individuals in a society (Swidler, 1986, p. 273); therefore differences caused by culture can be observed on the level of the societies, rather than individuals (Oreg & Katz-Gerro, 2006). Besides the group-level cultural factors, individual values are used in pro-environmental research to explain attitudes and behaviour towards the environment (Schultz & Zelezny, 1999; Stern, 2000).

Situational factors depend on the physical and social environment of the destination (Corraliza & Berenguer, 2000) — such as the cost of the pro-environmental behaviour and alternative goals (Steg & Vlek, 2009), public commitments, feedback, rewards, barriers and norms (Schultz et al., 1995). Situational factors are more accessible for informing the destination management decisions than psycho-social characteristics of the tourists, representing, therefore, a valuable source of information that might help shape the tourist behaviour (Díaz-Meneses & Vilkaite-Vaitone, 2020).

We conceptualize three scenarios in which discrepancies in PEBs occur: 1) the difference in pro-environmental behaviour in the daily and tourism (destination PEB) context; 2) the difference in PEB at domestic and abroad destinations; 3) the difference in PEB at the destination, depending on the perceived level of environmentalism of that destination (high as “green” or low as “grey”). Using these three scenarios as a frame for the research allows highlighting PEB predictors specific for every scenario.

The general objectives of the thesis are:

1. Explore the cross-contextual change in tourist pro-environmental behaviour.
2. Explore the factors impacting cross-contextual change in tourist pro-environmental behaviour.

The general research questions, which we aim to answer, are:

1. How does pro-environmental behaviour change when a person becomes a tourist?
2. What is the role of the destination for the tourist’s pro-environmental behaviour change?

To achieve this purpose, we:

1. Reviewed the existing literature on tourism PEB by applying bibliometric analysis to identify the relevant research, theories, and predictors explaining pro-environmental

behaviour in general and in the tourism context and prepare the theoretical basis for further research.

2. Conducted an exploratory qualitative study for identification of the predictors of tourist PEB change in cross-contextual situations.
3. Analysed the impacts of identified factors on tourist pro-environmental behaviour.

The research design considers different groups of tourists (multiple nationalities, domestic and foreign tourists, leisure and business tourists) and different settings (multiple destinations, diverse in the level of their pro-environmental efforts).

The dissertation is in the form of a monograph, with a general introduction, literature review, methodology, results, and discussion chapters.

The first chapter is dedicated to the literature review to help understand the theoretical basis for explaining tourist PEB and behaviour change across the contexts. It starts with the bibliometric analysis of the research on the general pro-environmental behaviour and pro-environmental behaviour in tourism, followed by the review of cross-contextual behaviour consistency research, research exploring the impacts of the situational and cultural factors.

The second chapter describes the methodology used to conduct the mixed-method study: exploratory qualitative research followed by quantitative operationalization and analysis.

The third chapter contains the results of the qualitative and quantitative analyses. First, we present the results of the interviews with the tourists focusing on the situational and cultural impacts on tourist PEB. Next, the relationship between selected situational and cultural factors and the tourist PEBs at the destination are tested with the means of statistical analysis.

The fourth chapter discusses the findings, projects them on the existing theories, includes theoretical, practical, methodological implications of the research, limitations and suggests directions for future work. It is followed by general conclusions to the thesis.

This thesis includes results that have been previously published as articles:

1. Past, present and future of the research on the pro-environmental behaviour in tourism: A bibliometric analysis, published in *Economic and Business Review* (Bilynets & Knežević Cvelbar, 2020).
2. The shuttle bus survey: Achieving higher response rates in (longitudinal) guest surveys, published in *Annals of Tourism Research* by Elsevier (Bilynets et al., 2021b).
3. Can publicly visible pro-environmental initiatives improve the organic environmental image of destinations?, published in *Journal of Sustainable Tourism* by Taylor & Francis (Bilynets et al., 2021a).

1 LITERATURE REVIEW

1.1 Bibliometric analysis of research on pro-environmental behaviour in tourism

We conducted the bibliometric analysis, combined with the traditional literature review, to overview the existing pro-environmental behaviour research. The bibliometric analysis method allows us to define similarities between published studies by comparing the reference lists or keywords of the publications (Eck & Waltman, 2014). It allowed to review a large number of publications, determine the main directions of the research on the pro-environmental behaviour, and the most relevant publications for the topic. Bibliometric analysis is a popular tool for summarizing studies over a certain period and analysing the relationship between them and has been used in research on sustainable tourism and pro-environmental behaviour (Loureiro et al., 2021; e.g. Lu & Nepal, 2009; Mihalic et al., 2021; Ruhanen et al., 2015). This review focuses on the transferability of pro-environmental behaviour across the contexts to prepare the theoretical background for further topic investigation. First, with the bibliometric analysis, we overview research on pro-environmental behaviour in general and separately the research on pro-environmental behaviour in tourism. Next, with the traditional literature review, we summarise studies on the cross-contextual behaviour change, cultural and situational factors related to tourist pro-environmental behaviour.

The goals of the literature review are:

1. To identify the relevant research on the pro-environmental behaviour and pro-environmental behaviour in tourism.
2. To summarize the most commonly used theoretical frameworks and concepts.
3. To define the trending topics in tourism PEB research.
4. To identify the gaps in tourism PEB research.
5. To connect the topic of tourist PEB transferability with existing theoretical frameworks.

Research questions are:

1. What is the theoretical basis of the research on pro-environmental behaviour?
2. What is the theoretical basis of the research on pro-environmental behaviour in tourism?
3. How has the research on tourism PEB changed over time?
4. What are the frontiers of the tourism PEB research?
5. How does a change of context impact pro-environmental behaviour?
6. How do situational factors impact pro-environmental behaviour?
7. How do cultural factors impact pro-environmental behaviour?

The results provide a better understanding of tourist PEB and its transferability across the contexts and justify the selection of factors impacting changes in pro-environmental behaviour for the subsequent research stages.

1.1.1 The principles of bibliometric analysis

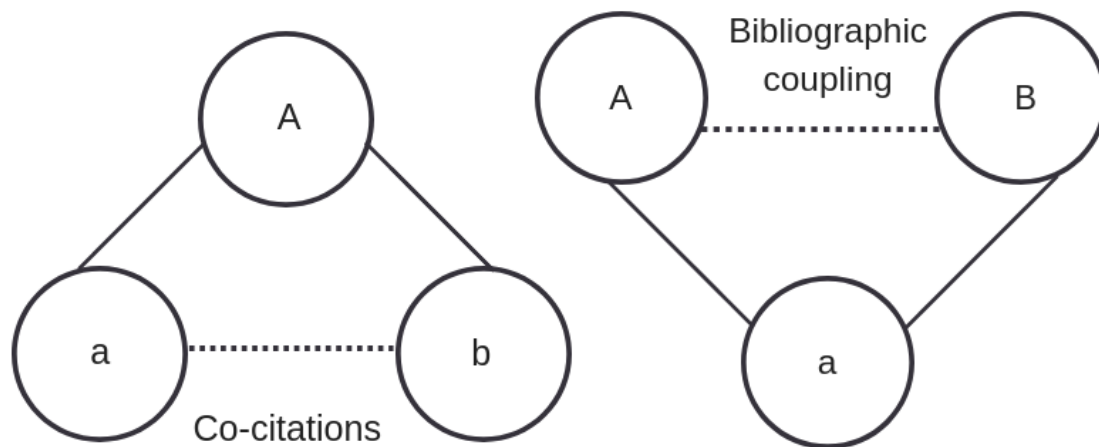
This chapter contains results published in the article “Past, present and future of the research on the pro-environmental behaviour in tourism: A bibliometric analysis” published in *Economic and Business Review* (Bilynets & Knežević Cvelbar, 2020).

Bibliometric analysis is a convenient tool to analyse a large number of published research. It allows identifying patterns in publications by comparing their reference lists and the use of the keywords. This approach suggests that the more the documents or the keywords are cited or occurring together, the more related they are (Zupic & Čater, 2014). Bibliometric analysis has been used in sustainable tourism research (e.g. Lu & Nepal, 2009; Ruhanen et al., 2015) and provides an overview of the critical developments of this knowledge area. We apply co-citation, bibliographic coupling, and keyword analysis to overview the literature on pro-environmental behaviour and pro-environmental behaviour in tourism and visualize the networks with VOSviewer (VOSviewer - Visualizing Scientific Landscapes, 2018). The application of three methods allows a comprehensive overview of the data, with these three methods being complementary (Zupic & Čater, 2014). The key elements of the bibliometric network are nodes (documents or keywords) and links connecting them. The distance between the nodes shows the strength of the relationship between them – the further the nodes are located, the less related they are (Eck & Waltman, 2014). The same colour nodes represent clusters of nodes that frequently occur together (Eck & Waltman, 2014).

Figure 1 explains the analysis principles: primary documents (A, B) contain references to the secondary documents (a, b). In the co-citation analysis, the similarities between the cited documents (a, b) are analysed. Such an approach allows identifying documents to which the primary articles (A, B) refer most often and, therefore, to identify the theoretical basis of the research (Zupic & Čater, 2014). The bibliographic coupling analysis clusters the primary documents (A, B) when they refer to the same source (a). Bibliographic coupling analysis shows the trends in the current research (Zupic & Čater, 2014). In bibliographic coupling analysis, we review the five years (2014-2018) of research on pro-environmental behaviour in tourism. Keywords analysis shows the main topics in the analysed sources – we use author keywords and keywords extracted from the title and abstract. Keywords create clusters based on their frequency of occurring together. We also use keywords in combination with the average year of publication when the keyword is mentioned. Though this does not mean that the keyword relates to a particular period because the average year is a meaningless number itself, such overview shows the shifts in the topics in time, allowing to order keywords along

the timeline when they were trending. Therefore, we can trace how the shift in the research topics happened over time.

Figure 1: Principles of the bibliometric analysis



Source: adapted from Vogel and Güttel (2013).

1.1.2 Data collection and cleaning

We searched publications containing “*environment* behavio*” for general pro-environmental behaviour publications and “*environment* behavio*” AND “*touris*” for publications about pro-environmental behaviour in the tourism context. For this purpose, we used the Web of Science database. We did a separate analysis to see how literature for PEB in tourism differs from general PEB research. Next, we checked search results for relevance to the topic and cleaned the database. Some of the essential publications were missing in the search results, and we added them manually based on the traditional literature review. The bibliometric analysis took place in 2018, therefore includes documents published by that time.

1.1.3 Data analysis

The literature search on general pro-environmental behaviour resulted in 1.313 documents; 500 primary documents with the strongest links were included in the bibliographic coupling analysis, and 284 documents from the reference lists, which were cited 20 and more times, were included in the co-citation analysis. For the keyword analysis, 647 keywords with ten and more occurrences were included.

For the research on pro-environmental behaviour in tourism, the search resulted in 142 documents. We used 83 documents from the reference lists cited ten and more times for the

co-citation analysis and all 142 primary documents for the bibliographic coupling analysis. For the analysis of the keywords, 101 keywords occurring three and more times were included.

To analyse the clusters, we read the key documents and identified the main theme, research context, and methods used. Afterwards, we reviewed documents again from the point of their relationship with other documents from the same cluster and assigned topics to the clusters. Similarly, the topics of the clusters for the analysis of the keywords represent the common themes for the keywords.

1.1.4 Key topics in the research on pro-environmental behaviour

Keywords from the general pro-environmental behaviour research create 6 clusters, representing the key topic areas (Figure 2).

Table 1: Clusters and representative keywords for the research on pro-environmental behaviour

Themes	Cluster	Representative keywords
Energy use	Red	Energy, solution, water, energy consumption, energy efficiency, feedback, policy maker, demand, initiative, behaviour change, technology.
Psycho-social predictors	Green	Environmental attitude, environmentalism, care, nature, association, religion, adult, indicator, female, distance, income, experiment, connectedness.
Marketing and management	Blue	Product, purpose, practical implication, market, purchase, firm, image, marketer.
Theoretical frameworks	Yellow	Theory, intention, planned behaviour, subjective norm, moral norm, value belief norm, TPB, theoretical framework, moral obligation.
PEB in tourism	Purple	Tourist, tourism, place, visitor, sense, place dependence, destination.
Knowledge and education	Turquoise	Student, environmental education, school, scale, item, validity.

Source: own work.

The red cluster (Table 1) describes *energy use and efficiency*. It includes keywords such as energy consumption, energy efficiency, demand, behaviour change, solution, technology and is related to the research analysing the use of the resources.

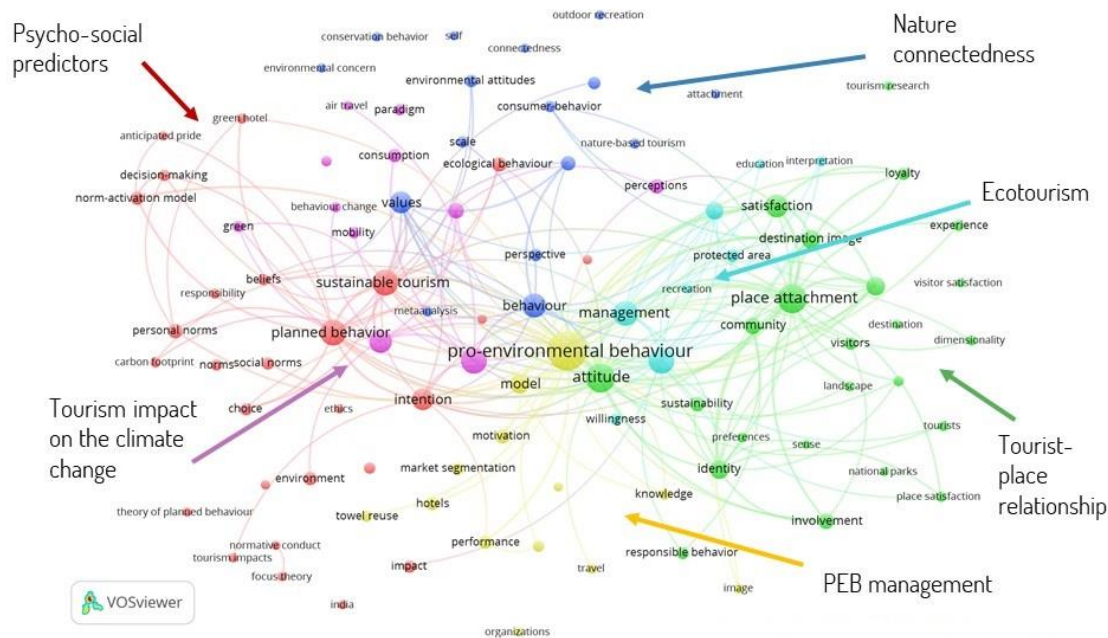
The last one, the turquoise cluster, is related to the *knowledge and education* components; however, it also contains terms such as “scale”, “validity”, “correlation” and may be interpreted as methodological, using the keywords from the methodology section of the documents and describing the sampling and data collection.

As a result, we get clusters related to the research approaches, clusters with theories and predictors, and clusters about the application in different contexts – energy efficiency, technology and resources, marketing, and tourism. It is worth noting that the tourism-related cluster is distinct here and is connected to the spatial concepts and place attachment.

1.1.5 Key topics of research on pro-environmental behaviour in tourism

The research on pro-environmental behaviour in tourism can be summarized in six topics shown in Figure 3. The red cluster focuses on the key theories and frameworks – *psycho-social predictors* of the pro-environmental behaviour, represented by keywords planned behaviour, intention, decision-making, norms. The green cluster represents a *person-place relationship* through the concepts centred around place attachment and identity. The dark blue cluster can be summarized as a *nature connectedness*, environmentalism and refers to environmental values.

Figure 3: Keywords map for research on PEB in tourism



Source: the network is created in VOSviewer based on the data from WoS.

The yellow cluster focuses on segmentation and supply-side activities to encourage PEB – *PEB management*. The purple cluster includes the keywords showing the relationship between *tourism and climate change* – mobility, behaviour change, air travel, paradigm,

climate change. The turquoise cluster is related to *ecotourism* – it contains keywords related to learning through tourist activities and tourism in the protected areas.

To see how researched topics changed over time, we use analysis calculating the average year of publication for each keyword, allowing us to establish the sequence of trending topics. The average year of publication does not allow us to state that the keyword has been used in the particular period; it only ranges them from the most commonly used in the past to the most commonly used recently. Our results are consistent with previous research showing a general shift from focusing only on ecotourism to implementing a sustainable approach across all the domains (Lu & Nepal, 2009; Ruhanen et al., 2015). Figure 4 shows the colour-coded shift in the topics – from dark blue marking the oldest to the red marking the keywords with the highest average year of publication.

Table 2: Clusters and representative keywords for the research on pro-environmental behaviour in tourism

Themes	Cluster	Representative keywords
Psycho-social predictors	Red	Beliefs, anticipated pride, decision-making, norms, personal norms, intention, place identity, planned behaviour, social norms.
Person-place relationship	Green	Community, destination, destination image, experience, identity, involvement, landscape, loyalty, national parks, place attachment, place satisfaction, sense, responsible behaviour.
Nature connectedness	Blue	Attachment, connectedness, conservation behaviour, nature-based tourism, self, outdoor recreation.
PEB management/organizational side	Yellow	Hotel, knowledge, market segmentation, motivation, organization, performance, strategy.
Tourism and climate change	Purple	Air travel, behaviour change, climate change, consumption, mobility, paradigm.
Ecotourism	Turquoise	Conservation, ecotourism, protected area, recreation, management, education, willingness.

Source: own work.

into focus — creating the idealized meaning of the objective environment (Gifford et al., 2011), place attachment. The most recent keywords evolve around decision-making, anticipated pride and social norms.

To summarize, chronologic analysis of keywords shows a clear shift of the research focus from observing the behaviour of those segments which are initially more pro-environmentally oriented, as in the case with ecotourism, to the attempts to alter tourist behaviour through impacting their motivations and choice architecture – nudging tourist to behave in a more environmentally-friendly way. Destination-level activities are in a focus for most of the recent research and this highlights the necessity to deal with tourist behaviour in the space where it occurs, supporting the previous findings that contextual impacts are strong and create difficulties to behave consistently even for those who are more inclined to act pro-environmentally.

1.1.6 Theoretical basis of research on pro-environmental behaviour

Co-citation analysis reveals 5 clusters representing theoretical foundations of research on pro-environmental behaviour (Figure 5). The papers which are most cited and have the strongest links (the most connected with the rest of the documents in the analysis) are shown in Table 3. They introduce theories of human behaviour and pro-environmental behaviour (Ajzen, 1991; Ajzen & Fishbein, 1980; Schwartz, 1977; Stern, 2000) or review the research on pro-environmental behaviour (e.g. Bamberg & Möser, 2007; Steg & Vlek, 2009).

Table 3: The most cited documents from the co-citation analysis of pro-environmental behaviour research

#	Author	Citations	Total link strength	Cluster
1	Stern (2000)	345	5129	Red
2	Ajzen (1991)	322	4754	Blue
3	Bamberg & Möser (2007)	250	3765	Yellow
4	Steg & Vlek (2009)	238	3305	Red
5	Kollmuss & Agyeman (2002)	229	2775	Red
6	Dunlap et al. (2000)	219	3036	Green
7	Schwartz (1977)	167	3046	Yellow
8	Stern et al. (1999)	153	2850	Green
9	Ajzen & Fishbein (1980)	130	1803	Blue
10	Dunlap & Van Liere (1978)	116	1673	Green

Source: own work.

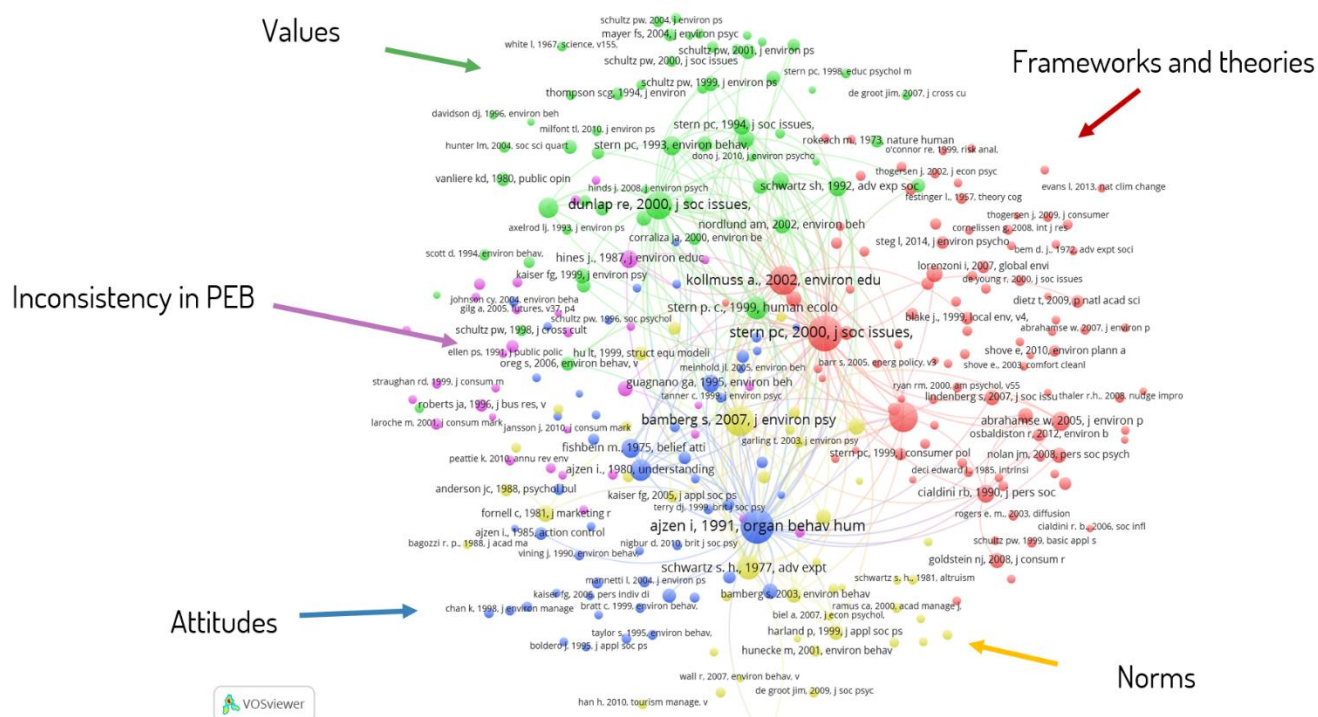
The red cluster (Figure 5) contains *frameworks, theories and overview papers* (e.g. Kollmuss & Agyeman, 2002; Steg & Vlek, 2009; Stern, 2000) – these documents are often cited together as a basis for the environmental research. In particular, the most used in environmental behaviour research theories are value-belief-norm theory (Stern, 2000; Stern

et al., 1993, 1995, 1999; Stern & Dietz, 1994), theory of planned behaviour (Ajzen, 1991, 2011; Ajzen & Fishbein, 1980; Fishbein & Ajzen 1975), norm-activation model of Schwartz (1977, 1992), the New Environmental Paradigm (Dunlap et al., 2000; Dunlap & Van Liere, 1978). This cluster also includes papers offering meta-reviews or structured reviews of the PEB research (e.g. Abrahamse, Steg, Vlek, & Rothengatter, 2005; Bamberg & Möser, 2007; Kollmuss & Agyeman, 2002).

The green cluster focuses on *values and value orientation* and represents a value-based approach to explaining pro-environmental behaviour. Research focuses on the New Environmental Paradigm to measure environmental concern and ecological worldview (Dunlap et al., 2000). Values are studied as predictors of environmental attitudes (Schultz & Zelezny, 1999). These studies also suggest the distinction between egoistic, biospheric and altruistic value orientation (Schultz, 2001).

The research in the blue cluster focuses on *attitudes* and uses the *theory of planned behaviour* (Ajzen, 1991) as a framework. The approach of the theory of planned behaviour sees PEB as motivated primarily by rational choice. Nigbur et al. (2010) extend TPB with self-identity and personal norms. Guagnano et al. (1995) suggest accounting for external factors in TPB, such as the convenience of PEB, demonstrating that they impact attitude independently from their direct effect on the behaviour.

Figure 5: Co-citation network visualization for research on PEB



Source: the network is created in VOSviewer based on the data from WoS.

The yellow cluster focuses on *norms*, with Schwartz's (1977) *norm-activation model* as a key framework. Some articles suggest combining few frameworks (e.g. Bamberg & Schmidt, 2003; Harland et al., 1999), which *adds personal norm to the theory of planned behaviour* and combines both self-interest and morality for PEB prediction.

The purple cluster covers *inconsistency in pro-environmental behaviour*. Research in this cluster demonstrates the lack of universal predictors of PEB. Even when environmental concern is high, it does not directly convert into pro-environmental behaviour. When the general pro-environmental behaviour is evaluated, a big gap between the attitude, concern and behaviour appears. This is explained by the importance of the situation-specific beliefs, defined by the theory of planned behaviour as behavioural beliefs, perceived behavioural control, and subjective norm (Ajzen, 1991), which Hines et al. (1987) and Bamberg (2003) use as the moderators between the intentions, concern and PEB.

Table 4: Clusters and representative citations from the co-citation analysis of the research on pro-environmental behaviour

Themes	Cluster	Representative citations
Frameworks and theories	Red	Abrahamse et al. (2005); Lindenberg & Steg (2007); Steg & Vlek (2009); Stern (2000).
Values and value orientation	Green	Dunlap et al. (2000); Schwartz (1992); Schultz (2001); Schultz et al. (1995); Schultz & Zelezny (1999); Stern (1999).
Attitudes	Blue	Ajzen (1991); Ajzen & Fishbein (1980); Fishbein & Ajzen (1975); Nigbur et al. (2010); Guagnano et al. (1995).
Norms	Yellow	Bamberg et al. (2007); Bamberg & Schmidt (2003); Harland et al. (1999); Schwartz (1977); De Groot & Steg (2009); Thøgersen (2006).
Inconsistency in PEB	Purple	Bamberg (2003); Hines et al. (1987); Carrus et al. (2008) Mainieri et al. (1997); Ajzen (2002); Diamantopoulos et al. (2003); Grob (1995).

Source: own work.

1.1.7 Theoretical basis of research on pro-environmental behaviour in tourism

Co-citation analysis reveals four distinct clusters representing the theoretical foundations of research on pro-environmental behaviour in tourism (Figure 6). Due to the nature of the analysis — it maps documents from the list of references of the primary papers, it does not necessarily focus on the research in the tourism context. However, it reflects the theoretical basis of tourism PEB research. The most influential documents in terms of the number of

citations and strength of the links are shown in Table 5. Similarly to the general PEB analysis, these are the articles offering or reviewing the theoretical frameworks (Ajzen, 1991; Bamberg & Möser, 2007; Kollmuss & Agyeman, 2002; Stern, 2000), but also papers more specific for the tourism context that explore the concept of place attachment (Halpenny, 2010; Ramkissoon et al., 2012, 2013b; Yuksel et al., 2010). Fornell and Larcker (1981) and Hair et al. (2009) are methodological documents on data analysis cited by many papers in this analysis.

Table 5: The most cited research on pro-environmental behaviour in tourism

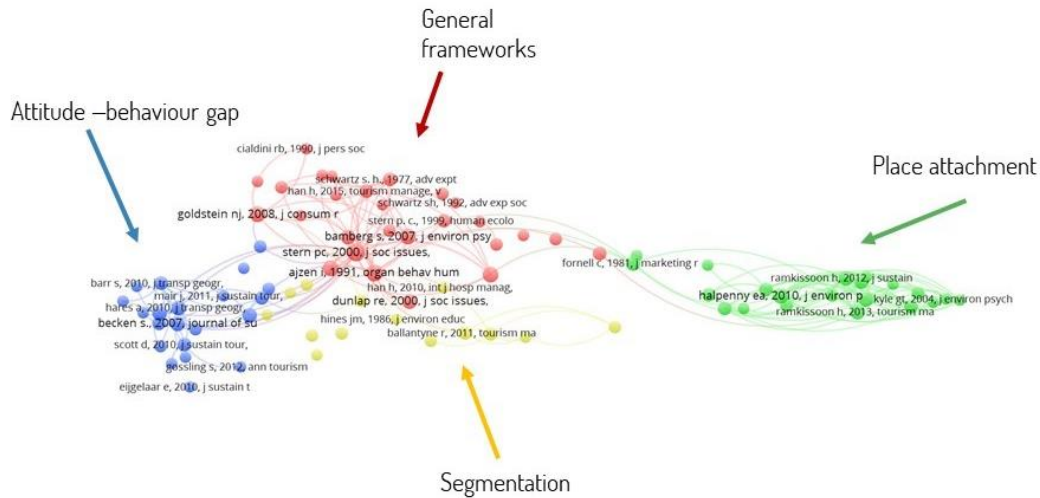
Cited reference	Citations	Total link strength	Cluster
Stern (2000)	32	568	Red
Ajzen (1991)	26	387	Red
Halpenny (2010)	25	431	Green
Kollmuss & Agyeman (2002)	23	345	Red
Ramkissoon et al.(2013b)	22	343	Green
Bamberg & Möser (2007)	21	315	Red
Fornell & Larcker (1981)	21	314	Green
Hair et al. (2009)	19	278	Red
Yuksel et al. (2010)	19	359	Green
Ramkissoon et al. (2012)	18	330	Green

Source: own work.

The red cluster includes references to the *theoretical frameworks most commonly cited in tourism PEB research* – theory of planned behaviour (Ajzen, 1991), value-belief-norm theory (Stern, 2000), norm activation model (Schwartz, 1977), a combination of these frameworks and their components (Bamberg & Möser, 2007; Kollmuss & Agyeman, 2002; Steg & Vlek, 2009). This cluster includes research focusing on normative (Judith I. M. De Groot & Steg, 2009; Goldstein et al., 2008; Hunecke et al., 2001) and value drivers of the behaviour (Dunlap et al., 2000).

The segmentation cluster (yellow) includes research distinguishing between different groups of tourists depending on their PEB level. Such an approach allows service providers to target specific groups of tourists – those more or less pro-environmentally oriented, or develop tourism products and services, which are primarily aimed at tourists with higher environmental values and interests, such as ecotourism and wildlife tourism (Ballantyne et al., 2009; Ballantyne, Packer, & Falk, 2011).

Figure 6: Co-citation network visualization for tourism PEB



Source: the network is created in VOSviewer based on the data from WoS.

To identify segments of more or less pro-environmental tourists, this cluster uses tourists' environmental awareness, which serves as a basis for the attitudes and behavioural intentions (Hines et al., 1987), value orientation (Fairweather et al., 2005), moral obligations, personal characteristics, travel patterns and context of the behaviour (Dolnicar, 2010; Dolnicar & Grün, 2009b; Dolnicar & Leisch, 2008a).

Table 6: Clusters and representative citations from the co-citation analysis of the research on the pro-environmental behaviour in tourism

Themes	Cluster	Representative citations
Theoretical frameworks	Red	Ajzen (1991), Stern (2000), Schwartz (1977), Bamberg and Möser (2007), Kollmuss and Agyeman (2002), Steg and Vlek (2009), De Groot and Steg (2009), Goldstein et al. (2008), Hunecke et al. (2001), Dunlap et al. (2000).
Place attachment	Green	Vaske and Kobrin (2001, p. 17), Halpenny (2010), Ramkissoo et al. (2012, 2013b), Jorgensen and Stedman (2001), Stedman (2002), Scannell and Gifford (2010a), Uzzell et al.(2002), Zhang et al. (2014).
Attitude-behaviour gap	Blue	Dolnicar (2004), Barr et al. (2010), Becken (2007), McKercher et al. (2010), Hares et al.(2010), Juvan and Dolnicar (2014), G. Miller et al.(2010), Scott et al.(2010).

Themes	Cluster	Representative citations
Segmentation	Yellow	Dolnicar (2010), Dolnicar and Grün (2009b), Dolnicar and Leisch (2008b), Ballantyne et al. (2009; 2011), Hines et al. (1987).

Source: own work.

Blue cluster deals with the *attitude-behaviour gap* – generally, positive attitudes towards the environment do not necessarily translate into actual behaviour (Dolnicar, 2004). The attitude-behaviour gap is especially prominent for high-cost behaviours, such as transportation (Barr et al., 2010; Becken, 2007; McKercher et al., 2010). The attitude-behaviour gap is more prominent in the tourism context than in daily pro-environmental behaviours, since acting pro-environmentally on holidays is perceived as more costly (Hares et al., 2010; Juvan & Dolnicar, 2014). People justify discrepancy between the attitudes and behaviour through physical and psychological barriers – insignificance of individual impact (Hares et al., 2010; Juvan & Dolnicar, 2014; G. Miller et al., 2010), cost of behaviour (Barr et al., 2010), right for holidays (G. Miller et al., 2010), lack of infrastructure, also a lack of awareness of how to act pro-environmentally and a lack of practical strategies for minimizing negative environmental impacts of the behaviour (Scott et al., 2010).

Place attachment (green). This cluster includes research related to the impacts of place attachment on pro-environmental behaviour. Place attachment is “an emotional or affective bond between the person and the place” (Vaske & Kobrin, 2001, p. 17). It is a multidimensional concept, including place identity, place dependence, place social bonding, and place affect, which are studied in relation to the pro-environmental intentions and behaviour (Halpenny, 2010; Ramkissoon et al., 2012, 2013b). Similar is a sense of place, defined as meaning that an individual or a group attaches to the spatial setting (Jorgensen & Stedman, 2001; Stedman, 2002). Place attachment is positively associated with pro-environmental attitudes and behaviour (Scannell & Gifford, 2010a; Uzzell et al., 2002; Zhang et al., 2014). Further, there are different forms of place attachment, which relationship with PEB also differs: natural and civic (Scannell & Gifford, 2010b), or attachment to the place and the wilderness (Williams et al., 1992). This stream of research highlights the importance of taking into account the person's identity in the destination, which such factors as a sense of community and quality of the environment can trigger (Uzzell et al., 2002). This is the only cluster from the co-citation analysis that includes research in the tourism context.

1.1.8 The current trends in research on pro-environmental behaviour

Bibliographic coupling analysis reveals five clusters representing the current trends in the research for the period of 2014-2018 (Figure 7). The red cluster is about the *transferability of PEB*. The common theme here is the absence of the universal predictors of behaviour –

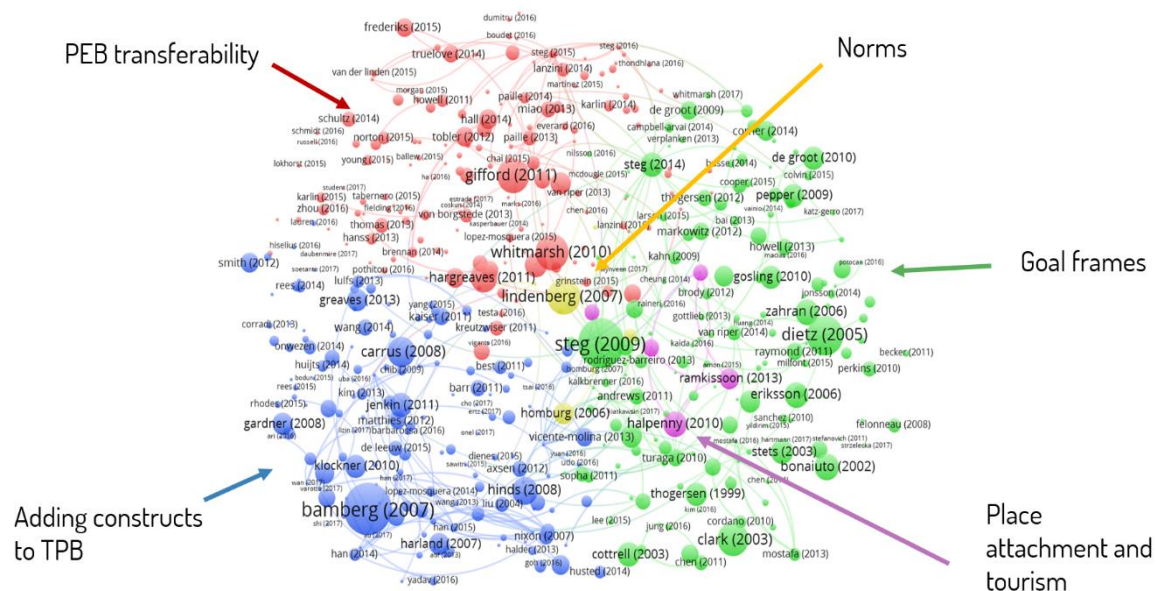
specific behaviours have particular underlying mechanisms and require specific interventions for behaviour change. The cluster highlights the issues of transferability of behavioural patterns, behavioural spillover, consistency of behaviour, and types of behaviour.

The papers in the green cluster, *goal framing*, aim to develop a framework for PEB by combining the existing theories and frameworks. They deal with the goal frames (Lindenberg, 2001) and value types (Dietz et al., 2005; Steg, Bolderdijk, et al., 2014). Here the study of Steg et al. (2014) is illustrative – it explains PEB through hedonic and altruistic values, the conflict of normative, hedonic, and gain goals.

Studies in the blue cluster explore *additional constructs for TPB*, use the theory of planned behaviour as a basis and add the elements from NAM and VBN frameworks.

The following two clusters are small, but they clearly focus on the norms and place attachment. Yellow cluster “*Social and personal norms*” focuses on the interplay of normative and gain goal frames (Lindenberg & Steg, 2007), the role of social and personal norms (H. Han & Hwang, 2017; Lauper et al., 2016; Story & Forsyth, 2008). Purple cluster “*Place attachment and tourism*” includes the variation of PEB in terms of local or global scale. All papers focus on place attachment and are tourism-related. Similarly to the keywords analysis, this cluster demonstrates the proximity of tourism and place concepts in terms of PEB.

Figure 7: Bibliographic coupling network visualization for PEB research



Source: the network is created in VOSviewer based on the data from WoS.

Table 7: Clusters and representative citations from the bibliographic coupling analysis of the research on pro-environmental behaviour

Themes	Cluster	Representative citations
Transferability of PEB	Red	Gifford (2011), Hargreaves (2011), Whitmarsh and O'Neill (2010), Truelove et al. (Truelove et al., 2014).
Goal framing	Green	Lindenberg (2001), Dietz et al. (2005), Steg et al., (2014).
Additional constructs for TPB	Blue	Bamberg and Möser (2007), Klöckner and Blöbaum, (2010), Carrus et al. (2008).
Social and personal norms	Yellow	Lindenberg and Steg (2007), Han and Hwang (2017), Lauper et al. (2016), Story and Forsyth (2008).
Place attachment and tourism	Purple	Halpenny (2010), Ramkissoon et al.,(2013a).

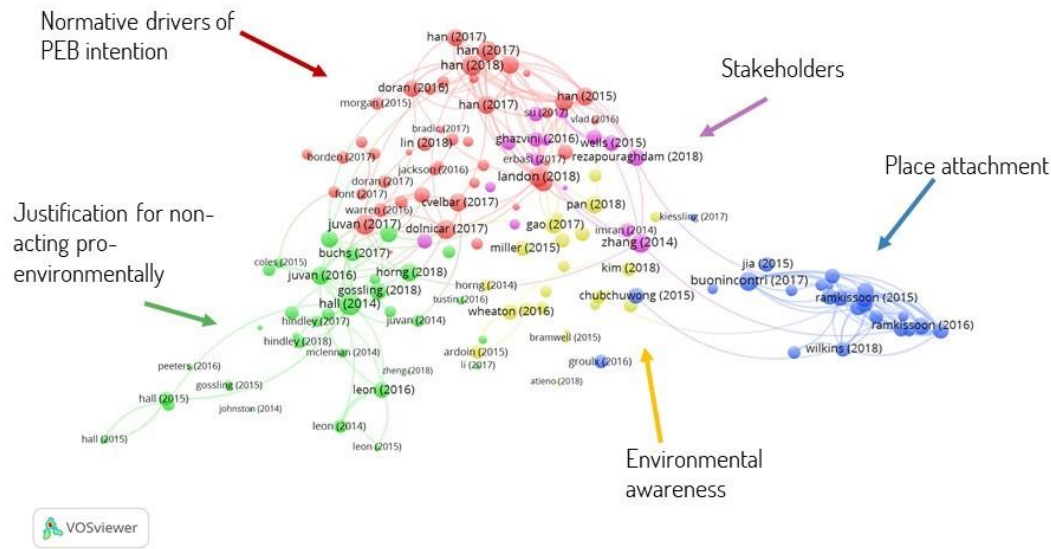
Source: own work.

1.1.9 The current trends in research on pro-environmental behaviour in tourism

Bibliographic coupling analysis shows five clusters that represent trends in research on pro-environmental behaviour in tourism. Due to the specificity of the analysis, only research from the period 2014-2018 is included because it is sufficient to show the topics, which are currently trending (Figure 8).

Norms and PEB intention (red cluster) is the biggest cluster in the PEB in tourist research. It studies normative impacts in different contexts (youth, business tourists, cyclists, tourism managers (H. Han, Hwang, et al., 2017; H. Han, Kim, et al., 2017; H. Han & Hwang, 2017; H. Han & Hyun, 2018; W. Han et al., 2018; Lin et al., 2018). Social norms are standards of acceptable behaviour defined at the group level and perceived through social interactions with other members of the society (Cialdini & Trost, 1998). Personal norms are defined at the individual level and represent what a person considers the right thing to do as defined by internalized values (Schwartz, 1977). Normative impacts in this cluster are studied together with habitual impacts (H. Han & Hyun, 2018), cognitive and affective triggers (Dolnicar et al., 2017; H. Han, Hwang, et al., 2017; H. Han & Hwang, 2015; H. Han & Hyun, 2018) and willingness to sacrifice (Doran & Larsen, 2016; Landon et al., 2018). While norms are positively related to the attitudinal components of pro-environmental behaviour, normative appeals are ineffective in the tourism context due to its highly hedonic nature (Dolnicar et al., 2017; Knezevic Cvelbar et al., 2017).

Figure 8: Bibliographic coupling network visualization for tourism PEB



Source: the network is created in VOSviewer based on the data from WoS.

Table 8: Clusters and representative citations from the bibliographic coupling analysis of the research on the pro-environmental behaviour in tourism

Themes	Cluster	Representative citations
Norms and PEB intention	Red	Han and Hyun (2018), Dolnicar et al. (2017), Han et al. (2017), Han and Hwang (2015), Doran and Larsen (2016), Landon et al. (2018), Knezevic Cvelbar et al., (2017).
Justification for not acting pro-environmentally	Green	Juvan and Dolnicar (2014), Vaske et al. (2015), Hall et al. (2015), León et al.,(2014), Horng and Liaw (2018).
Place attachment	Blue	Kiessling et al. (2017), Ramkissoon (2015), Tonge et al. (2015), Beery and Wolf-Watz (2014), Wolf et al. (2015), Buonincontri et al. (2017).
Environmental awareness	Yellow	D. Miller et al. (2015), Ardoin et al. (2015), Gao et al. (2017), Jacobs and Harms (2014), Wheaton et al. (2016).
The perspective of different stakeholders	Purple	Ghazvini et al., (2016), Chou (2014), Wells et al. (2016), Zhang et al., (2014), Imran et al. (2014).

Source: own work.

Justification for not acting pro-environmentally (green cluster). This cluster extends the focus of the previous normative cluster by exploring the barriers preventing norms from

translating into pro-environmental behaviour. It is similar to the cluster on attitude-behaviour gap from the co-citations analysis, however, pays more attention to the person's justification of the inaction, which is especially common for the tourism context (Juvan & Dolnicar, 2014; Vaske et al., 2015). Researchers distinguish between objective barriers, such as lack of infrastructure, and subjective excuses (Juvan & Dolnicar, 2014) or even denying the negative consequences of one's behaviour (Hall et al., 2015). Tourists demonstrate the endowment effect – they value their losses higher than they are willing to pay to avoid them (Kahneman & Tversky, 1979; Thaler, 1980 in León et al., 2014, p. 851). This is shown in the example of the possibility to pay a higher price for avoiding the risks of being impacted by climate change (León et al., 2014). Also, tourists are less likely to act pro-environmentally if they receive information on the shared responsibility for the environment, compared to information about consequences of their action on the environment, which authors explain through the “social loafing” – contributing less to the collective results as compared to working individually (Horng & Liaw, 2018).

The research in the purple cluster *explores pro-environmental behaviour and attitudes from the perspective of different stakeholders*. Studies address the most critical predictors of pro-environmental behaviour for each of the groups – domestic and international tourists (Ghazvini et al., 2016), tourism employees (Chou, 2014; Wells et al., 2016), residents of the tourist destinations (Zhang et al., 2014), as well as accounting for multiple stakeholders perspective (Imran et al., 2014). These studies use value orientation (Ghazvini et al., 2016; Imran et al., 2014; Zhang et al., 2014), personal norms and self-efficacy (Chou, 2014; Wells et al., 2016), and place attachment (Zhang et al., 2014) to explain differences in components of pro-environmental behaviour. Egoistic values are higher for domestic (Malaysian) tourists and are negatively related to environmental concerns (Ghazvini et al., 2016). Similarly, the study comparing multiple stakeholders in the national park in Pakistan finds that local communities and protected area authorities have higher eco-centric values and, while tourists and tourism companies have higher egoistic values resulting in lower involvement in pro-environmental behaviour (Imran et al., 2014). Place attachment, altruistic values and awareness of disaster consequences positively impact the pro-environmental behaviour of residents of the tourist destination (Zhang et al., 2014). Personal norms and green organizational climate define pro-environmental behaviour of hotel employees (Chou, 2014); however, the impact of generativity (concern about the future generations) on the behaviour of hotel employees was higher at home than in work context, suggesting that proximity to significant others might improve PEB (Wells et al., 2016). This cluster highlights that both the setting and the role that an individual performs in this setting are important for pro-environmental behaviour.

The yellow cluster covers the role of *environmental awareness* for pro-environmental behaviour in tourism. Though studies focus on environmental knowledge and education, they also highlight that awareness itself is not enough for making tourists act pro-environmentally. This can be seen, for example, through the difference between the

behaviour of people as tourists or residents: if a person does not find it easy to act pro-environmentally, they are unlikely to put extra effort into behaviour, therefore besides improving awareness, destinations should provide clear guidelines how to act pro-environmentally and support it with infrastructure (D. Miller et al., 2015). Environmental awareness serves as a basis for tourist social responsibility – pro-active search for possibilities to act pro-environmentally in the destination (D. Miller et al., 2015). Most of the studies in this cluster also took place in natural and protected areas (Ardoin et al., 2015; Gao et al., 2017; Jacobs & Harms, 2014; Kiessling et al., 2017; Wheaton et al., 2016), which highlights the gap of exploring pro-environmental behaviours in other tourism contexts, where tourist activities are not nature-based. Contact with nature evokes emotions, which lead to improvement in tourist intentions to act pro-environmentally. Experiment with whale-watching tourists shows the largest increase in conservation intention after the emotional interpretation of the information (Jacobs & Harms, 2014). Another study explored pre- and post-visit intentions of nature-based experience (seal watching) and finds that such experience does not impact conservation actions of tourists but leads to an increase in activities in the social media (Wheaton et al., 2016). Authors suggest that such experience develops nature connectedness, which is, however, is not long-lasting and therefore should be supported through emotional messages in the social media profiles of the park (Wheaton et al., 2016).

The blue cluster covers the studies exploring *place attachment*. Tourists develop place attachment through the visits to the place and experiences with a place (Beery & Wolf-Watz, 2014; Buonincontri et al., 2017; Wolf et al., 2015). Regarding pro-environmental behaviour, place attachment helps tourists embody a general concern for the environment into more tangible actions for its preservation (Beery & Wolf-Watz, 2014). Studies in this cluster explore the relationship of different components of place attachment and pro-environmental behaviour in natural and protected areas: island and marine destinations (Kiessling et al., 2017; Ramkissoon, 2015; Tonge et al., 2015), outdoors and natural parks (Beery & Wolf-Watz, 2014; Wolf et al., 2015), and cultural heritage sites (Buonincontri et al., 2017). Though the impact of the place attachment on pro-environmental behaviour is higher in the place towards which attachment has developed, it also has a positive impact on the general pro-environmental behaviour of tourists (Buonincontri et al., 2017).

To summarize the bibliometric analysis, we compare the topics revealed in general pro-environmental behaviour research and research of PEB in tourism (Table 9). The key topics of the general pro-environmental behaviour include a distinct tourism cluster, which means that tourism research stands separately from the other contexts in which PEB is studied. Second, a theoretical basis of both general PEB and tourism PEB consists of similar theories that dominate in existing research – theory of planned behaviour, value-belief-norm theory, normative impacts; however, research in tourism pays more attention to the role of the context and place attachment. Third, tourism and place attachment appear in the same cluster in the current trends in research on general PEB, which also includes research on the

transferability of pro-environmental behaviours across the contexts. The key topics in PEB research in tourism focus more on the relationship with a place and environment. Current trends in tourism PEB research suggest increasing attention to the normative drivers of tourist PEB and environmental awareness and education.

Table 9: Clusters from bibliometric analysis of pro-environmental behaviour

	Keywords (key topics)	Co-citation (theoretical basis)	Bibliographic coupling (current trends)
General PEB	• Energy use • Psycho-social predictors • Knowledge and education • PEB in tourism • Theoretical frameworks • Marketing and management of PEB	• Values • Attitudes • Norms • Inconsistency in PEB • Frameworks and theories	• PEB (non-) transferability • Norms • Goal framing • Adding constructs to TPB • Place attachment and tourism
Tourism PEB	• Psycho-social PEB predictors • Tourist-place relationship • Nature connectedness • PEB management • Tourism impact on the climate change • Ecotourism	• General frameworks • Attitude-behaviour gap (non-transferability of PEB) • Place attachment • Segmentation	• Normative drivers of PEB intention • Justification for not acting pro-environmentally • Environmental awareness • Stakeholders • Place attachment

Source: own work.

1.2 Pro-environmental behaviour

One of the promising approaches to minimize negative environmental impacts in tourism and address the challenges of sustainable development is modifying individuals' behaviour (IPCC, 2014; O'Brien, 2015). However, PEB is only a part of a wider area of environmentally sustainable actions, which should be tackled together with two other pillars of sustainable development — economic and socio-cultural, because all three pillars are highly interrelated (UNESCO, 2021). Considering the objectives of this thesis — exploring cross-contextual behaviour change, we focus only on the pro-environmental behaviour of tourists. By environment, we refer primarily to the natural and built world (Kollmuss & Agyeman, 2002). Yet, to understand why individual behaviour change is crucial for

achieving sustainable development goals, we will first explain its relation to sustainable development in tourism.

The sustainable tourism concept evolved from sustainable development principles applied to tourism. The definition of sustainable development states that it satisfies the needs of the present generation without compromising the needs of future generations (WCED, 1987). Respectively, sustainable tourism development stands for meeting the needs of present tourist and host regions without threatening satisfaction of these needs in the future (WTO, 1998). Over time, sustainable tourism changed from niche tourism activities, such as ecotourism, into the overarching goal for developing the tourism industry (Lu & Nepal, 2009). Sustainability as an approach often is more conceptual, with a lack of understanding by tourism actors on how to implement practical measures (Mihalic et al., 2021). To resolve this issue, the concept of responsible tourism was established, which is more action-oriented and requires actors to be proactive to achieve sustainable development goals (Mihalic et al., 2021). Moreover, the term “responsustable” has been introduced to reflect the combination of these two principles, making sustainable goals more achievable (Mihalič, 2016).

We narrowed down the emphasis of this research to the environmental dimension of sustainability, and more specifically — to the concept of pro-environmental behaviour to highlight the focus on the consumer-side and supply-side activities. Pro-environmental behaviour is “behaviour that consciously seeks to minimize the negative impact of one’s actions on the natural and built world” (Kollmuss & Agyeman, 2002, p. 240). Pro-environmental or environmentally significant behaviour occurs when an actor intends to benefit the environment (Stern, 2000). Pro-environmental behaviour may also occur unintentionally, as a side effect of the other actions (Juvan & Dolnicar, 2017); however, intended PEB is of primary interest of this research. In the literature on pro-environmental behaviour in tourism, the concepts of different levels are used: pro-environmental beliefs, knowledge, attitude, intention, and past, current, intended, or actual behaviour (Diamantopoulos et al., 2003). It is essential to clearly distinguish between them because attitudinal components do not necessarily result in acting pro-environmentally, which is known as the attitude-behaviour gap (Juvan & Dolnicar, 2014). Moreover, multiple concepts are used in the literature in relation to the behaviour aimed at minimization of the negative environmental impacts: environmentally-friendly (e.g. Baca-Motes et al., 2013; Bamberg, 2002; Dolnicar et al., 2019), environmentally sustainable (e.g. Ballantyne, Packer, & Sutherland, 2011; Dolnicar & Leisch, 2008b; Verfuëth et al., 2019), eco-friendly (H. Han & Hyun, 2018; Su et al., 2019), ecologically sustainable (Dolnicar & Leisch, 2008b; Hedlund, 2011), green (Tate et al., 2014; Thøgersen & Noblet, 2012), environmentally significant (Stern, 2000), environmentally responsible behaviour (Cheng & Wu, 2015; T. H. Lee & Jan, 2015; Su et al., 2020). Although the definitions might highlight slightly different notions of the behaviour, they are often used as synonyms. Their usage might differ also depending on the discipline and time of the research. For example, “green behaviour” is more commonly used in consumption studies (e.g. Gilg et al., 2005). The term “environmentally sustainable”

is more frequent in recent studies and points to the necessity to consider long-term effects and connect environmental sustainability to the economic and social dimensions (Lu & Nepal, 2009).

Another reason to focus on particular PEBs is because the combination of predictors of PEB is behaviour-specific (D. Miller et al., 2015), and due to the variability of the types of PEB and contexts, no framework can be applied universally (Juvan & Dolnicar, 2017; Kollmuss & Agyeman, 2002; Steg & Vlek, 2009). The most common approaches to predict pro-environmental behaviour include using psycho-social predictors. Generally, predictors can be divided into the categories of motivation (cost and benefit, morality and norms or affect), context, and habit (Steg & Vlek, 2009). Type of motivation depends on the particular PEB; however usually, multiple motivations participate in behaviour with one goal being focal – this is known as a goal-framing theory (Lindenberg & Steg, 2007). Goal framing theory distinguishes between gain, normative and hedonic goals. Tourist behaviour is highly hedonic, seeking primarily for pleasure and avoiding actions that require more efforts activity (Dolnicar et al., 2017; Filep & Laing, 2018; Malone et al., 2014), while pro-environmental behaviour is more normative-driven (Lindenberg & Steg, 2007). Habit is also studied as a pro-environmental behaviour predictor (Bamberg & Schmidt, 2003; Carrus et al., 2008; Chang & Gibson, 2015). Habits can be reconsidered if the context changes (Steg & Vlek, 2009). In a daily context, pro-environmental behaviour occurs more automatically, while in tourism, it involves more efforts. Therefore the impact of the habits in the tourism context is weaker (D. Miller et al., 2015).

Theory of Planned Behaviour (TPB) by Ajzen (1991) is the most applied theoretical framework used to predict PEB, and it was primarily aimed to explain rational behaviour. In TPB attitude, subjective norm and perceived behavioural control predict intention, which in turn determines behaviour. The framework is criticised for its lack of attention to the normative components of behaviour, so PEB studies have adjusted the theory by adding components of other theories – in particular, the norm-activation theory (NAM) (Schwartz, 1977) and Value-Belief-Norm theory Stern (2000) (e.g. in Bamberg & Möser (2007), Klöckner (2013)). TPB is good at explaining behavioural intentions but not actual behaviour (Juvan & Dolnicar, 2014). TPB accounts for the situational factors – subjective perception of them – through the perceived behavioural control (Bamberg & Möser, 2007). Also, TPB is developed for specific behaviours, which allows more precision in investigating predictors and behavioural outcomes.

Value-Belief-Norm theory (VBN) was developed to explain pro-environmental behaviours specifically (Stern, 2000). It combines the value theory of Schwartz (1992), worldviews measured through the New Environmental Paradigm (NEP) (Dunlap et al., 2000) and norm-activation model (NAM) (Schwartz, 1977), which is good in predicting low-cost PEBs (Steg et al., 2005). In VBN, a set of values (combination of altruistic, egoistic and biospheric) defines the ecological worldview, which through the awareness of the consequences and

ascription of the responsibility, activates personal norm to act pro-environmentally and results in one of four types of pro-environmental behaviour – environmental activism, public non-activist behaviour, private-sphere behaviour, or organizational behaviour (Stern, 2000). However, the more difficult or costly the behaviour change is, the less it depends on attitudes and values (Stern, 2000). By considering the normative drivers of PEB, VBN is suitable for predicting altruism-driven behaviour, which is mostly PEB in tourism.

The other approach to explaining pro-environmental behaviour is analysing the barriers to PEB – structural and psychological (Gifford, 2011). Psychological barriers can be found on every level of PEB predictors – for example, for motivation it would be a lack of knowledge, contradicting values and knowledge, lack of incentives; for habit – old patterns of behaviour (e.g. in (Kollmuss & Agyeman, 2002), or lack of infrastructure as a contextual barrier (Guagnano et al., 1995). Tam and Chan (2017) state that barriers causing a gap between concern and pro-environmental behaviour are society-specific and suggest analysing cross-cultural differences in barriers rather than differences in behaviour.

Socio-demographic characteristics of tourists, such as age, gender, social class, education level, can also be used to predict PEB (e.g. (Cvelbar et al., 2017; Dolnicar & Leisch, 2008b; Mair, 2011). Their popularity is caused, partly, by the availability (Diamantopoulos et al., 2003). However, there are a few disadvantages to use socio-demographic data. First, there is a lack of consistency in explaining PEB with demographics – they are moderated or mediated by the socio-psychological and situational factors. Second, the explanatory power of socio-demographic variables is weak (Diamantopoulos et al., 2003).

1.3 Cross-contextual change of tourist behaviour

The same individual changes behaviour when the context changes. With this subchapter, we overview research exploring the behaviour change due to the change in the context and cross-contextual behavioural consistency, also known as cross-contextual spillover. Behavioural spillover means adopting particular behaviour, which leads to adopting another behaviour (Thøgersen & Crompton, 2009). The common definition of spillover is a change in the behaviour, which has not been directly targeted by the intervention (Truelove et al., 2014); however, the more general definition of spillover also includes a change of the same behaviour in a different context (Nash et al., 2017; Verfuëth et al., 2019; F. Xu et al., 2020). Sustaining the same behaviour in a different situation (e.g. recycling at home, in public space, and when visiting friends (Maki & Rothman, 2016)) is also known as cross-contextual behavioural consistency (F. Xu et al., 2020). In our research, we focus on cross-contextual behavioural consistency of PEBs between daily and tourism context, domestic and abroad destinations, and stability of behaviour through time and destinations. Therefore, we use both terms – spillover and behavioural consistency referring to the transfer of behaviour through the contexts.

Research shows that spillover between behaviour in daily life and in tourism context is rare, especially in the high-cost lifestyle behaviours, such as frequent and low-cost flying (Barr et al., 2010). Cost of behaviour also defines how much behaviour depends on a person's pro-environmental values and attitudes – behaviours that are normalized and performed routinely, such as recycling, are less signifying of a person's environmentalism than behaviours, which require significant cost and effort – e.g. installing solar panels (Thøgersen, 2012). Thøgersen (2011) links behavioural spillover to the social learning theory (Bandura, 1977b), self-perception theory (Bem, 1972), cognitive dissonance theory (Festinger, 1957) and goal theory (Dhar & Simonson, 1999).

Social learning theory translated to the context of our research means that engaging in PEBs at destination for the first time and observing others acting pro-environmentally increases tourist self-efficacy - perceived ability to perform particular actions (Bandura, 1977a). Tourists continue acting pro-environmentally in other situations because they have tried behaviour and know that it is doable.

Self-perception theory explains spillover through activation of environmental self-identity (Whitmarsh & O'Neill, 2010), which also impacts PEB in future. When a person acts pro-environmentally for the first time, this might change the attitude, increasing the chances to repeat similar behaviour (Thøgersen, 2012). Similarly, reminding about past pro-environmental behaviours strengthens the environmental self-identity and leads to positive behavioural spillover (van der Werff et al., 2014). Identity process theory by Breakwell (1986) is used to explain the absence or occurrence of cross-contextual behavioural spillover effects, which are attributed to changes in a person's identity (Verfuerth et al., 2019). This is closely related to the cognitive dissonance theory stating that cognitive dissonance appears when there is a gap between a person's self-concept and actions (Festinger, 1957). As a result, people try to either adjust behaviour or self-concept to avoid dissonance. In terms of spillover effect, one of the outcomes might be that people who feel a cognitive dissonance from engaging in harmful behaviours – e.g. frequent flying, are more likely to engage in low-cost behaviours to minimize the discomfort (Thøgersen, 2012). In cross-contextual scenarios of this research, tourists might feel cognitive dissonance from acting pro-environmentally in daily life but not doing so at the destination, and vice versa. However, people feel discomfort only if it impacts their self-concept. Therefore spillover is more likely for those with stronger pro-environmental values and attitudes (Thøgersen, 2012).

Activation of environmental goals by engaging in one PEB leads to engaging into other PEBs or the same PEB in other situations, and salience of the goal increases with time, meaning that person is more likely to notice the relevance of own actions to the goal and consequently, more likely to engage into similar behaviours (Thøgersen, 2012).

Xu et al. (2020) show that environmental attachment and environmental identity mediate the translation of daily pro-environmental behaviour into pro-environmental behaviour in the

tourism context, while moral licensing has a negative moderating effect on the behaviour in the tourism context. They conclude that this is evidence of the consistency of the behaviour in daily and tourist contexts. The findings can be used both ways: encouraging tourists to daily PEB would lead to better PEB at the destination, while also assuming that the reverse will be possible – tourists might bring patterns of PEB experienced at a destination to their daily life.

Cross-contextual behavioural spillover is researched mainly in the home-work context; while there are very few studies addressing the home-tourism spillover (Whitmarsh & O'Neill, 2010; F. Xu et al., 2020). There is also a lack of research exploring the consistency of pro-environmental behaviour across different destinations.

1.3.1 Difference between daily and tourism pro-environmental behaviours

The first main way in which the context affects PEB is the difference between daily and tourism settings. Speaking of tourist behaviour generally (hedonistic behaviours, such as entertainment and sports), Carr (2002b) analyses differences between leisure and tourism behaviour, where leisure refers to how people spend their free time in a home environment. Behaviour in these two contexts is defined by personal motivation; proportions of tourist culture (hedonistic lifestyle and behaviour expressed by people on holidays) and residual culture (lifestyle and behaviour in a home environment) impact how much tourist behaviour resembles a person's leisure behaviour, and is moderated by personal characteristics and the physical environment.

Habit plays a crucial role in explaining the possible consistency between daily and tourism pro-environmental behaviour (Bamberg & Schmidt, 2003; Carrus et al., 2008; Chang & Gibson, 2015). When comparing residents and tourists in an urban destination, habits are the most critical predictor of urban pro-environmental behaviours in transportation, recycling, energy and consumption (D. Miller et al., 2015). In addition to the availability of facilities and tourist social responsibility, habits are more important for predicting pro-environmental behaviour in tourism than pro-environmental attitudes are (Miller et al., 2015), despite the importance given to attitudes in most of the literature on pro-environmental behaviour in other contexts. Habits also predict behavioural spillover — daily pro-environmental behaviours have a direct and moderating effect on the self-reported tourist pro-environmental behaviours at a tourist destination (A. Liu et al., 2020). Studies find that people are more likely to act pro-environmentally at the destination if they do so at home, given the opportunity (Dolnicar, 2010).

The type and the cost of pro-environmental behaviour are also crucial. When distinguishing between low-cost and high-cost PEBs (Gifford et al., 2011), spillover between daily and tourism behaviour is rare in high-cost lifestyle behaviours, such as frequent and low-cost flying (Barr et al., 2010). However, spillover is possible in low-cost behaviour. For example,

a tourist who routinely recycles at home will be more likely to recycle in the destination if the facilities are available (D. Miller et al., 2015). The cost of behaviour is also found to be crucial in the Barr et al. (2010) study, which concluded that even those who engage in daily pro-environmental behaviours do not consider reducing frequent flying (high-cost behaviour) but rather see the positive home behaviour as a trade-off for negative holiday behaviour.

In addition, norm activation is more likely to encourage low-cost behaviours (Steg et al., 2005): pro-environmental behaviour in the tourism context is perceived as more costly because it compromises comfort and requires extra effort. At the same time, it is not supported by economic motivation, e.g. the cost of utilities and energy in a hotel is not directly reflected in the price the tourist pays (Dolnicar et al., 2017). This means that tourists are less likely to engage in costly behaviours (Lindenberg & Steg, 2007). Becoming a tourist means breaking from routine (Cohen, 1979), freeing oneself from social norms and moral obligations (Dolnicar & Grün, 2009b; Goldstein et al., 2008; Nolan et al., 2008). Since pro-environmental behaviour is often norm-driven, this usually leads to worsening of the behaviour in the tourism context. Additionally, when a person goes on vacation, the hedonic goal frame becomes dominant (Gnoth, 1997), indicating that theories that use moral norms as a basis for predicting human behaviour are not as efficient for predicting pro-environmental behaviour in tourism (Dolnicar et al., 2017). The domination of hedonic motivation in the tourism context (Dolnicar & Leisch, 2008a; Malone et al., 2014) makes tourists more pleasure-oriented and avoiding extra efforts that are required to act pro-environmentally on holidays.

1.3.2 Difference between pro-environmental behaviours in domestic and abroad destinations

Despite globalization and predictions of the borderless world, borders still significantly impact tourism (Cohen & Cohen, 2012). Besides the logistic issues of crossing the border, psychosocial factors impact behaviour depending on whether tourist travels domestically or internationally: borders enable “otherness”, which is central to tourism practices (Timothy et al., 2016). Tourism statistics distinguish between domestic and foreign tourists, and these groups are typically approached differently by the destination management organizations. However, relatively few studies compare tourist pro-environmental behaviour in domestic and abroad destinations or between domestic and foreign tourists in the same destination.

One of the ways explaining the behavioural discrepancy is the *place attachment components* (Ramkissoon et al., 2013a; Ramkissoon & Mavondo, 2015; Scannell & Gifford, 2010b) – a bond between person and place (Ramkissoon et al., 2013b), which we assume can be stronger at domestic destinations. Place attachment also explains why travel distance impacts willingness to engage in pro-environmental behaviour (S. Xu et al., 2020). Tourists living

within the 100-mile radius from the studied location were more willing to engage in climate-friendly activities than those living further away. However, they were supporting the environmental management activities less (S. Xu et al., 2020). Authors suggest that it can be attributed to the perceived burden from the environmental management activities that frequent local visitors might experience.

Cvelbar et al. (2017) found that domestic tourists behaved more pro-environmentally than foreign tourists. The authors assumed this difference was caused either because domestic tourists better understood the hotel's recycling programme and could get clarification from staff in their language, or because domestic and foreign tourists have different relationships with a place, where domestic guests may feel more responsibility for the place.

One study compared tourist social behaviour when vacationing in their home country (UK) vs abroad (Mallorca), similarly concluding that domestic tourists were less involved in hedonic activities than tourists from abroad (Carr, 2002a). The authors explain the behaviour difference by the concept of *residual culture* (Bystrzanowski, 1989 in Carr, 2002a, p. 323) – the more the vacation place reminds the tourist of home, the more their home residual culture impacts behaviour, preventing them from adopting passive hedonic actions typical to when one feels like a tourist.

The role of culture is also examined by scholars interested in the effect of tourist identity. People frequently become interested in foreign places and cultures because they are different from tourists' own; such strangeness and unfamiliarity allow establishing borders between oneself and the others (Cohen, 1972). The attractiveness of foreign – *tourism xenophilia* – can act as a positive out-group bias (Nørfelt et al., 2019), influencing the behaviour of both tourists and residents. It creates a positive bias towards the foreign and is one of the key motivations to travel, to be hospitable to strangers, and to be willing to engage with the locals (Nørfelt et al., 2019), and, consequently, might positively impact involvement in activities that are beneficial for abroad destinations. The difference in behaviour at domestic destinations and destinations abroad can also be explained through *tourism ethnocentrism*. Tourism ethnocentrism is an intergroup bias expressed through the desire to support domestic service providers (Kock et al., 2019). It might contribute to the desire to travel locally and, translated to the context of our study, to take more care of the environment in a domestic destination while being more careless when travelling abroad. Behaving pro-environmentally in one's own compared to a foreign country might also differ because of the *foreign language effect*, which leads to more selfish choices in own language, and is more utilitarian (pro-environmental) when done in the foreign language (Champoux-Larsson & Knežević Cvelbar, 2020).

Domestic tourists are more likely to perceive the sustainability actions of a destination as a *trade-off to comfort*. At the same time, international travellers see it as a chance to unite with nature (Cooper Villagran, 2017). However, such difference might be caused by differences

in the motivation of the abroad and domestic tourists to visit Patagonia, where the study took place.

The citizenship theory (Kymlicka & Norman, 1994) can be extended to tourism, describing the role of the residents and tourists at the destination (Weaver et al., 2021), offering the perspective on the tourists-global citizens. This is especially crucial for the analysis of alternative and volunteer tourism, for which the line between the tourist and resident is blurred. Citizens are characterised by participation in the civic culture, autonomy, commitment to the social order and solidarity (Dalton, 2008 in Weaver et al., 2021, p. 5), which aligns with values of alternative tourism, such as the value of the community, ethics and sense of place and can be used to conceptualize the enlightened mass tourists — a more sustainable form of tourism (Weaver et al., 2021).

1.3.3 Difference between pro-environmental behaviours in green and grey destinations

Whether a tourist sees a destination as green or grey represents the *environmental image* of the destination, which is an essential part of the general destination image. Environmental image is the perceived environmental quality of a destination (Mihalič, 2000). A *green destination* image consists of elements of the natural environment, social environment, and green credentials such as ecolabels, awards, etc. (Cooper Villagran, 2017). In contrast, by *grey destinations* in this thesis, we refer to the destinations that are perceived as caring less for the environment. Due to the increase in general awareness about environmental issues, a positive environmental image of a destination can be a competitive advantage (Hu & Wall, 2005; Mihalič, 2000).

While there are very few studies exploring the impact of the environmental destination image on tourist pro-environmental behaviour, previous studies show that tourists are more likely to believe sustainability messages they receive in natural destinations than in urban destinations, which is attributed to information processing fluency (Chaiken, 1980; Hanks et al., 2016). Processing fluency is the relative easiness of processing the message by the tourists (Hanks et al., 2016). In a study on the Chilean Patagonia, landscapes, architecture, protected areas, and environmental management performance were perceived as signs of a green and authentic destination (Cooper Villagran, 2017). The perception of the green components of a destination image among domestic tourists is affected by their knowledge of deficiencies in waste recycling and low local environmental culture, which might add scepticism towards pro-environmental efforts of the destination (Cooper Villagran, 2017). Similarly, a pro-environmental climate (the perceived level of pro-environmental efforts) positively impacts the relationship between motivations and self-reported pro-environmental behaviour of the residents in the destination (Wang et al., 2020). The perception of the destination's social responsibility (including environmental aspects) affects tourist identification with the destination and subsequently increases self-reported pro-

environmental behaviour in the destination (Su & Swanson, 2017). The perceived quality of the environment and the eco-friendly reputation of the destination positively impact residents' self-reported pro-environmental behaviour (Su et al., 2019). A pro-environmental (ecological) image of the destination was also found to positively affect hikers' self-reported preservation and garbage behaviour in national parks (W. Lee & Jeong, 2018).

Finally, the availability of infrastructure, understanding how to act, and barrier-free opportunities for pro-environmental behaviour increase possibilities for tourist pro-environmental behaviour (DEFRA, 2008). In pro-environmental behaviour research, the contextual impacts include external barriers or facilitators of pro-environmental behaviour (Gifford et al., 2011), e.g. recycling infrastructure, or, more generally, the convenience of the setting for pro-environmental behaviour, which interacts with attitudinal processes (Guagnano et al., 1995).

Table 10 below summarizes the various determinants of PEB discussed above and the main arguments posed by the literature so far to explain the discrepancies between tourist behaviour across contexts. These variables were explored in further detail in our empirical study, which is explained below.

Table 10: Behaviour change depending on the scenario

Scenario	Variables responsible for the behaviour change
Everyday - Tourism	Habit, environmental attitudes, tourist social responsibility, availability of infrastructure (D. Miller et al., 2015). Lifestyle group, cost of behaviour, behavioural trade-off (Barr et al., 2010). Weaker social norms when travelling (Goldstein et al., 2008; Nolan et al., 2008; Steg & de Groot, 2010). Feeling free from moral obligations (Dolnicar & Grün, 2009b). Hedonic motivation (Dolnicar & Leisch, 2008a; Malone et al., 2014). Age, education, political orientation, personal values, environmental concern, personal norm define willingness to behave environmentally friendly in daily context, while gender, income, political orientation, personal values, environmental concern, personal norm define willingness to behave environmentally friendly on holidays (Mehmetoglu, 2010). Environmental attachment and environmental identity define how much daily PEB translates into tourism PEB (F. Xu et al., 2020). Place attachment and environmental sensitivity (Confente & Scarpi, 2020).

Domestic – International	Personal motivation, spatial distance, residual culture, tourist culture, physical environment, personal characteristics (Carr, 2002b, 2002a, 2002c). Tourist-place identification (Su & Swanson, 2017). Language barriers, relationships with a place (Knezevic Cvelbar et al., 2017). Foreign language effect (Champoux-Larsson & Knežević Cvelbar, 2020)
Green – Grey	Availability of infrastructure for PEBs (Kollmuss & Agyeman, 2002). Type of destination — cognitive image as natural or urban (Hanks et al., 2016). The difference between destination and home place defines how much hedonic activities tourists perform in the destination (Carr, 2002a). Pro-environmental climate (Wang et al., 2020) Destination social responsibility, tourist-destination identification and positive and negative emotions related to the experience in the destination (Su & Swanson, 2017). Ecological (pro-environmental) image of the destination (W. Lee & Jeong, 2018). Perceived quality of the environment and eco-friendly reputation of the destination (Su et al., 2019).

Source: own work.

1.4 Situational factors and pro-environmental behaviour

Context defines behaviour, and PEBs, in particular, are highly dependent on the situation (Guagnano et al., 1995; Stern, 1999). In PEB research, a context is external barriers or facilitators for PEB (Gifford et al., 2011), e.g. recycling infrastructure, or, more generally, the convenience of the setting for PEB, which interacts with attitudinal processes (Guagnano et al., 1995). Kollmuss & Agyeman (2002) interpret the context as infrastructure, political, social and cultural factors, economic situation. Context can affect behaviour directly, translate into behaviour through the mediation of motivational factors, serve as moderators for motivational factors, making behaviour dependent on personal factors, or make particular motivation – a goal frame – focal (Steg & Vlek, 2009).

In tourism, the change of the context has even more impact because a tourist changes the familiar environment to an unfamiliar one (D. Miller et al., 2015), where the habits and usual routine behaviour become more difficult and additional barriers to PEB appear. Tourists need to invest extra efforts in PEB. At the same time, it is supported neither by economic

motivation, e.g. cost of the utilities and energy in the hotel is not directly reflected on the price the tourist pays (Dolnicar et al., 2017), nor by the social norms – less pressure from peers, neighbours, family, colleagues (Goldstein et al., 2008; Nolan et al., 2008; Steg & de Groot, 2010). Therefore, this also leads to less PEB.

Situational factors are a group of contextual impacts defined by the time, place, and environment where the behaviour takes place. The research on pro-environmental behaviour focuses mainly on the internal factors to explain and predict behaviour, and fewer studies explore how the external environment shapes behaviour (Leung & Rosenthal, 2019). Situational impacts can be responsible for the attitude behaviour gap when generally good pro-environmental intentions do not result in pro-environmental behaviour, which is especially crucial for the pro-environmental behaviours in tourism (Juvan & Dolnicar, 2014). One of the reasons why situational factors are less researched is their variety and uniqueness in every given situation. Situational factors are the factors external to the person, such as a cost of the pro-environmental behaviour and competing goals (Steg & Vlek, 2009), depending on the physical and social environment of destination (Corraliza & Berenguer, 2000), or public commitments, feedback, rewards, barriers and norms (Schultz et al., 1995). Leung and Rosenthal (2019) distinguish between two types of situational impacts - structural cues, related to the built environment, and social cues, related to the observation of the behaviour of other people and its consequences. They refer to situational impacts as a perceived sustainability-related climate, which gives an individual a feeling that authorities (management in the organization, neighbourhood community) support sustainable actions. How tourists perceive the objective situational factors makes them subjective barriers (Klöckner & Blöbaum, 2010). Subjective situational factors are important because, for example, tourists do not engage in recycling if it seems too complicated, not convenient, or not understandable despite the availability of the recycling infrastructure in the destination. Situational factors are responsible for activating the personal norm to act pro-environmentally and can be also conceptualised as awareness of need, situational responsibility, efficacy and ability (Harland et al., 2007). Awareness of need stands for recognizing the object in need, e.g. environment. Situational responsibility connects a person to the recognized need, while efficacy is an identification of activities to address the need. Finally, ability stands for the perception of own capabilities to act towards the recognized need (Harland et al., 2007). Situational factors, along with the socio-demographic characteristics of tourists, are the most visible and easily manageable profiling factors for the destinations from the practical point, unlike the psycho-social characteristics of the tourist, which require more involvement of tourists as research subjects (Díaz-Meneses & Vilkaite-Vaitone, 2020).

Situational factors might trigger social identity and self-identity. Social identity theory states that a person needs references and comparison with the external environment to evaluate own attributes (Tajfel & Turner, 1986). The social identity is built upon feeling the similarity of oneself with a broader group of people or organization. Self-identity as an

environmentalist and how tourists perceive themselves in the destination also impact tourists' behaviour. If the tourists feel the relationship with the destination – as in the case with repeat visitors or domestic tourists, they feel an obligation to contribute to the well-being of the destination environment (Su et al., 2018). The person-destination relationship predicts pro-environmental behaviour (Su et al., 2018, 2019; Wang et al., 2020). When multiple behaviours were compared, self-identity predicted behaviour with waste, energy and water-saving, shopping and eating behaviours, though it was an insignificant predictor of the travel-related PEBs (Whitmarsh & O'Neill, 2010). However, the relationship of the identity with the actual pro-environmental behaviour is not straightforward: even people reporting being activists do not choose eco-friendly transport alternatives and are not ready to give up carbon-intensive travelling (Karlsson & Dolnicar, 2016).

Table 11: Situational factors and their relationship with pro-environmental behaviour

Reference	Situational factors
Hines et al. (1987).	Situational factors are “economic constraints, social pressures and opportunities to choose different actions”, which moderate the other variables' strength in the pro-environmental behaviour model (p. 7).
Stern (2000).	Persuasion, social expectations, advertising, policies and regulations, incentives, easiness, and barriers for the actions.
Klößner and Blöbaum (2010).	Situational factors include objective constraints, which are external barriers and facilitators for the behaviour, and subjective constraints, perceived possibilities to perform a behaviour.
Leung and Rosenthal (2019).	Situational factors include structural cues, which are often policy-related - codes of conduct, incentives, and infrastructure; and social cues — communication aiming to inform, motivate or remind about pro-environmental behaviour.
Díaz-Meneses and Vilkaite-Vaitone (2020).	Situational factors are barriers to the pro-environmental behaviour of tourists — distance, lack of time and space, lack of infrastructure and recycling programmes.
Harland et al. (2007).	Situational factors are activators, which through the mediation of personal norms define behaviour: awareness of need, situational responsibility, efficacy, ability.
T. Liu et al. (2021).	Situational factors are taken into account through scenarios of food waste behaviour in different contexts: every day, hosting at home, and tourism settings.

Source: own work.

1.5 Cultural factors and pro-environmental behaviour

The culture heavily impacts people's interaction with the environment (Tam & Milfont, 2020). Contextual impacts are at the centre of the studies of the human-environment interaction; however, existing research rarely considers both situational and cultural aspects.

Culture is “the programming of the human mind by which one group of people distinguishes itself from another group” (Hofstede Insights, 2021). Culture is a human-made environment that includes material culture — e.g. clothing, food, buildings, and subjective culture — a perception of the social environment that defines behavioural patterns of people belonging to the same group (Clayton, 2012). In terms of the focus of this research, by cultural factors, we refer to society-based motivations for PEB, which are typical for tourists from a particular group — a specific set of values, beliefs and worldviews, defining the relationship with the environment. We aim to explore the cultural impacts through the common tourism scenarios because they allow us to highlight the contextual changes: from daily to tourism setting, domestic to foreign destination, and destinations with a higher or lower level of environmentalism.

Table 12: Cultural factors and their relationship with pro-environmental behaviour

Reference	Cultural factors
Filimonau et al. (2018b).	National culture mediates tourist attitudes towards environmental impacts and behavioural intentions: individualism, long-term orientation and harmony-alignment dimensions and orientations are found responsible for the pro-environmental attitudes on the example of Polish tourists.
McKercher et al. (2011).	Collectivistic cultures are more aware of the negative environmental impacts of the trip and express more pro-environmental attitudes and intentions. Nationality impacts environmental attitudes among women, but not for men.
T. Liu et al. (2021).	Hofstede’s cultural dimensions of collectivism and masculinity impact tourists’ food waste behaviour, with masculine culture being more likely to abandon their normative habits on vacation.
Schultz et al. (2005), Stern et al. (1993, 1995).	Egoistic, altruistic and biospheric values are related to a person’s PEB. Altruistic and biospheric values are positively related to PEB; egoistic values – negatively.
Oreg & Katz-Gerro (2006).	Post-materialistic values on the country level predict environmental concerns.
Hofstede (2001).	Lower power distance and masculinity cultures give more priority to environmental issues.
Milfont and Schultz (2016).	Cultural factors are psychological distance — spatial, temporal and social; value orientation; normative social influence; emotions and evolutionary theory.

Reference	Cultural factors
Morren & Grinstein (2016).	In developed countries and individualistic rather than collectivistic cultures, the intention to PEB is more likely to transfer into actual PEB.
Tan and Chan (2017).	The culture impacts psychological barriers to PEB: individualism and looseness are associated with a stronger concern-behaviour relationship. In contrast, higher scores on distrust, belief in external control and present orientation are associated with a weaker concern-behaviour relationship.
Li and Wang (Li & Wang, 2020).	Fear of missing out and food preferences drive food waste behaviour among Chinese tourists.
Kim and Filimonau (2017).	Language (an element of the national culture) defines pro-environmental attitudes in tourism. Respondents with the weak future-time-reference language (Mandarin) demonstrated a better translation of the awareness into pro-environmental attitudes than those with the strong future-time-reference language (Korean).

Source: own work

Culture defines the awareness, knowledge, attitudes toward the environment (Filimonau et al., 2018b). Cultural differences in PEB are mainly explained through values (Milfont & Schultz, 2016), with the nationality of tourists commonly used as a proxy for the culture.

Values are guiding principles in life, which stay relatively stable throughout the individual's life (Schwartz, 1992). There are two different approaches to the values, which are popular in pro-environmental behaviour research: value orientation (Schwartz, 1992) and cultural dimensions (Geert Hofstede, 1980). The value orientation approach focuses on the individuals, while the cultural dimensions approach focuses on the values at the level of the national culture. However, these value orientation and dimension categories often overlap and can be considered alternative (Filimonau et al., 2018b; Taras et al., 2009).

Value orientation predicts PEB indirectly through personal norms and environmental beliefs (Schultz et al., 2005; Stern, 2000). Research distinguishes between four value orientations which are associated with a person's pro-environmental attitudes and behaviour: egoistic, altruistic, hedonic and biospheric values (Bouman et al., 2018; J. I. M. de Groot & Steg, 2008; Steg, Perlaviciute, et al., 2014; Stern et al., 1998). *Egoistic* values stand for prioritizing own well-being and resources. *Hedonic* values make pleasure and comfort central, motivate to seek immediate enjoyment. *Biospheric* values underly prioritizing the well-being of the planet and environment. *Altruistic* values motivate one to take care of the well-being of other people (Bouman et al., 2018). Altruistic and biospheric values are positively related to PEB, while egoistic values are negatively (Schultz et al., 2005; Stern et al., 1993, 1995).

The other relevant value framework belongs to Inglehart (1995), suggesting that a shift to postmaterialistic values lead to higher environmental concern. Therefore, those with postmaterialist values are more likely to engage in PEB. For example, Oreg and Katz-Gerro (2006) use a combined TPB-VBN model, where cultural differences of 27 countries are measured as postmaterialistic values. The postmaterialistic values on the country level predict environmental concern, which, together with perceived threat and perceived behavioural control, predicts willingness to sacrifice (PEB intention), which predicts PEB.

Hofstede's (1980, 2001) model of national culture includes six cultural dimensions: power distance, uncertainty avoidance, individualism-collectivism, and masculinity-femininity. *Power distance* defines how less powerful members of the society perceive the inequality of the power distribution in the society (Hofstede Insights, 2021). This cultural dimension defines relationships in the hierarchical systems and how much individuals believe they can change their social rank and strive for equality. Translated into the pro-environmental attitudes and behaviour, this can be related to individual's belief that they can make a change. The *individualism-collectivism* dimension defines how much a person tends to look after only themselves and significant others, compared to collectivistic sharing of the responsibility for their group in exchange for the group's loyalty. For PEB, it means that collectivistic cultures should be more likely to take care of the environment because it is shared with the society and for the common benefit. The *uncertainty avoidance* dimension defines the perception of the threats of the indefinite future and how a person develops beliefs and institutions to manage it. Those scoring high on the uncertainty avoidance scale should be more concerned about the environment. The *long-term orientation* values future reward, while short-term, or normative society, is rooted in the present and past, values tradition and is careful with societal changes. *Indulgence vs restriction* signifies the extent to which impulses and desires are controlled and can be compared to the hedonic value orientation from the other value framework. The *masculinity-femininity* dimension stands for the role of competition and success, a desire to stand out from the crowd in society. Societies with feminine orientation tend to be more pro-environmental.

Hofstede's model is criticized for not accounting for the heterogeneity of the population within the country, primary orientation on the work-related values, encouraging stereotypical perception, and not characterizing well the modern informational and mobile society (Donthu, 2018). Hofstede's model was not aimed primarily at explaining PEB, but the relationships between the cultural orientation dimensions and PEB have been described in later studies (Milfont, 2012). For example, the countries with lower power distance and higher on femininity would more likely prioritise environmental issues (Geert Hofstede, 2001).

With the particular focus on cross-cultural differences in different PEB levels (intention, concern, beliefs, behaviour), Milfont and Schultz (2016) highlight psychological distance - spatial, temporal and social; value orientation, normative social influence, emotions and

evolutional theory applied to human-environment interaction as psychological PEB predictors. They identify ways to improve human-environment interaction by reducing perceived distance and increasing future orientation and pro-sociality. Morren and Grinstein (2016) test the impact on the country-level degree of development (developed-developing) and culture (Hofstede's individualistic-collectivistic dimensions) on perceived behavioural control, PE intention, and PEB. Their findings show that in developed countries and individualistic rather than collectivistic cultures, the intention to PEB is more likely to transfer into actual PEB. Also, the perceived behavioural control has more effect on intention in developed countries. Tan and Chan (2017) use the sample of 32 countries to check the link between environmental concern and PEB. The level of distrust, belief in external control, future orientation, individualism-collectivism and tightness-looseness have been used as cultural predictors. They suggest that culture impacts psychological barriers and find individualism and looseness associated with a stronger concern-behaviour relationship. In contrast, higher scores on distrust, external control and present orientation are associated with a weaker concern-behaviour relationship.

There are very few studies exploring the impact of the culture on pro-environmental attitudes and behaviour in tourism research. Moreover, there is a lack of studies reporting the impact of the national culture on the actual pro-environmental behaviour. National differences impact pro-environmental attitudes and intentions of tourists: through the dimensions of individualism, long-term orientation and harmony-alignment dimensions (Filimonau et al., 2018b) and collectivism-individualism dimension, but only for the females, while all genders show more awareness in the collectivistic cultures (McKercher et al., 2010). Cultural dimensions of collectivism-individualism and feminine-masculine dimensions also impact self-reported tourist food waste behaviour (T. Liu et al., 2021). This study compared Slovenian and Chinese tourists in three scenarios – daily food consumption, hosting at home and travel food consumption.

Therefore, across different studies, approaches to the impact of culture on PEB differ. However, we can generalize them as affecting values, psychological barriers, and the strength of the relationship between the antecedents of different levels and actual PEB.

In summary, with bibliometric analysis, we reviewed the most relevant research on pro-environmental behaviour and pro-environmental behaviour in tourism. It allowed us to overview definitions and types of pro-environmental behaviour, define how research on pro-environmental behaviour in tourism is different from other domains and identify the theories and approaches most commonly used in tourism and general PEB domains.

PEB is defined mainly as intentional attempts to minimize negative impacts on the environment, explained through altruistic motivation. However, often the motivation behind

PEB might be different, e.g. habit, cost reduction, regulations or convenience. The PEB is commonly studied from the perspective of individuals (through motivational and contextual impacts, habits (Steg & Vlek, 2009)) or organizational approach (framing, nudge, choice architecture). Most of the research on tourist PEB focuses on the behaviour and its modification on the individuals. Research on general and tourist PEB use a similar set of theories for PEB explanation — theory of planned behaviour, value-belief-norm theory, norm activation model. Tourism PEB research has a separate cluster in the general PEB research, which is tightly related to the concept of place and uses place attachment theory. However, place attachment is used to explain tourist PEB mainly in the protected areas and nature-based destinations.

The literature review shows that the cross-contextual consistency of pro-environmental behaviour depends largely on contextual factors. However, most of the theoretical frameworks do not account for them. For example, contextual factors are somehow included in the theory of planned behaviour through perceived behavioural control (Steg & Vlek, 2009), which stands for the individual's perception of facilitators to behave pro-environmentally and impact intention and PEB (Ajzen, 1991).

Based on the reviewed research, we conceptualise three common tourism scenarios when the PEB change occurs: daily-tourism, domestic-foreign destination and green-grey destination. These scenarios are based on the contrasts and help to highlight the contextual factors associated with tourist PEB change. Besides, these scenarios can be handy for the practitioners, allowing them to identify how tourist behaviour can be managed.

Our review also shows that destination-side impacts on tourist PEB are less studied. Bibliometric analysis shows clusters of place attachment, normative impacts. However, they do not answer the questions about contextual impacts on tourist behaviour fully. The recent research aims to consider both situational and cultural factors (e.g. T. Liu et al., 2021). However, it is still scarce, and the topic needs further exploration. Our research and the existing literature assume that people try to be consistent in their behaviour across the context. However, contextual impacts can lead to a change in attitudes and behaviour.

Situational factors are external facilitators and constraints, that however interact with personal factors creating subjective perceptions of possibilities for PEB in every given situation. The research shows that they might serve both as barriers and facilitators of tourist behaviour.

Cultural factors are mainly studied through the national culture and values (Geert Hofstede, 1980; Schwartz, 1992). Their impact might be more or less prominent depending on the type of destination and tourist experience, for example, if a person travels abroad, compared to domestic travel. In the following chapters, we will explore in more detail which factors

impact cross-contextual behaviour change of tourists by conducting the interviews and quantifying the role of the situational and cultural factors for tourist PEB.

2 METHODOLOGY

2.1 Mixed-method approach

We used a mixed-method approach to identify key constructs responsible for cross-contextual behaviour change and then operationalize them and explore their effects on behaviour change in the quantitative study. A mixed-methods approach was necessary due to the explorative character of the research. We aimed to identify multiple factors impacting tourist PEB in different cross-contextual scenarios. Therefore, conducting qualitative interviews helped to prepare the survey instrument for the quantitative study. An application of mixed methods allows data triangulation, helps to clarify the results of one method with another, develop and choose measurement instruments, allows to analyse data from different perspectives and choose the more appropriate method for answering research questions (Clark & Creswell, 2008).

Moreover, qualitative research provided us with an in-depth understanding of why tourists engage in PEB, which PEBs are commonly practised in tourism, what are the key motivations for PEB, how tourists perceive facilitating conditions and barriers for PEB, norms for PEB at the destination, destination's pro-environmental efforts, the impact of destination's context on tourist PEB. This was necessary to develop codes and identify themes in the qualitative analysis. Next, we compared the identified themes — factors impacting cross-contextual PEB change or consistency with those described in the literature and connected them to the theoretical constructs. This informed the choice of variables included in the quantitative analysis.

2.2 Qualitative explorative study

First, we conducted qualitative research because of a lack of previous studies that systematically analyse why tourist PEB changes across contexts. We used semi-structured interviews with open-ended questions, which allowed the free transition between the interview topics, allowing us to explore the interviewees' answers in detail. Such an approach also helped avoid the bias of guiding the respondents towards the particular answers (Juvan & Dolnicar, 2014). Participants were not informed about the exact purpose of the study and were told only the broad topic of an interview to minimize the social desirability bias of the answers. The sample size was not pre-defined beforehand. We used the approach of the point of data saturation (Gummesson, 2000) — interviews lasted until no additional relevant

information could be extracted from the answers. The questions were pre-tested within the pilot study, and after modification, used for the main research.

2.2.1 Development of the research questions

To better understand why tourist PEB varies across contexts and the destination's role in determining PEB, we aimed to compare the PEB of tourists across different binary settings. We operationalize the differences across tourist PEB settings as daily vs tourism, domestic vs international, green vs grey destinations. By following the same individual across these common tourist situations, we expect to identify what makes tourists feel different in these scenarios, how it impacts their (self-reported) behaviour, and what causes cross contextual behavioural consistency, if any. The research questions are thus: (5) relating to daily PEB vs tourism: How does identifying oneself as a tourist impact one's PEB?; (6) relating to domestic vs abroad pro-environmental behaviour: Do tourists perceive themselves differently at a home-country destinations and abroad, and how does this affect their PEB at the destination?; and (7) relating to PEB at green vs grey destinations: How do tourists understand destinations as “grey” or “green”, and how does this perception affect their PEB in the destination?

2.2.2 Data collection

This exploratory study aimed to identify key constructs involved in behaviour change in the common tourism scenarios. In interviews, we asked to recall the recent tourist experience and the examples of the tourist pro-environmental behaviour, in which tourists participated or observed. The interviews took place with tourists in Slovenia during February-April 2019.

First, the pilot interviews were conducted with exchange students. The interviews included questions about behaviour towards the environment in different situations. After these interviews, we adjusted the questions based on a preliminary analysis of the students' answers. We created the interview guide that was used in interviews on the streets of Ljubljana. The interviews in the first part of the study were pre-arranged and lasted longer (20-60 min). For the second part, potential respondents were approached in the public spaces of Ljubljana (central square, pedestrian areas, castle, city park). After checking if they comply with the inclusion criteria (being a tourist, travel in Slovenia, understand English; Slovenians included too), they have been asked for oral consent to proceed with the interview and audio-record the conversation. The interviewer had a badge with name and university affiliation. Interviews on the streets were shorter – between 5 and 40 minutes, which is a disadvantage of recruiting interviewees on the street. This brought interviews with 33 people – foreigners and Slovenians. Interviewees were asked to share their pro-environmental behaviour experiences in Slovenia and other destinations, which interviewees would assign

a high (green destination) or low (grey destination) level of pro-environmental efforts. This allowed exploring a wider range of cross-contextual behaviour changes.

However, we faced one of the study limitations – those interviewees who were approachable on the streets were relatively homogeneous in their characteristic – younger independent travellers, travelling without kids, for leisure. Therefore, to diversify sample, we asked to fill in the online form with adapted interview questions (the link to the form was shared on Twitter, Facebook, LinkedIn and by email) people, who visited Slovenia as a tourist within the last five years and had at least one overnight stay. We have got 36 questionnaires which were complete. By adding online answers to the in-person interviews, we received a more diverse sample regarding age, type of travel, and travel party (Table 13; see Appendix 6 for a full sample characteristic).

Table 13: Interview sample characteristics

Characteristic		N	%	Characteristic		N	%
Data Collection	Online form	36	52	Number of visits	First time	37	54
	Interview	33	48		Repeat	31	46
Age group	18-24	21	32	Employment	Employed	32	46
	25-44	34	52		Student	28	41
	45-64	11	17		Unemployed	4	6
Country of origin	Slovenia	9	13	Travel party	Partner	18	26
	UK	8	12		Family	15	22
	USA	7	10		Colleagues	10	14
	Germany	5	7		Alone	9	13
	Croatia	5	7		Friends	9	13
	Other	16	24		N/a	7	10
					Group	1	1
Country of residence	Slovenia	19	28	Education	Master	34	49
	USA	8	12		Bachelor	19	28
	UK	7	10		Doctoral	10	14
	Germany	6	9		High School	2	3
	Other	29	42		Professional	1	1
Travel with kids	Without kids	60	90	Purpose of trip	Leisure	43	62
	With kids	7	10		Study	9	13
					Business	6	9
					N/a	11	16
Gender	Female	39	56				
	Male	29	41				
Total:		69					

The questions asked about daily pro-environmental behaviour, tourism behaviour, behaviour at the destinations, where the environment is or is not taken care of, behaviour at domestic

and foreign destinations (see Appendix 2). We expected to explore why tourists act pro-environmentally in general and in situations described in 3 scenarios: (1) daily-tourism discrepancy in PEB; (3) difference in PEB between domestic and international tourists; (4) impact of the destination on tourists PEB (more or less green destination in terms of pro-environmental efforts).

2.2.3 The research site

The data collection took place in Ljubljana, Slovenia. Ljubljana is renowned for its environmental and sustainability efforts and has been awarded numerous awards and titles (Ljubljana Tourism, 2020). Ljubljana was awarded the status of European Green Capital in 2016 (European Commission, 2016) and Best of Cities category in the Sustainable Top 100 Destination Awards in 2019 (Ljubljana Tourism, 2019), among the others. Therefore, Ljubljana and Slovenia are good examples of green destinations, which served the purposes of our study. The tourists were asked about their current or past experiences in Ljubljana and Slovenia. Additionally, we encouraged tourists to speak about experiences they had in other destinations worldwide, classified as green or grey and compared to their current destination experiences or daily environment.

2.2.4 Data analysis

The audio-recorded interviews were transcribed into text (Appendix 7). Next, both in-person and online interviews transcripts were coded using NVivo to explore the emerging concepts. This was followed by grouping the codes into themes, considering the existing theoretical concepts and frameworks. A thematic coding has been applied, meaning that themes emerged from the review of the relevant theories and the collected data (Ryan & Bernard, 2003). For this purpose, the investigator took notes during transcription. Next, the relevant quotes were coded and grouped by similarity, forming the key themes (Table 14).

Table 14: Examples of coding of the interview transcripts

Illustrative references	Codes	Theme
“Barcelona - the city is very clean, not a lot of trash everywhere” (Female, USA, 27).	Clean space	Green destinations
“Places with visible rubbish tend to “feel” less environmentally friendly but that may just be a perception rather than reality” (Female, UK, 43).		
“I think Slovenia is one for how clean and well-cared-for it is”. (Male, UK, 25).		
“You have bicycles, I told you. Here you can not ride a car [city centre], you have trash cans all over the	Visible destination PE initiatives	

Illustrative references	Codes	Theme
places, places to put your cigarettes, you don't see a lot of cigarettes on the floor" (Male, Portugal, 21). "One of the main aspects of this was the availability of public recycling areas, encouraging locals and tourists alike to recycle whilst on the go [...]. The streets themselves also seemed extremely clean and well taken care of" (Female, UK, 23).		
"We love Slovenia because it is so well-kept, because Ljubljana is beautiful, clean, green, pedestrianised, and free of pollution and industry like London" (Male, UK, 25). "I just see the street, I am surprised, because this street is pedestrian street, for the people, and people who ride the bike" (Female, Japan, 23).	Pedestrian areas	
"The more locals are environmentally friendly, the more guests will be. And Slovenians, oh yes - they are all so green" (Female, Croatia, 34). "I don't feel very guilty for using more plastic, or, waste more food, but here, because everyone is so aware about environment, for example, sorting waste and you have to follow. Coz you're living here, and you have to do it as people do here, so you also feel more environmentally aware" (Female, Vietnam).	Behaviour of others	
"We came from London, Europe, and the Arabic world is different thing" (Male, Argentina, 28) "I think, it was more different, because of the culture - it is very different from mine, like, Mediterranean ideas. Even if I am really close to Italy [homecountry], but it is still you can really tell the difference [with Slovenia]" (Female, Italy).	Different culture	Feeling like a tourist
"At times, I felt the staff at the hotels we stayed at and the restaurants viewed us as tourists" (Female, Austria, 49) "I liked the culture, but at the same time it is so different from ours that I couldn't really say, oh, I belong to this place" (Female, Italy)	Feel gazed upon, otherness	
"There are some things that make me feel like a tourist. Language is one of them" (Male, Portugal). "Given the history of the relationship between Croatia and Slovenia, and the similarity in language,	Foreign language	

Illustrative references	Codes	Theme
I feel somewhat “at home” when in Slovenia” (Male, Croatia, 52).		
“I did feel like a tourist, because I was in a new place.” (USA, 37) “everything felt "new" and "unusual", not like being at home” (Female, USA, 28).	Novelty	
“I really did not feel like a tourist; in any case, locals were very welcoming and spoke excellent English” (Female, USA, 32). “I do feel like a tourist, but it is a very comfortable city. So, it's been very easy to understand what is going on, everybody speaks a good English, and it feels very safe and open. It is less, like in some cities you feel like you really...obvious to spot, and like an outsider, while here it feels very welcoming”. (Male, Australia, 29)	Welcoming destination	

Source: own work.

2.3 Quantitative study

2.3.1 Quantitative study population and sampling

Our sample consisted of foreign tourists in Slovenia. We used convenience sampling by capturing tourists arriving to and leaving from Ljubljana while they had free time.

The sample has slightly more females (55%), the mean age of the respondent is 32 years, with the majority of respondents coming from the UK, France, Germany, Finland, and the USA. In general, the nationals of 50 countries participated in the survey. The majority of the participants travelled with partners or friends, without travel agency and visited Slovenia for the first time, are not environmental activists, live in the country of origin, travelled for leisure purposes, have a higher education degree, are employed and have average income (Table 15).

Table 15: Questionnaire sample characteristics

Characteristic		N	%	Characteristic		N	%
Gender	Male	200	44	Lives in the same country as origin	Same country	361	81
	Female	253	55		Abroad	86	19
					Leisure	415	89

Characteristic		N	%	Characteristic		N	%
	Prefer not to say	4	1	Purpose of the trip	Business	26	6
Age (mean)		450	32		Other	23	5
Country of origin	UK	93	21	Country of residence	UK	99	22
	France	49	11		France	50	11
	Germany	39	9		Germany	47	10
	Finland	31	7		Finland	32	7
	USA	30	7		USA	26	6
	Other	205	46		Other	195	43
Travel party	Alone	86	18	Education	No completed education	5	1
	With partner	163	35		High school	44	10
	Children	9	2		Trade/technical/vocational	32	7
	Partner and children	21	5		Bachelor	175	39
Trip organization	Friends	151	32	Work status	Master	163	37
	Colleagues	9	2		Doctoral	22	5
	Other	28	6		Other	4	1
	Independent	420	93		Unemployed	16	4
	Travel Package	31	7		Student	111	25
	First trip	372	80		Employed	294	66
Repeat visitors	Repeat trip	91	20	Income level	Retired	10	2
	Organized	136	29		Other	14	3
environmentalism	Not activist	338	71		Below the average	69	16
					Average	224	53
					Above the average	130	31

Source: own work

2.3.2 Data collection

The data was collected in transfer busses to Ljubljana airport (Bilynets et al., 2021b), during transfer waiting time, and tourists on Ljubljana bus station (international routes). The survey lasted for two weeks in August 2019. The data collection protocol has been approved by the University of Queensland Human Research Ethics Committee (#2019001734). Survey took place in paper-and-pencil format. Questionnaires were in English. Inclusion criteria were to be a tourist (no Slovenian residents have been included in this study) and being able to fill the questionnaire in English. Depending on whether tourists just arrived or spent some time

in Slovenia, they filled in a pre-visit or post-visit questionnaire. The questionnaires differed slightly in wording. For the pre-visit sample, the questionnaire asked about the last destination visited. For a post-visit sample, the questionnaire asked about destinations in Slovenia that tourists had a chance to visit. We have used pre-visit and post-visit samples separately to capture the change in image perception after the visit to a destination.

2.3.3 Measurement instruments

Since the dissertation explores the effects of the situational and cultural factors on tourist behaviour change cross-contextually, there are three groups of independent variables, identified through the qualitative research and literature review (Table 16; for the questionnaires, see Appendix 3). First, situational factors: perceived easiness of behaviour in the destination, destination environmental image, comparison to tourists' home place in terms of pro-environmental efforts, observing pro-environmental behaviour of others in the destination, feeling guilty for not acting pro-environmentally in the destination. Second, cultural factors: value orientation, national culture, and environmental activism. Third, socio-demographic parameters and trip characteristics: gender, age, income level, travelling with kids and business tourists. We also asked about tourist daily PEB to use it as a baseline for behaviour at the destination. The dependent variables were seven types of pro-environmental behaviour, derived from the literature review and the analysis of the interviews, which are likely to be practised both in daily and tourism context: recycling plastic bottles, taking a (long) shower, reusing towels, use of the single-use items (cups, straws, bags), buying bottled water, switching off unnecessary heating or air condition, and eating everything on one's plate.

Visual analogue scale (0-100) with endpoints "Not at all"- "Totally" for perceived image attributes of the destination and "Never" to "Always" for pro-environmental behaviours in daily and tourism context was chosen because it allowed identifying even the slightest differences in the image perception or reported behaviour, while the scale performance is as good as for ordinal scales (Dolnicar & Grün, 2009a). Tourists also answered questions in forced-choice binary format ("Yes" or "No") for easiness of PEB at destination, guilt and PEB of others in the destination. Such an answer format allows minimizing the impact of cultural differences on the answers (Dolnicar, 2018; Dolnicar et al., 2009; Paulhus, 1991) and provides more stable results in terms of test-retest reliability (Dolnicar & Grün, 2013). For comparative questions, we used three standard categories of the ordinal categorical scale: "Less", "Same" and "More" (University of Nottingham, n.d.), which follow the same logic – to allow tourists to compare, while minimizing the impact of the response style on the answers. We used single-item scales because they are considered performing equally well as multiple-item scales while being more user-friendly and minimising the respondent's fatigue from the lengthy questionnaire (Gardner et al., 1998). Also, we used the dichotomous and trichotomous answer format for the scales for the same reason (Jacoby & Matell, 1971).

Table 16: Choice of variables for the quantitative analysis

Factors from qualitative analysis	Items included in the quantitative analysis
Costly PEB Lack of time Available infrastructure Trip fatigue Lack of understanding Behaviour cost PEB is made easy	Easy PEB
Hedonic motivation Relaxing Breaking routine Role of the nature Feel good for acting pro-environmentally Personal environmentalism	Value orientation (biospheric, altruistic, hedonic, egoistic)
Visible initiatives “Broken windows” Behaviour of others	Image of destination as environmentally friendly
Home country environmentalism Contrasts	Perception of the destination as less/same/more pro-environmental than home
National culture	National culture dimensions (femininity-masculinity and collectivism-individualism)
Afraid of the punishment Anonymity Feeling observed Feel helpless Local norm	Feel guilty for not acting pro-environmentally
Strong PEB habits Education Income Travelling with kids Age Business trip	Daily PEB Education Income Travelling with kids Age Business trip

Source: own work

2.3.3.1 Environmental image of the destination

Visual analogue scale (0-100) with endpoints “Not at all”- “Totally” measured pre-defined image attributes of the destination: safe, friendly, clean, environmentally friendly, sustainable, expensive, crowded, boring and having a post-communist vibe (Bilynets et al., 2021a). Attributes of interest for this study are related to the environmental image of the destination: “Environmentally friendly” and “Sustainable”. Because we had subsamples of pre-visit and post-visit tourists, we were able to analyse the image change for Ljubljana resulting from the visit to the destination.

2.3.3.2 Pro-environmental behaviour

Respondents marked on the visual analogue scale (0-100) how much they involve in every of seven pro-environmental behaviours: from “Never” to “Always”. There were two identical blocks of questions offering them to report involvement in PEB in daily life (daily PEBs) and the last destination (tourism PEBs). To make respondents recall a particular experience and be more specific about past behaviour, we asked to write down the name of the last destination before asking about behaviour there. We have asked about PEBs commonly mentioned in interviews and were approximately equally likely to occur in daily and tourism context at the destination. These were:

- Put plastic bottles into the recycling bin
- Take long showers
- Use single-use straws/bags/cups
- Reuse my towels
- Buy single-use water bottles
- Switch off the air conditioning/heating when it is not necessary
- Eat everything on my plate

2.3.3.3 Contrasts

It was important to establish a baseline to which tourist compares the destination. Therefore, we included a comparative question, suggesting to evaluate the destination’s pro-environmental efforts relative to the usual (daily) environment. We asked: “How pro-environmental is destination compared to your home place?”. Respondent answered with “Less”, “Same”, or “More” answers.

2.3.3.4 Easiness of PEB

The perceived easiness of PEB at the destination was measured with the single-item question: “In general, it was easy to act pro-environmentally in that destination /Slovenia for me”, suggesting to answer with “Yes” or “No”.

2.3.3.5 Guilt for not acting pro-environmentally

Feeling guilty for not acting pro-environmentally at the destination was measured with the single-item question: “I felt guilty for not acting pro-environmentally at the destination”, suggesting to answer with “Yes” or “No”.

2.3.3.6 Pro-environmental behaviour of other people

Respondents answered if they observed the PEB of other people at a destination with a “Yes” or “No” answer. This question measured the descriptive social norm about acting pro-environmentally at the destination – tourists use the observed behaviour of others as a source of information (Cialdini & Trost, 1998).

2.3.3.7 Environmental activism

We used three questions with “Yes” or “No” format of answers - “I am a member of a pro-environmental organisation”, “I donate money to a pro-environmental organisation”, and “I volunteer for a pro-environmental organisation” (Juvan & Dolnicar, 2017). A respondent was labelled as an organised environmentalist by answering “Yes” to at least one of the questions.

2.3.3.8 Environmental values

Previous research shows that four types of values are related to pro-environmental behaviour: biospheric, altruistic, hedonic and egoistic. We measured value orientation with Environmental Portrait Value Scale (Bouman et al., 2018). The scale consists of 17 items. Respondents read the person's description and marked on a 6-point scale how much description fits them: from “Not like me at all” to “Very much like me”. For analysis, we computed average single item for each of 4 value orientations: biospheric values (4 items, Cronbach's alpha $\alpha=0.83$); altruistic values (5 items, $\alpha=0.82$); hedonic values (3 items, $\alpha=0.83$); egoistic values (5 items, $\alpha=0.75$).

2.3.3.9 National culture

We used Hofstede's national culture index (Hofstede Insights, 2021) for the dimensions of individualism-collectivism and femininity-masculinity for each country from our sample (Appendix 5). The scale ranges from 0 (collectivistic, feminine) to 100 (individualistic, masculine).

2.3.3.10 Socio-demographic characteristics

Respondents reported their gender, year of birth, education, work status, country of origin and residence, and income level. They also filled a section about trip purpose, travel party, trip organization, the number of visits to Slovenia, and reasons to visit Slovenia.

2.3.4 Development of the hypotheses

2.3.4.1 *Comparison of tourist daily and tourism PEB*

In line with the literature, we hypothesize that tourist PEB worsens in the tourism context compared to their daily PEB (Barr et al., 2010). Further, we explain also the choice of the PEBs for the analysis.

H 1: Tourists engage in PEB more often in daily context than at the destination.

H 1.1: Tourists put plastic bottles in the recycling bin more often in daily context than at the destination.

Recycling depends on the availability of the infrastructure and familiarity of the tourists with a practice in the particular place, therefore at destination tourist has more physical and psychological barriers for recycling (Díaz-Meneses & Vilkaite-Vaitone, 2020). During the interviews, recycling was the most commonly mentioned example of behaviour that tourist spoke about. Recycling can be considered one of the most common pro-environmental practices at destinations worldwide and has been extensively studied in the tourism context (Díaz-Meneses & Vilkaite-Vaitone, 2020; Grazzini et al., 2018; D. Miller et al., 2015). We measure the self-reported recycling of plastic bottles to refer to the behaviour as specific as possible in the home and tourism context.

H 1.2: Tourists take long showers *less* often in daily context than at the destination.

Taking a short shower is often included in measuring environmentally significant behaviours in the home context (e.g. Miroso et al., 2013; Van der Werff et al., 2013; Whitmarsh & O'Neill, 2010). Taking a long shower means increasing water and energy consumption. While at home, a person pays the price for the resources and energy, but the accommodation price in the destination will not change if the tourist uses fewer resources during their stay (Dolnicar et al., 2019). Therefore, there is less economic motivation to save the water, while hedonic motivation to indulge in long showering increases.

H 1.3: Tourists use single-use straws/bags/cups *less* often in daily context than at the destination.

Small single-use items have been recently in the centre of attention in the media, and policies that aim to reduce single-use plastic are introduced worldwide (Herberz et al., 2020; Van Rensburg et al., 2020). Avoiding unnecessary packaging is also often included in scales measuring pro-environmental behaviour (e.g. López-Mosquera García, 2016; Thøgersen, 1999; Whitmarsh & O'Neill, 2010). As stated in the interviews, in a destination, a person is

more likely to take a single-use item because it is more convenient and results from the spontaneous take-away or shopping. Single-use items are used more than ever and are often the only option now due to the COVID pandemic (Adyel, 2020). Without a possibility to carry around and clean own utensils, single-use items are perceived as a more hygienic option, considerably contributing to waste production.

H 1.4: Tourists reuse their towels more often in daily context than at the destination.

Changing towels is a part of the daily cleaning routine in the hotel. Regular change of the towels requires significant water, electricity consumption, and detergent use (Knezevic Cvelbar et al., 2017). People are more likely to reuse towels in daily context than when on holidays because it also means less cost – time, effort, and resources. Research exploring towel reuse in tourism found that provincial (social) norms (Goldstein et al., 2008), public commitment (Baca-Motes et al., 2013), rewards (Dolnicar et al., 2019) and changing towels only on demand (Theotokis & Manganari, 2015) help to increase towel reuse in a hotel setting.

H 1.5: Tourists buy single-use water bottles *less* often in daily context than at the destination.

People have a source of drinking water at home or know where to get it in daily life, but not all destinations have drinking water available. Even if they do have drinking water, it costs tourists an extra effort to look for it. In interviews, tourists stated that carrying a refill bottle around is not always an option because it takes space in the luggage, which is especially critical for those travelling with a small bag. Instead, tourists prefer buying bottled water at the destination, given that it is more convenient, and the water is cheap. This leads to an increase in plastic waste from single-use bottles, similarly to hypothesis 1.3. We make this hypothesis separate from the single-use plastic items because bottled water is the only option in some destinations, while it is easier to avoid other kinds of single-use plastic.

H 1.6: Tourists switch off air condition/heating when it is not necessary more often in daily context than at the destination.

Reduction of energy and resources use is studied mainly in daily context – installing energy-saving equipment and home insulation, turning off the light when not used, water use reduction (e.g. Abrahamse & Steg, 2011; López-Mosquera García, 2016; Whitmarsh & O'Neill, 2010). In tourism, such studies accounted for switching off the light (e.g. Dolnicar, 2010; Dolnicar & Leisch, 2008b; D. Miller et al., 2015) and moral licensing from turning off unnecessary appliances (F. Xu et al., 2020). Similarly to showering and towel-reuse behaviour, tourists have lower motivation to save energy at the destination because they do not pay for it directly and are not rewarded if they save the energy.

H 1.7: Tourists eat everything on their plate more often in daily context than at the destination.

Food consumption and waste management are among the key areas to address to reduce the negative environmental impacts (Gössling et al., 2011). While a significant amount of food is wasted even before it is cooked, which is known as kitchen waste, researchers argue that plate waste – the food which is cooked and served but not eaten, is unnecessary and can be significantly reduced (Dolnicar, 2020a; Papargyropoulou et al., 2016). Tourists waste on average 0.233 kg of food per day per person in plate leftovers, with a la carte lunch being the most wasteful, followed by the dinner and breakfast buffets (Papargyropoulou et al., 2016). Plate waste in hospitality has been addressed by the experimental research suggesting the ways to minimize it through reduction of the plate size, normalization of the return to the buffet to get more food rather than getting too much in the first go, gamification of the experience for the families with kids (Dolnicar et al., 2020; Juvan et al., 2018; Kallbekken & Sælen, 2013). The difference between food waste behaviours in daily and tourism context has been studied by comparing Chinese and Slovenian tourists (T. Liu et al., 2021). In the context of this research, we are interested in exploring how food waste behaviour differs between daily and tourism contexts. Our interviews show that for tourists, it is more challenging to take the leftovers with them, tourists have less control over the size of the portion they get in the restaurants, are less familiar with the destination's food, and tend to order more than they can eat out of curiosity. We hypothesise that the plate waste in tourism context is higher than in daily life.

H 2: Daily PEB is positively associated with PEB at the destination.

People perform pro-environmental behaviours habitually (D. Miller et al., 2015; Verplanken & Roy, 2016). There is a segment for which acting pro-environmentally is a part of their identity and lifestyle (Dolnicar, 2010; López-Sánchez & Pulido-Fernández, 2016; Whitmarsh & O'Neill, 2010). People are likely to act pro-environmentally in the destination if they do so daily if they have such an opportunity (Dolnicar, 2010). Therefore, cross-contextual consistency of the behaviour occurs (F. Xu et al., 2020), and we need to account for the baseline behaviour for each tourist, even if it does not result in the same pro-environmental behaviour at the destination (Juvan & Dolnicar, 2014). We hypothesise that daily pro-environmental behaviour is significantly positively associated with the same PEB at the destination.

2.3.4.2 Environmental image of the destination

The formation of the destination's image is a complex process and represents a combination of beliefs and expectations that tourists have about the destination (Crompton, 1979). Research differentiates between organic and induced image (Gunn, 1988), each impacted by image-creating agents, which are also organic or induced (Gartner, 1994). Organic image

forms as a result of random information tourists receive about the destination – e.g. through news, movies, reading books, friends, social media, and actual visits to the destination. The induced image results from the intended marketing communication initiated by the destination and interested stakeholders. Organic image is more difficult to control by the destination (Gunn, 1988). However, it is more valuable than the induced image because tourists perceive it with less scepticism. Previous research and results of our interviews show that tourists are more likely to evaluate a product or service as “green” if they notice evidence of the pro-environmental activities or cues related to the natural attributes of the destination (Hanks et al., 2016; Mayer et al., 2012; Namkung & Jang, 2013). We confront the existing theoretical assumption that destination has no impact on its organic environmental image and suggest that implementing the visible pro-environmental initiatives improves the organic environmental image of the destination. We hypothesise that:

H 3.1: Tourists notice pro-environmental initiatives at the destination.

H 3.2: Tourists’ perception of the destination’s environmental image improves after a visit to the destination with visible PE initiatives.

2.3.4.3 ANOVA and correlation analysis

The next block of hypothesis tests with ANOVA for categorical or correlation analysis for continuous variables the relationship between variables and each PEB at the destination.

The next hypothesis defines a baseline regarding what tourists perceive as a pro-environmental (green) destination. Because it is not possible to establish an objective standard of pro-environmentalism of the destination that can be measured for all tourists similarly (Kampen & Swyngedouw, 2000), we use tourists’ subjective perception of the destination compared to their home place level of environmentalism. This hypothesis derives from the findings of our interviews showing that tourists compare destinations to their familiar environment, or the destinations visited in the past in terms of pro-environmentalism. Moreover, a contrast between the destination and a home place impacts tourist behaviour at a destination — the more different the destination is, the more hedonic and liberal is tourists’ behaviour, and the opposite – in similar destinations, tourists are more likely to follow the daily leisure patterns (Carr, 2002a). Translating this to the context of our study, the destination with a lower level of PE efforts than the tourist’s home environment can lead to worsening of PEB. On the other hand, if the destination is perceived as similar or more pro-environmental compared to the tourist’s home place, there should be less difference between daily PEB and PEB at the destination:

H 4.1: Tourists who perceive destination more pro-environmental than home place are more likely to behave pro-environmentally at the destination.

Tourists are less likely to engage in costly behaviours (Lindenberg & Steg, 2007), and availability of the infrastructure, understanding how to act, and barrier-free opportunities for pro-environmental behaviour increase possibilities for tourist pro-environmental behaviour (DEFRA, 2008). Therefore, perception of destination as easy for pro-environmental behaviour should impact tourist PEB at destination positively:

H 4.2: Perception of the destination as easy for PEB is positively associated with PEB at the destination.

The behaviour of others towards the environment in a destination is a social cue to the tourist about the social norm in the destination to act pro-environmentally (Leung & Rosenthal, 2019). Research shows that pointing to the positive pro-environmental behaviour of others helps to encourage tourists to act more pro-environmentally (Goldstein et al., 2008). Social norm works as a behavioural standard (Tajfel & Turner, 1986). The more tourists observe others acting pro-environmentally, the stronger is the descriptive social norm (Cialdini & Trost, 1998). We hypothesise that when tourists get a chance to observe locals and other tourists acting pro-environmentally at a destination, they are more likely to act pro-environmentally at a destination:

H 4.3: Observing others acting pro-environmentally at the destination is positively associated with the PEB at the destination.

Feeling guilty for not acting pro-environmentally is caused by the gap between social norms and persons' behaviour (Baumeister, 1998). Therefore, tourists should feel guilty for not acting pro-environmentally at the destination:

H 4.4: Feeling guilty for not acting pro-environmentally is associated with less PEB at the destination.

The subsequent three hypotheses are related to the attributes related to the environmental image of the destination identified during the interviews. The environmental image of the destination positively impacts the pro-environmental behaviour of tourists (W. Lee & Jeong, 2018; Su & Swanson, 2017). Previous studies also confirm the relationship between the pro-environmental climate in the destination and the pro-environmental behaviour of the residents and workers (Leung & Rosenthal, 2019; Wang et al., 2020). Therefore, we hypothesise:

H 5.1: The image of the destination as environmentally friendly is associated with better PEB at the destination.

H 5.2: The image of the destination as sustainable is associated with better PEB at the destination.

H 5.3: The image of the destination as clean is associated with better PEB at the destination.

Biospheric, altruistic, hedonic and egoistic values impact pro-environmental behaviour (Bouman et al., 2018; Stern, 2000). Biospheric and hedonic values are positively associated with pro-environmental attitudes and behaviour (J. I. M. de Groot & Steg, 2008; Steg et al., 2005; Stern, 2000), while hedonic and egoistic values – negatively. We test the relationship between each of value orientations and PEBs in destination context:

H 6.1: Biospheric values are positively associated with tourist PEB at a destination.

H 6.2: Hedonic values are negatively associated with tourist PEB at a destination.

H 6.3: Altruistic values are positively associated with tourist PEB at a destination.

H 6.4: Egoistic values are negatively associated with tourist PEB at a destination.

Environmental self-identity can be impacted by past pro-environmental behaviours and the social interactions and labels that people receive from others (Lacasse, 2016). Tourists who self-identify as a more pro-environmental group are likely to try to act consistently with their pro-environmental identity (Fielding et al., 2008) and keep PEB at the destination. We suggest that tourists who are environmental activists in daily life will be more likely to follow their environmental self-identity by keeping PEB at destination:

H 7: Being an environmental activist is associated with better PEB at a destination.

Literature predictions about masculinity and individualism on PEB are contradictory. On one side, collectivistic and feminine countries are associated with more pro-environmental intentions and behaviour because they tend to care more about the others from their group (Geert Hofstede, 2001), on the other side – individualistic societies translate PE intentions into actual PEB better (Morren & Grinstein, 2016). Since we measure self-reported tourist PEB, we hypothesise that in both daily and destination contexts, masculinity and individualism are negatively associated with tourist PEB:

H 8.1: Individualistic culture is associated with less tourist PEB at a destination.

H 8.2: Masculine culture is associated with less PEB at a destination.

2.3.4.4 Path analysis

Next, we combine selected cultural and situational factors in the path analysis model and test their relationship with tourist PEBs. We use two endogenous variables in the model:

tourist daily PEB and PEB at a destination. We hypothesize that values and national culture are associated with PEBs in both contexts, while the image of the destination as environmentally friendly and daily PEB impacts tourist PEB at the destination (Figure 9):

H 9.1: Tourist PEB in daily life positively impacts tourist PEB at the destination.

Similarly to H 4.1, we hypothesise that a positive environmental image of the destination is associated with better tourist PEB. We include only the “environmentally friendly” attribute to the model because it is correlated with “sustainable” and “clean”:

H 9.2: Image of destination as environmentally friendly positively impacts tourist PEB at the destination.

Similarly to the hypotheses for the correlation analysis (H 6.1 – H 6.4), we theorize that in both contexts, biospheric and altruistic values have a positive association with tourist PEB, hedonic and egoistic values, as well as masculinity and individualism are associated negatively with tourist PEB:

H 9.3: Masculinity is negatively associated with tourist PEB at the destination.

H 9.4: Masculinity is negatively associated with tourist PEB in daily life.

H 9.5: Individualism is negatively associated with tourist PEB in daily life.

H 9.6: Individualism is negatively associated with tourist PEB at the destination.

H 9.7: Biospheric values are positively associated with tourist PEB in daily life.

H 9.8: Biospheric values are positively associated with tourist PEB at the destination.

H 9.9: Altruistic values are positively associated with tourist PEB in daily life.

H 9.10: Altruistic values are positively associated with tourist PEB at the destination.

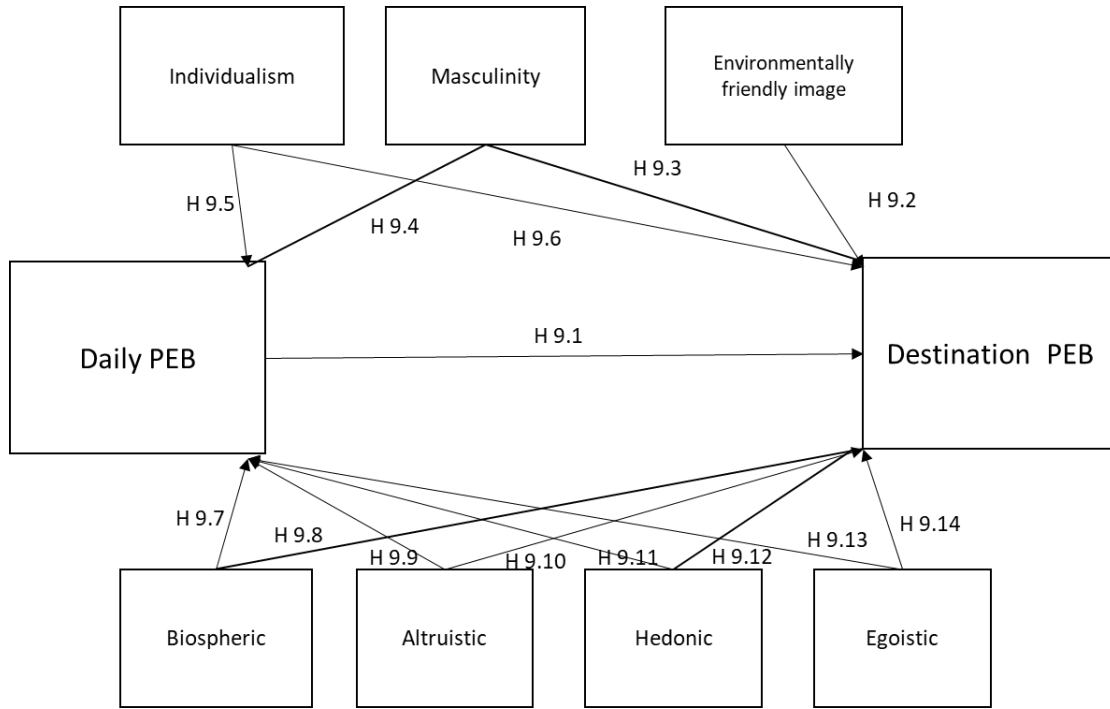
H 9.11: Hedonic values are positively associated with tourist PEB in daily life.

H 9.12: Hedonic values are positively associated with tourist PEB at the destination.

H 9.13: Egoistic values are positively associated with tourist PEB in daily life.

H 9.14: Egoistic values are positively associated with tourist PEB at the destination.

Figure 9: Path analysis model for tourist PEB at a destination



2.3.5 Data analysis

The data from the questionnaires was manually processed into the electronic database using STATA. We have examined the database and cleaned mistakes from the manual input. The data was then transformed into the format needed for the analysis — inverted scale (e.g. PEBs for showering, use of single-use items and buying single-use water bottles), composite variables (for value orientation), new variables were generated, the dataset with national culture indexes was added (Hofstede Insights, 2021). The data was examined again using descriptive statistics (Appendix 4).

Changes in destination image perception were tested with an independent samples t-test for pre-and post-visit image perceptions. We also used the t-test to determine changes in behaviour between daily and tourism contexts. We used ANOVA, correlation and path analysis to identify the role of individual predictors for the PEBs (Galizzi & Whitmarsh, 2019). ANOVA with three and more categories was followed by the post-hoc test — a pairwise comparison of means with adjustment to multiple comparisons using Tukey’s and Bonferroni methods (STATA, 2021). We conducted a path analysis with SEM Builder (STATA, 2012) to identify the relationship between a set of predictors with the tourist pro-environmental behaviour at the destination ([Chapter 3.3.5](#)). We first specified the model after finding the support for the variables and relationships in the literature, selected the measures to represent variables in the model, conducted a descriptive analysis of the data, and estimated parameters in the model and model fit (Suhr, 2008). For model fit estimation, we

used the following indicators. Chi-square goodness of fit test insignificance suggests a good fit of the model. RMSEA (the root mean square error of approximation) below .05 indicate the close fit of the model to the data; the smaller the value, the better the fit (Stevens, 2012). Incremental fit indices CFI (comparative fit index) and TLI (Tucker-Lewis, or the normed fit index) with values above .90 indicate acceptable fit of the model (Stevens, 2012). According to these indicators, all our models demonstrate a good fit.

3 RESEARCH FINDINGS

3.1 Exploration of factors impacting cross-contextual change of pro-environmental behaviour of tourists

In this chapter, we first present the qualitative study results that aimed to explore the multiplicity of factors impacting tourist pro-environmental behaviour in cross-contextual situations. The qualitative study results helped create the questionnaire and interpret the results of the quantitative analysis. Next, with the quantitative study, we checked the change in the environmental image of the destination resulting from the tourist visit to the destination. Next, we tested a change in multiple pro-environmental behaviours from daily to tourism context. Afterwards, we analysed the identified cultural and situational factors and their direct impact on tourist behaviour in a destination. We finalized the chapter by analysing the path model combining both situational (destination's environmental image) and cultural factors (values and national culture) on tourist pro-environmental behaviour at the destination.

In the following section, we summarize the main findings from the interviews, which allow us to understand better how the context of the destination defines the change in the pro-environmental behaviour of tourists. We find that, while the reasons for behaviour change slightly differ in each of three explored scenarios (daily vs tourism, domestic vs foreign, and green vs grey destination), several important factors underline behaviour in all three scenarios: 1) personal factors, including habits and pro-environmental attitudes; 2) cultural factors — values and culture of tourists; and 3) situational factors, including the availability of infrastructure/facilitating conditions and cost of the behaviour; social norms about acting pro-environmentally; and environmental image/visual cues. In addition, for the daily vs tourism setting, the notion of self-identity was important in determining PEB, whereas in the domestic-foreign setting, place attachment affected PEB outcomes.

3.1.1 Habits and routine

In line with previous research, our results show that personal factors, such as environmental awareness, attitudes and habits, impact tourist pro-environmental behaviour and are

responsible for much of the consistency of behaviour when the context changes. The pro-environmental behaviour of tourists at a destination largely depends on their daily pro-environmental behaviour. As expected, those with high awareness of environmental issues are also aware of the consequences of their behaviour when travelling, especially if the behaviour is similar to what they do in daily life. Positive attitudes and concern about the environment make tourists at least try to do their best when the context changes from daily activities to tourism settings.

When asked about behaviour in the destination, interviewees often mentioned **habits** — behaviours they practised daily and commented on their ability to engage in these behaviours while travelling. If they were not able to act pro-environmentally due to external barriers (e.g. lack of public trashcans), they felt discomfort:

“Buying things that minimize waste or were made in an environmentally friendly way is not always possible [when travelling]. I also feel that there is more plastic involved: I buy too many water bottles! That’s perhaps the most difficult one. Being sure you will have eco-friendly transportation is not a given, either. At home you have the time and knowledge to choose wisely” (Anonymous).

“The waste of food [...] is terrible! When you travel, and in the restaurant, there is too much food in the plate, they usually throw it away. If I were home, I would save it for some other meal. And in hotels, there are no mini recycling bins! Terrible!” (Female, 34, Croatia).

Many respondents referred to pro-environmental habits that they simply extended from their daily behaviours to tourist environments. They mentioned that things like switching off lights, taking short showers, or throwing trash into the bin “*comes together in a package*” and translates into any new location. Pro-environmental behaviour in a destination thus strongly depends on the habits that tourists develop in daily life and their general pro-environmental attitudes.

3.1.2 Cultural factors

3.1.2.1 Values

Consistency between daily behaviours and behaviours in tourism settings was frequently connected to deeply-held **values** by the interviewees. When interviewees referred to these values, they elicited biospheric (e.g. concern about the planet – “*it’s high time to give our planet respect*” - Male, 36, Canada) and altruistic (e.g. concern about the well-being of others – “*to make the world a better place*”) values, which are positively related to pro-environmental behaviour. Respondents who held deeply-rooted environmental attitudes, referring to care about the environment as “*my lifestyle*” (Female, 22, Germany), and talking

about the importance of nature (*“trees are like us”* - Female, 25, Slovenia), were most likely to see PEB as something non-negotiable, a part of their self-identity that did not shift depending on context.

At the same time, two other types of values – egoistic (e.g. ensuring own well-being) and hedonic (e.g. seeking pleasure) – were also present in their narratives. These particularly surfaced in the *daily vs tourist setting*. While egoistic values could sometimes be the reason for acting pro-environmentally (*“it makes you feel better”*- Male, Portugal), they generally were reasons against acting pro-environmentally (*“I really want to take ten trips a year. Why should I give up on that?”* - Female, Germany). Hedonic values, in particular, were related to a feeling that seeking pleasure, even at the cost of the environment, was justified when on vacation. It was explained by a general feeling of *“I don’t care”*– like drinking and throwing trash everywhere on the beaches of Mallorca, or not bothering to do the extra work in sorting different types of trash in a hotel room on vacation. Respondents frequently mentioned *“the difficulties and duties which you think about in your daily life”* (Female, 27, Azerbaijan), which included being responsible, recycling, etc., in opposition to a care-free, effort-free time on vacation; *“because holidays are down time, people often want some luxury as well”* (Female, 57, UK). However, the extent to which each type of value was triggered differed by context, which is elaborated in the following section.

3.1.2.2 National culture

National culture and its relation to pro-environmental behaviour were the most apparent in the domestic-abroad scenario and when interviewees spoke about the behaviour of other tourists and locals. The first cross-cultural difference is the *home-country environmentalism* – how acting pro-environmentally is normalized in the daily life of tourists. In the majority of the examples, it was related to the governmental initiatives:

“In California, people are very environmentally conscious, and we have a lot of laws that mandate environmentally friendly behavior. For example, plastic bags are banned at grocery stores. [...] It's also become less popular (and even frowned upon) to have a grass lawn, due the the droughts in California and a desire to conserve water and promote native plants” (Female, 27, USA).

“The government of Germany created a good system in preservation of the environment, such as waste sorting, recycling, not giving plastic bags in the shops for free, etc. [...]. Although citizens can differ (I have experienced many very different people, preferring some activities but ruining it on the other side, or some not taking care of anything), in general, it seems to be working and the awareness of the people seems to be rising” (Female, 27, Azerbaijan).

“It's very different. [In Denmark] they are very concerned about environment, they put a lot of efforts in making their environment sustainable, they care for the environment. In Ethiopia it is totally different, I can say, we are not at that level of thinking, where we are going to start to care about the environment” (Male, Ethiopia).

Next is the *role of nature* in society's culture, which was expressed through the general attitudes towards nature, also a choice of the activities, e.g. spending time in nature:

“In Estonia, nature has always been a big part of the formation of the Estonians' identity” (Female, 31, Croatia).

“[In Slovenia] I felt that the country truly embraces its nature, and sees how much it benefits people. I also think Iceland really embodied that ethos as well” (Female, 28, USA).

Third, how the individual sees themselves in the society, their role and how much they are willing to adjust to the societal norms, which can be conceptualised through *collectivism-individualism and femininity-masculinity cultural dimensions* (Geert Hofstede, 2001). Tourists referred to particular examples from their travel experiences, which generally support the previous research findings (T. Liu et al., 2021). Tourists mentioned that fellow citizens try to “keep face” and appear as their better version, adjust to the behaviour of locals when travelling abroad, e.g. nationals of Argentina, Bosnia, Thailand, Croatia mentioned during the interviews (collectivistic feminine cultures or neutral feminine-masculine (Hofstede Insights, 2021):

“They could sometimes act more pro-environmental in countries where they feel that they might be fined for polluting” (Male, 46, Croatia).

“I think it is like when you are at your home, and you are away when you visit a friend...So you try to keep better face. [...] They want to seem very cultural to the other people outside of Argentina” (Male, 28, Argentina).

“A lot of Bosnians going out of the country, there are a lot of people living in Germany, Croatia, everywhere, and when they come back, they change immediately, after they cross the border. They [...] change to their previous versions, know that nobody cares, and then they don't care [...]. Outside they behave nice [...] he won't throw trash because someone from the society on the street or anybody would see him and tell him - Ok, man, that's not good (Male, 27, Bosnia).

On the other side, interviewees mentioned that particular cultures, e.g. tourists from Germany, Switzerland, Italy, the US, the UK, are more likely to downgrade their behaviour

when travelling abroad, even if they are pro-environmental in daily life. These are cultures with high indexes of individualism and masculinity:

“[about fellow citizens travelling abroad] Less mindful. Convenience trumps environmental concerns” (Male, 49, Canada/US).

“I noticed a difference in behaviour, for example, from people from Switzerland[...] in Switzerland they behave in a certain way, like you see that everything is perfectly clean, and there is no cigarettes on the ground and stuff. When they come to Italy, the behaviour is completely different[...] they behave worse because they know in their country if they do something wrong they are punished, while in Italy most of the time they are not” (Female, Italy).

Value orientation and national culture dimensions should be considered in their relationship with the social norm towards acting pro-environmentally at the destination and the contrasts of destination with the daily environment, as perceived by tourists.

3.1.3 Situational factors

In addition to personal and cultural factors, we found several situation-specific factors that led to changes in PEB in different settings. These were very strongly connected to the visual image of the destination: the visual cues affected the tourists' perception of the environmental image of the destination, “proper” behaviour by locals, informed their understanding of authentic behaviour and experiences, and the visual assessment of the infrastructure (from the availability of recycling bins to posted fines for littering).

3.1.3.1 Social norms, desire to fit in, authenticity

First, the effect of **social norms** emerged as one of the main determinants of PEB. These social norms sometimes occurred in the shape of stereotypes, conceived before the trip (e.g. *“in Switzerland, nobody throws anything on the ground”*- Male, 27, Argentina), but occasionally were shaped by the tourist's experience at the destination. Respondents frequently mentioned observing the behaviour of locals, as well as of the other tourists, when deciding how to act. One respondent mentioned that it is *“easy to copy... from local people”* (Female, 31, Argentina) and physical cues such as *“landfills, full of bottles, full of dirt”* signalled to them how the locals felt and behaved towards their own environment. One respondent from Vietnam mentioned how the positive PEB of locals affected her to act differently consciously, simply to *“do as others do”*:

“I feel, like, at home, because no one cares, I don't feel very guilty for using more plastic, or, to waste more food, but here [in Slovenia], because everyone is so aware about the environment, for example, sorting waste and everything, you just follow.

Because you're living here, and you have to do it as people do here, so you also feel more environmentally aware yourself" (Female, Vietnam).

The literature suggests that observing other tourists impacts tourists' identity and behaviour, known as intratourist gaze (Holloway et al., 2011). Interviewees admit that in green destinations, they feel uncomfortable doing something, which is different from the behaviour of others – both locals and tourists (e.g. would not throw cigarette buds on the floor) and would feel judged if they do so:

"When I went for ski trip in Austria, and realized that everyone was recycling in their apartments, I felt ashamed when I ditched the whole sack of misc.garbage. But now things are changing in Croatia, so it is no longer a problem. And of course, that trip to Austria also changed my perspective. If Austrians can do it, why wouldn't I! [...] I felt ashamed, and I instantly changed. Actually, when you enter a new house you do care about the furniture when you enter an old and rubbish house you mostly do not care. This is the same thing...the more locals are environmentally friendly, the more guests will be. And Slovenians, oh yes - they are all so Green" (Female, 34, Croatia).

The awareness of social norms in the destination also triggered a **desire to blend in** and act as locals at the destination. Respondents frequently mentioned this desire to blend in as the reason they were motivated to find particular activities at a destination, which were different from what they used to do in the past or in their usual environment, and therefore, get interested and learn about possibilities for pro-environmental behaviour (e.g. different recycling approaches, drinking water fountains, renting a bike). This is not necessarily because of the pro-environmental motives, but tourists appreciate positive environmental outcomes as a side effect (Venhoeven et al., 2016). Also, they might engage in pro-environmental activities because of the desire for **authentic experiences** in the destination. These are: buying locally sourced food, gastronomic experiences, more walking and biking, using fewer resources or living with a minimum of conveniences (for a short time though, e.g. in camping). A desire to get authentic experiences and "blend in" might lead to learning about the place and mimicking the behaviours of locals or others whom tourists get a chance to observe. If this is a green destination, most likely, tourists will be encouraged to upgrade their pro-environmental behaviour to blend in. Sometimes, locals present green features to visitors, so it becomes a part of the tourist experience. Moreover, it is an authentic one, as some experiences can get only if they know someone from a destination: *"I was aware of green things in Ljubljana. My friend was showing me — this is a waste sorting, this is for the electric car..."* (Female, Australia).

These examples are mainly related to green and abroad destinations scenarios. People were more likely to admit that they felt a "provincial" norm – an implicit code of behaviour in the area (Goldstein et al., 2008), and were cautious not to break it because it would mean

disrespect to the country. For the tourism vs daily PEB scenario, a highlight is on feeling oneself a tourist in a destination, which is explained in the following sections.

3.1.3.2 Self-identity and place attachment

Feeling like a tourist. The extent to which a person identifies as a tourist is the most prominent in a daily-tourism scenario and varies between the destinations. However, it is possible to feel oneself a tourist in the home area too (Cohen & Cohen, 2012). Being a tourist is not limited only to physical travel; it is separating oneself from the routine, temporary transformation and distancing from the “normal” (Cohen, 1979). Our results suggest that the touristification of the experience is triggered by the novelty, foreign language, cultural and visual contrasts, participation in stereotypical tourist practices and ghettoization of tourist areas. Another recurring theme is avoiding of self-identification as a tourist because of the negative associations with the term.

Novelty. Breaking usual patterns of behaviour and visiting new places makes people feel like tourists in the area: *“I definitely felt like a tourist there. Even though ... that's less than 10 km away from here ... I went to see something that I don't know” (Female, 24, Slovenia).* Not being able to understand the local **language**, or a need to speak a foreign language, is associated with being a tourist:

“When I am actually hanging out with tourists then I feel like a tourist in my own country. Because then you start to speak English, and then also when you go to the store you start to speak English [...] then you see behaviour of the people from Slovenia how they behave [with] the tourists - when you feel a tourist in your own country” (Female, 25, Slovenia).

Interviewees also reported a feeling of a **contrast**— culture, appearance etc.:

“People there are mostly black, that made me feel tourist, because I was in minority” (Male, 36, Slovenia);

“The Arabic world is different thing. [...]the life, the quality of life, philosophy of life, the religion is all the time included, you know? And the women thing is crazy. The food, it is very different from Argentina and the Europe” (Male, 27, Argentina).

Furthermore, the opposite – a lack of contrast takes away touristification of the experience:

“I feel more like a resident. Because the warmth of the people, the language, of course, and the faces of the people” (Male, 27, Bosnia).

Another commonly mentioned reason to feel oneself a tourist was to participate in stereotypical **tourist practices** – sightseeing, buying souvenirs, visiting museums, and taking pictures: *“For sure, not speaking the Slovenian language and camping makes you a*

tourist” (Male, 57, the Netherlands); *“We were visiting tourist sites and staying in a hotel”* (Female, 43, UK). A negative perception of being a tourist was related to experiencing a tourist ghetto at the destination – e.g. touts from restaurants and shops, overpriced goods and services: *“We tried to stay away from tourist attractions”* (Male, 24, the Netherlands).

Denying being a tourist was often expressed through the use of different wording: *“travellers, not tourists”* (Male, 27, Argentina); *“I would say we felt more like visitors rather than tourists because we were trying to be low key, respectful, dress well, and to ‘blend in’”* (Female, 49, Austria), also in terms of associating themselves with another group (students, explorers, lifestyle travellers), or stating that their activities at destination were different from what other tourists do:

“We felt like tourists, but also quite separated from the tourists seeking photo opportunities and quick excitement” (Male, 35, Canada).

Being a tourist is perceived as something negative: *“Yes [we felt as tourists]. But that is okay because we were”* (Male, 24, the Netherlands). Also, to be a tourist is associated with being foolish, allowing themselves otherwise inappropriate behaviours or being fooled by others:

“I would be more likely, if I had a car, to park wrong... It just feels like you can act a bit stupid” (Female, Slovenia, 24).

“People don’t see a tourist, they see only money. You can’t trust anybody because... they want money” (Male, Argentina, 27).

Being a tourist is seen as something shallow, something that makes respondents feel ashamed and guilty. Therefore, by denying being a “tourist”, people might try to say “I behave better”. These findings are strongly related to the changes in pro-environmental behaviour. Travel breaks usual patterns of behaviour and requires extra effort for information processing. Tourists should overcome additional barriers to engage in PEBs at the destination, which is not in line with the hedonic motivations. If the environment is not convenient for the “right” behaviour, a person will likely do what is easier. Indeed, the extent to which a person felt like a tourist significantly affected their behaviour and explained whether egoistic, hedonic or altruistic values were triggered.

However, when a person develops a relationship with a place, they feel more responsible. If tourists are made to feel “tourist” at a destination by the destination setting, they are more likely to act like a tourist – focus on pleasures and avoid responsibility. Therefore, destinations can try to manage such “being a tourist” feeling. On the example of Ljubljana, interviewees were pleasantly surprised that there are no aggressive selling tactics towards tourists. E.g. restaurants did not bother them to check the menu and visit the place.

Place attachment. These findings are also consistent with previous studies showing that place attachment can act as an important predictor of PEB: the extent to which tourists feel an attachment to the place determines how they behave. Place attachment is stronger if a tourist develops a connection with a place through multiple visits or positive experiences, which affects the extent to which tourists feel protective of the environment. Place identification is stronger the more time person spends at the destination (Su & Swanson, 2017). In our interviews, the examples were related to the migration, studying or work abroad, but also a desire to get **more authentic experiences**, differentiate themselves from the mass tourists: “*you become traveller when you travel to learn, not to consume*” (Male, 27, Argentina). For those who stay at a destination for a longer time, identity as a tourist does not disappear completely. However, they have a routine that makes them feel like a local – e.g. going regularly to a supermarket. Another argument differentiating them from tourists is access to different experiences: “*This experience...if we were tourists, we would never get here*” (Female, 31, Argentina). Furthermore, people who feel more welcomed at a destination are more inclined to contribute to the well-being of the destination, and the opposite:

“If I feel rejected, or, in the other way, I don't feel as a participant, as a member of the society, then I also don't want to do anything [for the local environment]” (Male, 27, Bosnian).

Similarly, clearly touristic places, with negative experiences of being treated like a tourist, do not encourage extra efforts. Therefore, even a short-term visit can develop a relationship with a place, encouraging more pro-environmental behaviour if the experience at a destination is positive.

Place attachment could work in a reverse way as well, where a lack of place attachment could trigger a feeling of “*not my country, not my problem*” (Male, 24, France). As one respondent said, “*Unfortunately, I cannot save the planet but can save my home. It is at least a step*” (Female, 34, Croatia). Through this reasoning, the respondents could justify why they would act more carelessly towards the environment in a foreign setting. The relevance of place attachment was particularly strong in the daily-holiday scenarios, as it triggered the tendency to care less about the environment because the tourist will not stay long in the destination and is less likely to experience the negative consequences of own actions:

“The fact that I don't stay in this place for a long time makes it even easier not to think about regular and conscious things you might have done in a place where you live, like using less water and polluting less, than while travelling” (Female, 27, Azerbaijan).

In the domestic vs abroad scenario, some respondents perceived the importance of environmental resources differently depending on whether it was in their home country or a

foreign country. The comments allow us to suggest that abroad and at the destinations where the people feel too much “tourist”, environmental resources are seen more as attractions. In contrast, at home they are seen as the heritage of the country, which requires more responsibility and evokes a desire to protect it:

“People who come from Germany, or northern countries of Europe, and they don’t really act in a sustainable way. [...] It seems like they are in the place where we are starting with sustainability [Sardinia], but they don’t really respect this new attitude and they start being rude with people, and not minding a lot about sustainability. [...] For example, we used to have this pink beach, which is now completely closed since 1997, [...] partly because the pink sand didn’t exist anymore, because tourists used to bring it back home, so my uncle tries to make people aware of this kind of problem, but people don’t really understand and don’t really mind about it, and sometimes it happens that they go to the beach, which is not even a pink beach, and they steal sand...” (Female, Italy).

Tourists treat what is perceived as “tourist” resources like consumers:

“[about observing tourists in hostel] Tourists pay for....tourist pay. They want all the service, so if you give hot water - they would use all the hot water, because they payed. And the travellers, they try to live with the locals and... They understand, that hot water is for all, and it is luxury - hot water. It’s a kind of luxury - and they understand that. That’s why they take care of it. But the tourists pay” (Male, 27, Argentina).

Some respondents thus admitted that they felt the impacts of bad PEB much more personally in their home country than in foreign countries:

“When I have the sense that the environment in my home country is not being taken care of, I feel personally aggrieved in some small way. This is not the case when travelling abroad” (Male, 52, Croatia).

Tourists mentioned feeling guilt, the helplessness of observing environmental disasters, expressed a lack of concern of fellow citizens about the environment but also a pride in the natural resources they have at home, perceiving them more as heritage than an attraction, and the desire to protect them.

3.1.3.3 Facilitating conditions and barriers

In addition to social norms, self-identity, and place attachment, another major finding in the interview responses was the importance of actual material conditions in the destination. This includes *facilitating conditions* (infrastructure, understandable instructions) and barriers for acting pro-environmentally (e.g. cost, lack of time). The most commonly mentioned *barriers*

preventing tourists from taking action were a lack of understanding or information on how to act pro-environmentally, lack of infrastructure, lack of time, being overwhelmed and tired because of the trip. More generally, having basic needs unsatisfied and going through social and economic problems was mentioned as a reason why environmental issues are not a priority for the particular society. It was mainly mentioned to justify the lack of action in less pro-environmental destinations they have visited.

All together, facilitating conditions and barriers contributed to the perception of the environmental image of the destination and easiness to engage in pro-environmental behaviour at the destination.

Types of behaviour and behaviour cost. The convenience of behaviour is highly impacted by the availability of the infrastructure and type of behaviour. The convenience of behaviour also impacts tourists' perception of destination as pro-environmental:

I don't think I acted more pro-environmentally, but I think the countries infrastructures are just better, so being more eco-friendly wasn't a challenge, it just felt like a natural part of being there (Female, USA, 28).

"I think, the image of the country plays a role in environmental consciousness of people while traveling. I have seen fellow citizens misusing of being in another country and doing things for more comfort and time-saving than thinking about something like responsibility for something extra in the cost of the comfort loss" (Female, 27, Azerbaijan).

Behaviour cost changes depending on the context. The same behaviours tourists practice in daily life become more costly during travelling. The tourists mainly spoke about "easy" behaviours in the tourism context, which are institutionalized in most countries or are a part of codes of good behaviour and can be regarded as low-cost behaviour: waste sorting, recycling, not throwing trash in public areas. Another commonly mentioned behaviour was reducing plastic use: refusing to take a bag in the supermarket, avoiding plastic package and single-use items, such as bottled water. Moreover, some of them are so routine that tourists admit they feel discomfort if they are not able to practice them:

"The only time in my life I have ever littered was in Kosovo as I couldn't find a trash can. The amount of work to be done to make the town in which I lived more environmentally-friendly felt overwhelming and hopeless for an individual, and the community prioritized economic and social problems rather than environmental" (Female, 28, USA).

Costly behaviours (e.g. frequent flying, use of a car, paying extra for environmentally-sustainable services) were mentioned usually in a context of limited possibilities to mitigate the impact or concerning adopting a pro-environmental lifestyle:

“I fly almost every week for work which has a huge impact on the environment and I try to compensate for that” (Female, 49, Austria).

“I believe I am rather environmentally friendly in my daily life. However, my flying habits have a negative impact on the environment. There just is no alternative at the moment, as my family lives very far away. I would never have enough time (and money) to travel with train or bus to visit them” (Male, 29, Norway).

Tourists admitted that in some destinations, acting pro-environmentally is made easy, and it occurs more naturally. Facilitating conditions decrease the cost of behaviour:

“In Sweden, everything is made easy in terms of environmentalism. There are recycling incentives, and the norm is to recycle properly” (Male, 29, Norway).

“I found that being in Europe [...] it was much easier to make an environmentally friendly decision there, for example, I never had a car” (Female, 18, USA).

This, however, has a downside — once the facilities for “easy” behaviour disappear, tourists are not willing to put extra efforts if the environmental values do not support their motivation for PEB:

“My boyfriend is Norwegian, and you think they are very environmentally friendly, but it is because at home they are just told - recycle! So if the option is not there, they just don't think about it, they don't recycle” (Female, 25, UK).

On the contrary, those for whom acting pro-environmentally is a part of identity (such as being vegan or vegetarian) are more likely to stick to pro-environmental behaviours even if it is costly. *“I would call it my lifestyle” (Female, 22, Germany).*

Even though most of these behaviours have an environmental effect (addressed as pro-environmental in this research), many of them can have different underlying motivations. For example, not throwing trash is a cultural norm in many places, therefore can be less costly because done more automatically:

“Yes - I mean I wouldn't drop litter anywhere, but I would certainly feel much more guilty about doing it in a place with much stricter environmental standards. Likewise, in a place like Sweden I would feel much more obliged to take recycling more seriously, as it is indeed taken more seriously there than in the UK. [...], I do think the greatest change in behaviour with these things is enforced from above [governmental regulations]” (Male, 25, UK).

“We keep our behaviour. Yeah, I think we do. But lots of other people don't. I think it is also in Australia, people don't litter - they are more wasteful with water, energy, but no one throws rubbish anywhere. So, we couldn't, we would feel very bad about

throwing rubbish on the ground” (Female, Australia, 29).

Tourists compared the cost of the behaviour for the individual with its environmental outcomes. Awareness of the environmental impacts of tourist behaviour may lead to *scepticism* about the efficiency of small actions. For example, people can compare an effect from flight with an effect from taking a long shower and decide that “small” showering behaviour does not change the situation much and they can afford it. Also, some of the pro-environmental behaviours carry negative labels. For example, the plant-based diet includes food that is transported from another part of the world, so tourists who are aware of the associated cost felt guilty nonetheless:

“What do I do...like, riding my bike, or recycling, or...oh, like buying local - that's what I try to do more. Although it is very hard sometimes, because, for example, avocados are really nice, but they are super bad, so I think, it comes step by step, at least, for myself” (Female, Germany).

Scepticism towards pro-environmental behaviours might be a coping mechanism to reduce the cognitive dissonance – justifying inaction while having pro-environmental views. By placing the responsibility on the governments and corporations in harming the environment, lack of alternative, tourists deny the problem and own role in it. It can also be seen as a sign of the high awareness of environmental issues in case of self-blaming – tourists are aware of the scale of the environmental problems and feel helpless:

“To be honest, my personal view is that climate change has to be tackled from above, legislatively, and that grassroots efforts are nice but ultimately futile if big corporations and governments don't comply” (Male, 25, UK).

“If you would ask me about environment, I would say that it is not just on one person, like people say it's on you, you have to recycle. Is this recycling really saving the world? This is my question. I can recycle, I can be aware of it, I can also tell to the people how to do it and to be aware, but I would be more happy if some people would get together and say to the corporations - maybe you are making mistakes “ (Female, 25, Slovenia).

Some tourists adopted a lifestyle with a more proactive position, engaging in high-cost behaviours. Among the mentioned examples of action was talking to fellows about the environmental impacts, self-organized cleaning of the environment, volunteering, donating money to pro-environmental organizations. A few interviewees even mentioned reducing travel or taking vacation locally:

“We are concerned about our environment. Thinking about selling our car, even. We recycle as much as possible, buy unpacked food. We stopped heating our house with natural gas (we're Dutch), have solar panels, earth-warmth and a heat recovery

system and buy only electricity from wind or sun. And we eat much less meat” (Male, 57, Netherlands).

“Recycling, showering not every day, upcycling of some things, repairing broken things instead of wasting them, take the bike for commuting, only 1 airplane trip per year. No food waste, urban gardening” (Unassigned, Germany).

“I have some friends who are very ardent environmentalists, growing their own vegetables, keeping chickens, becoming vegetarian and even one or two who will not fly” (Female, UK, 57).

However, such behaviours are rather well-thought decisions that people take in their daily lives. These high-cost behaviours reflect a person’s values and lifestyle, and if feasible, tourists try to follow them when the context changes.

The cost of pro-environmental behaviour is also related to the **availability of time**. The concept of time is highly relevant to pro-environmental tourism experiences. The time pressure makes people use more time-saving travel options, which are associated with higher greenhouse gases emissions, such as personal cars and flights:

“The tourists have no time. They are always hurried up, ‘I have to sleep now, because I have a train tomorrow, 6 AM’” (Male, 27, Argentina).

At the same time, technology development allows more free time and time flexibility, which leads to more intensive and frequent travel experiences, known as the time-use rebound effect (Dickinson & Peeters, 2014; Kim et al., 2020). Perception of the time depends on society's culture, and higher income is positively correlated with the perceived price of free time (Goembski & Niezgodna, 2012). Our interviewees mentioned they have more time when travel to observe and to try new things. In comparison, the others stated the opposite – during travel, they had less time because they were overwhelmed with other things, such as searching for information or planning the route. These differences are individual, but also the perception of time in tourism activities is different from how it is perceived in everyday context:

“[about behaving differently when travel]: Yes, because I have more time to think about it and I try to be more sustainable. [...] Especially in a destination, in which I am a tourist” (Female, Italy).

“We rent a bike [...] to have an exercise and go to near places. Maybe you won't do that - if you want to do something quickly, then you just grab a car and finish something. And on vacation, you have more time” (Female, Macedonia).

Language barrier. Language, besides impacting whether a person feels like a tourist in a place, serves as a barrier for engaging in PEB and requires more cognitive efforts from tourists to perceive the information in the destination:

“I guess, you feel more comfortable when you are in a country with your language, with your mother language, you feel more safe [...] when you are in another country you have... maybe, you are excited, and maybe little afraid of language and people and you don't know where to go, and what to do” (Female, Germany, 22).

Language and cultural contrasts make people feel themselves abroad. Compared to domestic destinations, people admit more confusion about the rules and need more effort to figure out how pro-environmental behaviours work. Searching for information in a foreign language might be overwhelming. Besides, tourists mention a feeling of safety they have in the environment, where they speak their language, therefore can easily request any information, while such option is rare in the destination. The language barrier might prevent tourists from acting pro-environmentally.

Rules and punishment. People are more afraid to break the law when they travel and are outside their usual environment (e.g. abroad), they feel observed:

“We feel that in Switzerland if you throw the paper - the police would come...[laughing], the army... and a lot of cameras everywhere. It's more difficult, you know... And in Morocco, you can... The thing is that you CAN. You know, nothing happens. [...] We feel it inside. But I think for most of the people it is about punishment” (Male, 27, Argentina).

Strict rules at domestic destinations were mentioned rather in the context of pushing towards the proper behaviour. However, in a context of a trip abroad, it was something that is frightening to break unintentionally – due to the lack of understanding and knowledge of the local rules. Interestingly, when speaking about the behaviour of others (tourists, fellow citizens) in this context, breaking the rules outside own country is easier, because no one knows a person and they feel more free to act bad (weaker moral obligations):

“[about foreigners in Italy] they behave worse because they know in their country if they do something wrong they are punished, while in Italy most of the time they are not. Like, they receive a fine, but they don't pay it because they are not prosecuted for it. So they just don't care. They do it, and then they just ok, who cares, we are not going to get any punishment. It's really...you can see it in the news quite often.[...] I think, we all Italians feel that in Italy it is lighter, so if you do something you are not really punished so much, especially if you go to the south. Because you go on the roads, and you see trash, trash everywhere. Like, you see even washing machines abandoned on the street, while in the north, it would never be like that because you are actually punished. When we go abroad, it really depends where you go - like, if

you go to Germany, for example, I remember, in Munich everything is clean and stuff, you are also like, oh, maybe I should behave in a better way” (Female, Italy).

3.1.3.4 Visual cues and environmental image

The quality of the environment and environmental image of the destination makes the destination attractive to tourists (Hu & Wall, 2005; Mihalič, 2000). The natural resources were one of the key attractions for tourists participating in the interviews, even if their motivation to visit was not primarily an environmentally sustainable holiday:

“I can’t say environmental concerns affected my decision. I always fly to a nearby airport (usually in Italy) and then use some kind of car service to get to Slovenia. I am however aware of Slovenia as a country with a lot of natural landscape, and that most people treat nature with respect. It could be that unconsciously that affects some decisions I take while in the country” (Anonymous).

People decide whether a destination is green or grey subjectively, depending on what they experience at the destination and comparing it to their past experiences at other destinations and daily environment. The visual cues make tourists decide on the environmentalism in the destination. The perception of the destination’s environmental image is defined mainly by the visibility of trash, recycling infrastructure, cleanliness and behaviour of the others:

“You know, the logic — the logic is here — if you keep your streets clean, nobody wants to litter them. It's a psychology thing. It's a reverse psychology. I think that because here the community...the company that works...cleans this... Snaga, yes, Snaga [municipal company] here keeps streets clean, they brush it [often] and they transport the trash to their facilities, and nobody here wants to... not even throw a paper, nothing on the street. For cigarettes it's different. Cigarettes are the problem here, but if you see it [shows around] - it's not that much, right?” (Female, 20, Slovenia).

Such an environment feels more strict, and acting pro-environmentally is so typical that tourists intend to follow “good” behaviour. Observing the behaviour of others contributes to the perception of environmental image (along with visual cues of the physical environment).

“I think I acted more pro-environmentally. I feel that inertia works both ways: if a country implements eco-friendly practices, people will assimilate it and over time that behavior becomes normalized. The inverse is also true. Since to me Slovenia is environmentally responsible, that made me act more in that direction as well” (Male, Portugal).

Tourists unanimously stated that Ljubljana is a green destination. When asked why they thought so, they pointed to colourful sorting trashcans around the city centre, general

cleanliness, a large pedestrian area, lack of cars on the streets. Speaking about other destinations, tourists referred to the behaviour of other people, locals, mostly and cleanliness of the place:

“I think, it is a good example [Ljubljana]. You can see what works and what doesn't work, and... yeah, this city definitely works, and they put those bins? [...] Yeah, just good exposure to see it” (Male, 26, Australia).

Destination's pro-environmental initiatives that go beyond the visual signs need more extended time for observations and are more likely to be mentioned concerning the home place or a destination where a tourist spent more time. These include different environmental strategies, informing about environmental issues and impacts, municipality's role in pro-environmental initiatives, development of the green areas and public space, regulated tourism numbers, balancing nature protection and development, making place safe in general.

Regarding the behaviour in pro-environmental (green) destinations, tourists admit it is *made easy* to act pro-environmentally. They also associate it with a better quality of services, feeling good in green destination, feeling good about acting pro-environmentally:

“It does feel a lot better — like, Ljubljana is much cleaner. It feels better, and it makes you feel better as a tourist because it is more ethical” (Male, 29, Australia).

Similarly, speaking about destinations, perceived as less pro-environmental (grey), visual cues are the most critical markers – both physical environment (crowded, dirty, no infrastructure) and behaviour of the people:

“Bolivia. We went on a long-distance bus trip through the country, and all the local residents kept throwing all their litter (food waste, plastic) out the bus windows” (Female, 32, Netherlands).

Interestingly, interviewees also speak about other deviant behaviours, such as breaking the rules as drivers or pedestrians, behaving noisily, and drinking – admitting that it would be more likely in grey destinations. This confirms that a spoiled environment worsens both environmental and social behaviours, as in the “broken windows” theory (Keizer et al., 2008).

People are more likely to associate natural areas with environmental sustainability (Hanks et al., 2016). Tourists perceive the green landscape and protected areas as attributes of the green image of a destination (Cooper Villagran, 2017). This is also a case in our findings:

“I think if I travel to somewhere with natural beauty which isn't as built-up, I feel more pro-environmental, but living in London it feels like a bit of a lost cause. I think I would not behave differently in a different part of the UK or abroad, however

abroad I would observe and comply with the local policies and cultures on recycling, for example” (Female, 27, USA).

After visiting a green destination, being more exposed to nature and having a first-hand experience with environmental practices leads to being more pro-environmental:

“ I started to care about my surrounding, my environment, I try to teach - you know, whenever I was hanging out with my friends, when I was back in Ethiopia, I was telling them about how Dans, people in Denmark, care about the environment, how much are they putting into the environment” (Male, Ethiopia).

Given the specifics of tourist experience – a short visit, not surprisingly, tourists noticed fewer problems in a destination. However, they noticed extremes, such as outstanding pro-environmental initiatives (in Ljubljana or other green destinations) or recollected problems in “grey” destinations that they had visited. Commonly mentioned was visible pollution, such as garbage on the streets, plastic use, and behaviour of locals:

“Mexico, Cambodia, Thailand, Ukraine, Kosovo and Panama [as examples of grey destinations]. It was common in these countries to see a lot of trash on the street, no recycling containers and methods of transport being old and inefficient” (Female, 32, USA).

Tourists justified such problems in grey destinations arguing that “environment is not a priority” because of other issues, such as social and economic problems.

“[...] nobody really cares about it, it's only, you know, they should be fighting for survival. I think, it is, the developing countries, their battles are different. When you try to feed, it is what you all the time are thinking about, environment or the future impacts - you know, you want to care just for here and now” (Female, 50, Nigeria/UK).

Environmental solutions appeal as more costly, or if they are practised, for example, in rural communities, it is because they are cheaper or traditional (e.g. local food in some of the mentioned destinations). Environmental options are primarily chosen because of economic or other than environmental reasons. This means that being pro-environmental is associated with luxury that only rich societies can afford. For example, previous research shows that domestic tourists in Chile perceived sustainable tourism as a compromise with comfort. In contrast, it is an added value for international tourists – a possibility to enjoy the wilderness (Cooper Villagran, 2017).

3.1.4 Socio-demographic characteristics

Socio-demographic characteristics of the tourist also impacted behaviour. Blaming other (mostly, older) generations for less environmental concern, difficulties in acting pro-environmentally when travelling with kids, socio-economic reasons, the role of education in building awareness were the common themes.

Education is a source of knowledge about environmental issues and motivation to learn more. Interviewees referred to formal and informal environmental education, such as learning from the media or their travel experiences. Often, involvement in the pro-environmental action (i.e., while travelling) had an educational role for the interviewee. Generally, respondents demonstrated high awareness of environmental issues but were likely to criticise the lack of efficient education as a reason for poor treatment of the environment by the other people “because nobody teaches them” (Male, Bosnian, 27).

Having kids positively impacts environmental awareness and concern, but negatively the actual behaviour. On the one hand, kids become the agent through which parents learn about environmental issues. Environmental education is a part of the curriculum nowadays; kids bring it home and discuss it with parents. This creates possibilities for parents to educate themselves additionally about environmental issues. Also, having kids makes one more concerned about the future and the planet.

On the other hand, travelling with kids requires extra efforts from parents and extra levels of comfort when choosing vacation options. Tourists are more likely to travel by car, use single-use utensils and do more spontaneous shopping when travelling with kids: *“we buy more unnecessary things wrapped in plastic”* (Male, Ukraine, 28). This is confirmed in other research: e.g. hotel towels reuse (Knezevic Cvelbar et al., 2017) and food waste (Juvan et al., 2018).

In terms of *age* impacts, it was common to blame previous generations for the current ecological crisis. Many mentioned that this is the last generation that still can do something before it is too late, therefore they feel responsible to do their best. At the same time, younger generations are blamed because they *“consume, like there is no tomorrow”* (Male, 29, Norway). Previous research shows that age and generational cohort do not impact the perceived severity of losses due to climate change or support of preventive actions; however, such differences in the environmental attitudes were related to the environmental value orientation and political orientation (Gray et al., 2019). However, it is a popular belief that the older generation has a lower concern - *“Ok, Boomer”* has become a part of pop culture (Lorenz, 2019). Interviewees also spoke about generations, rather than age, relating a generation to the political orientation: *“awful Republican tribe of politicians and followers who want to destroy everything including especially the environment”* (Male, 43, USA).

Travelling for business is considered a less hedonic activity. Therefore, such tourists should indulge less in wasteful behaviours (Knezevic Cvelbar et al., 2017). On the other side, being on the schedule makes tourists avoid extra effort and time-consuming behaviours. While business tourists might consume fewer resources during their stay, frequent travel and individual modes of transport are carbon-intensive.

Pro-environmental behaviour is perceived as costly and possible when the other needs are satisfied. Therefore, belonging to the average or above-average *income groups* is more likely to be associated with pro-environmental behaviours. Income level impacts decision making when pro-environmental options are more expensive than a standard product. On the other side, people with higher income are more likely to travel frequently and overconsume.

In summary, with this explorative research, we overview the multiplicity of the impacts on the tourist pro-environmental behaviour in cross-contextual situations. To highlight the factors related to the change of the context, we have used three tourism scenarios.

Situational factors. From exploring the daily-tourism scenario, we have found that interrupting the routine PE habits due to the change of the context, hedonic motivation, and relative anonymity in the destination allowing tourists to misbehave are the key factors that impact PEB in the tourism context. These findings align with the previous research and generally support the assumption that tourists do not act harmfully towards the environment on purpose but do so because pro-environmental behaviour requires more effort (Juvan & Dolnicar, 2014). Other barriers to PEB are the lack of time, informational and infrastructural barriers that make it difficult to act pro-environmentally even for tourists who act pro-environmentally in their daily life.

The domestic-foreign destinations scenario highlighted the role of the tourist's identity and perception of their own role for the environment protection. Tourists develop place attachment to domestic and frequently visited places, and consequently, are more likely to be concerned about the environment there. Furthermore, in the setting, where the environment is treated as a backstage for the tourist activities, tourists are reminded that they are tourists, which makes the hedonic goals focal (Lindenberg & Steg, 2007) and results in less pro-environmental behaviour. Due to the feeling less safe and a lack of understanding when travelling to an unfamiliar or foreign place, tourists have more anxiety about being called on and punished for the wrong behaviour, breaking the rules unintentionally. This encourages them to follow the behaviour of locals – act pro-environmentally, at least in small and observable behaviours, such as littering and recycling, and feel more relaxed about their own behaviour if the locals themselves do not treat the environment well. This is also related to the perceived social norms at the destination. However, willingness to “blend in” at the destination depends also on tourist values and national culture.

The green-grey destination comparison allowed us to highlight situational factors such as visual cues. Visible pro-environmental infrastructure, cleanliness of the place, behaviour of other people strongly impact the perception of the easiness of the PEB and environmental image of the destination. It can be linked to the perceived efficacy and ability to perform PEBs (Harland et al., 2007). Another factor is observing others acting pro-environmentally, which communicates the descriptive social norm to the tourist and motivates them to adjust their own behaviour in the destination. Moreover, the impact of the visual cues on tourist perception of the destination's environmental image and consequently PEB can be explained through the information processing theory (Chaiken, 1980; Hanks et al., 2016). Visibility of the pro-environmental actions reduces scepticism of the tourist towards the communication of the environmentally sustainable activities by the destination. It allows easier perception of the relevant information without the need to involve analytical thinking processes. This is especially crucial in the tourism context when people want to avoid any burden and difficulties.

Interestingly, interviewees often stated that they were curious about possibilities to try to act pro-environmentally if they observed it at the destination, however, would not degrade in PEB even if the locals did not act pro-environmentally. Our results show that visual cues and the social norm in the destination regarding the pro-environmental behaviour contribute to the environmental image of the destination. Environmental image impacts tourist PEB (Su et al., 2017, 2020; Wang et al., 2020). Therefore, situational factors impact PEB directly, through enabling behaviour (e.g. intuitive steps, clear information, available infrastructure) or through the social norm to act pro-environmentally and environmental image of the destination.

Cultural factors are similar across all three scenarios. Tourists differ in their daily pro-environmental efforts and motivation. This is also the case for their motivations and behaviour in tourism context. Assuming that everyone tries to act according to their relatively stable values (Stern, 2000), changing behaviour in the tourism context is likely to cause discomfort, which tourists try to reduce. This, however, differs for people with a different value orientation. Seeking pleasure and reward during the holidays is associated with less pro-environmental behaviour – those with egoistic and hedonic values are more likely to seek justification for misbehaviour than adjust behaviour to their pro-environmental values. Valuing the nature, environment and well-being of others encourages people to stick to their routine pro-environmental habits even if the context changes. These all are individual-level cultural factors that can be linked to the *value orientation* (Schwartz, 1977; Stern, 2000). If we focus on the society level, interviewees mentioned that some cultures are more likely to “save face” when abroad, behave better, when feel observed by others or the opposite, care less, because of the relative anonymity when travelling.

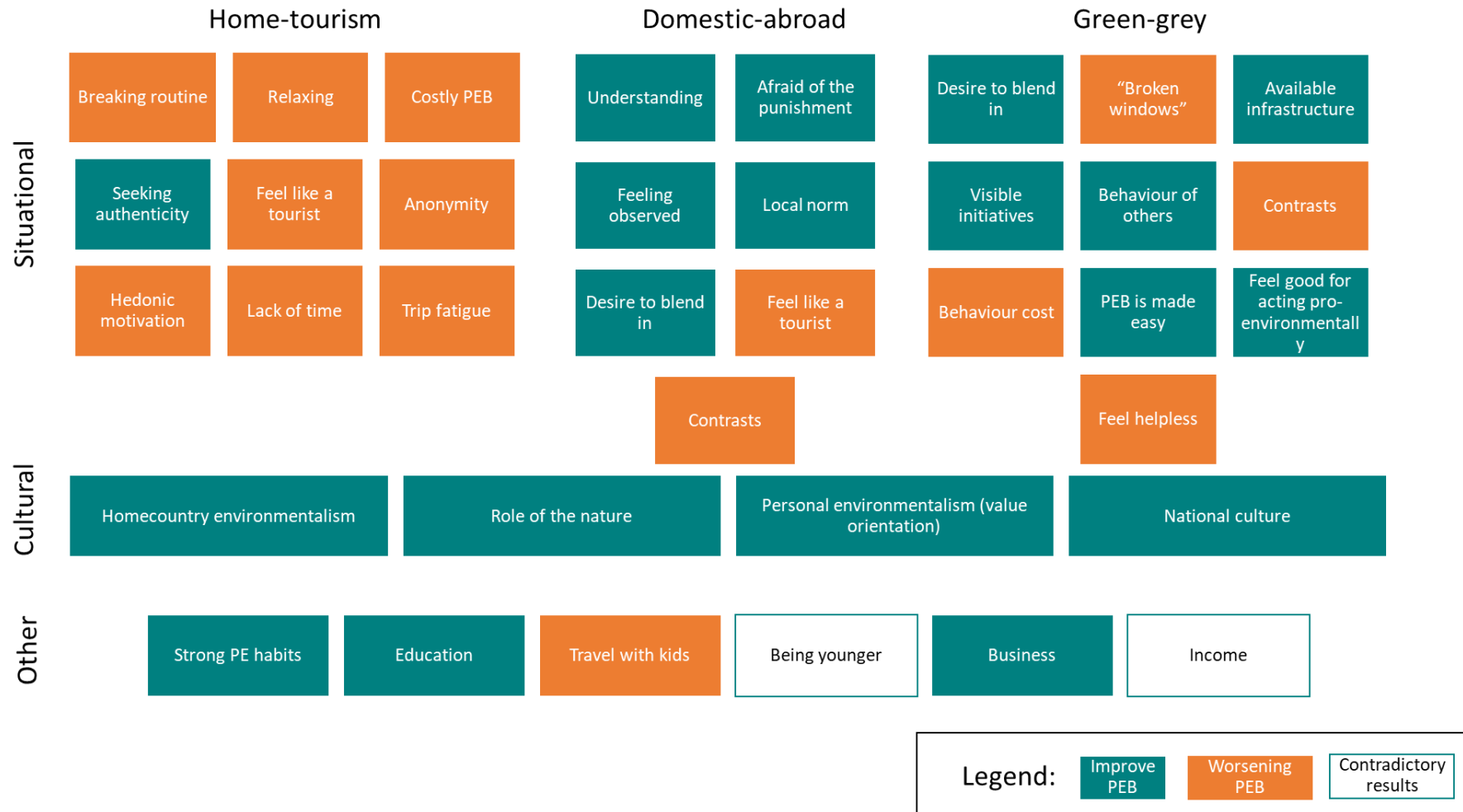
Similarly, some countries have institutionalized environmentalism embedded into daily life, such as recycling systems, environmental education, pro-environmental informational

campaigns etc. If pro-environmental behaviour in the society is encouraged from above (policy, regulations, incentives, infrastructure), people are more likely to act pro-environmentally. However, if such facilitators disappear, for example, because a person travels to a place with the absent infrastructure, there is a high chance that their pro-environmental behaviour will downgrade. Moreover, individuals and societies differ in nature's role in their self-identity, known as nature connectedness (Schultz, 2002), which also impacts tourist attitudes towards the environment. In our interviews, we find confirmation to the previous research that attitudes and behaviour towards the environment are related to Hofstede's (1980, 2001) national culture dimensions.

Similarly to the previous studies (e.g. T. Liu et al., 2021; Morren & Grinstein, 2016), we use individualism-collectivism and femininity-masculinity dimensions, with the nationality of the tourist as a proxy for the culture, to check for differences in tourist PEB. Considering these dimensions and the cross-contextual behaviour change, our results show that collectivistic and feminine cultures are more likely to adjust to the standards of the destination and follow the "good" behaviour examples. Therefore, both individual (values) and society-level (national culture) cultural factors should be considered.

It should be mentioned that the identified factors are not limited to one particular scenario, but for simplicity, they are placed in the scenario, where they are the most prominent. Using cross-contextual scenarios in this research helped to illuminate different angles of tourist experience and explore the multiplicity of the impacts. Besides, considering these scenarios also has a practical meaning – they are easily detectable and can be used for segmentation by the destination management when trying to encourage tourist PEB.

Figure 10: Scenarios and the most prominent factors impacting tourist PEB



3.2 Impact of situational and cultural factors on tourist PEB

3.2.1 Comparison of pro-environmental behaviour in daily and tourism context

For this analysis, we compared means of self-reported behaviours in daily life with the same behaviours at the destination (Ljubljana or other destinations that tourists visited recently) with the independent samples t-test (Table 17). We hypothesised that tourists demonstrate less PEB at the destination than in daily context, given the hedonic nature of the activities (the development of the hypotheses explained in [chapter 2.3.4](#)). Our hypotheses were:

H 1: Tourists engage in PEB more often in daily life than at the destination:

H 1.1: Tourists put plastic bottles in the recycling bin more often in daily life than at the destination.

H 1.2: Tourists take long showers *less* often in daily life than at the destination.

H 1.3: Tourists use single-use straws/bags/cups *less* often in daily life than at the destination.

H 1.4: Tourists reuse their towels more often in daily life than at the destination.

H1.5: Tourists buy single-use water bottles *less* often in daily life than at the destination.

H 1.6: Tourists switch off air condition/heating when it is not necessary more often in daily life than at the destination.

H 1.7: Tourists eat everything on their plate more often in daily life than at the destination.

Table 17: Comparison of the means of pro-environmental behaviours in daily life and at the destination, t-test results

PEB	Daily PEB, mean	Tourism PEB, mean	Difference	P
Put plastic bottles in the recycling bin	87	80	7	< .001
Took long showers	58	67	-9	< .001
Used single-use straws/bags/cups	60	61	-1	.7346
Reused my towels	87	83	4	< .001
Bought single-use water bottles	60	52	8	< .001
Switched off the air conditioning and heating when it was not necessary	81	78	3	.0107
Ate everything on my plate	81	82	-1	.3977

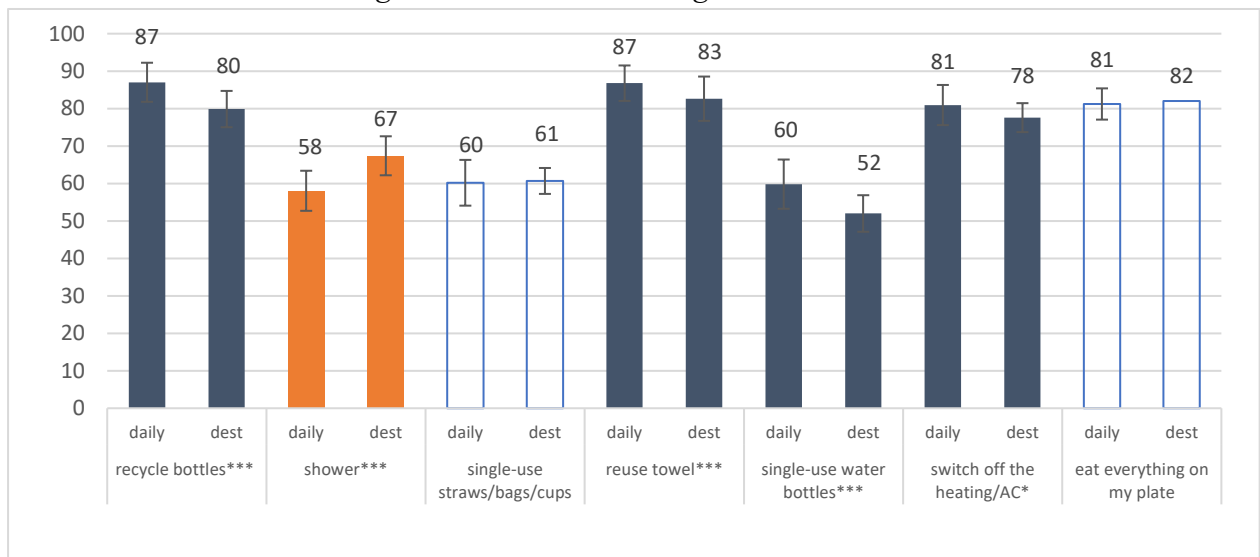
Table 17 compares the frequency of each of the pro-environmental behaviours in the daily and tourism context, from 0 - “Never”, to 100 - “Always”. Taking long showers, using single-use items, and buying single-use bottles questions were inverted in the questionnaire, therefore transformed before the analysis for easier interpretation. In daily life, people more

often engage in PEB in recycling plastic bottles, reusing towels, switching off the air condition or heating when it is not necessary, and less often buy single-use water bottles. Taking long showers more often in daily life compared to the destination is against our prediction. This can be explained by being more “on schedule” while travelling. The biggest change occurred between daily and tourism behaviours in showering, buying single-use water bottles and recycling bottles (Figure 11).

Worsening behaviour at destination occurs for recycling bottles, reusing towels, buying single-use water bottles and switching off heating or air condition.

Non-significant differences are for using small single-use items – straws, bags, cups and eating everything on one’s plate. This can mean that single-use items and plate waste are more habit-dependent or lifestyle behaviours, and they change less when the person is travelling.

Figure 11: Behaviour change, t-test results



*Note: shaded columns mark significant differences, *** $p < .001$, * $p < .05$.*

To test the following hypothesis, we did a correlation analysis of daily and destination PEBs:

H 2: PEB in daily life is positively associated with PEB at the destination.

The results show a weak to moderate correlation between the similar PEBs in daily life and destination. The more person engages in PEB in daily life, the more they engage in the same behaviour at the destination (Table 18). The strongest correlation is between eating everything on one’s plate, showering behaviour, using single-use items, and switching off the unnecessary heating/air condition. Combining these results with the interviews, we assume that these are the most stick-to tourist pro-environmental behaviours, strongly impacted by habits.

Table 18: Correlation between PEBs in daily life and at the destination

PEB	Correlation coefficient	p-value
Put plastic bottles in the recycling bin	0.2870	0.000
Took long showers	0.5756	0.000
Used single-use straws/bags/cups	0.5052	0.000
Reused my towels	0.3722	0.000
Bought single-use water bottles	0.3919	0.000
Switched off the air conditioning and heating when it was not necessary	0.4961	0.000
Ate everything on my plate	0.5844	0.000

3.2.2 Environmental image of the destination

This chapter includes results from the article “Can publicly visible pro-environmental initiatives improve the organic environmental image of destinations?” published in the Journal of Sustainable Tourism by Taylor & Francis (Bilynets et al., 2021a).

We test how the visit to the destination and experiencing pro-environmental initiatives in the destination impacts changes in perception of the environmental image of the destination, which we measured through the related attributes — *environmentally friendly* and *sustainable*. For this purpose, we measured the destination image (for Ljubljana) along with the pre-defined attributes with pre-visit and post-visit tourists. Respondents evaluated whether Ljubljana is *safe, friendly, clean, environmentally friendly, sustainable, has the post-communist vibe, expensive, crowded, and boring* on the visual analogue scale from 0 to 100 (with endpoints “Not at all” and “Totally”). The attributes of interest were *environmentally friendly* and *sustainable*. The other attributes served as filler options, while also provided an understanding of changes in destination image after the visit. Also, we asked tourists an open-ended question to name the pro-environmental initiatives they noticed in Ljubljana, followed by an aided recall question with listed pro-environmental initiatives. Both served as control questions for noticing pro-environmental initiatives in the destination. For this analysis, only the subsample of the first-time visitors has been used. The hypotheses were:

H 3.1: Tourists notice pro-environmental initiatives at the destination.

H 3.2: Tourist’s perception of the destination’s environmental image improves after a visit to the destination with visible PE initiatives.

Surveying pre- and post-visit tourists allowed to test the change in perception, which is a result of the visit and noticing actual pro-environmental initiatives in the destination.

3.2.2.1 Noticing pro-environmental initiatives in the destination

Thirty-two (23%; out of 139 first-time post-visit tourists who completed the questionnaire) tourists mentioned recycling and waste collection system, commented on waste management practices in Ljubljana, participated in waste separation and observed others doing it.

Tourists also often mentioned sustainable mobility options, such as availability of bikes for rent and bike lanes, electric cars, green public transport, and noticed that the city centre is a pedestrian area (27 respondents, or 19% of those who filled the post-visit questionnaire).

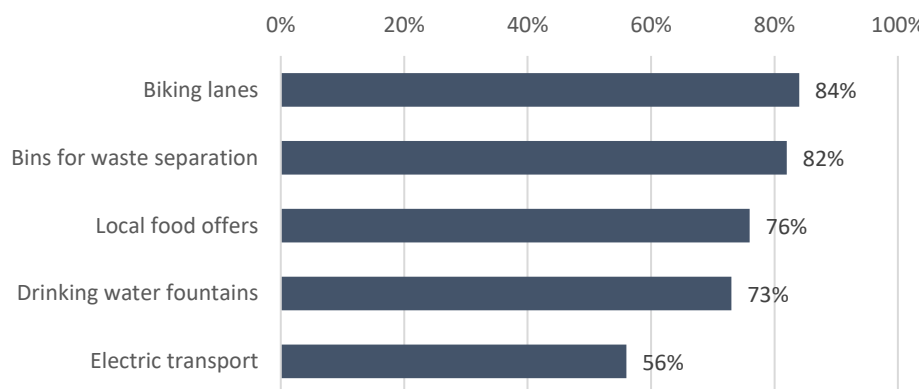
Sustainable food practices, local green market, availability of the vegetarian or vegan offer from the restaurants, and food waste management were recalled by nine tourists (7%).

Availability of the drinking water, the possibility to refill own bottle in the public space, drinking fountains were mentioned by seven participants (5%).

Besides, tourists mentioned innovations, which are not widespread yet but are implemented as an initiative of the service providers in the destination: room cleaning on-demand, urban gardening and beehives on the hotel rooftop, solar panels, wooden utensils for street food etc.

When offered the list of the pro-environmental initiatives that could have been noticed in the destination with binary answers (yes/no), the most noticeable were biking lanes (84%), bins for waste separation (82%), local food offer (76%), drinking water points (73%) and electric transport (56%) (Figure 12).

Figure 12: Noticing pro-environmental initiatives in Ljubljana, aided recall



These results allow concluding that pro-environmental initiatives in Ljubljana are visible, and tourists can recall them even without being prompted (120 post-visit tourists out of 139 mentioned at least one initiative in open-ended question). Moreover, the mentioned initiatives were not directly related to tourism, but these are the infrastructure and services aimed to serve the residents while also being available for tourists.

3.2.2.2 Changes in image perception

Comparison of means for each image attribute before and after the visit to the destination with independent-samples t-test shows that Ljubljana has a significant increase in positive image attributes after the visit: *safe* ($M_{pre}=80.3$; $SD=17.2$; $M_{post}=90.2$; $SD=11.3$; $p < .001$), *friendly* ($M_{pre}=79.8$; $SD=17$; $M_{post}=85.4$; $SD=13.8$; $p < .001$), *clean* ($M_{pre}=80$; $SD=16.1$; $M_{post}=85.2$; $SD=14.6$; $p < .001$), *environmentally friendly* ($M_{pre}=76.1$; $SD=19.7$; $M_{post}=86.7$; $SD=13.3$; $p < .001$), *sustainable* ($M_{pre}=62.6$; $SD=20.3$; $M_{post}=75$; $SD=17.9$; $p < .001$), increase in *crowded* ($M_{pre}=35.6$; $SD=22.9$; $M_{post}=52.1$; $SD=26.5$; $p < .001$), decrease in *post-communist vibe* ($M_{pre}=44.6$; $SD=23.0$; $M_{post}=35.8$; $SD=22.9$; $p < .001$) and non-significant changes in *boring* ($M_{pre}=23.6$; $SD=23.9$; $M_{post}=20.3$; $SD=21.7$; $p = .21$), and *expensive* ($M_{pre}=43.6$; $SD=22.5$; $M_{post}=45.6$; $SD=23.5$; $p = .45$) (Figure 13). Only first-time visitors have been included to the analysis to ensure that the change in image perception results from the visit to the destination.

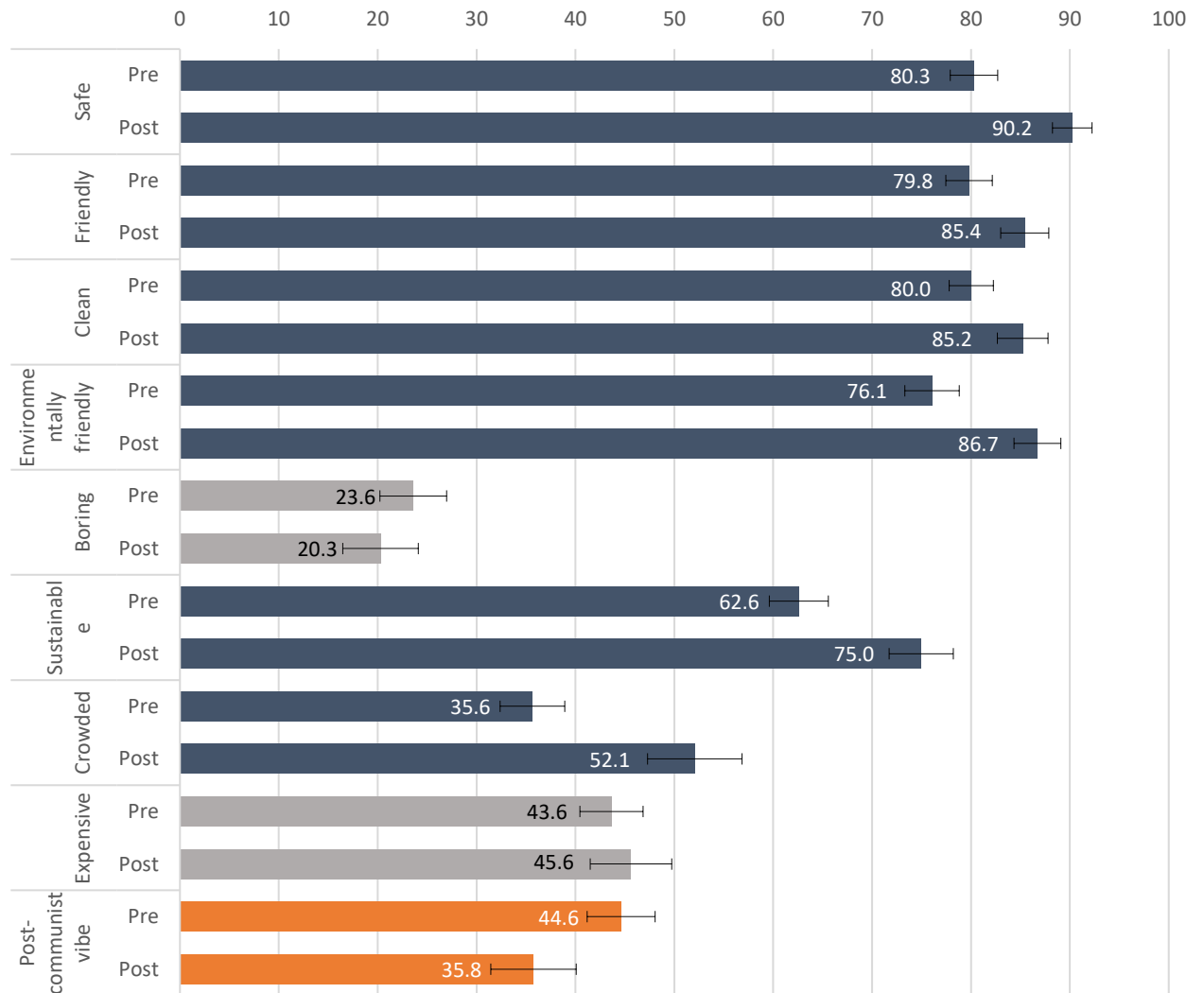
Table 19: T-test analysis of the image perception

Attribute	Time of survey	Mean	St.err	St.dev	95%CI		t	Sig.
Safe	Pre	80.3	1.2	17.2	77.9	82.7	-5.7213	0.0000
	Post	90.2	1.0	11.3	88.2	92.2		
Friendly	Pre	79.8	1.2	17.0	77.5	82.2	-3.1330	0.0009
	Post	85.4	1.2	13.8	83.0	87.9		
Clean	Pre	80.0	1.1	16.1	77.8	82.3	-2.9531	0.0017
	Post	85.2	1.3	14.6	82.7	87.8		
Environmentally friendly	Pre	76.1	1.4	19.7	73.3	78.8	-5.3090	0.0000
	Post	86.7	1.2	13.3	84.3	89.1		
Boring	Pre	23.6	1.7	23.9	20.2	27.0	1.2568	0.2097
	Post	20.3	1.9	21.7	16.5	24.1		
Sustainable	Pre	62.6	1.5	20.3	59.6	65.6	-5.4089	0.0000
	Post	75.0	1.6	17.9	71.7	78.2		
Crowded	Pre	35.6	1.7	22.9	32.4	38.9	-5.7964	0.0000
	Post	52.1	2.4	26.5	47.3	56.8		
Expensive	Pre	43.6	1.6	22.5	40.4	46.8	-0.7537	0.4516
	Post	45.6	2.1	23.5	41.5	49.7		
Post-communist vibe	Pre	44.6	1.7	23.0	41.2	48.1	3.1720	0.0008
	Post	35.8	2.2	22.9	31.4	40.1		

Attributes *crowded*, *sustainable* and *environmentally friendly* changed the most after the visit to the destination. While a change in *crowded* (16.5 points) might be a reason for concern for the destination, big difference in means of *environmentally friendly* (10.6 points) and *sustainable* (12.4 points) is a sign that before the visit, tourists hold lower environmental image which is significantly enhanced during the visit to the destination. Evaluation of the *post-communist vibe* attribute (-8.8 points) serves here as a control question demonstrating

that evaluation of the image attributes have not shifted in the same direction after the visit to the destination, since the perception of the post-visit *post-communist vibe* decreases compared to the pre-visit.

Figure 13: Change in image perception of Ljubljana after the visit for each of the image attributes



Note: Blue marks significant positive change, orange marks significant negative change, grey marks a non-significant change of image perception ($p < .01$). Whiskers show a 95% confidence interval.

By comparing those who positively answered the open-ended question about noticing pro-environmental initiatives in the destination with those who did not fill in the answer, there is a significant difference in the attributes of interest: *environmentally friendly* ($M_{no}=76.5$; $SD=13.5$; $M_{yes}=87.4$; $SD=13.1$; $p < .05$) and *sustainable* ($M_{no}=55.3$; $SD=14.3$; $M_{yes}=76.4$; $SD=17.3$; $p < .001$). These results support our hypotheses H 3.1 and H 3.2: tourists notice pro-environmental initiatives at the destination, and the environmental image of the

destination improves after the visit to the destination with visible pro-environmental initiatives.

3.2.3 Situational factors and PEB at destination

For this analysis, we have conducted ANOVA and correlation analyses to check if the selected situational factors are associated with PEBs at the destination.

We used a contrast factor – tourists comparing destination to their home place in terms of pro-environmental efforts, followed by the perceived easiness of PEB, seeing PEB of others at the destination, guilt for not acting pro-environmentally, and the relationship between the environmental image of the destination and tourists' PEB (Table 20). Our hypotheses were:

3.2.3.1 *Comparison of the destination with a home place*

H 4.1: Tourists who perceive destination more pro-environmental than home place are more likely to act pro-environmentally at the destination.

The hypothesis is confirmed for recycling bottles, buying water bottles, switching off unnecessary heating/AC and plate waste behaviour (Table 20). For bottles recycling, PEB is the most frequent for the group perceiving the destination as more PE than their home place, compared to groups who perceive it as the same or less PE. For buying water bottles, the group with less PE perception has significantly lower PEB than those perceiving destination as more PE. Switching off unnecessary heating/AC is significantly better for those perceiving destination more PE than tourists, who perceive destination as less PE than their home place. Plate waste behaviour is significantly lower for a group, who perceives destination the same PE as a home place than those with less PE and more PE perception. Analysis of the plate waste behaviour only partly supports the hypothesis, showing no difference between less and more PE perception. However, it can be suggested that plate waste behaviour depends more on personal factors.

3.2.3.2 *Perceived easiness of PEB*

H 4.2: Perceiving the destination as easy for pro-environmental behaviour is associated with better PEB at the destination.

Tourists who perceived the destination as easy for acting pro-environmentally were also reporting significantly better PEB in recycling bottles, use of single-use items, towel reuse, buying single-use water bottles and switching off unnecessary heating/AC (Table 20).

3.2.3.3 *PEB of others*

H 4.3: Observing others acting pro-environmentally at the destination is positively associated with the PEB at the destination.

The hypothesis is confirmed for recycling bottles, buying single-use bottles, and switching off unnecessary heating or air condition behaviours (Table 20).

3.2.3.4 *Guilt*

H 4.4: Feeling guilty for not acting pro-environmentally is associated with less PEB at the destination.

We hypothesised that tourists reporting less PEB at the destination feel more guilty than those who report more PEB. However, there is no evidence to support this hypothesis – tourists reported no difference in all the PEBs (Table 20).

3.2.3.5 *Image of the destination*

H 5.1: The destination's image as environmentally friendly is associated with better PEB at the destination.

The correlation coefficients are significant for the image as environmentally friendly and better PEB in recycling, towel reuse and buying water bottles behaviour (Table 21).

H 5.2: The destination's image as sustainable is associated with better PEB at the destination.

The image as sustainable is associated with significantly better PEB in recycling, towel reuse and switching off unnecessary heating/AC (Table 21).

H 5.3: The destination's image as clean is associated with better PEB at the destination.

Image of the destination as clean is associated with significantly better PEB in recycling, towel reuse, and buying water bottles (Table 21).

Table 20: Situational impacts and PEB at destination: the summary of the ANOVA

		Recycle		Shower		Single-use items		Towel reuse		Buy water bottles		AC/ heating		Plate waste	
		Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Destination compared to home place	less PE	72.9***	133	68.7	141	57.9	137	79.1	139	44.5*	137	73.7*	139	83.3*	138
	same PE	79.9**	135	66.1	137	62.6	136	82.9	136	54.0	137	78.0	133	76.2*	137
	more PE	87.9***	131	67.9	131	61.5	128	85.4	130	56.1*	131	82.4*	127	85.9**	129
	Prob > F	.000		.737		.439		.104		.011		.032		.001	
Easy to act PE	yes	86.9***	277	68.9	282	63.5*	277	84.5*	279	56.7***	281	80.4*	278	82.8	281
	no	65.2***	83	69.6	87	54.4*	85	77.3*	87	41.2***	87	72.1*	85	81.1	87
	Prob > F	.000		.835		.021		.016		.001		.012		.504	
Other people acted PE	yes	86.3***	210	67.6	215	63.4	213	84.1	214	55.8**	214	81.0*	211	81.8	215
	no	68.4***	104	68.3	108	57.9	106	79.0	107	45.7**	107	73.5*	108	80.5	108
	Prob > F	.000		.845		.132		.078		.014		.021		.618	
Guilty for not acting PE	yes	78.7	106	66.5	109	57.7	109	84.0	109	48.8	109	76.0	108	82.1	109
	no	82.0	178	69.2	184	62.4	179	80.7	182	53.2	182	78.5	182	81.9	183
	Prob > F	.304		.422		.211		.289		.228		.397		.918	

Table 21: Correlation coefficients for destination image attributes and PEB at destination

	Recycle	Shower	Single-use items	Towel reuse	Buy water bottles	AC/ heating	Food waste
Env. friendly	0.2643***	0.0404	0.0185	0.1101*	0.1650***	0.0741	0.0369
Sustainable	0.1914***	-0.0253	0.0532	0.1444**	0.082	0.1404**	-0.0027
Clean	0.1760***	0.0443	0.0437	0.1333**	0.1117*	0.0925	0.0754

Note: *** $p < .001$, ** $p < .01$, * $p < .05$.

3.2.4 Cultural factors and PEB at destination

3.2.4.1 Values

H 6.1: Biospheric values are positively associated with tourist PEB at a destination.

H 6.2: Hedonic values are negatively associated with tourist PEB at a destination.

H 6.3: Altruistic values are positively associated with tourist PEB at a destination.

H 6.4: Egoistic values are negatively associated with tourist PEB at a destination.

Value orientation dimensions are weakly correlated with PEBs at the destination: higher *biospheric* values show a significant positive correlation for showering, single-use items and switching off unnecessary heating/AC behaviours (Table 22). *Altruistic values* show a positive correlation with the showering and reuse of the towels. *Hedonic* values correlate negatively with buying water bottles. *Egoistic* values correlate negatively with showering, single-use items and switching off unnecessary heating/AC PEBs. Generally, results support theoretical predictions that biospheric and altruistic values are positively associated with PEB, while hedonic and egoistic – negatively.

Table 22: Correlation coefficients of values and tourist PEB

Values	Recycle	Shower	Single-use items	Towel reuse	Buy water bottles	AC/heating	Food waste
Biospheric	0.06	0.21***	0.11*	0.10	0.06	0.12**	0.07
Altruistic	0.03	0.17***	0.10	0.19***	-0.04	0.08	0.08
Hedonic	-0.10	0.04	-0.04	0.03	-0.11*	-0.07	0.05
Egoistic	-0.04	-0.26***	-0.12*	-0.08	-0.09	-0.13**	-0.04

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$.*

3.2.4.2 Activism

H 7: Being an environmental activist is associated with better PEB at a destination.

Being an environmental activist is only significant for the difference in recycling bottles: activists are more likely to be better at recycling at the destination (Table 23).

Table 23: Summary of ANOVA results for activism and PEBs at the destination

Activism	Recycle		Shower		Single-use items		Towel reuse		Buy water bottles		AC/ heating		Food waste	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Activist	85.3**	126	69.2	133	60.4	132	82.6	132	52.9	132	80.7	131	82.8	132
Not activist	77.8**	283	66.6	286	60.9	279	82.5	283	51.2	283	76.0	277	81.1	281
Prob > F	.008		.371		.876		.946		.631		.111		.442	

Note: *** $p < .001$, ** $p < .01$, * $p < .05$.

3.2.4.3 National culture: femininity and collectivism

First, we have analysed the difference in means of PEBs between ten countries, which were the most represented in our sample (Table 24). ANOVA shows no significant difference between any of the countries for all PEBs.

Table 24: Summary of ANOVA results for tourists' countries and PEBs at the destination

Country	Recycle		Shower		Single-use items		Towel reuse		Buy water bottles		AC/ heating		Food waste	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
UK	82.1	83	67.1	85	71.8	84	84.1	85	55.8	84	71.5	82	84.5	84
France	87.3	46	75.2	46	55.7	45	82.6	43	60.9	46	82.4	45	84.7	46
Germany	77.9	35	72.7	35	63.8	35	89.4	35	53.4	35	79.2	34	80.4	35
Finland	70.6	27	72.8	29	61.6	29	79.3	29	43.9	28	76.1	29	78.3	29
USA	82.0	26	69.6	26	64.6	25	83.3	26	61.0	26	82.0	26	73.4	26
Netherlands	70.3	18	65.7	19	59.8	18	80.1	19	50.8	19	76.4	19	86.8	19
Belgium	77.1	19	73.1	19	54.9	19	85.2	19	38.1	19	77.7	19	81.1	19
Italy	95.2	13	77.6	13	53.3	12	86.5	13	54.7	14	75.8	12	92.2	13
Australia	74.7	10	71.9	12	68.7	12	86.2	12	64.6	12	78.5	12	79.7	12
Japan	72.1	9	57.0	9	58.1	9	60.8	9	52.9	9	78.0	9	62.3	9
Prob > F	.056		.575		.148		.233		.2		.732		.022	

Next, we have used country indexes of collectivism and femininity from the national culture dimensions database (Hofstede Insights, 2021) for the countries represented in our sample to check if it is associated with any differences in tourist PEB. Correlation analysis of PEB at destination with the dimensions of the national culture shows that higher individualism is associated with better PEB at destination in using single-use items and buying water bottles, while the femininity-masculinity dimension is not associated with differences in any of the tourist behaviours (Table 25).

H 8.1: Individualistic culture is associated with less tourist PEB at a destination.

H 8.2: Masculine culture is associated with less tourist PEB at a destination.

Table 25: Correlation coefficients of the national culture and tourist PEB

Values	Recycle	Shower	Single-use items	Towel reuse	Buy water bottles	AC/heating	Food waste
Femininity-masculinity	0.081	0.022	0.093	0.043	0.089	0.005	0.023
Collectivism-individualism	-0.003	0.096	0.134**	0.090	0.130**	-0.068	0.037

Note: *** $p < .001$, ** $p < .01$, * $p < .05$.

3.2.5 Path analysis model of tourist PEB at destination

In the following chapter, we test the path model: the dependent variable is tourist pro-environmental behaviour at the destination; predictors are with behaviour in daily life, the image of destination as environmentally friendly, value orientation (biospheric, altruistic, hedonic, egoistic) and tourists' national culture (individualism and masculinity dimensions) (Figure 15). Endogenous variables are PEB in daily life and PEB at the destination.

We test the following hypotheses for every of seven measured pro-environmental behaviours:

- H 9.1: Tourist PEB in daily life positively impacts tourist PEB at the destination.**
- H 9.2: Image of destination as environmentally friendly positively impacts tourist PEB at the destination.**
- H 9.3: Masculinity is negatively associated with tourist PEB at the destination.**
- H 9.4: Masculinity is negatively associated with tourist PEB in daily life.**
- H 9.5: Individualism is negatively associated with tourist PEB in daily life.**
- H 9.6: Individualism is negatively associated with tourist PEB at the destination.**
- H 9.7: Biospheric values are positively associated with tourist PEB in daily life.**
- H 9.8: Biospheric values are positively associated with tourist PEB at the destination.**
- H 9.9: Altruistic values are positively associated with tourist PEB in daily life.**
- H 9.10: Altruistic values are positively associated with tourist PEB at the destination.**
- H 9.11: Hedonic values are positively associated with tourist PEB in daily life.**
- H 9.12: Hedonic values are positively associated with tourist PEB at the destination.**
- H 9.13: Egoistic values are positively associated with tourist PEB in daily life.**
- H 9.14: Egoistic values are positively associated with tourist PEB at the destination.**

3.2.5.1 Recycling bottles

For recycling bottles, daily PEB and image of the destination as environmentally friendly have a significant positive association with PEB at the destination. Values and national culture do not have significant coefficients for PEB at the destination. However, they are significantly associated with recycling in daily life – higher individualism and biospheric values are positively related with PEB in daily life, hedonic values – negatively (Table 26).

Table 26: Path analysis results for recycling

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB recycling						
Individualism	0.164	0.047	3.470	0.001	0.071	0.256
Masculinity	0.008	0.048	0.170	0.863	-0.086	0.103
Biospheric	0.141	0.052	2.700	0.007	0.039	0.244
Hedonic	-0.118	0.051	-2.310	0.021	-0.219	-0.018
Altruistic	0.030	0.055	0.550	0.579	-0.077	0.137
Egoistic	-0.016	0.050	-0.320	0.753	-0.113	0.082
Constant	3.916	0.299	13.080	0.000	3.329	4.503
Dest. recycling						
Daily PEB recycling	0.283	0.045	6.330	0.000	0.195	0.371
Individualism	-0.021	0.049	-0.430	0.665	-0.117	0.074
Masculinity	0.042	0.048	0.880	0.378	-0.052	0.136
Biospheric	0.030	0.052	0.570	0.567	-0.073	0.133
Hedonic	-0.086	0.050	-1.700	0.088	-0.184	0.013
Altruistic	-0.007	0.055	-0.120	0.904	-0.114	0.101
Egoistic	-0.007	0.048	-0.140	0.893	-0.101	0.088
Environmentally friendly	0.275	0.045	6.130	0.000	0.187	0.363
Constant	1.240	0.338	3.670	0.000	0.577	1.903

Note: $\chi^2(1)=0.456$, $p>\chi^2=0.499$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.093$.

3.2.5.2 Showering

For tourists' showering PEB at the destination, only daily PEB and egoistic values have significant coefficients. Daily showering PEB is positively associated with PEB at the destination, while higher egoistic values are negatively associated with PEB. For daily showering behaviour, biospheric values have a significant positive association and egoistic—negative.

Table 27: Path analysis results for showering

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB shower						
Individualism	0.024	0.048	0.500	0.618	-0.070	0.118
Masculinity	-0.014	0.048	-0.300	0.765	-0.108	0.080

	Coef.	Std. Err.	z	P>z	95% Conf.	
Biospheric	0.142	0.052	2.720	0.007	0.040	0.245
Hedonic	-0.045	0.052	-0.880	0.378	-0.147	0.056
Altruistic	-0.023	0.056	-0.420	0.675	-0.132	0.086
Egoistic	-0.176	0.049	-3.580	0.000	-0.273	-0.080
Constant	2.095	0.261	8.010	0.000	1.583	2.608
Dest. shower						
Daily PEB shower	0.539	0.034	15.710	0.000	0.471	0.606
Individualism	0.034	0.040	0.850	0.394	-0.045	0.113
Masculinity	-0.008	0.040	-0.190	0.851	-0.086	0.071
Biospheric	0.059	0.045	1.320	0.188	-0.029	0.147
Hedonic	0.073	0.043	1.720	0.086	-0.010	0.157
Altruistic	0.077	0.046	1.660	0.097	-0.014	0.168
Egoistic	-0.159	0.042	-3.800	0.000	-0.241	-0.077
Environmentally friendly	0.027	0.040	0.690	0.489	-0.050	0.105
Constant	0.413	0.242	1.710	0.087	-0.061	0.887

Note: $\chi^2(1)=0.467$, $p>\chi^2=0.494$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.038$.

3.2.5.3 Single-use items

Use of the single-use items at the destination is significantly associated only with daily PEB— the more pro-environmentally tourists act in daily life, the more PEB they demonstrate at the destination. In turn, daily behaviour is significantly positively associated with individualism and altruistic values but negatively with egoistic values.

Table 28: Path analysis results for single-use items

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB single-use						
Individualism	0.183	0.047	3.930	0.000	0.092	0.275
Masculinity	-0.024	0.047	-0.510	0.611	-0.117	0.069
Biospheric	0.042	0.052	0.810	0.419	-0.060	0.145
Hedonic	-0.071	0.051	-1.380	0.166	-0.172	0.030
Altruistic	0.143	0.055	2.590	0.010	0.035	0.251
Egoistic	-0.099	0.050	-1.970	0.049	-0.198	-0.001
Constant	1.350	0.260	5.190	0.000	0.840	1.860
Dest. single-use						
Daily PEB single use	0.495	0.039	12.660	0.000	0.418	0.571
Individualism	0.008	0.045	0.180	0.858	-0.080	0.096
Masculinity	0.077	0.044	1.770	0.077	-0.008	0.163
Biospheric	0.066	0.049	1.340	0.179	-0.030	0.162
Hedonic	-0.025	0.047	-0.530	0.595	-0.118	0.068
Altruistic	-0.022	0.052	-0.420	0.675	-0.123	0.080
Egoistic	-0.038	0.046	-0.820	0.412	-0.127	0.052
Environmentally friendly	0.031	0.044	0.710	0.477	-0.054	0.116

	Coef.	Std. Err.	z	P>z	95% Conf.	
Constant	0.471	0.258	1.820	0.068	-0.035	0.977

Note: $\chi^2(1)=0.088$, $p>\chi^2=0.767$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.092$.

3.2.5.4 Towel reuse

For towel reuse, PEB at the destination, the daily PEB, altruistic values, and the destination's image as environmentally friendly have significant positive coefficients. The daily towel reuse PEB is significantly positively associated only with the individualistic culture.

Table 29: Path analysis results for towel reuse

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB towels						
Individualism	0.180	0.047	3.850	0.000	0.088	0.272
Masculinity	0.085	0.048	1.770	0.077	-0.009	0.179
Biospheric	0.023	0.054	0.420	0.672	-0.082	0.128
Hedonic	-0.030	0.052	-0.570	0.569	-0.132	0.072
Altruistic	0.105	0.056	1.860	0.063	-0.005	0.215
Egoistic	-0.057	0.050	-1.130	0.260	-0.155	0.042
Constant	3.811	0.312	12.230	0.000	3.201	4.422
Dest. towels						
Daily PEB towels	0.356	0.044	8.050	0.000	0.269	0.442
Individualism	0.012	0.048	0.250	0.800	-0.081	0.105
Masculinity	-0.030	0.047	-0.630	0.527	-0.122	0.063
Biospheric	0.004	0.053	0.080	0.938	-0.099	0.107
Hedonic	-0.007	0.051	-0.130	0.895	-0.106	0.093
Altruistic	0.128	0.055	2.340	0.019	0.021	0.236
Egoistic	-0.041	0.049	-0.830	0.406	-0.137	0.055
Environmentally friendly	0.115	0.046	2.500	0.013	0.025	0.204
Constant	1.019	0.333	3.060	0.002	0.367	1.671

Note: $\chi^2(1)=0.174$, $p>\chi^2=0.676$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.133$.

3.2.5.5 Single-use water bottles

Better PEB in buying single-use water bottles at the destination has significant positive coefficients for daily PEB and image of the destination as environmentally friendly. Daily buying of single-use water bottles is associated positively with individualism and biospheric values, while hedonic and egoistic values have significant negative coefficients.

Table 30: Path analysis results for buying single-use water bottles

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB bottles						
Individualism	0.164	0.047	3.500	0.000	0.072	0.256
Masculinity	-0.022	0.048	-0.470	0.637	-0.116	0.071

	Coef.	Std. Err.	z	P>z	95% Conf.	
Biospheric	0.128	0.052	2.440	0.015	0.025	0.231
Hedonic	-0.146	0.051	-2.850	0.004	-0.246	-0.045
Altruistic	-0.004	0.056	-0.080	0.939	-0.114	0.105
Egoistic	-0.106	0.050	-2.130	0.034	-0.204	-0.008
Constant	1.640	0.258	6.370	0.000	1.135	2.145
Dest. bottles						
Daily PEB bottles	0.360	0.044	8.250	0.000	0.274	0.445
Individualism	0.085	0.047	1.800	0.072	-0.007	0.177
Masculinity	0.044	0.046	0.960	0.339	-0.047	0.135
Biospheric	0.057	0.051	1.120	0.262	-0.043	0.158
Hedonic	-0.048	0.050	-0.960	0.338	-0.145	0.050
Altruistic	-0.098	0.053	-1.830	0.068	-0.202	0.007
Egoistic	-0.007	0.048	-0.150	0.878	-0.102	0.087
Environmentally friendly	0.191	0.046	4.200	0.000	0.102	0.281
Constant	0.262	0.268	0.970	0.330	-0.264	0.788

Note: $\chi^2(1)=0.42$, $p> \chi^2=0.517$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.077$.

3.2.5.6 Switching off unnecessary heating/AC

Switching off unnecessary heating or air condition at the destination is associated positively with the same daily PEB but negatively with individualism. As for daily PEB, none of the predictors included in the model has a significant coefficient.

Table 31: Path analysis results for switching off unnecessary heating/AC

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB switch off						
Individualism	0.045	0.049	0.930	0.353	-0.050	0.141
Masculinity	-0.008	0.049	-0.170	0.867	-0.104	0.087
Biospheric	0.070	0.054	1.290	0.195	-0.036	0.177
Hedonic	0.038	0.054	0.710	0.480	-0.068	0.144
Altruistic	-0.032	0.058	-0.550	0.585	-0.146	0.082
Egoistic	-0.086	0.052	-1.640	0.101	-0.189	0.017
Constant	2.866	0.283	10.140	0.000	2.312	3.419
Dest. switch off						
Daily PEB switch off	0.495	0.038	13.200	0.000	0.422	0.569
Individualism	-0.091	0.044	-2.090	0.037	-0.177	-0.006
Masculinity	0.016	0.044	0.380	0.707	-0.069	0.102
Biospheric	0.068	0.049	1.380	0.166	-0.028	0.164
Hedonic	-0.087	0.047	-1.840	0.066	-0.179	0.006
Altruistic	0.058	0.052	1.120	0.264	-0.043	0.159
Egoistic	-0.058	0.046	-1.270	0.203	-0.147	0.031
Environmentally friendly	0.067	0.043	1.570	0.117	-0.017	0.152

	Coef.	Std. Err.	z	P>z	95% Conf.	
Constant	1.246	0.291	4.270	0.000	0.674	1.817

Note: $\chi^2(1)=0.024$, $p>\chi^2=0.878$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.119$.

3.2.5.7 Plate waste

Tourist plate waste PEB at the destination is positively associated with the plate waste behaviour in their daily life. Daily plate waste PEB is positively associated with individualism.

Table 32: Path analysis results for plate waste

	Coef.	Std. Err.	z	P>z	95% Conf.	
Daily PEB plate waste						
Individualism	0.105	0.048	2.170	0.030	0.010	0.199
Masculinity	-0.015	0.049	-0.310	0.759	-0.110	0.080
Biospheric	0.003	0.054	0.060	0.949	-0.103	0.110
Hedonic	0.015	0.054	0.290	0.773	-0.089	0.120
Altruistic	0.097	0.057	1.710	0.087	-0.014	0.209
Egoistic	-0.017	0.053	-0.320	0.752	-0.120	0.086
Constant	3.280	0.293	11.190	0.000	2.705	3.854
Dest. plate waste						
Daily PEB plate waste	0.597	0.033	18.230	0.000	0.533	0.661
Individualism	-0.022	0.041	-0.540	0.591	-0.103	0.058
Masculinity	0.009	0.041	0.220	0.827	-0.071	0.089
Biospheric	0.037	0.046	0.820	0.414	-0.052	0.127
Hedonic	0.050	0.044	1.140	0.254	-0.036	0.136
Altruistic	-0.019	0.048	-0.390	0.696	-0.112	0.075
Egoistic	-0.025	0.043	-0.580	0.562	-0.110	0.060
Environmentally friendly	0.022	0.041	0.540	0.587	-0.057	0.101
Constant	1.196	0.288	4.150	0.000	0.631	1.761

Note: $\chi^2(1)=0.054$, $p>\chi^2=0.817$, $RMSEA=0.000$, $CFI=1.000$, $TLI=1.084$.

All path analysis models show acceptable goodness of fit.

In summary, we have analysed seven pro-environmental behaviours which are likely to be performed in daily life and at the destination. Analysis (Chapter 3.2.1) shows that tourists are less likely to act pro-environmentally in the destination than in daily life in four out of seven behaviours – except taking the long shower, which is significantly different (more frequent) in daily context than in tourism. Showering behaviour is against our initial hypothesis and can be explained by “being on schedule” when travel, considering that our respondents mostly referred to the city destinations and active holidays. Wasteful

behaviours— single-use items and leaving food on one’s plate — did not differ significantly in daily and tourism contexts.

We also tested if tourists notice pro-environmental initiatives at the destination during the visit and how the visit to the destination with visible PE initiatives impacts their perception of the environmental image of the destination (through attributes *environmentally friendly* and *sustainable*) (Chapter 3.2.2). Our results confirm that tourists notice pro-environmental initiatives and pay attention to them. On the example of Ljubljana, which has numerous visible pro-environmental initiatives, we show that environmental image improves after the visit. Moreover, since the change in the image results from a visit to the destination, it can be attributed to the change in the organic image, which is considered a one over which the destination has limited control. Our research demonstrates that destinations can proactively impact their organic environmental image by creating visible pro-environmental initiatives that tourists can engage in during their stay at the destination.

Figure 14: Summary of the significant coefficients in the path analysis

	Recycling	Showering	Single-use items	Towel reuse	Water bottles	Switch off	Plate waste
Daily PEB							
Individualism	+		+	+	+		+
Masculinity							
Biospheric	+	+			+		
Hedonic	-				-		
Altruistic			+				
Egoistic		-	-		-		
Destination PEB							
Daily PEB	+	+	+	+	+	+	+
Individualism						-	
Masculinity							
Biospheric							
Hedonic							
Altruistic				+			
Egoistic		-					
Environmentally friendly	+			+	+		

Note: +significant positive relationship; - significant negative relationship; $p < .05$.

Next, with ANOVA and correlation analysis, we checked how the situational and cultural factors are related to the tourist PEB at the destination. Factors related to the perception of the destination as “green” (environmental image attributes, the destination being more pro-environmental than tourists’ home place, seeing others PEB and perceived easiness of PEB) are associated with better pro-environmental behaviour in a destination. Cultural factors – value orientation and national culture also associated with differences in tourist PEB. In line with the theoretical predictions, higher altruistic and biospheric values are associated with

better PEBs, while higher egoistic and hedonic values with less PEB at the destination. Interestingly, though, when the collectivism-individualism and femininity-masculinity dimensions of the national culture are considered, they are not significantly related to the most of analysed PEBs. We found, though, that being from a more individualistic country is positively related to single-use items and buying water bottles PEB. Both behaviours are about the use of plastic, and we can suggest that tourists from individualistic countries are more used to avoid unnecessary plastic due to the policies in their countries.

Lastly, we combined the selected situational and cultural variables in the path analysis model (Figure 15). We analysed the impact of values and national culture in both contexts: daily PEB and PEB at the destination and an impact of the destination's image on the tourist PEB at a destination. The results partially support our hypotheses (Figure 14). Daily PEBs are significant predictors for all seven types of destination PEBs. For using the single-use items and plate waste PEBs at the destination, tourists' daily PEB is the only significant predictor.

Value orientation dimensions impact PEB in daily life and tourism as predicted by the theory: biospheric and altruistic values are positively associated with PEBs, while hedonic and egoistic values – negatively (Bouman et al., 2018; J. I. M. de Groot & Steg, 2008; Steg, Perlaviciute, et al., 2014; Stern et al., 1998). Biospheric values have significant coefficients for recycling, showering, and water bottle PEBs in the daily context; however, they are not significant for any PEBs in the tourism context. Hedonic values also have significant coefficients only for daily PEBs: recycling and use of water bottles PEBs. Altruistic values have a significant association with single-use items in the daily PEB context and towel reuse PEB at the destination. Egoistic values have a significant association with showering, single-use items and water bottles PEBs in daily context and showering PEB at a destination.

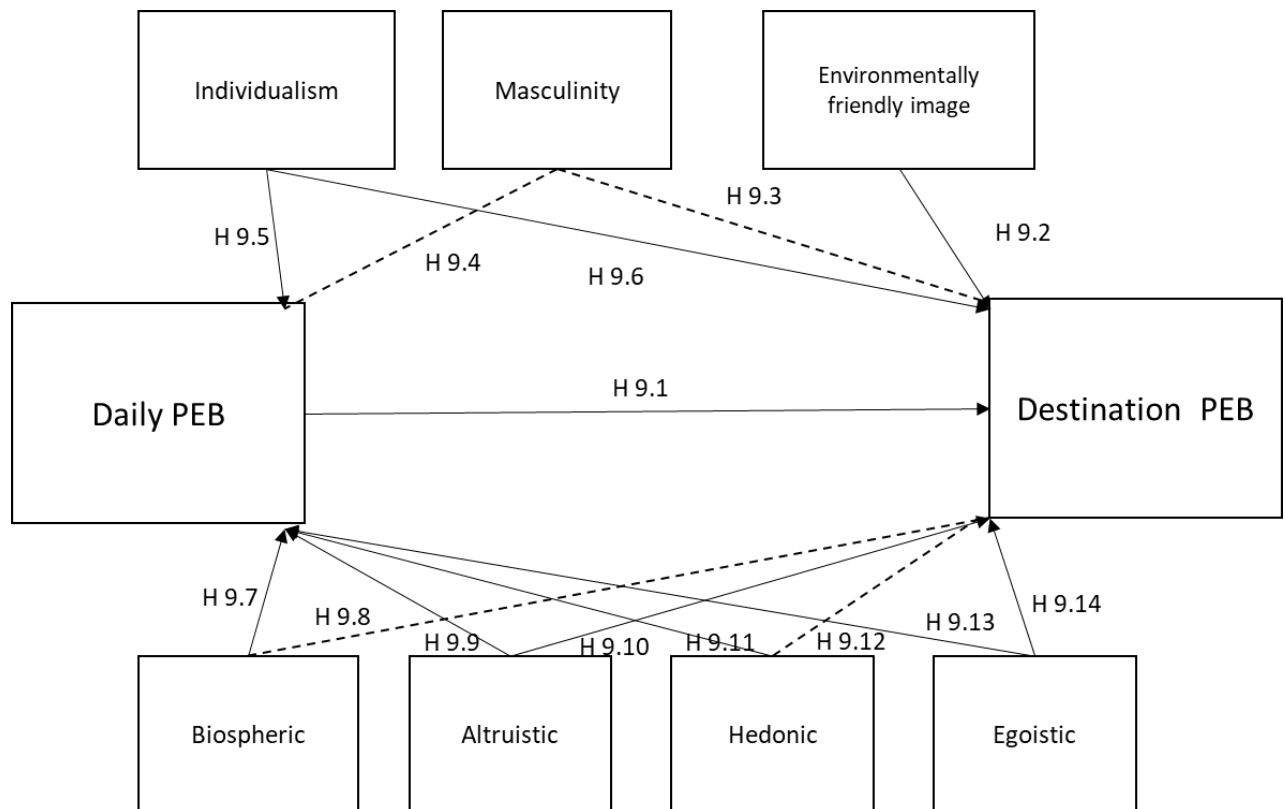
The national culture dimension of individualism is significantly positively associated with recycling, single-use items, towel reuse, water bottles and plate waste PEBs in daily context and negatively with switching off unnecessary heating/AC in the destination context. However, the coefficient sign for a daily context is against our hypothesis. Our data shows that tourists with higher individualism are more likely to act pro-environmentally in a daily context but less pro-environmentally in the destination context (though only for the switching-off PEB). We assume this can be explained by using past behaviour in our study instead of PE attitude or concern of tourists, and as previous research shows, for individualistic cultures, positive environmental attitudes are more likely to result in the actual PEB (Morren & Grinstein, 2016; Tam & Chan, 2017). Another possible explanation can be that behaviours included in this study are more institutionalized in individualistic countries. However, further research is needed. The femininity-masculinity dimension, despite our hypothesis, does not show significant association with any of the analysed PEBs within the model, neither in daily nor in a tourism context.

Also, as hypothesized, the destination's image as environmentally friendly is a significant predictor for recycling, towel reuse, and buying water bottles PEBs at a destination. For all

three PEBs, it shows a positive relationship – the more tourists perceive the destination as environmentally friendly, the more likely they engage in PEBs there.

Overall, these results confirm that the pro-environmental behaviour of tourists depends largely on the context and type of the behaviour. Even though all the analysed PEBs are relatively low-cost behaviours, we can see that their predictors are different. All four value orientation dimensions impact PEBs in a daily context. However, for PEB at the destination, only egoistic values are associated with worse showering PEB and altruistic – with better towel reuse. Similarly, individualism is significant only for one destination PEB, but five PEBs in daily context. Environmental image matters for three out of seven PEBs at the destination.

Figure 15: Results of the path analysis model for tourists' daily PEB and PEBs at the destination



Note: —> significant association is confirmed for at least one of the analysed behaviours ($p < .05$); - - - no significant association is confirmed.

4 DISCUSSION AND IMPLICATIONS

4.1 Summary of the thesis results

The thesis explores cross-contextual consistency in the pro-environmental behaviour of tourists. The essence of tourism is in changing context, and due to the complexity of the contextual impacts, their impact on tourist PEB remains under-researched. We aimed to answer how behaviour changes when a person becomes a tourist and what is the role of the destination for the tourist PEB. In line with the existing research, we show that daily behaviour (defined by motivation, values, attitudes, and habits) and facilitating conditions (availability, accessibility and understanding of the pro-environmental practices) are among the most important predictors of the PEB at a destination. The extent to which tourists are consistent with their daily behaviour depends on the multiplicity of contextual effects, which we previously conceptualized as cultural and situational factors. Analysing tourist PEB through the lens of three tourism scenarios helped to highlight these factors. The thesis findings are summarised in Table 33.

Our results confirm previous findings that people are less likely to act pro-environmentally in tourism context (Barr et al., 2010; Juvan & Dolnicar, 2014; G. Miller et al., 2010; F. Xu et al., 2020). Tourists do not downgrade their pro-environmental behaviour intentionally; however, due to the change of the context, additional barriers arise, and tourists are more likely to justify worsening behaviour than try to act pro-environmentally (Juvan & Dolnicar, 2014). Our analysis shows that four out of seven PEBs worsened in the tourism (destination) context, two did not differ significantly, and one PEB – showering – was better in the tourism than in the daily context. We also analysed the relationship between the same PEBs in daily and tourism contexts and found that they are significantly positively correlated for all studied PEBs; however, the correlation is weak to moderate. The more a person behaves pro-environmentally in daily context, the more likely they behave pro-environmentally at the destination. Behaving the same when the context changes is known as cross-contextual behavioural consistency (F. Xu et al., 2020). Yet, despite the importance of this topic for the understanding of tourist behaviour, cross-contextual PEB consistency in tourism has been addressed by very few studies. This thesis studied the PEB consistency in tourism cross-contextual scenarios, adding to the existing literature. Even though a limited set of behaviours has been tested quantitatively, our interview results suggest that tourists gladly stick to their positive PEB patterns and are willing to learn new PEBs if they have such possibilities at the destination.

Our findings point to the importance of the environmental image for facilitating the tourist PEB at the destination. This relationship is also not widely researched in the existing tourism literature and deserves further exploration. We find a positive association between the perceived image of the destination as environmentally friendly with tourist PEB at the destination — recycling, towel reuse and buying single-use water bottles, three out of seven analysed behaviours. This can be explained with information processing theory — tourists

process information easily when there are positive cues, e.g. visible pro-environmental initiatives at the destination (Hanks et al., 2016). Therefore, the destination with environmental initiatives visible to tourists is more likely to be perceived as environmentally friendly.

Moreover, if the destination communicates its pro-environmental efforts to the tourist, and tourists can see the visible cues, they are less sceptical towards such information (Hanks et al., 2016). This is one of the possible ways to avoid environmental communication being perceived as greenwashing. Similarly, when the destination is “grey”, and there are visible signs of misbehaviour, “broken windows theory” (Keizer et al., 2008) can be extended to the pro-environmental behaviours and explain why tourists feel freer to break the norms and behave less pro-environmental. Formation of the environmental image is a complex process and involves pre-trip, during the trip and post-trip phases (Gunn, 1988). Our results suggest that the perception of the destination’s environmental image during the trip is largely impacted by visual cues such as infrastructure, the behaviour of others in the destination and, the general cleanliness of the place. Making a destination clean does not necessarily mean that the destination also implements pro-environmental activities, however, for short-stay visitors, the cleanness was the most obvious sign that destination takes care of the environment. Other noted cues in Ljubljana were visible trashcans for waste sorting and pedestrian/biking areas, a traffic-free city centre. Destinations can use such bias in perception to improve their environmental image, and as previous studies show, encourage more pro-environmental behaviour at destination (W. Lee & Jeong, 2018; Su et al., 2019) by paying the relatively low price — installing infrastructure, which besides its direct function also enhances the environmental image of the destination.

Another crucial finding is that people perceive their experience as tourists at the destination differently. The extent to which one feels like a tourist in a destination impacts their pro-environmental behaviour. Our results show that factors, which impact feeling oneself a tourist are a foreign language, contrasts with a home and the way destination shapes a tourist experience — if people feel like stereotypical tourists, find themselves in tourist ghetto, are approached obtrusively by service providers, they are more likely to act “stupid” and break the norms. This can be explained not only through the increase in hedonic motivations but also through the shift in identity — from a responsible citizen to a careless tourist. This finding can be aligned with the self-perception theory (Bem, 1972) — once a person identifies as a tourist, their behaviour becomes pleasure-seeking across all domains, i.e. PEB. Many interviewees had a negative perception of the term “tourists”. They prefer to be called travellers, visitors, guests etc., to differentiate themselves from the mass tourists, who are seen as unethical and consumerists. If a destination environment shapes the experience as a “touristic”, they are more likely to act as tourists — focus on pleasure and avoid responsibility. Therefore, the destination's task is to design tourist experiences in a way that balances the possibilities for relaxation and hedonism with responsible consumption — through more authentic and sustainable tourist practices. This finding can also be interpreted from the perspective of the citizenship theory (Kymlicka & Norman, 1994; Weaver et al.,

2021), extending it to the tourists-citizens, who are not bounded by the state borders but have rights and duties, focusing on the local community, ethics, and sense of place. Such an approach is used for voluntourism and alternative tourism; tourists-citizens are a step towards the “enlightened mass tourism”, which is the transformation that the industry needs for sustainable tourism development.

Our results also show that the PEB downgrades at the destination. Furthermore, even people classified as environmental activists do not significantly differ in destination PEB from the general population (the only PEB that is significantly different is recycling plastic bottles for the activists). This also supports previous findings showing that people take a break from their daily obligations when on holiday. They might even use mental accounting of “good” and “bad” behaviours to justify a lack of PEB on holidays by the good behaviour in daily life (Barr et al., 2010; Juvan & Dolnicar, 2014; Schütte & Gregory-Smith, 2015).

The relationship between the value orientation and PEBs is as predicted by the literature — biospheric and altruistic values are positively associated with PEB, but the egoistic and hedonic values — negatively. The role of the value orientation is, however, more prominent for daily behaviours. At the same time, only a few PEBs at the destination were significantly associated with the values of the tourist. This finding shows that despite being the core for pro-environmental intentions and behaviour (Stern, 2000), values matter less when the context changes, which explains a decrease in PEB (Juvan & Dolnicar, 2014). Moreover, in the interviews, the national culture dimensions of collectivism-individualism and femininity-masculinity (Geert Hofstede, 2001) were found relevant for the tourist PEB. Some patterns were visible for the cultures, which are more feminine and collectivistic: in the willingness to follow the local norm, blend in, and show the best behaviour. These hypotheses, however, were not confirmed in the quantitative study, which might be related to the limited set of PEBs that we tested.

In line with the previous research, our results also show that people believe they have a right to more indulgencies when they are on holiday. Besides, pro-environmental behaviour is perceived as costly and possible only when the basic needs are satisfied. Therefore, destinations should put more effort into the marketing of the PEBs as such that do not compromise the hedonic nature of the holiday; make PEBs easy to participate in and intuitive. For example, if we want tourists to recycle, there should be available sorting facilities with clear instructions, as it is in Ljubljana. The PEB experience should be fun in order not to be perceived as a burden — e.g. collecting stamps to decrease plate waste in hotels (Dolnicar et al., 2020).

Table 33: Summary of the findings

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
RQ 1.1: What is the theoretical basis of the research on PEB?	Value-belief-norm theory (Stern, 2000; Stern et al., 1993, 1995, 1999; Stern & Dietz, 1994), theory of planned behaviour (Ajzen, 1991, 2011; Ajzen & Fishbein, 1980; Fishbein & Ajzen 1975), norm-activation model of Schwartz (1977, 1992), the New Environmental Paradigm (Dunlap et al., 2000; Dunlap & Van Liere, 1978).	Bibliometric analysis, co-citation analysis	The most of research uses TPB, VBN and NAM to explain pro-environmental behaviour. Only the VBN is a PEB-specific theory; the rest of the theories are for general human behaviour. Research on PEB is mostly value- and norm-based.	• The bibliometric analysis complements existing overviews of research on PEB and PEB in tourism, summarising the theoretical basis, key topics, and trends. • The attitude-behaviour gap, which is especially prominent in the tourism context, is not well addressed in the existing research due to the multiplicity of impacting factors. • Our results also point to the lack of integration of the contextual factors into frameworks, which are commonly used to explain PEB and PEB in tourism.
RQ 1.2: What is the theoretical basis of the research on PEB in tourism?	Place attachment (Jorgensen & Stedman, 2001; Stedman, 2002; Vaske & Kobrin, 2001), TPB (Ajzen, 1991), VBN (Stern, 2000), NAM (Schwartz, 1977), and their combinations (e.g. Bamberg & Möser, 2007; Kollmuss & Agyeman, 2002; Steg & Vlek, 2009).	Bibliometric analysis, co-citation analysis.	Tourist PEB is explained with TPB, VBN, NAM, and their combination; however, the place attachment receives more attention compared to general PEB research. Research is also value- and norm-based. Place attachment is primarily researched in the context of the natural areas. Many studies use the segmentation approach and, similarly to research on general PEB, point to the importance of the attitude-behaviour gap.	• The review highlights that destination-side impacts on tourist PEB are less studied and are the prospective research directions.

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
RQ 1.3: How has the research on tourism PEB changed over time?	Values, beliefs, attitudes (Schultz, 2001; Schwartz, 1977; Stern, 2000; Stern et al., 1995), identity, social norm, social construction (Tajfel, 1979; Tajfel & Turner, 1986), nudge and choice architecture (Thaler & Sunstein, 2008).	Bibliometric analysis, keywords co-occurrences, keywords analysis with the average year of publication.	The research shifted from the niche of ecotourism to a sustainable approach to tourism in general; also, from observing and segmentation approaches to researching how to impact tourist PEB actively. The recent studies use a more destination-centred approach, focusing on tourist loyalty, decision making and education.	
RQ 1.4: What are the frontiers of the tourism PEB research?	Social and personal norms (H. Han & Hwang, 2017; Lauper et al., 2016; Story & Forsyth, 2008), barriers for PEB (Díaz-Meneses & Vilkaite-Vaitone, 2020; Kollmuss & Agyeman, 2002; Lorenzoni et al., 2007), place attachment (Jorgensen & Stedman, 2001; Stedman, 2002; Vaske & Kobrin, 2001), environmental awareness (D. Miller et al., 2015).	Bibliometric analysis, bibliographic coupling, keywords analysis.	The recent research pays more attention to the concept of place and the role of the destination for tourist PEB. The research remains predominantly norm-and value-based. Tourist activities can be a powerful tool for environmental education; they help develop an attachment to place and nature and appeal to tourists through emotions.	

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
RQ 2: How does a change of context impact pro-environmental behaviour?	Cross-contextual behavioural spillover (Barr et al., 2010) and cross-contextual behavioural consistency (F. Xu et al., 2020). Spillover can be explained through social learning theory (Bandura, 1977b), self-perception theory (Bem, 1972), cognitive dissonance theory (Festinger, 1957) and goal theory (Dhar & Simonson, 1999).	Literature review.	Context has a major impact on the consistency of the behaviour. Tourists find it more challenging to behave pro-environmentally when travelling due to the disruption of the habits, additional barriers and hedonic motivation, which leads to less PEB. The barriers and impacts on PEB are context-specific.	• We conceptualised three scenarios in which tourist PEB frequently changes: daily-tourism, domestic-abroad and green-grey destination PEB. • We find a gap in the literature addressing a change in tourist PEB between domestic and abroad, also green-grey destination contexts.
RQ 3: How do situational factors impact pro-environmental behaviour?	Perceived behavioural control, social norm (Ajzen, 1991; Hines et al., 1987; Stern, 2000), barriers (Díaz-Meneses & Vilkaite-Vaitone, 2020), efficacy and ability (Harland et al., 2007), social identity (Tajfel & Turner, 1986).	Literature review.	The research on PEB focuses mainly on internal factors to explain PEB, paying less attention to the situational (Leung & Rosenthal, 2019). Situational factors facilitate PEB or are barriers for PEB: e.g. cost of behaviour, physical and social environment, rewards and punishment.	• We reviewed and summarised situational factors used in research on PEB and tourist PEB.
RQ 4: How do cultural factors impact pro-environmental behaviour?	Values (Schultz & Zelezny, 1999; Schwartz, 1992) and national culture (Geert	Literature review.	Cultural impacts on PEB are studied mainly through the individual-level value orientation and group-level national culture. Culture affects	• We reviewed and summarised cultural impacts used in research

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
	Hofstede, 1980; Inglehart, 1995; Oreg & Katz-Gerro, 2006).		environmental values and attitudes and moderates their translation in the actual PEB.	on PEB and tourists PEB.
RQ 5: How does identifying oneself as a tourist impact one's PEB?	Goal framing theory (Lindenberg & Steg, 2007), self-identity (Tajfel & Turner, 1986).	Semi-structured interviews.	The higher the identity as a tourist, the more likely behaviour is pleasure-seeking and indulging. Travel interrupts tourist's habitual patterns, activates hedonic goals and weakens social norms; tourists find more barriers for PEB, such as lack of infrastructure, time, and understanding.	We find that feeling a tourist at a destination is triggered by the novelty of the experience, language differences, cultural and visual contrasts, touristification of the area and participation in the typical tourist activities.
RQ 6: Do tourists perceive themselves differently at a domestic destination and abroad? How does this affect their PEB in the destination?	Place attachment (S. Xu et al., 2020), self-identity (Tajfel & Turner, 1986), national culture (Geert Hofstede, 1980, 2001).	Semi-structured interviews.	Abroad people have more barriers and excuses not to behave pro-environmentally. In addition to the barriers, the extent of the behaviour change depends on the culture and values of the tourist.	- We add to the scarce literature on the differences between tourist PEB at domestic and abroad destinations. - Interviews show that the impact of social norms on tourist PEB might depend on the national culture, while generally, tourists are more afraid of misunderstanding and punishment when abroad. - Authentic experiences, desire to blend in, and developing the place attachment with the abroad destination might

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
RQ 7: How do tourists understand destinations as “grey” or “green”? How does this perception affect their PEB in the destination?	Environmental image (Su et al., 2017, 2020; Wang et al., 2020), social norm (Cialdini & Trost, 1998), information processing fluency (Chaiken, 1980; Hanks et al., 2016), “broken windows” theory (Keizer et al., 2008), perceived efficacy and ability to perform PEBs (Harland et al., 2007).	Semi-structured interviews.	Tourists decide if the destination is green or grey based on the visual cues they receive at the destination – visible PE initiatives or their absence, cleanliness of the space, available information, and behaviour of other people. In green destinations, the norm for PEB is stronger; tourists have more facilitating conditions and possibilities to behave pro-environmentally. Tourists even appreciated the possibilities to learn about PEBs through their tourist experiences. On the contrary, grey destinations evoke feelings of helplessness and guilt. Tourists are more likely to behave pro-environmentally at green destinations.	encourage tourists to behave more pro-environmentally. • We contribute to the limited existing research on PEB in grey and green destinations. • Our results highlight the importance of pro-environmental visual cues at the destination, the destination's environmental image, and making PEBs easily accessible for tourists at the destination for improving tourist PEB.
H 1: Tourists engage in PEB more often in daily context than at the destination.	Hedonic goal framing, PBC, barriers (Ajzen, 1991; Kollmuss & Agyeman, 2002; Lindenberg & Steg, 2007).	Survey data, t-test.	H 1 was confirmed for recycling, towel reuse, single-use water bottles and switching off unnecessary AC/heating behaviours. Showering PEB is worse in daily context; single-use items and plate waste PEBs do not differ significantly in daily and destination contexts.	• We contribute to the growing research on cross-contextual behavioural consistency (F. Xu et al., 2020). • In line with existing studies, we show that daily PEB impacts PEB at the destination.
H 2: PEB in daily life is positively associated with PEB at the destination.	Cross-contextual behavioural consistency (F. Xu et al., 2020).	Survey data, correlation analysis.	H 2 is confirmed for all PEBs. There is a significant (weak to moderate) correlation for all analysed PEBs.	
H 3.1: Tourists notice pro-environmental initiatives at the destination.	Destination image formation (Crompton, 1979; Gartner, 1994;	Open-ended control question.	H 3.1 is confirmed. Tourists notice PE initiatives in Ljubljana.	• We suggest that destinations can pro-actively impact the

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
H 3.2: Tourists' perception of the destination's environmental image improves after a visit to the destination with visible PE initiatives.	Gunn, 1988), information processing theory (Chaiken, 1980; Hanks et al., 2016).	Survey data, pre- and post-visit subsamples, t-test.	H 3.2 is confirmed. The perception of the image attributes of Ljubljana as <i>environmentally friendly, clean and sustainable</i> was significantly higher among the post-visit tourist sample.	perception of their organic environmental image among the tourists through the implementation of visible PE initiatives. This contributes to the destination image theory (Gunn, 1988), which states that destinations have a limited impact on their organic image.
H 4.1: Tourists who perceive destination more pro-environmental than home place are more likely to behave pro-environmentally at the destination.	Contrasts and residual culture (Bystrzanowski, 1989 in Carr, 2002a, p. 323).	Survey data, ANOVA, Bonferroni correction.	H 4.1 is confirmed for recycling bottles, buying water bottles, switching off unnecessary heating/AC and plate waste behaviour.	We explore for the first time the role of the contrast between home place and destination for tourist PEB at the destination.
H 4.2: Perception of the destination as easy for PEB is positively associated with PEB at the destination.	Facilitating conditions (Gifford et al., 2011), efficacy and ability (Harland et al., 2007), cross-contextual behavioural consistency (F. Xu et al., 2020).	Survey data, ANOVA.	H 4.2 is confirmed for recycling bottles, use of single-use items, towel reuse, buying single-use water bottles and switching off unnecessary heating/AC.	Perceived easiness of PEB at the destination is associated with better tourist PEB. This adds to the existing literature on the relationship between structural cues and PEB at the destination (Leung & Rosenthal, 2019).
H 4.3: Observing others acting pro-environmentally at the destination is positively	Descriptive social norm and social cues (Bandura, 1989; Cialdini & Trost,	Survey data, ANOVA.	H 4.3 is confirmed for recycling bottles, buying single-use bottles, and switching off unnecessary heating or air condition behaviours.	We contribute to the existing literature on the relationship between

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
associated with the PEB at the destination.	1998; Leung & Rosenthal, 2019; Tajfel & Turner, 1986).			social cues and tourist PEB (Bandura, 1989; Leung & Rosenthal, 2019).
H 4.4: Feeling guilty for not acting pro-environmentally is associated with less PEB at the destination.	Social norm, guilt (Baumeister, 1998).	Survey data, ANOVA.	H 4.4 is not confirmed — tourists reported no significant difference in feeling guilty for all analysed PEBs.	
H 5.1: The destination's image as environmentally friendly is associated with better PEB at the destination.	Environmental image (Su et al., 2017, 2020; Wang et al., 2020), social norm (Cialdini & Trost, 1998), information processing fluency (Chaiken, 1980; Hanks et al., 2016), “broken windows” theory (Keizer et al., 2008), perceived efficacy and ability to perform PEBs (Harland et al., 2007).	Survey data, correlation analysis.	H 5.1 is confirmed for recycling, towel reuse and buying water bottles PEBs.	- We contribute to the scarce literature on the relationship between the environmental image and tourist PEB at the destination. - Our results confirm that tourists associate cleanliness with the pro-environmentalism of the destination.
H 5.2: The destination's image as sustainable is associated with better PEB at the destination.		Survey data, correlation analysis.	H 5.2 is confirmed for recycling, towel reuse and switching off unnecessary heating/AC PEBs.	
H 5.3: The destination's image as clean is associated with better PEB at the destination.		Survey data, correlation analysis.	H 5.3 is confirmed for recycling, towel reuse, and buying water bottles PEBs.	
H 6.1: Biospheric values are positively associated with tourist PEB at a destination.	Value orientation (Schultz, 2001; Schwartz, 1977).	Survey data, correlation analysis.	H 6.1 is confirmed for showering, single-use items and switching off unnecessary heating/AC PEBs.	In line with existing research, we find that biospheric and altruistic values are positively associated with PEB,
H 6.2: Hedonic values are negatively associated with tourist PEB at a destination.		Survey data, correlation analysis.	H 6.2 is confirmed for buying single-use water bottles PEB.	

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
H 6.3: Altruistic values are positively associated with tourist PEB at a destination.	Self-identity (Fielding et al., 2008; Lacasse, 2016).	Survey data, correlation analysis.	H 6.3 is confirmed for showering and towel reuse PEBs.	while egoistic and hedonic — negatively. However, for most of the analysed PEBs, value orientation was not significant.
H 6.4: Egoistic values are negatively associated with tourist PEB at a destination.		Survey data, correlation analysis.	H 6.4 is confirmed for showering, single-use items and switching off unnecessary heating/AC PEBs.	
H 7: Being an environmental activist is associated with better PEB at a destination.		Survey data, ANOVA.	H 7 is confirmed for recycling bottles PEB.	Activism was found significant only for one of the analysed PEBs at the destination, which means that even the most pro-environmental segment of tourists does not differ in PEB in tourism context. This supports the findings of Juvan and Dolnicar (2014) about the attitude-behaviour gap in tourism.
H 8.1 Individualistic culture is associated with less tourist PEB at a destination.	National culture (Filimonau et al., 2018a; Geert Hofstede, 2001).	Survey data, correlation analysis.	H 8.1 is not confirmed. A higher individualistic index is associated with better PEB in using single-use items and buying water bottles.	We found that only the collectivism-individualism dimension is associated with tourist PEB, furthermore, despite the predictions, a higher individualistic index is associated with better PEB.
H 8.2: Masculine culture is associated with less PEB at a destination.		Survey data, correlation analysis.	H 8.2 is not confirmed. The femininity-masculinity index is not significantly correlated with any of the tourist PEBs.	
Path analysis model				

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
H 9.1: Tourist PEB in daily life positively impacts tourist PEB at the destination.	Cross-contextual behavioural consistency (F. Xu et al., 2020).	Survey data, path analysis model.	H 9.1 is confirmed for all PEBs.	• We combined daily PEB, situational (image as environmentally friendly) and cultural factors (values and national culture) in the path analysis model to explore their impact on the tourist PEB at the destination. • By accounting for cultural and situational impacts on tourist PEB, this research adds to very few existing studies in the tourism context (T. Liu et al., 2021). • We contribute to the research exploring cross-contextual PEB consistency between daily and tourism context. • We contribute to the limited research on the impacts of the environmental image of the destination on tourist PEB.
H 9.2: Image of destination as environmentally friendly positively impacts tourist PEB at the destination.	Environmental image (Su et al., 2017, 2020; Wang et al., 2020), social norm (Cialdini & Trost, 1998), information processing fluency (Chaiken, 1980; Hanks et al., 2016), “Broken windows theory” (Keizer et al., 2008), perceived efficacy and ability to perform PEBs (Harland et al., 2007).		H 9.2 is confirmed for recycling bottles, towel reuse and single-use water bottles PEBs.	
H 9.3: Masculinity is negatively associated with tourist PEB at the destination.	National culture (Filimonau et al., 2018a; Geert Hofstede, 2001).		H 9.3 is not confirmed: masculinity index is not significantly associated with any PEB at a destination.	
H 9.4: Masculinity is negatively associated with tourist PEB in daily life.			H 9.4 is not confirmed: masculinity index is not significantly associated with any of the daily PEBs.	
H 9.5: Individualism is negatively associated with tourist PEB in daily life.			H 9.5 is not confirmed: higher individualism is significantly associated with better recycling, single-use items, towel reuse, water bottles and plate waste PEBs in a daily context.	

Research question/hypotheses	Related theories and constructs	Method	Main findings	Contribution
H 9.6: Individualism is negatively associated with tourist PEB at the destination.	Value orientation (Schultz, 2001; Schwartz, 1977).		H 9.6 is confirmed for switching off unnecessary heating/AC in the destination context.	
H 9.7: Biospheric values are positively associated with tourist PEB in daily life.			H 9.7 is confirmed for recycling, showering and water bottle PEBs.	
H 9.8: Biospheric values are positively associated with tourist PEB at the destination.			H 9.8 is not confirmed for any of PEBs.	
H 9.9: Altruistic values are positively associated with tourist PEB in daily life.			H 9.9 is confirmed for single-use items PEB.	
H 9.10: Altruistic values are positively associated with tourist PEB at the destination.			H 9.10 is confirmed for towel reuse PEB.	
H 9.11: Hedonic values are positively associated with tourist PEB in daily life.			H 9.11 is confirmed for recycling and use of water bottles PEBs.	
H 9.12: Hedonic values are positively associated with tourist PEB at the destination.			H 9.12 is not confirmed for any of PEBs.	
H 9.13: Egoistic values are positively associated with tourist PEB in daily life.			H 9.13 is confirmed for showering, single-use items and water bottles PEBs.	
H 9.14: Egoistic values are positively associated with tourist PEB at the destination.			H 9.14 is confirmed for showering PEB.	

4.2 Dissertation contribution

We have identified a gap in explaining the cross-contextual change of pro-environmental behaviour and lack of studies exploring the formation of the environmental image of the destination, the relationship between the environmental image of the destination and tourists behaviour there. A qualitative explorative study identified the major impacts on the change of tourist pro-environmental behaviour across the contexts. These are the visibility of the pro-environmental activities at the destination, observing other tourists and residents behaving pro-environmentally at the destination, perceived easiness of pro-environmental behaviour at the destination, level of daily pro-environmental behaviour, environmental values, the national culture of the tourist and identity as a tourist in the destination.

The contribution of this research is in expanding the understanding of pro-environmental behaviour and behaviour change in tourism contexts. While numerous research explores pro-environmental behaviour in tourism, few studies cover the destination-side impacts on tourist pro-environmental behaviour. The theoretical contribution lies in clarifying reasons for tourist behaviour change across the contexts, understanding how an environmental image of a destination is formed, and its relationship with the tourist PEB at a destination. This is a valuable addition to understanding the role of contextual impacts on tourist behaviour and cross-contextual behavioural consistency.

The practical contribution of this research is in providing insights for destination management to encourage tourists PEB. By providing visible environmental initiatives, integrating environmentally sustainable practices into tourism offer of the destination, shaping the destination interaction with tourists as responsible citizens, destinations can encourage tourists to act more pro-environmentally, reduce negative impacts of tourism at destination and improve the overall quality of the destination and tourist experience there.

The methodological contribution of the thesis is in using the captive audience for the data collection. Instead of using arrival and departure areas of the airport, which is often followed by security complications, we offer to use transfer buses, which provide access to a similar sample of the tourists and can be helpful for the research on change of image perception. The method allows measuring pre-and post-visit image perception, is positively perceived by the respondents and provides high quality of the answers, high response and completion rates compared to industry standards (Bilynets et al., 2021b). Moreover, such an approach to the data collection makes it possible to capture the same person twice — right before and after the visit to the destination. We also used the comparison of the pro-environmental behaviour in daily and tourism contexts. Though this is not an experimental design, it makes it close to intervention study, allowing to measure self-reported past behaviour resulting from the change of the context — travel to the destination. We included multiple destinations in the study, which differed in the level of pro-environmental efforts and multiple PEBs, allowing us to be as precise in the analysis as possible.

Besides exploring the ways to reduce the negative environmental impacts in tourism, this study contributes to the research domain of human-environment interaction. The tourism context offers unique possibilities to study how human behaviour changes across the contexts. By learning about tourist pro-environmental behaviour, we learn more about how people behave in their everyday lives too (Urry & Larsen, 2011, p. 3). The study took place in the urban destination; however, we encouraged tourists to speak about their experiences in the other destinations. Sustainable tourism and pro-environmental behaviours are more often studied in the context of natural areas (Miller et al., 2015). With this study, we add more understanding about tourist PEB in urban destinations.

4.3 Practical implications

For the practitioners and policymakers, our results suggest to:

1) Invest in the visible PE infrastructure that will benefit both locals and tourists. Destinations should rethink their marketing approach towards the implementation of tangible PE initiatives and turn “green marketing dollars” into “green action dollars” (Bilynets et al., 2021a). They should communicate the need to act pro-environmentally and give the tourist a chance to practice PEB with available facilities and explanations on how to do it. This would bring multiple benefits: improve the environmental and overall image of the destination, avoid accusations of greenwashing, encourage tourists to participate in more PEBs, and consequently, reduce negative environmental impacts of tourism. Tourists are less likely to worsen their behaviour at destination if the destination appeals to them as pro-environmental and such behaviours are easy to perform. Therefore, destinations should encourage tourists PEB by providing necessary facilities for PEB and making them visible and easy to use for tourists. The examples of such destination initiatives do not necessarily require heavy infrastructural investments and are not a tourist-specific infrastructure, but they are also benefiting the residents. On the example of Ljubljana, we found that tourists perceive the cleanliness of the space and visible recycling infrastructure as signs that the destination is environmentally friendly. Tourists often mentioned breaking the rules, littering and drinking together with breaking the environmental behaviour norms. This shows that environmental and social behaviour norms overlap and might impact each other. The most frequently noticed initiatives — recycling and cleanliness are a part of the pro-environmental efforts of the destination, but they are a very small part of it. However, these initiatives serve as the most important markers for tourists to decide whether the destination is green or not. On the one hand, these findings point to the gaps in communication of the environmental sustainability efforts by the destination. In Ljubljana, numerous pro-environmental initiatives take place, however, they might be invisible to the tourists. On the other hand, given that tourists spend a little time at the destination, it provides the destination with a relatively easy tool to persuade tourists in the greenness of the destination, and as a result, to expect that tourist behaviour will be more pro-environmental too. However, such easy tools should be applied cautiously — image formation is a complex process. If there is no

other evidence of the pro-environmental efforts of the destination besides trashcans and clean streets, any environmental claims of the destination might be perceived as greenwashing (Lyon & Maxwell, 2011).

2) Develop tourist products that have built-in pro-environmental activities. The destination can present pro-environmental behaviours as a part of the tourist experience. Some of the behaviours (e.g., in Ljubljana, trying local food, farmer's market in the city centre, bike-sharing, refilling own water bottles at public drinking fountains, walking) are what tourists seek as authentic experiences, therefore, they are not perceived as a sacrifice for more pro-environmental choices. At the same time, such activities encourage more pro-environmental behaviour. Destination management can extend tourist offers with such activities, achieving double objectives — more pro-environmental activities, therefore, less environmental harm, at the same time increasing the satisfaction of tourists because of the perceived authenticity of the experiences. Also, destinations should highlight the positive environmental effect from such activities, rewarding tourists with “feeling good” for PEB.

3) Design spaces and experiences that mix tourists and locals; avoid ghettoization and touristification of a destination. The policies addressing the gentrification problem have been at researchers and practitioners attention for a while, and it is a complex problem with no easy solution. However, some steps can be taken toward making the destination less of a tourist ghetto, which we learned from Ljubljana: create areas where tourists can observe the routine of locals (e.g. waste sorting, farmer's market), and avoid obtrusive services, such as touts at restaurants and shops, creating an impression of tourist traps. The latter can be addressed by the destination policy about approaching tourists in public space. However, it depends on the local traditions and should be tackled with accounting for cultural specifics and tourist expectations about the destination.

4) Present resources as heritage rather than a product for consumption. If tourists develop a relationship with a place, they are more likely to care for it and engage in pro-environmental practices. Our interviews show that tourists perceive environmental resources more as attractions in abroad destinations, while such resources at home or frequently visited places are seen more as a heritage. Tourists express more responsibility and a desire to protect domestic resources. Destinations should try to enhance the “heritage” feeling to encourage more pro-environmental behaviour of tourists. This can be achieved by avoiding touristification of the place, as mentioned in the previous suggestion.

5) Highlight codes of behaviour in informational materials and support them with visual cues at the destination to encourage more PEB of tourists and customize their messages for the different cultural groups of tourists. Tourists perceive rules and social norms at the destination depending on their culture and relationship with the destination. Strict rules at domestic destinations were mentioned rather in the context of pushing towards the proper behaviour. However, it was frightening for tourists to unintentionally break the rules on a trip abroad due to the lack of understanding and knowledge of the local rules. The tourists feel observed, feel like ambassadors of their country when they travel, and try to adjust to

the local norms, but it also depends on their national culture. Therefore, interventions should be designed with accounting for the cultural differences.

6) Communicate about environmentally sustainable destinations and holidays so that consumers do not perceive them as less hedonic than regular holidays (Schütte & Gregory-Smith, 2015). The task of the destination is to provide conditions for “low harm hedonism” (Dolnicar, 2020b). Our interviewees noted, for example, the “clean on demand” policy in one of the hotels in Ljubljana, initiated by another study (Knezevic Cvelbar et al., 2019); no free plastic bags in shops, and pedestrian-only areas at the destination. While such measures might be an inconvenience, tourists spoke positively about them and were happy to participate. The task is to make people aware of the benefits compared to inconveniences. Moreover, alternative environmentally harmful behaviour should be framed as loss for tourists, while PEB as an action, not avoidance (Ropret Homar & Knežević Cvelbar, 2021).

4.4 Limitations and recommendations

This thesis focused on the pro-environmental behaviour of tourists. It is only one of the directions through which negative environmental impacts of tourism can be minimized. Moreover, in broader terms of the sustainable approach to tourism development, it is crucial to consider all three dimensions: environmental, economic and social. We focused only on the environmental dimension and, more specifically, on consumer-side measures—the behaviour of tourists and activities of the destination to encourage tourist PEB. The environmental effects from tourist behaviour, however, cannot be fully separated from the social and economic effects. First, better tourist PEB at a destination means also a better quality of the environment at the destination. Also, behaviour towards the natural environment often overlaps with the social and economic behaviours – for example, not littering or preference for the local products and services. Such behaviours allow avoiding opposition between the residents and tourists if the destination manages to communicate benefits from tourism for the destination, e.g. the recent campaign “Tourism makes Ljubljana” communicates to the residents the events and infrastructure funded with money from tourism taxes (Turizem Ljubljana, 2021). The well-being of the residents was not the focus of this research. However, our findings suggest that the implementation of accessible pro-environmental activities at the destination benefits tourists through the perceived authenticity of the experience and feeling good for doing good for the place, while residents benefit from lower environmental impacts of the tourism and improved infrastructure.

Therefore, future research should address broader issues: connect tourist pro-environmental behaviour with the well-being of tourists and residents, economic and social effects from pro-environmental activities at the destination, and spillover between PEBs and social behaviours. Also, it would be interesting to check how adopting pro-environmental behaviours at the destination is interrelated between tourists and residents and whether tourists keep PEB patterns learned at the destination when returning home.

We used a multiplicity of behaviours as an example, but the most discussed in the interviews were easy PEBs, such as recycling and littering. Engagement in low-cost behaviours helps people reduce cognitive dissonance when they are unwilling or unable to engage in more costly behaviours (Thøgersen, 2012). However, there is not enough evidence that engagement in small pro-environmental behaviours leads to negative behavioural spillover when a person justifies skipping some pro-environmental actions because of the engagement in the others (Thøgersen, 2012). For the quantitative study, the choice of behaviours was limited by the criteria of being likely to occur in the daily and tourism context, allowing to check behaviour change across the contexts. Also, these behaviours might be impacted strongly by habits (recycling, shower time, switch off, plate waste) and available infrastructure (recycling, switching off). Further research should explore more high-cost and CO₂-intense PEBs, such as mobility and energy consumption.

The study used a self-reporting research approach, and the topic is sensitive to social desirability bias – people might not truthfully report their behaviour. Furthermore, some of the concepts, such as sustainability (included in the destination image attributes study), might be unknown to the general public or carry different meanings due to the complexity of the concept. Therefore, interpretation of the results, where interviewees or respondents mention sustainability, should consider this issue.

The study took place in Ljubljana, a destination that makes many efforts towards environmental sustainability, and the context of being interviewed in a green destination might have impacted interviewees. Besides, interviewees that act pro-environmentally had more to say compared to those who do not; therefore, we know less about the reasons for tourists who do not act pro-environmentally. Very few interviewees admitted feeling different about domestic destinations compared to other places. This might be a result of the method deficiency; interviewees hesitated to recognize their bad behaviour (worsening their own PEB when travelling abroad was mentioned by a very few tourists, but often when speaking about fellows).

Though multiple destinations have been discussed in interviews and surveys, the examples of pro-environmental initiatives and behaviour mainly were related to non-mass tourism destinations. The sample of the tourists was primarily comprised of independent travellers travelling for leisure purposes. This should be taken into account when projecting the results on other types of destinations.

The bibliometric analysis offers a snapshot of the current state of the research. It has been done in the initial stage of the thesis writing and helped structure the literature review and develop the thesis topic, however, it shows the research state in 2018, given the long duration of the thesis project. To compensate for the lag in the review, we have also used a traditional literature review to include the most recent updates in the literature to the thesis.

Within the quantitative study, we could not explore all factors impacting PEB in the tourism context, which we discovered through the interviews. Place attachment, social learning,

feeling oneself as a tourist at the destination, desire to fit in and their role for PEB depending on the destination context need further research.

We asked tourists about the perception of cleanliness and safety at the destination. Since the data collection took place before the COVID-19 pandemic, the perception of these attributes might be different if explored nowadays. Cleanliness was commonly associated with the greenness of the destination; it would be interesting to check how perception and the relationship between both characteristics changes in the post-COVID time.

When discussing the negative behaviours, participants were more likely to speak about the behaviour of others, but not their own. A similar has been reported by the other studies, e.g. food waste in the vacation context (T. Liu et al., 2021). This can be seen as an additional confirmation that tourists want to act pro-environmentally but do not do so due to the additional barriers that appear when the context changes, making them feel discomfort (Juvan & Dolnicar, 2014). They try to reduce discomfort by denying their neglect towards the environment and rather speak about the behaviour of others. Another finding that needs further exploration is the difference in PEB depending on the national culture – interviewees mentioned that some cultures are more likely than others to misbehave while on holidays. The patterns from the interviews show that more feminine and collectivistic cultures try to “save face” when abroad and adjust to the local norms (in terms of PEB). Quantitative analysis, however, does not show enough support for this hypothesis — on the contrary, individualism is a significant predictor for daily PEBs, but not for PEBs at the destination. This might be caused by the size of the sample and limited number of nationalities and PEBs included to the analysis. Also, we do not have enough information to conclude how the national culture dimensions impact adjusting to the local norms and following the rules and if it works the same way for both green and grey destinations.

The study is correlational. We used information from the interviews to inform about possible causal relationships and used the study design involving multiple locations and contexts, however, future research would benefit from the experimental study design.

CONCLUSIONS

The context has a major impact on tourist PEB. The literature review identified the gap in explaining a change in tourist pro-environmental behaviour cross-contextually, which is related to the tourist-destination interaction. Due to the multiplicity of the contextual impacts, they are underrepresented in the theoretical models commonly used in tourism PEB research. In this thesis, we focused on the exploration of the effect of the situational and cultural factors on PEB because they are the most prominent in common tourism scenarios, which we conceptualised as the difference between tourist PEBs in daily life and at the destination, domestic and foreign destinations, and green-grey destinations.

We explored in depth which factors are involved in tourist PEB change and found that habits, daily PEB, environmental attitudes and values, social norms, and facilitating conditions at the destination are crucial for tourist PEB. Our results also confirm that people are less likely to act pro-environmentally when travelling than in a daily context. We tested a relationship between seven PEBs and several situational and cultural factors and found that they significantly impact tourist PEB.

Situational factors responsible for tourist PEB are related to the physical and social environment of the destination – environmental image, perceived easiness of PEB, social norm, barriers, such as lack of time, understanding and infrastructure. Tourists perceived the destination as “green” when they received visual cues – cleanliness of the space, visible infrastructure for recycling, mobility, the behaviour of other people were the most noted. Moreover, depending on the scenario, the self-identity as a tourist and environmentalist also impacts how much tourists participate in the destination's pro-environmental activities.

The cultural factors explored in this research are the individual-level value orientation and group-level national culture. Consistent with the theory, we find that biospheric and altruistic values are positively associated with PEB, while egoistic and hedonic — negatively. However, value orientation dimensions are significant mainly for daily PEBs, while for most PEBs at the destination, a value orientation does not have a significant impact. Interview results suggest that the dimensions of the national culture — collectivism and femininity signify to which extent the tourists adjust to the local norm at the destination, however, the results from the qualitative and quantitative studies differ. Quantitative analysis confirms only the negative association of individualism with one of the analysed PEBs at the destination, however in daily PEB context, individualism is positively associated with five out of seven analysed behaviours. We assume that these behaviours are more institutionalized in individualistic countries.

Our contribution lies in: 1) exploring the multiple destination scenarios with multiple PEBs; 2) contributing to the limited empirical studies exploring the relationship between the environmental image of the destination and tourist PEB; 3) identifying factors impacting the perception of the destination environmental image by tourists; 4) suggesting that destinations

can pro-actively manage their organic environmental image by introducing visible pro-environmental initiatives, e.g. visible recycling infrastructure, cleanliness of the space, biking and pedestrian facilities, local goods offer; 6) exploring a wide range of situational and cultural factors, which impact tourist PEB; 7) contributing to the knowledge about the cross-contextual behaviour consistency. Furthermore, the use of the situational and cultural factors for predicting tourist PEB is convenient for researchers and practitioners because the data are more easily available than psychological constructs, which are commonly used in the research on pro-environmental behaviour. This allows making more informed decisions based on the destination characteristics and scenarios in which tourists find themselves at the destination.

With this research, we have explored only the direct effects of the selected situational and cultural factors on the pro-environmental behaviour of tourists. Further research is needed to test moderating effects and the role of tourist self-identity in cross-contextual scenarios.

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APPENDICES

Appendix 1: Summary in Slovenian language/ Daljši povzetek disertacije v slovenskem jeziku

1 Uvod

Turizem kot rastoča panoga škoduje okolju (Gössling, 2002). Pred pandemijo covida-19 je število mednarodnih turističnih prihodov doseglo 1,5 milijarde (UNWTO, 2020a), pri čemer globalni izpusti toplogrednih plinov zaradi turizma predstavljajo 8% (Lenzen et al., 2018). Turizem povzroča degradacijo okolja, hkrati pa je panoga sama izredno odvisna od kakovosti okolja, saj obširno uporablja naravne vire in pokrajino. Obetavni pristopi za premagovanje okoljskih izzivov v turizmu vključujejo tehnološke inovacije, nove gospodarske modele, mehanizme trženja in državne predpise (O'Brien, 2015). Toda vsi ti pristopi najverjetneje ne bodo uspešni brez spremembe potrošniških vzorcev in vedenja turistov (Becken, 2007; Gössling & Peeters, 2007; Peeters, 2013). Življenjski slog, vedenje in porabniške navade potrošnikov so izredno pomembni za trajnostne spremembe (IPCC, 2014), pri čemer posamezniki zavzemajo osrednjo vlogo v procesu preprečevanja podnebnih sprememb (O'Brien, 2015).

Okolju prijazno vedenje (OPV) je zavestno prizadevanje zmanjševati negativne vplive na naravni in urbani svet (Kollmuss & Agyeman, 2002). Raziskovanje okolju prijaznega vedenja v vsakodnevem življenju ima dolgo zgodovino, saj se je razvilo iz splošnih psiholoških in socioloških teorij v lastno področje okoljske psihologije (Gifford, 2014). Akademska pozornost se je šele relativno nedavno usmerila na okolju prijazno vedenje turistov. Raziskave so pokazale, da okolju prijazno vedenje turistov zaradi hedonističnega okolja ne sledi enakim vzorcem kot OPV v vsakdanjem življenju (Dolnicar et al., 2017; Dolnicar & Grün, 2009b; Malone et al., 2014). OPV povezujejo z višjimi stroški, manj užitka in več truda, zaradi česar ljudje na dopustu z manjšo verjetnostjo ravnajo okolju prijazno (Becken, 2007; Wearing et al., 2002). Poleg tega so raziskave dokazale, da ukrepi za izboljšanje OPV delujejo le, če ciljajo na specifične osnovne razloge za to vedenje (Steg & Vlek, 2009). Več teoretičnih okvirjev je že bilo uporabljenih za pojasnjevanje OPV, a vrzel med splošno pozitivnim odnosom turistov do okolja na eni strani in pomanjkanjem dejanskega okolju prijaznega vedenja na drugi še vedno predstavlja izziv tako raziskovalcem kot izvajalcem (Juvan & Dolnicar, 2014; Kollmuss & Agyeman, 2002). En izmed razlogov za takšno vrzel je vpliv konteksta.

Okolju prijazno vedenje v različnih kontekstih ni niti konsistentno niti stabilno (Steg & Vlek, 2009). Napovedovanje okolju prijaznega vedenja otežuje tudi kompleksnost situacij, v katerih se pojavlja. V turizmu obstaja še več razlogov za drugačno okolju prijazno vedenje – praviloma šibkejša kot v vsakodnevem kontekstu (D. Miller et al., 2015). Turizem določamo binarno: doma in na poti, vsakdan – dopust, gostitelji – gosti, nacionalno – mednarodno (Cohen & Cohen, 2012). Te binarne koncepte uporabljamo za raziskovanje dejavnikov vpliva na vedenje turistov v situacijah, ki obsegajo več kontekstov.

Raziskave okolju prijaznega vedenja v turizmu se večinoma ukvarjajo z motivacijo na strani turistov, medtem ko so vplivi na strani destinacije slabše raziskani. Turisti načeloma ne želijo škodovati okolju (Juvan & Dolnicar, 2021), a dopustovanje zmanjšuje okolju prijazno vedenje turistov (Barr et al., 2010; Juvan & Dolnicar, 2014). Tudi okolju naklonjen segment turistov ravna v škodo okolju, kadar je na dopustu (Juvan & Dolnicar, 2014; Karlsson & Dolnicar, 2016). Glede na to potrebujemo več raziskav, ki upoštevajo vpliv konteksta. Vpliv konteksta je med najmočnejšimi dejavniki, ki določajo OPV (Steg & Vlek, 2009). Obstaja primanjkljaj raziskav, ki bi ugotavljale, zakaj isti ljudje na različnih destinacijah ravna različno v kontekstu okolja. Še posebej primanjkuje študije, ki primerjajo OPV turistov v kontekstu lastne države ali tujine ter na »zelenih« in »sivih« destinacijah. Vrzel v obstoječih raziskavah prinaša dodatna vprašanja: ravna posamezniki različno v domači državi kot v tujini? Kaj povzroča takšne razlike? Obstaja okoljska kultura na ravni države? Kako kontekst destinacije vpliva na vedenje turistov? Katere lastnosti destinacije vplivajo na OPV? Kateri drugi situacijski in kulturni dejavniki vplivajo na OPV v kontekstu turizma?

S to disertacijo želimo analizirati več kontekstov obsegajočo spremembo vedenja v turizmu. Osredotočili smo se na dve skupini kontekstualnih vplivov: situacijske in kulturne dejavnike. Glede na to, da so situacijski in kulturni dejavniki krovni koncepti, smo si zadali ugotoviti, kateri dejavniki vplivajo na OPV turistov v medkontekstualnih scenarijih in kako so povezani z različnimi vrstami OPV turistov.

Kulturni dejavniki so motivacija za OPV na podlagi družbe, ki jih turisti delijo – gre za specifičen nabor vrednot, prepričanj in svetovnih nazorov, ki določajo odnos do okolja. Kultura je »simbolično sredstvo pomena«, vključno s prepričanji in navadami, ki so skupni posameznikom v družbi (Swidler, 1986, p. 273), zato lahko razlike zaradi kulture opazujemo na ravni družbe, ne na ravni posameznikov (Oreg & Katz-Gerro, 2006). Poleg kulturnih dejavnikov na ravni skupine se v raziskavah okolju prijaznega vedenja uporabljajo posameznikove vrednote za pojasnjevanje odnosa in vedenja do okolja (Schultz & Zelezny, 1999; Stern, 2000).

Situacijski dejavniki so odvisni od fizičnega in socialnega okolja destinacije (Corraliza & Berenguer, 2000) – to so na primer stroški okolju prijaznega vedenja in alternativni cilji (Steg & Vlek, 2009), javne zaveze, povratne informacije, nagrade, ovire in norme (Schultz et al., 1995). Situacijski dejavniki so dostopnejši za informiranje odločitev posloводства destinacije kot psihosocialne značilnosti turistov, s čimer so dragocen vir informacij, ki bi lahko pomagale oblikovati vedenje turistov (Díaz-Meneses & Vilkaite-Vaitone, 2020).

Zasnovali smo tri scenarije, kjer se pojavljajo odstopanja od OPV: 1) razlika med okolju prijaznim vedenjem doma (vsakodnevno OPV) in v kontekstu turizma (OPV na destinaciji); 2) razlika v OPV turistov na domačih in tujih destinacijah; 3) razlika v OPV turistov na destinaciji glede na zaznано raven okoljevarstva te destinacije (»zeleno« za visoko ali »sivo«

za nizko). Ti trije scenariji so predstavljali raziskovalni okvir, ki je omogočil prepoznavo dejavnikov, ki vplivajo na medkontekstualno spremembo OPV turistov.

Splošni cilji disertacije so bili:

1. raziskati medkontekstualno spremembo okolju prijaznega vedenja turistov in
2. raziskati dejavnike, ki vplivajo na medkontekstualno spremembo okolju prijaznega vedenja turistov.

Da bi dosegli cilje disertacije, smo:

1. pregledali obstoječo literaturo glede OPV turistov z bibliometrično analizo, da smo identificirali relevantne raziskave, teorije in napovedi, ki pojasnjujejo okolju prijazno vedenje na splošno in v kontekstu turizma, ter pripravili teoretično podlago za nadaljnje raziskovanje,
2. izvedli eksplorativno kvalitativno študijo za prepoznavo pokazateljev spremembe OPV turistov v medkontekstualnih situacijah in
3. analizirali vpliv prepoznanih dejavnikov na okolju prijazno vedenje turistov.

Zasnova raziskave upošteva različne skupine turistov (več narodnosti, domači in tuji turisti, turisti na dopustu in poslovni turisti) in različna okolja (več destinacij z različnimi ravni truda za prijaznost okolju).

2 Metodologija

Najprej smo opravili pregled obstoječe literature o OPV in OPV v turizmu s pomočjo bibliometrične analize in tradicionalnega pregleda literature. To nam je pomagalo zasnovati pogoste scenarije v turizmu s spremembo OPV in ustvariti pregled nad dejavniki in teorijami, ki pojasnjujejo OPV turistov v obstoječih raziskavah. Nato smo uporabili zaporedne eksplorativne mešane metode za zasnovo raziskave, pri čemer smo začeli s kvalitativno eksploracijo vplivov na okolju prijazno vedenje turistov in spremembo vedenja v medkontekstualnih situacijah. Potem smo pripravili in preizkusili dejavnike, prepoznane v pregledu literature in kvalitativni eksploraciji kot vplivne na okolju prijazno vedenje turistov na destinaciji. Zasnova raziskave je bila izbrana zaradi pomanjkanja študij, ki upoštevajo medkontekstualne spremembe okolju prijaznega vedenja v turizmu, in zaradi potrebe po raziskovanju morebitnih dejavnikov in njihovih razmerij z OPV turistov, ki še niso bili obravnavani v obstoječi literaturi. Kvalitativna študija je vključevala intervjuje v živo in prek spleta s turisti, ki so nedavno obiskali Slovenijo; skupno je bilo opravljenih 69 intervjujev. Podatke smo prepisali, kodirali in združili v tematske sklope. Kvantitativna študija je obsegala anketo turistov, ki so prihajali v Slovenijo in jo zapuščali, s skupno 473 udeleženci.

3 Pregled literature

Bibliometrična analiza je omogočila pregled velikega števila publikacij na temo OPV in OPV v turizmu ter prepoznavo raziskav, ki služijo kot teoretična osnova za področje OPV v turizmu, ključne teme in trenutne trende v obstoječih raziskavah. Sledil je tradicionalni pregled literature, s katerim smo povzeli znanje glede spremembe medkontekstualnega OPV v turizmu in študije o situacijskem in kulturnem vplivu na OPV v turizmu. Za povzetek bibliometrične analize primerjamo prepoznane teme pri splošnem okolju prijaznem vedenju in pri OPV v turizmu (tabela 1).

Tabela 34: Gruče iz bibliometrične analize okolju prijaznega vedenja

	Ključne besede (ključne teme)	Socitiranje (teoretična osnova)	Bibliografsko združevanje (trenutni trendi)
Splošno OPV	Poraba energije Psihosocialni pokazatelji Znanje in izobrazba OPV v turizmu Teoretično ogrodje Marketing in upravljanje OPV	Vrednote Odnosi Norme Nekonsistentnost OPV Ogrodja in teorije	(Ne)prenosljivost OPV Norme Oblikovanje ciljev Dodajanje konstruktov TNV Navezanost na kraj in turizem
OPV v turizmu	Psihosocialni pokazatelji OPV Odnos turist–kraj Povezanost z naravo Upravljanje OPV Vpliv turizma na podnebne spremembe Ekoturizem	Splošna ogrodja Vrzel med odnosom in vedenjem (neprenosljivost OPV) Navezanost na kraj Segmentacija	Normativna gonilna sila namena OPV Obrazložitev za opustitev okolju prijaznega vedenja Okoljska ozaveščenost Deležniki Navezanost na kraj

Vir: lastno delo.

OPV opredeljujemo kot namenske poskuse za zmanjševanje negativnih vplivov na okolje, pojasnjenih z altruistično motivacijo, a se lahko motivacija za OPV razlikuje, lahko so npr. navade, zmanjševanje stroškov, predpisi ali udobje. OPV pogosto raziskujemo s stališča posameznika, skozi motivacijske in kontekstualne vplive, navade (Steg & Vlek, 2009), ali s stališča organizacijskega pristopa – z oblikovanjem, dregljaji, strukturami izbire itd. Večina raziskav glede OPV v turizmu se osredotoča na vedenje in spremembe le-tega za posameznika. Raziskave splošnega OPV in OPV v turizmu uporabljajo podoben nabor teorij za pojasnjevanje OPV: teorijo načrtovanega vedenja, teorijo vrednot, prepričanj in norm, model aktivacije norm. Raziskave OPV v turizmu imajo posebno gručo med raziskavami splošnega OPV, ki je tesno povezana s konceptom kraja in uporablja teorijo navezanosti na kraj. Toda navezanost na kraj uporablja za pojasnjevanje OPV turistov predvsem na zaščitelih področjih in naravnih destinacijah.

Pregled literature kaže odvisnost medkontekstualne konsistentnosti okolju prijaznega vedenja predvsem od kontekstualnih dejavnikov, a jih večina teoretičnih ogrodi ne zajema. Kontekstualni dejavniki so na primer nekako vključeni v teorijo načrtovanega vedenja kot

zaznan nadzor vedenja (Steg & Vlek, 2009), ki predstavlja posameznikovo dožemanje facilitatorjev za okolju prijazno vedenje in vpliv na namero in OPV (Ajzen, 1991).

Na podlagi pregledane literature smo si zamislili tri pogoste scenarije v turizmu, kjer pride do spremembe OPV: doma–turizem, domača–tuja destinacija in zelena–siva destinacija. Ti scenariji so osnovani na razlikah in pomagajo pri izpostavljanju kontekstualnih dejavnikov, povezanih s spremembo OPV.

Pregled je pokazal tudi, da so vplivi s strani destinacije na OPV turistov manj raziskani. Bibliometrična analiza je pokazala gručne navezanosti na kraj, normativne vplive, a v celoti ne odgovorijo na vprašanja o kontekstualnih vplivih na vedenje turistov. Nedavne raziskave so poskušale upoštevati tako situacijske kot kulturne dejavnike (e.g. T. Liu et al., 2021), toda teh je še vedno malo in področje potrebuje več raziskovanja. Predpostavka naše raziskave in v literaturi na splošno je ta, da ljudje poskušajo biti konsistentni v svojem vedenju v vseh kontekstih, toda kontekstualni vplivi lahko vodijo v spremembo odnosa in vedenja.

Situacijski dejavniki so eksterni facilitatorji in omejitve, ki sicer medsebojno vplivajo z osebnimi dejavniki pri ustvarjanju subjektivnega dožemanja možnosti OPV v kateri koli situaciji (Corraliza & Berenguer, 2000; Steg & Vlek, 2009). Ti lahko delujejo tako kot ovire kakor kot facilitatorji vedenja turistov (Hines et al., 1987; Klöckner & Blöbaum, 2010).

Kulturni dejavniki so najbolj raziskani prek nacionalne kulture in vrednot (Geert Hofstede, 1980; Schwartz, 1992), njihov vpliv pa je lahko bolj ali manj izražen glede na vrsto destinacije in turistične izkušnje, če oseba na primer potuje v tujino v primerjavi z domačimi potovanji.

4 Rezultati

S kvalitativno študijo – intervjuji s turisti – smo raziskovali raznolikost dejavnikov, ki vplivajo na okolju prijazno vedenje turistov v medkontekstualnih situacijah (slika 1). Rezultati kvalitativne študije so koristili pri pripravi vprašalnika in interpretaciji rezultatov kvantitativne študije. S kvantitativno študijo smo najprej preverili spremembo več okolju prijaznih vedenj med domačim in turističnim kontekstom. Potem smo preverili spremembo okoljske podobe destinacije kot rezultat turističnega obiska destinacije. Nato smo analizirali kulturne in situacijske dejavnike ter njihov neposredni vpliv na vedenje turistov na destinaciji. Poglavje smo zaključili z analizo modela poti, ki povezuje situacijske (okoljska podoba destinacije) in kulturne dejavnike (vrednote in nacionalna kultura) okolju prijaznega vedenja turistov na destinaciji.

4.1 Kvalitativna študija

Situacijski dejavniki. V scenariju doma–turizem smo ugotovili, da pride do prekinitve rutinskih okolju prijaznih navad zaradi spremembe konteksta, hedonistične motivacije in

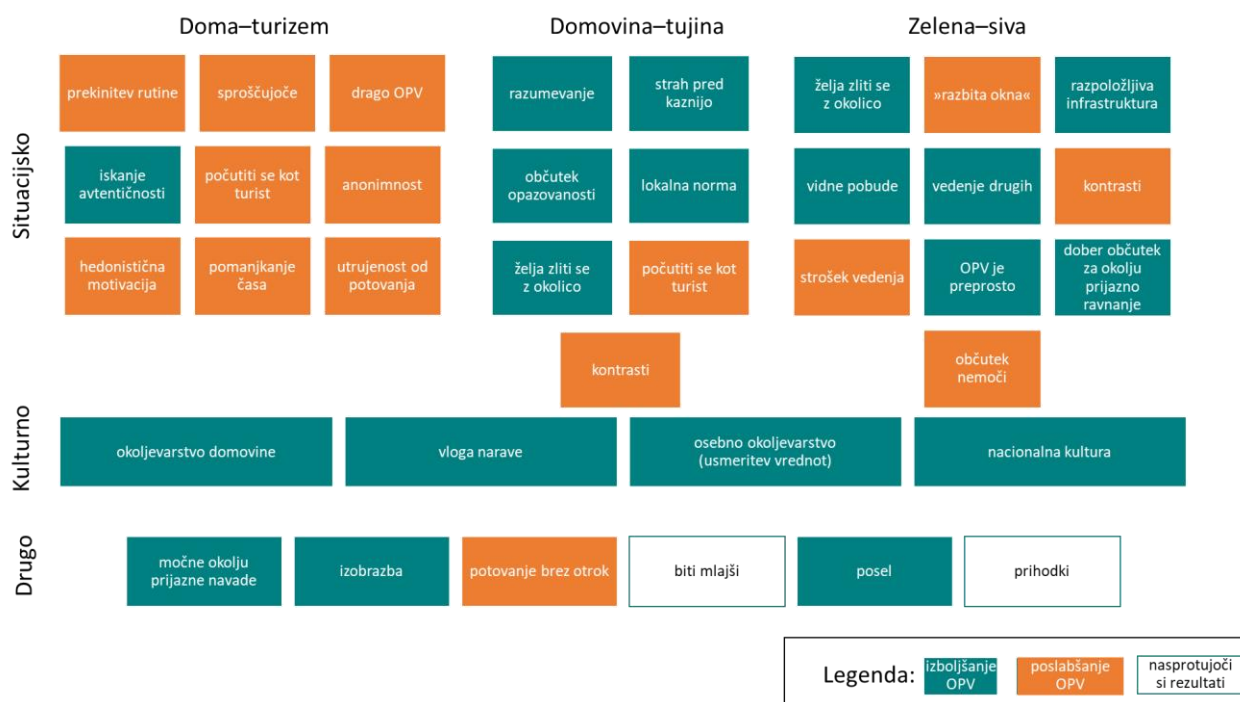
relativne anonimnosti na destinaciji, kar turistom omogoča neprimerno vedenje. To so ključni dejavniki, ki vplivajo na OPV v kontekstu turizma. Te ugotovitve potrjujejo rezultate preteklih raziskav in praviloma podpirajo predpostavko, da turisti ne ravnavo okolju neprijazno namerno, temveč to počnejo zato, ker okolju prijazno ravnanje zahteva več truda (Juvan & Dolnicar, 2014). Druge ovire OPV so pomanjkanje časa, informacijske in infrastrukturne ovire, ki otežijo okolju prijazno vedenje tudi za tiste turiste, ki se tako vedejo doma.

Scenarij domača–tuja destinacija je izpostavil vlogo identitete turistov in dojemanje lastne vloge pri varstvu okolja. Turisti se navežejo na domači kraj in na pogosto obiskane lokacije in posledično jih bolj verjetno skrbi za tamkajšnje okolje. In nasprotno – kjer okolje služi kot zakulisje za turistične aktivnosti, so turisti opomnjeni, da so turisti, kar pomakne hedonistične cilje v središče (Lindenberg & Steg, 2007) in povzroči manj okolju prijaznega vedenja. Zaradi nižjega občutka varnosti in pomanjkanja razumevanja na nepoznanih ali tujih krajih so turisti bolj tesnobni, da bi bili izpostavljeni ali kaznovani zaradi napačnega vedenja, saj bi nenamerno prekršili pravila. To jih spodbuja k prevzemanju vedenja domačinov – vedejo se okolju prijazno, vsaj v majhnih in opaznih dejanjih, kot sta smetenje in recikliranje, in se počutijo bolj sproščeno glede svojega vedenja, če domačini sami s svojim okoljem ne ravnavo lepo. To je prav tako povezano z zaznanimi družbenimi normami na destinaciji. Toda pripravljenost zlit se z okolico je prav tako odvisna od turističnih vrednot in nacionalne kulture.

Primerjava zelene–sive destinacije je omogočila izpostavitev situacijskih dejavnikov kot so vizualni pokazatelji. Vidna okolju prijazna infrastruktura, čistoča kraja in vedenje drugih ljudi močno vplivajo na dojemanje preprostosti OPV in okoljske podobe destinacije. To je mogoče povezati tudi z zaznano učinkovitostjo in zmožnostjo vesti se okolju prijazno (Harland et al., 2007). Drug dejavnik je opazovanje drugih, ki se vedejo okolju prijazno, kar turistom sporoča deskriptivno družbeno normo in jih motivira, da prilagodijo lastno vedenje na destinaciji. Poleg tega je vpliv vizualnih pokazateljev na turistično zaznavanje okoljske podobe destinacije in posledično OPV moč pojasniti s teorijo procesiranja informacij (Chaiken, 1980; Hanks et al., 2016). Vidnost okolju prijaznih dejanj zmanjšuje skeptičnost turistov glede sporočanja trajnostnih aktivnosti destinacije in omogoča preprostejše zaznavanje relevantnih informacij, ne da bi morali uporabljati analitične miselne procese. To je še posebej bistveno v kontekstu turizma, ko se ljudje želijo izogniti naporom in težavam. Zanimivo je, da so intervjuvanci pogosto izjavili, da so jih zanimale možnosti okolju prijaznega vedenja, če so to na destinaciji opazili, toda ne bi omejili OPV, tudi če domačini ne bi ravnali okolju prijazno. Naši rezultati kažejo, da vizualni pokazatelji in družbena norma destinacije glede okolju prijaznega vedenja doprinašajo k okoljski podobi destinacije. Okoljska podoba dokazano vpliva na OPV turistov (Su et al., 2017, 2020; Wang et al., 2020). Tako situacijski dejavniki neposredno vplivajo na OPV prek vedenja (npr. intuitivnih korakov, jasnih informacij, razpoložljive infrastrukture) ali prek družbene norme okolju prijaznega vedenja in okoljske podobe destinacije.

Kulturni dejavniki so podobni v vseh treh scenarijih. Turisti se razlikujejo glede na vložen trud in motivacijo za okolju prijazno vedenje. To velja tudi za njihovo motivacijo in vedenje, kadar gredo na dopust. Če predpostavimo, da vsakdo poskuša ravnati skladno s svojimi relativno stabilnimi vrednotami (Stern, 2000), bi sprememba vedenja v kontekstu turizma verjetno povzročila to nelagodje, kar pa turisti poskušajo zmanjšati. Vendar se to razlikuje za ljudi z drugačno usmeritvijo vrednot. Iskanje užitka in nagrad v času dopusta je povezano z manj okolju prijaznim vedenjem – tisti z egoističnimi in hedonističnimi vrednotami bodo bolj verjetno iskali obrazložitev neprimernega vedenja kot pa prilagodili vedenje svojim okolju prijaznim vrednotam. Ceniti naravo, okolje in dobrobit drugih spodbuja ljudi, da se držijo svoje rutine okolju prijaznih navad, tudi če se kontekst spremeni. Vsi ti kulturni dejavniki na ravni posameznika se lahko povežejo z usmeritvijo vrednot (Schwartz, 1977; Stern, 2000). Če se osredotočimo na raven družbe, so intervjuvanci omenjali, da nekatere kulture z višjo verjetnostjo »varujejo ugled« v tujini, se vedejo bolje, kadar se počutijo opazovane, ali nasprotno, jim ni mar zaradi relativne anonimnosti med potovanjem. Podobno so nekatere države integrirale institucionalizirano okoljevarstvo v vsakodnevno življenje, npr. sistem recikliranja, okoljsko izobrazbo, informacijske kampanje za okolju prijazno vedenje itd. Če je okolju prijazno vedenje v družbi spodbujano od zgoraj (politika, predpisi, spodbude, infrastruktura), se bodo ljudje precej bolj verjetno vedli okolju prijazno. Toda če ti facilitatorji izginejo, ker oseba na primer odpotuje v kraj, kjer takšne infrastrukture ni, obstaja velika verjetnost, da se bo njihovo okolju prijazno vedenje poslabšalo. Poleg tega se posamezniki in družbe razlikujejo po vlogi, ki jo igra narava v njihovi lastni identiteti, poznani kot povezanost z naravo (Schultz, 2002), ki prav tako vpliva na odnos turistov do okolja. Z intervjuji smo lahko potrdili pretekle raziskave, da sta odnos in vedenje do okolja povezana s Hofstedovimi (1980, 2001) dimenzijami nacionalne kulture. Podobno kot pretekle raziskave (e.g. T. Liu et al., 2021; Morren & Grinstein, 2016) uporabljamo dimenziji individualizem–kolektivizem in ženskenost–moškost, pri čemer smatramo državljanstvo turista kot približek za kulturo, da bi preverili razlike v OPV turistov. Rezultati upoštevajo ti dimenziji in medkontekstualno spremembo vedenja kažejo, da se kolektivistične in ženske kulture bolj verjetno prilagajajo standardom destinacije in sledijo »dobrim« primerom vedenja. Zato moramo upoštevati kulturne dejavnike tako na ravni posameznika (vrednote) kot na ravni družbe (nacionalna kultura).

Slika 16: Scenariji in najpomembnejši dejavniki vpliva na OPV turistov



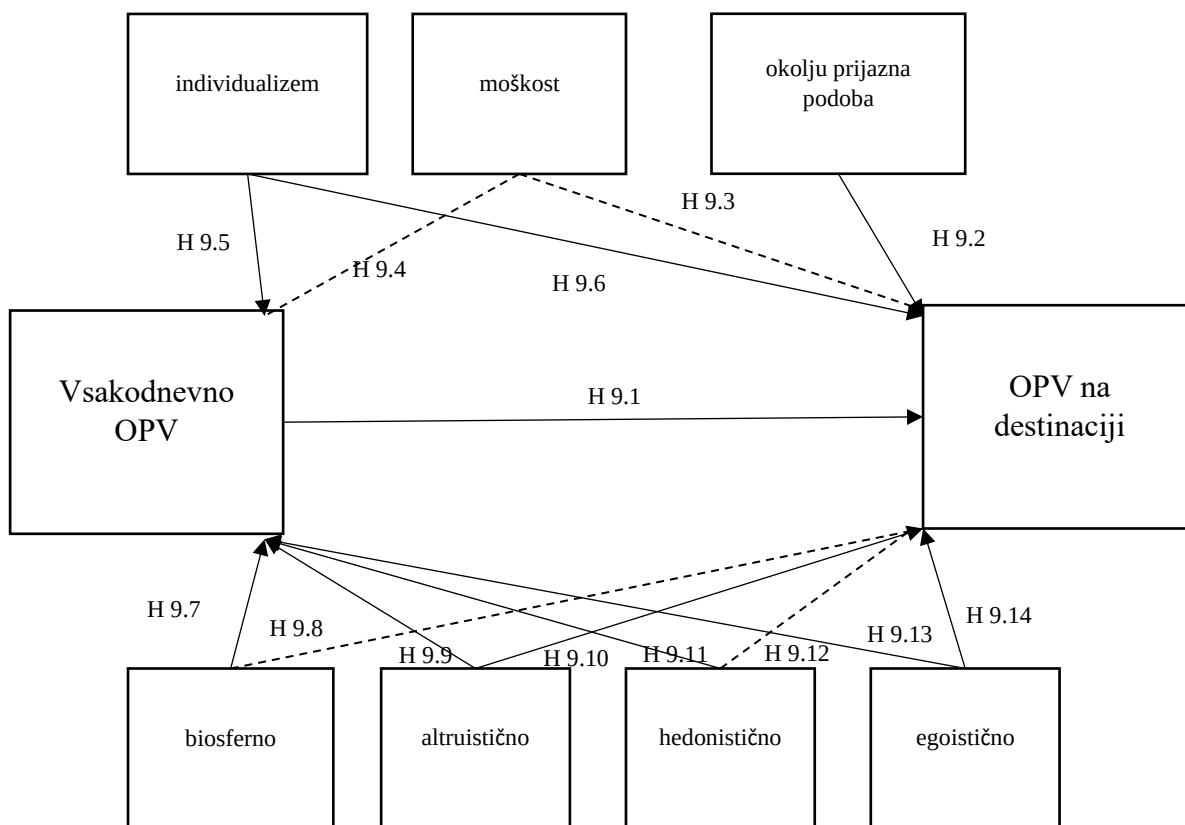
4.2 Kvantitativna študija

Analizirali smo sedem okolju prijaznih vedenj, ki se verjetno izvajajo v vsakodnevnem življenju in na destinaciji. Analiza (poglavje 3.2.1) kaže, da se turisti manj verjetno vedejo okolju prijazno na destinaciji kot v vsakdanjem življenju v štirih od sedmih vedenj – razen pri dolgem prhanju, ki se občutno razlikuje (pogostejše doma kot na destinaciji). Vedenje pri prhanju je nasprotno prvotni hipotezi in bi ga lahko pojasnili s tem, da se ljudje »držijo urnika« na dopustu, saj so v našem vzorcu večinoma omenjali mestne destinacije in aktivne počitnice. Potratna vedenja – uporaba predmetov za enkratno uporabo in puščanje hrane na krožniku – se niso značilno razlikovala v kontekstu doma in destinacije.

Preverjali smo tudi, ali turisti opažajo okolju prijazne pobude na destinaciji v času obiska in kako obisk destinacije z vidnimi okolju prijaznimi pobudami vpliva na njihovo dojetanje okoljske podobe destinacije (prek atributov okolju prijazno in trajnostno) (poglavje 3.2.2). Rezultati pričajo, da turisti opažajo okolju prijazne pobude in jih upoštevajo. Na primeru Ljubljane, ki ima številne vidne okolju prijazne pobude, smo pokazali, da se je okoljska podoba po obisku izboljšala. Glede na to, da sprememba podobe izvira iz obiska destinacije, jo lahko pripišemo spremembi organske podobe, nad katero ima destinacija le omejen nadzor. V naši raziskavi dokazujemo, da lahko destinacije proaktivno vplivajo na svojo organsko okoljsko podobo z ustvarjanjem vidnih okolju prijaznih pobud, ki se jih turistih lahko v času obiska udeležijo.

Nato smo z ANOVO in korelacijsko analizo preverili, kako so situacijski in kulturni dejavniki povezani z OPV turistov na destinaciji (poglavji 3.2.3 in 3.2.4). Dejavniki, povezani z dojemanjem destinacije kot »zelene« (atributi okoljske podobe, destinacija okolju prijaznejša kot domači kraj, opažanje OPV drugih in zaznana preprostost OPV), so povezani z boljšim okolju prijaznim vedenjem na destinaciji. Kulturni dejavniki – usmeritev vrednot in nacionalna kultura – so prav tako povezani z razlikami v OPV turistov. Skladno s teoretičnimi napovedmi so bile altruistične in biosferne vrednote povezane z boljšim OPV, medtem ko so egoistične in hedonistične vrednote pomenile slabše OPV na destinaciji. Zanimivo je spoznanje, da dimenziji kolektivism–individualizem in ženstvenost–moškost nacionalne kulture nimata značilne povezave z večino analiziranih OPV. Ugotovili pa smo, da so turisti iz bolj individualističnih držav pozitivno povezani z OPV predmeti za enkratno uporabo in kupovanje plastenk vode. Obe vedenji sta glede uporabe plastike in sklepamo lahko, da so turisti iz individualističnih držav bolj navajeni preprečevanja odvečne uporabe plastike zaradi politik v njihovih državah.

Slika 2: Rezultati modela analize poti za vsakodnevno OPV in OPV turistov na destinaciji



*Opomba: —> značilna povezava je potrjena za vsaj eno od analiziranih vedenj ($p < 0,05$);
 - - - značilna povezava ni potrjena.*

Nazadnje smo združili izbrane situacijske in kulturne spremenljivke v modelu analize poti (slika 2). Analizirali smo vpliv vrednot in nacionalne kulture v obeh kontekstih: vsakodnevno OPV in OPV na destinaciji ter vpliv podobe destinacije na OPV turistov na

destinaciji. Rezultati deloma potrjujejo naše hipoteze (slika 3). Vsakodnevna OPV so značilen pokazatelj za vseh sedem vrst OPV na destinaciji. Pri predmetih za enkratno uporabo in pri zavrženi hrani na destinaciji je vsakodnevno OPV turistov edini značilni pokazatelj.

Slika 3: Povzetek značilnih koeficientov pri analizi poti

	recikliranje	prhanje	predmeti za enkratno uporabo	ponovna uporaba brisač	plastenke vode	ugašanje	zavržena hrana
Vsakodnevno OPV							
individualizem	+		+	+	+		+
moškost							
biosferno	+	+			+		
hedonistično	-				-		
altruistično			+				
egoistično		-	-		-		
OPV na destinaciji							
vsakodnevno OPV	+	+	+	+	+	+	+
individualizem						-	
moškost							
biosferno							
hedonistično							
altruistično				+			
egoistično		-					
okolju prijazno	+			+	+		

Opomba: + značilno pozitivno razmerje; - značilno negativno razmerje.

Celotni rezultati so v poglavju 3.2.5..

Dimenzije usmeritve vrednot vplivajo na OPV doma in na destinaciji, kot je napovedala teorija; biosferne in altruistične vrednote so pozitivno korelirane z OPV, medtem ko so hedonistične egoistične vrednote negativno (Bouman et al., 2018; J. I. M. de Groot & Steg, 2008; Steg, Perlaviciute, et al., 2014; Stern et al., 1998). Biosferne vrednote imajo značilne koeficiente za OPV recikliranje, prhanje in plastenke vode v domačem kontekstu, vendar niso značilni za nobeno OPV v kontekstu destinacije. Hedonistične vrednote imajo prav tako značilne koeficiente samo za vsakodnevna OPV: recikliranje in uporaba plastenk vode. Altruistične vrednote imajo značilno povezavo s predmeti za enkratno uporabo v kontekstu vsakodnevnih OPV in ponovno uporabo brisač na destinaciji. Egoistične vrednote imajo značilno povezavo s prhanjem, predmeti za enkratno uporabo in plastenkami vode v kontekstu vsakodnevnih OPV ter prhanjem v kontekstu destinacije.

Dimenzija individualizma v nacionalni kulturi je značilno pozitivno povezana z recikliranjem, predmeti za enkratno uporabo, ponovno uporabo brisač, plastenkami vode in

zavrženo hrano v kontekstu vsakodnevnih OPV in negativno z ugašanjem odvečnega gretja/hlajenja v kontekstu destinacije. Toda predznak koeficienta za vsakodnevni kontekst je v nasprotju z našo hipotezo. Naši podatki kažejo, da turisti iz držav z višjim individualizmom bolj verjetno ravnaajo okolju prijazno v kontekstu vsakdana, a manj okolju prijazno v kontekstu destinacije (sicer samo za OPV ugašanje). Predpostavljamo, da lahko to v študiji pojasnimo z uporabo vedenja v preteklosti namesto odnosa do okolja ali skrbi za okolje pri turistih; kot kažejo pretekle raziskave, bo pozitiven odnos do okolja za individualistične kulture bolj verjetno povzročil dejansko OPV (Morren & Grinstein, 2016; Tam & Chan, 2017). Dodatna mogoča razlaga tega je, da so v naši študiji vključena vedenja v individualističnih državah bolj institucionalizirana. Toda potrebujemo dodatne raziskave. Dimenzija ženstvenost–moškost kljub naši hipotezi ni pokazala značilne povezave z nobenim od analiziranih OPV v modelu, niti v kontekstu vsakdana niti v kontekstu potovanja.

Skladno s hipotezo je okolju prijazna podoba destinacije značilni pokazatelj za recikliranje, ponovno uporabo brisač in nakup plastenk vode na destinaciji. Za vsa tri OPV kaže pozitivno povezavo – bolj kot turisti dojemajo destinacijo kot okolju prijazno, bolj verjetno bodo tam izvajali OPV.

Na splošno rezultati potrjujejo, da so okolju prijazna vedenja turistov v veliki meri odvisna od konteksta in vrste vedenja. Kljub temu, da vsa analizirana OPV vedenja z relativno nizkimi stroški, smo ugotovili, da so pokazatelji zanje različni. Vse štiri dimenzije usmeritve vrednot vplivajo na OPV v kontekstu vsakdana, medtem ko so za OPV na destinaciji le egoistične vrednote povezane s slabšim OPV prhanje in altruistične z boljšo ponovno uporabo brisač. Podobno je individualizem značilen zgolj za eno OPV na destinaciji, a za pet OPV v kontekstu vsakdana. Okoljska podoba je pomembna za tri od sedmih OPV na destinaciji.

5 Zaključek

Ta disertacija raziskuje medkontekstualno konsistentnost okolju prijaznega vedenja turistov. Bistvo turizma je sprememba konteksta in zaradi zapletenosti vplivov konteksta so ti vplivi na OPV turistov pomanjkljivo raziskani. Želeli smo ugotoviti, kako se vedenje osebe spremeni, ko postane turist, in kakšna je vloga destinacije za OPV turistov. Skladno z obstoječimi raziskavami smo ugotovili, da so vsakodnevno vedenje (definirajo ga motivacija, vrednote, odnosi in navade) in facilitacijski pogoji (razpoložljivost, dostopnost in razumevanje okolju prijaznih praks) med najpomembnejšimi pokazatelji OPV na destinaciji. Obseg, v katerem so turisti konsistentni z vedenjem doma, je odvisen od številnih kontekstualnih učinkov, ki smo jih zasnovali kot kulturne in situacijske dejavnike.

Naši rezultati potrjujejo obstoječe ugotovitve, da se ljudje manj verjetno vedejo okolju prijazno, kadar so na dopustu (Barr et al., 2010; Juvan & Dolnicar, 2014; G. Miller et al.,

2010; F. Xu et al., 2020). Turisti ne omejujejo svojega okolju prijaznega vedenja namerno, toda zaradi spremembe konteksta se pojavijo dodatne ovire in turisti bodo verjetneje iskali razlago za poslabšanje svojega vedenja kot se poskusili vesti okolju prijazno (Juvan & Dolnicar, 2014). Kljub temu, da smo omejen niz vedenj testirali kvantitativno, rezultati naših intervjujev kažejo, da bi se turisti želeli držati svojih pozitivnih vzorcev OPV in so se pripravljene priučiti novih OPV, če imajo na destinaciji to možnost.

Naše ugotovitve kažejo na pomembnost okoljske podobe destinacije za OPV turistov. Ugotovili smo pozitivno povezavo med zaznano podobo okolju prijazne destinacije z OPV turistov na destinaciji. To lahko pojasnimo s teorijo procesiranja informacij – turisti enostavno procesirajo informacije, kadar obstajajo pozitivni pokazatelji, npr. vidne okolju prijazne pobude na destinaciji (Hanks et al., 2016). Zato bodo destinacije z okolju prijaznimi pobudami, ki so vidne turistom, bolj verjetno zaznane kot okolju prijazne. Če bo destinacija poleg tega turistom sporočala svoj trud za okoljsko prijaznost in turisti opazijo vizualne pokazatelje, bodo manj skeptični do takšnih informacij (Hanks et al., 2016). To je en mogočih načinov, kako preprečiti dožemanje okoljske komunikacije kot lažno zeleno oglaševanje. Tudi kadar je destinacija »siva« in obstajajo vidni znaki neprimernega vedenja, lahko »teorijo razbitih oken« (Keizer et al., 2008) razširimo na okolju prijazno vedenje in pojasnimo, zakaj turisti lažje kršijo norme in ravnajo manj okolju prijazno.

Skladno s preteklimi raziskavami tudi naši rezultati kažejo, da so ljudje prepričani, da imajo pravico do več popuščanja, kadar so na dopustu. Poleg tega je okolju prijazno vedenje razumljeno kot drago in mogoče šele, ko so izpolnjene osnovne potrebe. Zato bi destinacije morale vložiti več truda v marketing OPV, da ne gre za kompromis hedonistične narave dopusta, temveč da je preprosto in intuitivno sodelovati pri OPV. Če želimo, na primer, da turisti reciklirajo, morajo biti na voljo ločevalni objekti z jasnimi navodili kot v Ljubljani. Izkušnja OPV mora biti zabavna, da je ljudje ne smatrajo kot napor – npr. zbiranje štamčiljk za zmanjševanje količine zavržene hrane s krožnikov v hotelih (Dolnicar et al., 2020).

Naš doprinos je: 1) raziskovanje različnih scenarijev destinacij s številnimi OPV; 2) povečanje omejenega števila empiričnih študij, ki raziskujejo razmerje med okoljsko podobo destinacije in OPV turistov; 3) prepoznava dejavnikov, ki vplivajo na turistično dožemanje okoljske podobe destinacije; 4) predlog destinacijam, da lahko proaktivno upravljajo svojo organsko okoljsko podobo z uvedbo vidnih okolju prijaznih pobud, npr. vidno infrastrukturo za recikliranje, čistostjo prostora, infrastrukturo za pešce in kolesarje, ponudbo lokalnega blaga; 5) raziskovanje široke palete situacijskih in kulturnih dejavnikov, ki vplivajo na OPV turistov; 6) razširitev znanja o medkontekstualni konsistentnosti vedenja; 7) v metodološkem smislu predlog uporabe lastnega transferja za zbiranje podatkov pred in po obisku, kar se je izkazalo z dobrimi odgovori in visoko stopnjo dokončanja v primerjavi s standardom v panogi (Bilynets et al., 2021b).

Praktični vpliv dela je vpogled v upravljanje destinacije, ki omogoča izboljšavo okoljske podobe destinacije, spodbuja OPV turistov in izboljšuje splošno kakovost destinacije z uvedbo več okoljsko trajnostnih turističnih praks. Destinacijam predlagamo, da: 1) vlagajo v vidno okolju prijazno infrastrukturo; 2) ponovno razmislijo o svojih zelenih marketinških strategijah v smislu uvedbe otipljivih okolju prijaznih pobud, ki bi prav tako morale zmanjšati verjetnost obtožb lažnega zelenega oglaševanja; 3) razvijajo turistične izdelke z vključenimi okolju prijaznimi aktivnostmi: lokalna hrana, kolesarjenje, hoja itd.; 4) zasnujejo površine in izkušnje, ki omogočajo mešanje turistov in domačinov in preprečujejo »getoizacijo« turističnih področij; 5) predstavljajo vire kot dediščino namesto kot izdelek za potrošnjo; 6) izpostavijo kodeks vedenja v informacijskih materialih in jih podpirajo z vizualnimi pokazatelji na destinaciji, da spodbujajo več OPV turistov ter prilagodijo svoje sporočanje različnim kulturnim skupinam turistov; 7) tržijo izdelke okolju prijaznega turizma tako, da jih potrošniki ne bodo dojemali kot manj hedonistične kot običajne počitnice (Schütte & Gregory-Smith, 2015).

Appendix 2: Questionnaire used for the interviews

Thank you for agreeing to participate in a short survey regarding your trip to Slovenia. This questionnaire is a part of my doctoral dissertation research (Faculty of Economics, University of Ljubljana, Slovenia) aiming to explain the effect of situational and cultural context on the environmental behaviour of tourists. Some of the questions contain additional explanations that might provide you examples of behaviour or situations we are interested to hear about. The survey should take around 20 minutes to complete: it consists of open-ended questions that are more suited for an interview, so if you prefer to have a Skype interview instead of answering the questions in writing, please, contact me by email: ibilynets@student.uni-lj.si.

Your responses will be completely anonymous, and the email address used to send you the link will be deleted. Thank you for participation!

Sincerely, Iana Bilynets

Q1 – What was the purpose of your trip to Slovenia?

- ☐ Leisure
- ☐ Business
- ☐ Other:

Q2 - With whom did you travel on your trip to Slovenia?

Multiple answers are possible

- ☐ Alone
- ☐ Partner
- ☐ Family
- ☐ Friends
- ☐ Colleague
- ☐ Other:

Q3 - Did you travel with kids?

- ☐ Yes
- ☐ No
- ☐ Other:

Q4 - I was visiting Slovenia:

- ☐ For the first time
- ☐ Repeat visit

☐ Other:

Q5 - Where did you stay?

Multiple answers are possible

- ☐ Hotel
- ☐ Apartment
- ☐ Hostel
- ☐ With friends
- ☐ Other:

Q6 - Please briefly describe your last trip to Slovenia. Where did you go? How long did you stay? Why did you decide to come to Slovenia? What were the main activities?

Q7 - Did you feel like a tourist when you were in Slovenia? What made you feel like that?

Q8 - Did environmental concerns affect your decisions regarding your trip to Slovenia? For example, did they affect your choice of destination (decision to come to Slovenia), the means of transport you used to get there or while you were in Slovenia, the accommodation or other services you chose?

Q9 - Are there any things you do daily, at home or at work (in your home country), with the express intent of minimizing negative impacts on the environment? Hint: these might be about the small things you do every day - recycling, reduction of water and electricity consumption, food waste, use of plastic, transportation, shopping choices or environmental activism. If you do not do any of these things, please feel free to leave the space blank!

Q10 - If you listed any pro-environmental behaviors at home, can you try to think of what motivated you to start doing them? If you did not list any, what are the some of your reasons you don't?

Q11 – In your home country, what are the most frequent things people do to preserve the environment? As a whole, how environmentally friendly do you think your fellow citizens are, in general? You can use other countries as an example to compare to. Please, specify, why do you think so.

Q12 - Can you give an example of pro-environmental behaviour you do at home, but find it difficult to do while traveling? What makes it difficult?

Q13 - Now think of the opposite situation. Can you think of an example of pro-environmental behaviour that you do when traveling, but find it difficult to do when at home ? What makes it difficult?

Q14 - How would you evaluate your level of environmentalism? Why? You might compare it to the level of environmentalism of your fellow citizens.

Q15 – Have you ever traveled to a place where you felt that the environment was really well-taken care of? Which place was that? Based on which things did you feel that the level of environmentalism there was higher?

Q16 - Related to the previous question, do you think your behaviour towards the environment was different there? For instance, do you think you acted more pro-environmentally or less pro-environmentally than you do usually?

Q17 - Now please consider the opposite situation: Can you give an example of a place you traveled to where you felt that the environment was not taken care of? Which place was that? Based on which things did you feel the level of environmentalism was lower?

Q18 - In this place where you felt the environment was NOT taken care of: Do you think your behaviour towards the environment was different there? For instance, did you act more pro-environmentally or less pro-environmentally than you do usually?

Q19 – Almost done! Now, please think of the last time you traveled somewhere in your HOME country. Do you feel differently about the environment when you travel in your home country compared to when you travel abroad? (Either in terms of your own actions, or how you observe other people's actions). If there are differences, why do you think this is happening?

Q20 – Do you think your fellow citizens act differently towards the environment when they travel in their/your home country compared to when they travel abroad? Why do you think this happens?

Q21 – If you travel with kids: Does traveling with kids differ from traveling without kids in terms of how much you do to minimize the negative impacts of your trip/stay on the environment? Why do you think this is happening?

Q22 - Thank you very much for answering. Is there anything you would like to add which is relevant to the topic of the research and hasn't been covered yet?

Q23 - Year of birth

Q24 - Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other:

XEDU - What is your highest level of formal education?

- ☐ No completed education
- ☐ High school
- ☐ Trade/technical/vocational training
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Other:

Q25 - What is your country of origin?

Q26 - What is your country of residence (if different from the country of origin)?

Q27 - What is your current status?

☐ Unemployed

☐ Student

☐ Employed

☐ Retired

☐ Other:

Appendix 3: Questionnaires used for survey



Hello,

My name is Iana and I am doing my PhD at School of Economics and Business, University of Ljubljana. For my research I need your help to explore how people perceive the image of Slovenian tourist areas. Please, answer questions, related to your current travel experiences. The estimated time is around 15 minutes.

CONFIDENTIALITY. Collected data will be anonymous and stored confidentially. Data will be coded in a de-identified manner and subsequently analysed and reported in such a way that responses will not be able to be linked to any individual. The data you provide will be used for the research purposes of the study.

RISKS. Participation in the survey should not bring any additional risks. If, however, you should find any question to be invasive or offensive, you are free to omit to answer or to participate in that aspect of the study. However, all participant responses will be de-identified and stored securely. Additionally, results will not be analysed nor reported individually, only in aggregate.

PARTICIPATION AND WITHDRAWAL. Participation in this study is completely voluntary and you are free to withdraw from this study while filling in the questionnaire without any prejudice or penalty. If you wish to withdraw, don't return a questionnaire or notify the survey assistant that you wish to withdraw. If you do withdraw from the study, the materials that you have completed to that point will be deleted and will not be included in the study.

Thank you for participation!

RESEARCH TEAM:

- Iana Bilynets, School of Economics and Business, University of Ljubljana, Ljubljana, Slovenia. ibilynets@student.uni-lj.si
- Associate Prof. Ljubica Kneževic Cvelbar, School of Economics and Business, University of Ljubljana, Ljubljana, Slovenia. ljubica.knezevic@ef.uni-lj.si
- Prof. Sara Dolnicar, Business School, University of Queensland, Brisbane, Queensland, Australia. s.dolnicar@uq.edu.au
- Assistant Prof. Tamara Pavasović Trošt, School of Economics and Business, University of Ljubljana, Ljubljana, Slovenia. tamara.trost@ef.uni-lj.si

This study adheres to the Guidelines of the ethical review process of The University of Queensland and the National Statement on Ethical Conduct in Human Research. Whilst you are free to discuss your participation in this study with project team, if you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Coordinators on +617 3365 3924 / +617 3443 1656 or email humanethics@research.uq.edu.au.

CONSENT

By proceeding, I confirm that I have read and understood the participant information and agree to take part in this study. I understand that my participation is completely voluntary and that I may withdraw without consequence. I understand that the results of the study will be reported in theses and journal articles; however, I will not be identified individually.

1/ **Why are you coming to Slovenia?**

- ☐ Leisure
☐ Business

Other: _____

2/ **Who are you travelling with?**

- ☐ Alone
☐ With partner
☐ With my children
☐ With partner and children
☐ With friends
☐ With colleagues

Other: _____

3/ **Is your trip to Slovenia?**

- ☐ Independent travel
☐ Travel package

4/ **Is this your first trip to Slovenia?**

- ☐ Yes
☐ No

5/ **How many times have you been to Slovenia before?**

6/ **Why did you choose to travel to Slovenia?**

For the following questions, indicate on the slider how you perceive particular features of the Slovenian destinations. Please, place X on the line:

7/ **How do you perceive Ljubljana?**



Not at all

Totally

Safe	_____
Friendly	_____
Clean	_____
Environmentally friendly	_____
Boring	_____
Sustainable	_____
Crowded	_____
Expensive	_____
Post-communist vibe	_____

8/ **How do you perceive Piran/Portorož?**



	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

9/ **How do you perceive Maribor?**



	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

10/

How do you perceive Bled?



	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

11/

How do you perceive Soča Valley??



	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

12/ Here we describe some people.
Please mark how much each person is or is not like you:

	Not like me at all	Not like me	A little like me	Somewhat like me	Like me	Very much like me
It is important to him/her to prevent environmental pollution.						
It is important to him/her to protect the environment.						
It is important to him/her to respect nature.						
It is important to him/her to be in unity with nature.						
It is important to him/her that every person has equal opportunities						
It is important to him/her to take care of those who are worse off.						
It is important to him/her that every person is treated justly.						
It is important to him/her that there is no war or conflict.						
It is important to him/her to be helpful to others.						
It is important to him/her to have fun.						
It is important to him/her to enjoy the life's pleasures.						
It is important to him/her to do things he/she enjoys.						
It is important to him/her to have control over others' actions.						
It is important to him/her to have authority over others.						
It is important to him/her to be influential.						
It is important to him/her to have money and possessions.						
It is important to him/her to work hard and be ambitious.						

13/ How pro-environmental is your behaviour compared to your fellow citizens?

☐ Less pro-environmental ☐ The same ☐ More pro-environmental

14/ In my daily life I ...

	Never	Always
... put plastic bottles into the recycling bin	-----	-----
... take long showers	-----	-----
... use single-use straws/bags/cups	-----	-----
... reuse my towels	-----	-----
... buy single-use water bottles	-----	-----
... switch off the air conditioning/ heating when it is not necessary	-----	-----
...eat everything on my plate	-----	-----

Now, please, think about the last destination that you travelled to and answer the following questions.

15/ Which country/city was that?

16/ How did you perceive that destination?

	Not at all	Totally
Safe	-----	-----
Friendly	-----	-----
Clean	-----	-----
Environmentally friendly	-----	-----
Boring	-----	-----
Sustainable	-----	-----
Crowded	-----	-----
Expensive	-----	-----
Post-communist vibe	-----	-----

6 / pre-

17/ **How pro-environmental was that destination compared to your home place?**

☐ Less pro-environmental ☐ The same ☐ More pro-environmental

18/ **When travelling in that destination I ...**

	Never	Always
... put plastic bottles into the recycling bin	-----	
... took long showers	-----	
... used single-use straws/bags/cups	-----	
... reused my towels	-----	
... bought single-use water bottles	-----	
... switched off the air conditioning / heating when it is not necessary	-----	
...ate everything on my plate	-----	

19/ **Do you agree with the following statements?**

In general, it was easy to act pro-environmentally in that destination for me

In general, other people in that destination acted pro-environmentally

I felt guilty in that destination for not acting pro-environmentally

YES	NO	N/A

20/ **Please state if you agree or disagree with the following statements:**

I am a member of pro-environmental organization

I donate money for pro-environmental organization

I volunteer for pro-environmental organization

YES	NO

21/

Gender:

☐ Male

☐ Female

☐ Other

☐ Prefer not to say

22/

Year of birth

23/

What is your highest level of formal education?

☐ No completed education

☐ High school

☐ Trade/technical/vocational training

☐ Bachelor's degree

☐ Master's degree

☐ Doctoral degree

☐ Other:

24/

What is your current work status?

☐ Unemployed

☐ Student

☐ Employed

☐ Retired

☐ Other:

25/

What is your country of origin?

26/

What is the country you currently live in? (if different from the country of origin)

27/

What is your level of income?

☐ Below average

☐ Average

☐ Above average

1/ Why did you come to Slovenia?

- ☐ Leisure
☐ Business

Other: _____

2/ Who were you travelling with?

- ☐ Alone
☐ With partner
☐ With my children
☐ With partner and children
☐ With friends
☐ With colleagues

Other: _____

3/ Was your trip to Slovenia

- ☐ Independent travel
☐ Travel package

4/ Was this your first trip to Slovenia?

- ☐ Yes
☐ No

5/ How many times have you been to Slovenia before this trip?

6/ How many days did you spend in Slovenia on this trip?

7/ Why did you choose to travel to Slovenia?

For the following questions, indicate on the slider how you perceive particular features of the Slovenian destinations. Please, place X on the line:

8/ Did you spend some time in Ljubljana?

- ☐ Yes ☐ No



9/ How did you perceive Ljubljana?

	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

2 / post-

10/ Did you spend some time in Piran/Portorož?

☐ Yes

☐ No



11/ How did you perceive Piran/Portorož?

	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

12/ Did you spend some time in Maribor?

☐ Yes

☐ No



13/ How did you perceive Maribor?

	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

3 / post-

14/ Did you spend some time in Bled?

☐ Yes

☐ No



15/ How did you perceive Bled?

	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

16/ Did you spend some time in Soča Valley??

☐ Yes

☐ No



17/ How did you perceive Soča Valley??

	Not at all	Totally
Safe		
Friendly		
Clean		
Environmentally friendly		
Boring		
Sustainable		
Crowded		
Expensive		
Post-communist vibe		

18/ Here we describe some people.
Please mark how much each person is or is not like you:

	Not like me at all	Not like me	A little like me	Somewhat like me	Like me	Very much like me
It is important to him/her to prevent environmental pollution.						
It is important to him/her to protect the environment.						
It is important to him/her to respect nature.						
It is important to him/her to be in unity with nature.						
It is important to him/her that every person has equal opportunities						
It is important to him/her to take care of those who are worse off.						
It is important to him/her that every person is treated justly.						
It is important to him/her that there is no war or conflict.						
It is important to him/her to be helpful to others.						
It is important to him/her to have fun.						
It is important to him/her to enjoy the life's pleasures.						
It is important to him/her to do things he/she enjoys.						
It is important to him/her to have control over others' actions.						
It is important to him/her to have authority over others.						
It is important to him/her to be influential.						
It is important to him/her to have money and possessions.						
It is important to him/her to work hard and be ambitious.						

5 / post-

19/ How pro-environmental is your behaviour compared to your fellow citizens?

☐ Less pro-environmental ☐ The same ☐ More pro-environmental

20/ How pro-environmental is Slovenia compared to your home place?

☐ Less pro-environmental ☐ The same ☐ More pro-environmental

21/ Have you noticed any specific pro-environmental initiative in Slovenia?
What was that?

 Place

 Pro-environmental initiative

22/ Please, mark the pro-environmental initiatives that you have noticed in every of the destinations you visited.

	Ljubljana		Bled		Piran/ Portorož		Maribor		Soča Valley	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
 I haven't been there										
 Bins for waste separation										
 Drinking water fountains										
 Electric transport										
 Biking lanes										
 Local food offers										

23/ In my daily life I ...

	Never	Always
... put plastic bottles into the recycling bin	-----	
... take long showers	-----	
... use single-use straws/bags/cups	-----	
... reuse my towels	-----	
... buy single-use water bottles	-----	
... switch off the air conditioning / heating when it is not necessary	-----	
... eat everything on my plate	-----	

24/ When visited Ljubljana I ...

	Never	Always
... put plastic bottles into the recycling bin	-----	
... took long showers	-----	
... used single-use straws/bags/cups	-----	
... reused my towels	-----	
... bought single-use water bottles	-----	
... switched off the air conditioning / heating when it was not necessary	-----	
... ate everything on my plate	-----	

25/ When visited Maribor I ...

	Never	Always
... put plastic bottles into the recycling bin	-----	
... took long showers	-----	
... used single-use straws/bags/cups	-----	
... reused my towels	-----	
... bought single-use water bottles	-----	
... switched off the air conditioning / heating when it was not necessary	-----	
... ate everything on my plate	-----	

7 / post-

26/ When visited Piran/Portorož I ...

	Never	Always
... put plastic bottles into the recycling bin		
... took long showers		
... used single-use straws/bags/cups		
... reused my towels		
... bought single-use water bottles		
... switched off the air conditioning / heating when it was not necessary		
... ate everything on my plate		

27/ When visited Soča Valley I ...

	Never	Always
... put plastic bottles into the recycling bin		
... took long showers		
... used single-use straws/bags/cups		
... reused my towels		
... bought single-use water bottles		
... switched off the air conditioning / heating when it was not necessary		
... ate everything on my plate		

28/ When visited Bled I ...

	Never	Always
... put plastic bottles into the recycling bin		
... took long showers		
... used single-use straws/bags/cups		
... reused my towels		
... bought single-use water bottles		
... switched off the air conditioning / heating when it was not necessary		
... ate everything on my plate		

8 / post-

29/ Do you agree with the following statements?

In general, it was easy to act pro-environmentally in Slovenia for me

In general, other people in Slovenia acted pro-environmentally

I felt guilty in Slovenia for not acting pro-environmentally

YES	NO	N/A

30/ Please state if you agree or disagree with the following statements:

I am a member of pro-environmental organization

I donate money for pro-environmental organization

I volunteer for pro-environmental organization

YES	NO

31/ Gender:

☐ Male

☐ Female

☐ Other

☐ Prefer not to say

32/ Year of birth _____

33/ What is your highest level of formal education?

☐ No completed education

☐ High school

☐ Trade/technical/vocational training

☐ Bachelor's degree

☐ Master's degree

☐ Doctoral degree

☐ Other:

34/ What is your current work status?

☐ Unemployed

☐ Student

☐ Employed

☐ Retired

☐ Other:

35/ What is your country of origin?

36/ What is the country you currently live in? (if different from the country of origin)

37/ What is your level of income?

☐ Below average

☐ Average

☐ Above average

Appendix 4: Descriptive statistics of the variables, used in the analysis

Values

Value orientation	N	Mean	Std. Dev.	Min	Max
Biospheric	446	2.068386	.8733434	-1.5	3
Altruistic	430	2.32186	.7525783	-1.6	3
Hedonic	440	2.340909	.8017591	-2.3	3
Egoistic	425	-.2343529	1.201982	-2.6	3

Image of the destination

Subsample	Attribute	N	Mean	Std. Dev.	Min	Max
All destinations, post-visit image	Environmentally friendly	429	67.34965	28.21627	0	100
	Sustainable	413	60.15012	25.15219	0	100
Ljubljana, post-visit image	Environmentally friendly	168	86.92857	13.99126	15	100
	Sustainable	161	73.22981	19.93842	9	100
Ljubljana, pre-visit image	Environmentally friendly	244	77.51639	19.23227	4	100
	Sustainable	220	64.07727	20.87095	3	100
Last visited destination, post-visit image	Environmentally friendly	262	54.82824	27.86539	0	100
	Sustainable	253	51.78261	24.55194	0	100

Note: Post-visit respondents reported the perceived image of Ljubljana, while pre-visit respondents could recall the last visited destination and evaluate its image.

PEBs at home and the destination

PEB	N	Mean	Std. Dev.	Min	Max
Destination recycling	409	80.08802	26.34652	0	100
Destination shower	419	67.45585	27.58475	0	100
Destination single-use items	411	60.7056	31.29316	0	100
Destination towel reuse	415	82.51807	24.28214	0	100
Destination bottles	415	51.72048	33.64849	0	100
Destination switch off	408	77.51225	27.36396	0	100
Destination plate waste	413	81.60533	21.55039	0	100
Daily recycling	440	87.1	19.08163	0	100
Daily shower	445	57.85169	25.22057	0	100
Daily single-use items	442	59.88688	26.70016	0	100
Daily towel reuse	433	86.72055	17.4508	0	100
Daily bottles	438	59.63014	29.7593	0	100
Daily switch off	441	80.35828	25.20279	0	100
Daily plate waste	442	80.68326	20.38483	0	100

Guilt, PEB of others and easiness of PEB

Variable		N	Mean	Std. Dev.	Min	Max
Easy PEB	Total	384	.7734375	.4191533	0	1
	Yes	297				

Variable		N	Mean	Std. Dev.	Min	Max
Others PEB	No	87				
	Total	335	.6716418	.4703184	0	1
	Yes	225				
Guilty	No	110				
	Total	304	.3684211	.4831717	0	1
	Yes	112				
	No	192				

Appendix 5: Hofstede's country indexes of cultural dimensions for the countries from the sample of the quantitative study

Country	Frequency	0 -100/ feminine-masculine	0-100 / collectivistic-individualistic	
UK	93	66	89	
France	49	43	71	
Germany	39	66	67	
Finland	31	26	63	
USA	30	62	91	
Netherlands	20	14	80	
Belgium	19	54	75	
Italy	17	70	76	
Australia	13	61	90	
Japan	10	95	46	
Spain	10	42	51	
Canada	7	52	80	
India	7	56	48	
Ireland	7	68	70	
S. Korea	7	39	18	
Switzerland	7	70	68	
Russia	6	36	39	
Sweden	6	5	71	
Austria	5	79	55	
Brazil	4	49	38	
Bulgaria	4	40	30	
Indonesia	4	46	14	
Turkey	4	45	37	
China	3	66	20	
Lebanon	3	65	40	
Montenegro	3	48	24	
New Zealand	3	58	79	
Poland	3	64	60	
Portugal	3	31	27	
Argentina	2	56	46	
Croatia	2	40	33	
Malaysia	2	50	26	
Romania	2	42	30	
Slovakia	2	100	52	
South Africa	2	63	65	
Venezuela	2	73	12	
Albania	1	80	20	
Colombia	1	64	13	
Denmark	1	16	74	
Estonia	1	30	60	
Greece	1	57	35	
Hong Kong	1	57	25	

Country	Frequency	0 -100/ feminine- masculine	0-100 / collectivistic- individualistic
Korea	1	39	18
Macedonia	1	45	22
Mexico	1	69	30
Puerto Rico	1	56	27
Serbia	1	43	25
Slovenia	1	19	27
Turkmenistan	1	n.d.	n.d.
Ukraine	1	27	25

Source: Hofstede Insights (2021)

Appendix 6: Interview sample characteristics

	Gender	Age	Country of origin	Lives in	Education	Employment	Purpose of trip	Number of visits	Travel party	Kids	Accommodation	Data source	Tourist
O1	Male	1970	Canada	USA	Doctoral	Employed	Leisure	First time	Family	With kids	Multiple types	Online form	Yes
O10	Male	1995	Netherlands	Netherlands	Master	Employed	Leisure	First time	Partner	Without kids	Apartment	Online form	Yes
O11	Female	1992	Azerbaijan	Germany	Master	Employed	Leisure	First time	Alone	Without kids	Friend's place	Online form	Yes
O12	Male	1973	Croatia	Croatia	High School	Employed	Leisure	Repeated visit	Family	With kids	Hotel	Online form	Yes
O13	Female	1970	Serbia	USA	Doctoral	Employed	Business	Repeated visit	Alone	Without kids	Hotel	Online form	Yes
O14	Male	1962	Netherlands	Netherlands	Master	Employed	Leisure	Repeated visit	Family	With kids	Campsite	Online form	Yes
O15	Male	1967	Croatia	Canada	Doctoral	Employed	Leisure	Repeated visit	Friends	Without kids	Hotel	Online form	Yes
O16	Male	1976	USA	USA	Doctoral	Employed	Business	First time	Alone	Without kids	Hotel	Online form	Yes
O17	Female	1970	Austria	USA	Doctoral	Employed	Leisure	First time	Partner	Without kids	Hotel	Online form	Yes
O18	Female	1988	Croatia	Estonia	Master	Student	Leisure	Repeated visit	Family	Without kids	NA	Online form	Yes
O19	-	-	-	-	-	-	Leisure	Repeated visit	Partner	Without kids	Apartment	Online form	Yes
O2	Female	1992	USA	USA	Bachelor	Student	Leisure	First time	Partner	Without kids	Friend's place	Online form	Yes
O20	-	-	-	-	-	-	-	-	-	-	-	-	-
O21	Female	1985	Croatia	Croatia	Master	Employed	Business	Repeated visit	Colleagues	Without kids	Hotel	Online form	Yes
O22	Male	1990	Norway	Belgium	Master	Employed	Leisure	First time	Friends	Without kids	Apartment	Online form	Yes
O23	Male	1984	Canada	Canada	Professional	Employed	Leisure	Repeated visit	Partner	Without kids	Campsite	Online form	Yes

O24	Prefer not to say	1982	USA	USA	Master	Employed	Leisure	First time	Partner	Without kids	Apartment	Online form	Yes
O25	Female	1990	Germany	Germany	Master	Employed	Leisure	Repeated visit	Group	Without kids	Hotel	Online form	Yes
O26	Male	1987	-	-	Doctoral	Employed	Business	First time	Colleagues	Without kids	Apartment	Online form	Yes
O27	Male	1994	UK	UK	Bachelor	Employed	Leisure	Repeated visit	Partner	Without kids	Airbnb	Online form	Yes
O28	Male	1985	USA	Denmark	Master	Employed	Leisure	Repeated visit	Friends	Without kids	Apartment	Online form	Yes
O28	Female	1992	USA	USA	Master	Student	Leisure	First time	Friends	Without kids	Hotel	Online form	Yes
O29	Female	1992	Ukraine	Ukraine	Master	Employed	Leisure	First time	Family	With kids	Apartment	Online form	Yes
O3	Female	1987	Netherlands	UK	Doctoral	Employed	Leisure	Repeated visit	Partner	Without kids	Multiple types	Online form	Yes
O30	Female	1990	England	Scotland	Master	-	Leisure	Repeated visit	Partner	Without kids	Hotel	Online form	Yes
O31	Male	1991	Ukraine	Ukraine	Master	Employed	Leisure	First time	Family	With kids	Apartment	Online form	Yes
O32	Female	1983	Argentina	Denmark	Bachelor	Employed	Leisure	Repeated visit	Family	Without kids	Friend's place	Online form	Yes
O33	Male	1980	Slovenia	Denmark	Bachelor	Employed	Leisure	Repeated visit	Family	Without kids	Friend's place	Online form	Yes
O34	Female	1987	USA	Ukraine	Master	Volunteer	Leisure	First time	Family	Without kids	Apartment	Online form	Yes
O35	Female	1991	USA	USA	Master	Non-employed	Leisure	Repeated visit	Friends	Without kids	Apartment	Online form	Yes
O36	Female	1972	Scotland	Scotland	Master	Non-employed	Leisure	First time	Friends	Without kids	NA	Online form	Yes
O37	-	-	Germany	-	-	-	Leisure	First time	Partner	Without kids	Airbnb	Online form	Yes
O4	Female	1976	UK	Argentina	Doctoral	Employed	Leisure	Repeated visit	Family	With kids	Hotel	Online form	Yes
O5	Female	1962	UK	UK	Doctoral	Employed	Leisure	First time	Family	With kids	Multiple types	Online form	Yes

O6	Male	-	Portugal	Spain	-	-	Leisure	Repeated visit	Family; Friends; Partner	Without kids	Friend's place	Online form	Yes
O7	Male	1973	UK	UK	Doctoral	Employed	Business	First time	Alone	Without kids	Hotel	Online form	Yes
O8	Male	1958	Germany	Germany	Master	Employed	Leisure	Repeated visit	Family	With kids	Hotel	Online form	Yes
O9	Female	1996	Scotland	Scotland	Master	Student	Leisure	First time	Partner	Without kids	Apartment	Online form	Yes
P1	Female	30-40	Macedonia	Slovenia	Master	Student	Study	Multiple	Family	With kids	NA	Pilot interview	No
P2a	Female	20-30	Italy	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P2f	Female	20-30	Italy	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P2p	Female	20-30	Brazil	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P3c	Female	20-30	Italy	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P3h	Female	20-30	Germany	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P4	Male	20-30	Ethiopia	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	NA	Pilot interviews	No
P5	Female	27	Serbia	Slovenia	Master	Student	NA	NA	NA	Without kids	NA	Pilot interviews	No
P6m	Female	31	Argentina	Argentina	-	Self-employed	Leisure	First time	Partner	Without kids	Friend's place	Pilot interviews	Yes
P6o	Male	27	Argentina	Argentina	-	Self-employed	Leisure	First time	Partner	Without kids	Friend's place	Pilot interviews	Yes
P7	Female	20-30	Vietnam	Slovenia	Master	Student	Study	First time	Colleagues	Without kids	-	Pilot interviews	No
T1	Female	1969	Nigeria	UK	Bachelor	Employed	Leisure	First time	Alone	Without kids	Hotel	City interviews	Yes
T10	Female	1997	Germany	Germany	Bachelor	Student	Leisure	First time	Alone	Without kids	Hostel	City interviews	Yes
T11	Female	1991	Ukraine	Ukraine	Master	Employed	Leisure	First time	Alone	Without kids	Hotel	City interviews	Yes

T12	Male	1993	Australia	Australia	Master	Non-employed	Leisure	First time	Partner	Without kids	Mobile Home	City interviews	Yes
T13	Male	1990	Australia	Australia	Master	-	Leisure	First time	Partner	Without kids	-	City interviews	Yes
T14	Female	1996	Japan	Japan	Bachelor	Student	Leisure	First time	Alone	Without kids	Hostel	City interviews	Yes
T15	Male	1993	Slovenia	Slovenia	Bachelor	Student	NA	NA	Partner	Without kids	NA	City interviews	No
T16	Female	1993	Thailand	UK	Bachelor	Student	Leisure	Repeated visit	Partner	Without kids	Friend's place	City interviews	Yes
T17	Female	1999	Slovenia	Slovenia	Bachelor	Student	NA	NA	Partner	Without kids	NA	City interviews	No
T18f	Female	1993	Slovenia	Slovenia	Master	Student	NA	NA	Friends	Without kids	NA	City interviews	No
T18m	Male	1998	Slovenia	Slovenia	Bachelor	Student	NA	NA	NA	Without kids	NA	City interviews	No
T19	Female	2000	Slovenia	Slovenia	Bachelor	Student	NA	NA	Friends	Without kids	NA	City interviews	No
T2	Female	1998	Slovenia	Slovenia	Bachelor	Student	NA	NA	NA	Without kids	NA	City interviews	No
T20	Male	1995	France	France	Bachelor	Non-employed	Leisure	First time	Partner	Without kids	Friend's place	City interviews	Yes
T21	Male	1994	Kazakhstan	Italy	Master	Student	Business	Repeated visit	Colleagues	Without kids	Hotel	City interviews	Yes
T22	Female	1995	Slovenia	Slovenia	Bachelor	Student	NA	NA	NA	Without kids	NA	City interviews	No
T3	Male	1998	Portugal	Slovenia	Master	Student	Study	First time	NA	Without kids	-	City interviews	No
T4	Male	1994	Croatia	Croatia	Bachelor	Student	Leisure	First time	Friends	Without kids	Friend's place	City interviews	Yes
T5	Female	1993	UK	UK	Bachelor	Employed	Leisure	First time	Alone	Without kids	Apartment	City interviews	Yes
T6	Male	2000	Albania	Germany	Bachelor	Student	NA	Repeated visit	Family	Without kids	NA	City interviews	No
T7	Male	1992	Bosnia	Germany	High School	Employed	Leisure	Repeated visit	Partner	Without kids	Friend's place	City interviews	No

T8	Female	1998	Spain	Slovenia	Bachelor	Student	Study	First time	NA	Without kids	NA	City interviews	No
T9	Male	1983	Slovenia	Slovenia	Master	Employed	NA	NA	NA	Without kids	NA	City interviews	No

Appendix 7: Transcripts and summary of the interviews

In-person interview transcripts

P1

[...]

I: [about PEBs on the last vacation] So you think that it is good because you stayed in the same place and didn't move around?

P1: Yes. It is good for the environment.

I: And do you probably have some examples, when, for example, going for vacation it was possible to do something pro-environmental that you were not able to do at home? Some behaviours? If not, then not, just think about it.

P1: Only this, that I have told you. About towels. In a way, it's the opposite, if I compare it with home. I don't know, maybe, I walk more.

I: Because you are in this holiday mood?

P1: ...or maybe we rent a bike, just to go to... to have an exercise and go to near places. Maybe you won't do that - if you want to do something quickly, then you just grab a car and finish something. And on vacation, you have more time...

I: So, it is becoming a part of your experience?

P1: Yes.

I: And can you probably remember the situation, when you were on vacation, on a trip, and you wanted to do something pro-environmental, but there were obstacles, so you couldn't do it? Like, in example with Macedonia - it wasn't really a location, but then you didn't have an infrastructure?

P1: I don't know. I think, no. I have no idea what that could be. Maybe I can have an idea if you give me some examples?

I: Maybe, doing something at home, and then you went for vacation and you felt that you would do it also, but then - ok, you cannot search for [recycling] containers?

P1: Maybe, reusing something. For example, at home, you would reuse some plates or something, and at this moment you use more paper, something like that. I have no idea [laughs].

[...]

I: Now if you think about your home country - how would you say, the level of environmentalism is there?

P1: I think, it is very low. It's lower from Slovenia for sure. Something from this, what we said.

I: Is it implemented there?

P1: It started, but it is not implemented yet. I mean, there are some containers for glass and they are surprised, they are working for ... It's one company doing that. So, she is reusing. And no, people are not that. It is more dirty, in general.

I: Do you think, when you moved to Slovenia, you changed because of the environment here? You observed, how it is and it impacted you? Not just an infrastructure, but what the others do for the environment?

P1: In a way - yes, but not very much. Because I was more environmental than some of the others. So it is, yes. It has some [impact], for sure.

I: Did you have experience with your friends, or relatives from Macedonia, coming for visit here?

P1: Yes.

I: Do you think they change their behaviour because Slovenia has this pressure with environmentalism?

P1: Yes, I think so.

I: They also start acting better?

P1: Yes.

I: Do you think, they brought it back home, or unlikely?

P1: I don't think so. Sure, no.

I: So when they come back, they just continue what they have been doing?

P1: Yes. Because, that was not praised, like, oh, we should do this at home. They never reacted like that.

I: So it was just ok?

P1: You do this, we will do like that, such stuff.

I: And now, when you come back to Macedonia, not speaking about these things, which are not possible to do - like, there is no waste sorting - if you notice garbage, do you feel this internal conflict - that you would do something about it? Or other people behaving?

P1: I thought, you are going to ask me, whether I behave differently. Some things, that I remember...

I: Yes, this is also interesting.

P1: I remember now, I wanted to walk more, or go with a trotinette, or whatever, so I avoid a car. If it is not necessarily too far or something. And previously I was always ready to get into the car and go finish some stuff...

I: And it is because of environmental intentions?

P1: Primarily, pro-environmental, but also the other factors.

I: Like a good feeling of being outside?

P1: No... Yes and no. Not necessarily. By having problems for, I don't know. Parking, the other stuff that is also getting complicated. It's also that, but I have in mind this, that it is better, for environment as well. And I try to be more on places, which are - ok, this is not environmental, it's about me. In nature, and such things. More, than before. I care more for that now. And I was never the kind of person that would throw garbage in green, in grass or something. So I can not say that I change for that. That's something, that you come first.

I: But do you notice these things now, as they...maybe when you've been living there, it was so common, that you haven't noticed it, but now when you come back and have this experience how other countries do it, that you feel in Macedonia that it is really not good. I want to do something about it?

P1: I don't know whether I am ready that I should do something about it.

I: If it doesn't come to your mind, then probably...

P1: Maybe, what I could do and I sometimes do - I tell people. For example, close...

I: About Slovenia?

P1: About my example, yeah. I am telling them that something is annoying, some things are annoying, they should not be like this, but it's up to this stage. To spread the word with people.

I: It's activism in a way.

P1: Yes.

I: One other dimension is, when you travel to Macedonia, to Ohrid, and then you went for some trip abroad. The infrastructure was different, the environment in general, this attitude toward the environmental issues different. Do you think it impacts you? Or on these vacations at home and abroad you behave the same?

P1: Specifically, when I go to Ohrid, it's kind of my home, again. So I can not compare this experience with the one...

I: ...when you go for a totally touristic experience?

P1: Yes. But in general, I don't know.

I: And in terms of environmental behaviour - do you feel more tension, or more obligation, that you should do it? Or it is easier to follow your habit - just do as you are used to in normal life? Because you feel there familiar with a place?

P1: I behave, I think, the same. Same as at home in this case.

I: But when you go on vacation, it's a bit different.

P1: Maybe you can give me some idea about this pro-environmental? Is it something for the home, or from out[side]?

I: If it is for home - how you behave at home, how much you throw away food, garbage

P1: I think, I behave the same. But about outside I cannot think about any idea. Because I never ruined the nature outside, so I have no idea, how pro-environmentally I behave.

I: Maybe, switching off the light. But if you do it in your normal life, you would probably do it too, or not leaving an air-condition...

P1: Yes, again, I have there also this what I mentioned for Pula - I don't insist on changing places very much. Because everything is very close, it's more relaxed and more pro-environmental.

I: Maybe you can think about the place that you went to for a vacation and you've felt that it is very green, greener than your place of living. Give me an example of that place, if you have it.

P1: It's very green here.

I: In Slovenia?

P1: Yes. Why do you need an example?

I: To compare it when you went to a less green destination, like Macedonia?

P1: The problem is, for example, Macedonia is very green as a country, but a place of living, where I live there when I stay, it's a street, and it is busy, and you can not enjoy it, you have to go to the park to enjoy the nature...

I: Green - I am confusing you again, because green - in pro-environmental, in these terms.

P1: You mean, environmentally friendly. And what was the question, sorry?

I: If you can think about the place, which is much more greener, more pro-environmental, and the other one, which is not sustainable, not pro-environmental, and if you think there is a difference, how it impacts you - Do you think, it's happening, from your experience, comparing such places - less green destination, more green destination?

P1: I think, I behave the same. I maybe notice more, what's going on, but I behave the same myself.

I: Are you not allowing yourself, or it is not natural for you to act otherwise?

P1: I think, it is not natural for me to act otherwise. Maybe, it's something I have, but in general, it is it, that I am already used to it, and why should I change it, if it is worse? If it is better - maybe I'll think about it - I don't know what it is, to try to do this differently. And I'll think about it and decide - is it or not. But if it is worse - it is not green, for sure, not.

I: Do you think, you feel in such cases also the pressure, how the others behave? Or it is more to find your internal motivation?

P1: You mean, when it is something more positive, more green?

I: In both cases - when it is more green, so others can encourage you...

P1: I told you - when it is more green, the others can encourage me. Make me think, whether I should follow this behaviour. Which does not necessarily mean, that I will accept it. Eating food till the end when I don't feel like eating. I will not do it. But, maybe, when I go on the 20th meal - to take less food, for example, maybe. In a way. To cook less, or something like that, at home, when you are... But in general, I am not accepting immediately, I would think

about it. Whether is it worthwhile, I need some time to get to use to. And if it is worse - I will not take it. Unless I don't know, I live all my life, and after some time - I don't know - it makes me feel bad, because I ... it's annoying, what I see, and I don't like it. So I don't change.

P2

I: ...Maybe, first of all - you are in... kind of different situation - you are studying here, but I wanted to ask you - how do you perceive yourself - do you still think about yourself a little bit as a tourist here, in Slovenia, or how would you describe this experience?

P2P: You can start [to P2P].

P2A: I can start talking about myself, I am [name]. I would say that I perceive myself as a tourist, and that I'm actually planning to go riding around Slovenia, during this semester - except from studying - there is something more. Also, when I go around the city, I feel myself like a tourist, not only a student. I mean, when you are in a place you don't know, you are a tourist anyway.

I: and which country are you from?

P2A: Italy

P2F: My name is [name], and I come from Italy as well, and I would say yes, because every time I do this kind of exchange, I feel like a tourist, because it is not my city, not my region, and I always go around with my camera, and looking around, and trying to explore the city, which also suits me in opportunity to do, because, for example, I would never come to this area of Ljubljana, if I weren't a student, so yes, I perceive myself as a tourist because I am curious to see all the places around the city, where I study. So I am planning travelling as well. I would say, yes.

P2P: I am [name], I am from Brazil, and Italy as well. Actually, I don't see myself as a tourist. Because, it's kind of like the way I feel, related to how I feel in this case. So I feel as a resident, kind of, and a little bit a tourist as well. But since I do everything as a resident - daily routine, and I do have routine, I do have to study, I do have to work, and I do have to do basic house chores, and to get to know places that tourists don't go - like, laundry, and supermarket, and I have to cook and all the stuff - I feel like a resident as well. And, yeah, a little bit as a tourist too.

I: So if you think about Slovenia as a destination, where you came - asking why you decided to come to Slovenia is probably not a question, because it was a part of the programme, but, anyway - do you feel that something was special about Slovenia, that you really wanted to come here? If you would have a choice to go somewhere else - what was this attractive in Slovenia that you've decided to come?

P2A: I first came in Slovenia some years, ago, 2 years ago, with the university, the previous one. And then when we travelled, I thought I would like to come back. Because I really liked the environment, I really liked the landscapes, and I wanted to know more about it, because it was something food-related, and not so environmental-related. This was what I was interested the most, and, of course, the wine sector too, because I am professional about it, so I would like to know something more about it, so this is ...

I: and you mentioned environment - as it is a landscape, or as...

P2A: I would say as a landscape, but also enjoying sports, such as rafting, and how do you call...

I: Some active outdoors?

P2A: Yes.

P2F: I never been to Slovenia before, but I've heard many positive comments about it from friends and relatives that visited the city. So when I've found out that I am coming here I was super happy, because I was curious to see the beauty and the landscapes that this country has. They always say that it is green, it is sustainable, responsible, so I am curious to see actually how green they are, and how this greenness, this sustainability is put into practice. Because it is easy to say - it's green, I have a forest, but then actually I have a forest in my hometown too, but we are not green, so I want to see how this concept of green is applied in the country.

I: Are you involved in some kind of ... is your work-related, or your studies are related to sustainability or why it is of particular interest of you?

P2F: Yes, it is like the main line that relates every subject in our master, it's sustainable tourism management.

P2P: Actually, I haven't heard anything about Slovenia before coming here, because I was born not in Italy - I was born in Brazil - just to make some sense, because it would be hard [otherwise]. But not many things, just few that I knew was that it is a part of the EU, and it was a former Soviet, socialist country, but no, I haven't heard anything about green Slovenia before coming here. So that was my experience before coming here.

I: Was it a nice surprise?

P2P: Yes, it was a nice surprise, amazing surprise, actually.

I: Probably, after this time you stayed here for a while, is there something, you don't like about Slovenia?

P2P: For me it's like - not that I don't like, but, like you say, a surprise, it was very different, because I came from Denmark, and Belgium, so it was like, ok, I've kind of been to the EU before, and I had an idea, and then coming here was totally different - like buildings and the scenery - it is a different place, maybe not for you, because you are coming from Ukraine, where it is more similar than the other places in the EU, the western part. Not that I don't like, it is just different. But the country itself - I came by bus from Germany, and the landscape is just breath-taking. They are amazing. And I've been to Bled as well, the green parts actually - are much more positive things, that I can't say I don't like something yet.

I: And in a way, you needed to travel here. Have you been considering any environmental impacts when choosing a transport, or thinking about where to rent a flat, or how to organize your stay here? And how it impacted a final outcome?

P2A: We actually planned, I mean, me and [name], because we planned to live together, so we like rented this house through the Facebook group, and then we arrived here and found out it was a scam, so something about Slovenia that we don't like so far is that some people

are not honest. But that is something you can find in other countries too, Italy first. So it is not only about Slovenia, I would say, but I think it is too early to say that I don't like something about this country, because I don't really know it yet. And, you also asked about the accommodation, and environmental impacts. Personally, I am here from Milano, through the train and bus from Trieste, and yes, I decided not to get a flight not just because it was too expensive, but also because of that, and also, because it was such a small distance that it didn't really make any sense, for the price too. And, regarding the accommodation - we decided to get a house, but it didn't exist, so we got Airbnb for one week here in Ljubljana, and then we moved through the city with a bus, so, basically, now we have our own house.

P2F: Regarding the transport in this case, it's different, because I come from a south of Italy, and I've heard, that airport here in Ljubljana it doesn't really has so many connections, so I was forced to arrive either to Milan, Trieste, or Venice and then take a bus. So, if we are talking about carbon footprint - mine were many, coz I had to take a flight from Bari to Trieste, and then from Trieste I needed to take another bus to go to the city centre, and then from the city centre to take another bus to come here to Ljubljana. So, maybe yes, this kind of infrastructure has its environmental ...

I: But was it bothering you that you need to take a flight, or was it - ok, it's the only alternative that I have?

P2F: No, it was comfortable for me, because it was super cheap, coz I don't know why, but this route is always cheap, Bari-Trieste is always cheap. And I chose it because I had 2 luggages with me, so of course, flight would have given me less time to carry it and less time to arrive here in Ljubljana.

P2P: Yes, I thought about the environment, I try to think about decisions I make, but ultimately it comes down to convenience and price. I came from Belgium by bus, I didn't take a plane, so it was like almost 20 hours bus, but that was more about convenience than environment.

I: Then I will ask you about your home countries - just about routine life there. What in every of your countries people do in order to minimize impact on the environment, just daily?

P2F: We had a really long debate about that. Well, in Italy transportation is just a mess, and we are not sustainable at all in that regard, because the urban bus system is not very promoted and it is quite expensive, so some people - yes, they take a bus when they have it, but for example, in the South we don't have any urban buses, so we are forced to take a car. Or the train. But that takes forever, because connection is really bad, and there is a lot of problems with machines and staff, so in Italy this situation is really, really bad. The bicycles - if you take a bicycle you basically die [laugh], and it's dangerous, because we are not used to have bicycles when we drive cars, and it's very dangerous for you, so we don't have cyclable pass, so you are in the same road with cars and we are not very educated in that regard, so it's just a person [cyclist] bothering us when we drive. And you have to have your own bicycle, coz there are no urban stations, and if they do, they steal bikes [laugh]. So yes, it can be improved.

P2A: May I add something about Italy and transportation? I think what [name] said is important and it is true, but we have to make difference between south and north, and also between city and surroundings of the city, because if you go to the south, even in a city,

environmental footprint from the transportation is huge, because they are not really well organized, and they don't invest money in a proper way. Of course, you will think about the mafia problem too. Regarding the north - especially in the cities it's easier to find better solutions of transportation - bicycles or public transportation. For example, in Milano, I used to live there, I lived there for a one year, and there you can actually find different brands of public bicycles, bike sharing, you can also use motorcycles, as a sharing system too, and they don't go by fuel, but electricity too, so I don't think that Italy in general is a mess about transportation, it can be better, but we are starting doing something, especially in the north, it starts there usually and then it will go to the south. Hopefully.

[...]

P2F: But it's not only about having a cyclable path, it's also about mentality of having a bike. Because for example, most of the city... ok, it has a cyclable path, but on the main road they don't, but you still see the bicycles. It's about being raised with a mentality of taking a bike to go to work...

I: Is it just about bike or is it about general environmental attitude? Or here biking is not that much about thinking of the environment, but about the lifestyle, or habit? How do you think?

P2A: I think it is more about environmental attitude, because people of our age are not so willing to waste money or waste time doing something for the environment - just changing some basic attitudes you can have your good positive impact on the environment. But they are not so willing to, because their parents, their family they didn't really taught them how to, and in education system it doesn't really happening.

I: Do you think in general, Italians are not that pro-environmental?

P2A: This is my perception of the situation.

P2F: I can give you another example of the waste separation - paper, plastic. For us it is a problem! Because you have to separate everything, it's tiring, you know [irony]. But you have bins! People are too lazy.

I: But you have infrastructure for that?

P2F: Yes, in the north it is more elaborated and it works perfectly, but in the south - we are starting to get more funds for that, but it's the mentality, it's the brain of people that is not working in that direction. It's so easy to do waste separation, but you don't do it because you are lazy.

P2P: I have to say two things about Brazil, because it is - just contrasting with Italy - we are a huge country, and it is difficult to state one reality because of several reasons, because of the geography - we have different landscapes and biomes in Brazil, so sometimes it is impossible to take a bicycle, for example. But regarding the other sustainable measures - sustainability has different steps, and as professor [name] said, the first would be to acknowledge sustainability would be to create an awareness. And the way to do it is to understand the status quo of your reality. I don't believe that in Brazil we understand our reality. In Brazil we don't know where we are in that place. So we are in the first step in that sense. So my perception is that we need to raise that awareness of how important it is. Most people don't know what sustainability means and what it is. And we don't have that culture

at school to understand or to talk about sustainability. And again - we do have different realities throughout the country, so usually when we apply one measure or one piece of legislation to one part of the country, it doesn't apply to all of the country, so we have different environments and cultures, but we can't say that everyone needs to do the same. We can't ...

I: Because you are a federation?

P2P: No, we do have states, the same federal centralized government, but the culture is different, we have different traditions throughout the states. Because you can't implement it the same in different cultures. You have to adjust and adapt, but one of the reasons why we can't do many-many things, and sustainability as well is because we do need to adjust to different realities throughout the country. But, yes, the very first step is to create awareness, and to create awareness — I am defender of the education, so usually I say we need to bring it to the school, and we don't have it yet. So that's where we are.

[...]

I: Are there any behaviours that you do? It's probably difficult to speak about the whole country, but as citizens, individuals, we do some sustainable behaviours at home, so can you please give me some examples?

P2A: But as tourists or ...as individual in everyday life?

I: First, as in individual life, and then if you have something that you do also as a tourist - just separate it. Is it the same, or is it different?

P2A: I would start saying, that for me sustainability is a wide concept, and it doesn't only take into account an environmental footprint, but there is something more about economy and this social...

I: But if you speak only about the environmental dimension?

P2A: As environmental, I would say as individual I try to walk as much as much as I can, and as a tourist - regarding transportation - I try, when I can, to use a train instead of taking flight, but it is not really easy, because as we were saying before, we are in a moment of our lives, when we don't really have any money, and it is more about the convenience and the choice rather than, unfortunately, the footprint that that choice has. Regarding, for example, dividing trash, I am used to do it, and I like to do it, I will keep doing it.

I: Both at home and ...

P2A: Yes, both. And, actually, when I travel, I try to understand how division works in other places to do it well there too. And, I don't know, it can also be a food consumption, I try to eat local, even if I am at home, even if I am travelling, but trying local food is interesting for me too, because I studied it, so it is something that I actually like.

I: Do you think, as a tourist you behave a bit differently, as when you are at your usual home conditions in terms of environmental behaviour?

P2A: Yes, because I have more time to think about it and I try to be more sustainable.

I: When you are a tourist?

P2A: Yes. Especially in a destination, in which I am a tourist. Maybe, I am not very sustainable when I move, but when I am there, I try to be more sustainable, not use much water, I try to eat local and stuff...Yes.

I: Do you think there might be some other reasons impacting this? How would you explain that?

P2A: I would say there is an internal motivation, but if you find the place which is more clean, you are more willing to act so.

P2F: For me - I would say, I tried at least, to behave sustainable, both in my life and as a tourist. So in my everyday life - waste separation is a something I have been doing since forever, and it's not a problem, and I am really, really try to lower water consumption at home, so I really stress my parents when they are too long under the shower, and it is something I never do - I never take a bath, because I know the amount of water that it takes, so I never take a bath, just a quick showers, And, also an electricity consumption - if I can stay without the light on, so it is better than having it on when I don't need it, and I ...it's something that I try to do now, to start to buy seasonal food. So, for example, now it's not a time for zucchini, aubergines or strawberries, so I don't buy them. I decided, that from now on I just buy seasonal food. And I start to reduce the amount of meat I eat, because a few years ago I was eating meat every day. But this is more related not to health issue...

I: Environmental?

P2F: No, I just feel that my body doesn't need meat that day, for example. So it's more important for health and well-being.

I: So these were related not just to your routine behaviour, but also, when you travel? What you do now in Ljubljana?

P2F: Yes. Exactly.

I: If you go for a shorter vacation, do you think you also keep these patterns in behaviour?

P2F: Yes, I do the same, and I also feel angry if I see the people - let's say, she mentioned - if the place is clean, then I am more keen on keeping it clean, but in my case, if I go to the place that is dirty, I can't stand if I see other tourists throwing a trash on the street. Coz I know how bad it is, in Italy you always find a trash on the street and stuff, and I hate that. So even if I go to the place that is dirty, I try to keep it clean.

I: Do you think it works the same for the other people?

P2F: No

I: Is it opposite?

P2F: Yes.

I: If they go to cleaner place, they try to be more...

P2F: Exactly. But I think, it's like that - if you are a tourist, and you try to go to another country, you kind of adapt to that system. You know how many tourists I saw behaving correctly in that country, but then returning to Italy and be Italians, you know. But I can't

speaking about every one of them, of course, because it is just what I see. And, regarding the transport - to be honest, I use Ryanair all the time, because I don't have money, but ..

I: You know, they say Ryanair is relatively sustainable, because they pack a lot of people in a plane...

P2F: Yes, let's find an excuse [irony]. But yes, I don't usually pay the carbon footprint price, but it is something I am willing to start to do.

I: You don't pay because you don't believe it goes for ...

P2F: No, because if I am using Ryanair, I don't have money most of the time, but if the price is reasonable, and I am studying and I am understanding that it is something that can contribute just a little bit. But if I can take a bus, even long distances, then I take a bus. I am used to 14 hours in a Flixbus, I don't care. Sometimes I take bus over the plane. Even if I go to hotel sometimes, I try to use less electricity and less water, reuse the towel...

P2P: For me, for specific tasks, it's...take short shower, when brushing your teeth...because, I think when you are talking about sustainability, it's about knowing, being aware all the time of your choices. Sometimes you can't always choose sustainable choice for one reason or another, but if you're aware of that and most of the time you try to make a conscious choice, you are already doing something. And what I try to do is always remember that I have another choice, or, at least, think that I have another choice, try to have an alternative. So, I see a lot of things. For example, in Denmark they have a lot of plastic materials for everything. Much more than here or in Belgium...

I: Like, package?

P2F: Even for like one apple - plastic bag.

P2P: For me, Denmark and the US are the two places where I have been that make more waste; because they have plastics and papers for everything, and sometimes they have paper and plastic for one fruit, for one thing for many-many things in cafeteria and everywhere. It was my experience. What I try to do - since I have to consume something, I try to reuse the things that I consume. For example, if I have plastic, I try to put more things inside it, or to use it at home, or sort other things to the fridge, try to reuse.

In terms of practical issues, for example, I was in Belgium, and there was a juice store that I loved, but they always used plastic cups! So I saved the cups and used the same, I came back next morning and I asked to fill my cup instead of buying another one. So those kind of things. I have one bottle for a water, that is not plastic, and I use everyday the same one, I just refill it, I don't buy new bottles, I use ones I have at home to fill and refill it as I need it. Recycling and all those things - but all that is coming from my parents, like you said, you controlled your parents, my parents used to control us, so I got this conscious because of them.

I: Would you say that your upbringing was rather pro-environmental at home?

P2P: Yes, definitely, my dad, my mom...Specially, my dad, actually. They are very conscious about it. We actually got punished for taking showers longer than 4-5 minutes, so...it was like, hey, come out, it's enough, it's a lot of water...I remember, because we lived with my family in the United States, and it was like - these toilets, they spend like double or three

times a water that the toilets in Brazil spend. So we were like - my dad used to make those kinds of stuff, conscious about every kind of decision we made. That came from them. Now I am not 100% sustainable, I am far from that, but every time I think about something, I try to think that I have an alternative and try to make a choice that fits more.

I: Do you think that most of these behaviours, that you mentioned, you do every day, you also likely to do when travel?

P2P: Yes, yes. But I don't know what it has to do...I think it has to do because of my parents and everything, because even when away from home, it's like watch out, what you are doing, it's water, environment, how much water do we still have...

I: So it's not only about external control, that you have from parents, but by now you have it yourself?

P2P: By now it's mine, yes. I raised it, I got it from them, they raised me like that, but now it's mine. Now I get new information, that I didn't get from them, but I start to implement that and put it to my daily life. It is the same for me as a resident and as a tourist, but maybe because I know that as a tourists we behave more loosely and then I try to control myself. That's because I'm aware we do that, maybe [laugh].

I: and now, maybe it's a stereotyping and generalizing, but I believe you have stereotypes of your own country, how the people there behave when they go for travel, because you maybe met them? Like, when you came to Slovenia, you've met some Brazilians? Have you noticed how they act in comparison to the local people, and in comparison to you? Would you say there is a difference? How do they behave - better, worse?

P2A: Slovenians are better than Italians...

P2F: Are we talking only about Slovenia?

I: No, any country. Just name the country, whether it was more pro-environmental, than Italy or less pro-environmental, and why do you think so - if you can come up with some example.

P2F: Well, I can speak from my own experience, that I see people from Italy coming to different countries - they behave correctly, because they don't want to break any rules in the foreign countries.

I: Is it because they are afraid of punishment, or is it because other people in that place impact their behaviour, so they just adjust, how the others behave?

P2F: I would say both. Maybe they don't know if they would be punished or not, but at least they want to fit correctly in the community they are saying at. So if I throw a cigarette on the ground and I see a local punishing me with the words, then of course I feel bad.

I: Would it be the same for you?

P2A: Yes, I would like to take into account the other side, people who are coming to Italy. I come from an island in Sardinia, it's a very small island. It's a national park. And we are actually used to people who come from Germany, or northern countries of Europe, and they don't really act in a sustainable way. I mean, there are two extremes, and usually they are more willing to forget about environmentally friendly attitude that they have back home. It seems like they are in the place where we are starting with sustainability, but they don't

really respect this new attitude and they start being rude with people, and not minding a lot about sustainability.

I: So I'd just try to define it as better or worse - people who are coming from these countries, which are relatively sustainable, coming to Sardinia they behave worse than the local people.

P2A: Yes. Sometimes yes, I would say.

I: Probably you also have experience not with these countries, which we consider as highly sustainable, but also from countries, which are less sustainable?

P2A: I can talk also about Italians who come to Sardinia, which is in Italy as well. For example, my uncle has this wooden boat, beautiful boat, and he tries to make people aware of the environmental beauty, and the problem we have with tourism. For example, we used to have this Pink beach, which is now completely closed since 1997, I think it was closed from ... part because the pink sand didn't exist anymore, because tourists used to bring it back home, so my uncle tries to make people aware of this kind of problem, but people don't really understand and don't really mind about it, and sometimes it happens that they go to the beach, which is not even a pink beach, and they steal sand...

I: Just because they have heard the story that others stolen the pink sand?

P2A: Not just because, they don't mind this story, they don't mind about the awareness, what the local people try to do, they just keep doing their things without even thinking that they are in the place that environment... that they are doing something wrong. They are stealing things from that place.

I: Italians?

P2A: Italians too.

I: So would you say that if Italians travel within Italy they don't try to behave better...

P2A: I don't think it's about the country or the culture, it is something about tourism, tourists are not really willing to bring their environmentally friendly attitude to the place in which he is supposed to relax, not think about certain kind of things...

I: And if I ask you - as I know, Italy is quite localized in terms of - if you are from Sardinia, you would say I am from Sardinia, and you would rather speak about Sardinia than whole Italy as a country.

P2A: It's very different. Every region has its own system, tradition, culture, type of tourism. Even in Sardinia, in different area we have different kind of tourism, and different attitude to sustainability, and different tourists.

I: And from your experience - would you say that it impacts you somehow, in terms of environmental behaviour - if you travel to Sardinia, if you travel to the other places in Italy, or if you travel to another country - do you feel differently about environment?

P2A: No, because it is something that I have in me.

I: So it is the same for all the places?

P2A: Yes.

P2F: Main thing for me, for example, is that I feel really proud about my region, so I would define myself as Apulian, but I know that I am Italian first. Because I am the same as the other Italians, I completely love Italian culture, I am a part of it, but I am Italian before I am Apulian. So no, for me this doesn't impact when I go to the other places, because I feel I am in a country where I was born.

I: And the other people - do you think it makes difference for Italians to go to Germany, for example, or go to Italy? Because you have mentioned before that if they go abroad they try to adjust behaviour and behave more "nicely", but then in Italy they don't do it nicely. Do you think, it's impact of the place? Or why it is happening?

P2A: It's mostly individual.

P2P: I just forgot to add something about Brazil, because I think it is important. We were talking about the country as a .. yes, we don't have many research on sustainability, and we have another problem that is regarding - I think, we are coming back again to awareness - public sector, we don't have many ...solars, and we have a lot of sun in Brazil. We do have a wind technology in the north part, and in some parts in the south, but it is really expensive to have solar panels, for example. So we did in my home this investment, it was more expensive because we are not going to pay that back even in 2 lifetimes maybe, we could do that, and my parents told - ok, we are not going to travel to some place, we are going to do that, because it's more sustainable. So it was really expensive...

I: So it wasn't economical decision, it was purely sustainable..

P2P: Yes, purely sustainable. Because we won't be able to cover that investment in two lifetimes, two generations. In terms of electricity, because government is subsidizing to do that. Because in some countries, Spain, government gives subsidies for solar panels. In the south of Spain they have a lot of solar panels and they generate the energy through the solar energy. But we don't have that kind of mentality yet. Some things that we did - how to say it in English - do you understand, when I say either? It's an outside system to gather water from a rain. So we built one of these two, because we have rain in Brazil, we built it ourselves again, thinking about sustainability, because anything we need to wash we wash when it is raining, cars and sidewalks and everything. When it's raining, my dad goes waking everyone, ok, let's wash. But government does not give that... super easy to do, but not so much expenses for such things. I might not got the question, but if I did - how much Brazilians, our stereotypes about sustainability and environment...

I: Not your stereotypes about the environment in Brazil, but what is your evaluation - are they pro-environmental, less pro-environmental? Your evaluation of people in Brazil. And how they behave when they travel - if you met them somewhere abroad? Were they trying to adjust, or...

P2P: Even they don't have this awareness - sometimes they don't even know what sustainability is, but we are not people who just tend to spend our waste because... just because, we do have some parts of the country where they are less conscious about it, but they litter more. For example, I lived in both south and north-east part of the Brazil. In South we don't litter anything. But in the north I saw litter and trash everywhere. If you are kid and you just throw the trash in the street. So there are two different realities. I see many realities in Brazil - different level of consciousness.

I: And Brazilians travelling in Brazil and Brazilians travelling abroad - are those different people in terms of behaviour, or they have some common patterns?

P2P: I have to admit I don't know.

I: You haven't observed it?

P2P: No.

I: And foreigners coming to Brazil, different countries - countries which are less sustainable, countries which are more sustainable - have you had observations?

P2P: I have one or two experiences, personal experiences, but they are not so good, so I'd rather not say it, because it's kind of creates something which is not true. But I have one or two experiences, not many, didn't observe it so much.

I: If you go to more sustainable destination, or if you go to less sustainable destination, do you think you get the same attitude about it, or you have the same motivation?

P2P: No, it definitely helps. I mean, it's not that I'm going to be less sustainable, when going to the place that is dirty, for instance - I'm still going to make a right choice, but it does influence, maybe the naturality you do your choices, or maybe because I have that.. Because if I see people, for example, when you enter the home, which is clean, and then the home that is not, you are immediately happier in a home that is clean. And it makes you unconsciously, I think, to make choices, more sustainable choices. Yes, it helps in the way that you want to do more good things, you want to maintain things the way they are. I won't make poor choices, but I would make probably more good choices, if I go to the place that is more sustainable, that I see the people care for it, you know. I think, it influences.

I: ...Do you have something to add?

P2P: You'll have a lot of work [laugh]...

P2F: I think it really depends on the country you are coming from. It's always a matter of mentality, and how your bringing up is used to, to think about those things.

P2A: Your individual attitude, I think so. It's not only about the culture, it's about how you, you are, as a person, how you act.

P2F: That's why I told you - let's not generalize. I am talking bad about Italians, but there are a lot of Italians, there are a lot of good people.

P2P: For me - I agree with [name], that it is about individuals having responsibility, because even when you talk about having the most scary data now - that's flying, it's still about individual's choice - do I have to think about - oh, should I fly to this country, or should I go by bus? You don't think about the country, it's about convenience, so it's individual.

P2A: But the time - I think we haven't covered this point, that it is not only about the convenience, it's about the time that you have to travel, because in the society where you don't really have the time...

P2P: In countries like Brazil or Russia - you don't go there ...[without flight]

P2F: It's also a willingness on giving up on things: Why shouldn't I go to Berlin this weekend? Other people are going, why am I not? Or, I really want to take ten trips for year. Why should I give up on that? It's always a matter of that. That's why you always have another choice. If you think it's worth doing that - just go for it, don't think what the others think.

P3

I: Okay, [names]. Where are you from? You are from Germany?

P3H: Yes.

P3C: Italy

[...]

I: First of all, because you are here for studies, not exactly for tourism, maybe you can tell - do you feel as tourist here? Or do you feel resident? How this division works for you? And why do you feel like that?

P3C: I think that at the beginning I felt more like a tourist, but the more time passes I feel I belong little by little here. So, you kind of get more into the mentality of people, even if it is quite different from yours, even if I am really close to Italy, but it is still you can really tell the difference. And, yes, I think the more I stay here the more I feel like a, I am more a real resident.

I: Ok, and before you've been to Denmark, right? Was it the same there?

P3C: I think, it was more different, because of the culture - it is very different from mine, like, Mediterranean ideas. So I can not really tell I belonged to Danish culture. I mean, in the end I liked the culture, but at the same time it is so different from ours that I couldn't really say, oh, I belong to this place.

I: So you felt as a tourist there, or just someone who don't belong?

P3C: Yes, as a person, as an individual who study there. Not, like, ok, I belong to Kolding, let's say.

P3H: I really like it, I really call it my home now. I am really proud because it is so pretty. In the beginning it obviously was a tourist stuff, but now it is more. I don't know, the thing is you know more where everything is, and then you feel, oh, I know where to go.

I: So it gives you feeling of a local?

P3H: Yeah, more, like when you know where to go [interrupted by waiter with coffee].

Yeah, so because I am from Germany, the Danish culture was really close to my culture actually, but actually the Danish were nicer, like, friendlier, than Germans, in my opinion. But I didn't feel like I really belong there. Because in my culture in Germany I am also like - I don't associate myself so much with that.

I: With Germans?

P3H: Yes, because I am so different now.

I: But by origin you are German? You were born there and everything...

P3H: Yes. Raised there and everything. I like being home, but that's why I do master, because I love the adventure, meeting new people and everything, and I'm kind of... maybe, I 'm trying to find my own identity, because German identity I don't go along very much. In some terms maybe I do, because my roomie says that I'm efficient, when I do something - I do it. But sometimes also I just don't, so...

I: Would you say that you don't belong to these generalized German picture because of different values, or just ...

P3H: I don't know. Sometimes, it is very stiff, very structured, and they don't take it easy, and I am like - I take everything easy. Everything is like - fine, so.

I: Coming back to the topic - pro-environmental behaviour - would you say that you are pro-environmental person in your personal life? Do you think that you are more than average people in your country? Or the same, less? How would you evaluate your?

P3H: I think, I am starting to think about it more now, because we have it also in Uni, specially in Denmark - sustainable tourism development, and now here, with a climate change, how to make in general, how to behave, how you could do better, so I don't think I am above average. But also not under average. Like, I am average, but trying to improve, I think. So, like, especially for waste, or taking more the bike. It also has another reasons - I like biking, like, more to consider it.

I: And having this experience of living in few countries for now, maybe - was Denmark your first experience of living abroad?

P3H: No. I lived in 2 countries. I lived in Australia for high school, for 5 month. Then I went to Panama, then Denmark, and now here. It was half a year, almost.

I: And if you try to build some kind of rating of these countries, who were more pro-environmental, who were less pro-environmental - and use as benchmark Germans? Would you say Germans are pro-environmental, or how do they?

P3H: Because you can divide it in different pro-environmental behaviours, divide in different categories, right? So, for example, with a recycling, Germans are, like, really good. But, besides Germans, Slovenians are better! I didn't even expect that! Because you have recycling everywhere, you take care, and get fines, and it is really good. So, I think, Slovenia is ahead of Germany, Panama was horrible, because they just didn't care, there was so much plastic, so much waste, but maybe, it is also like - depends on the education, you know. Different culture, different continent. Australia, when I was there few years ago - was horrible...

I: Australia?

P3H: Yes. Also many plastic bags, but now I think they are...actually I think they banned it or something. And who else - Spain - Spain was also bad. They just put everything in one, no recycling. And then public transportation. Well, al that depends on where do you live, how secure it is - right?

I: But both recycling and public transportation - it is more about measures which are set from the top, like, from state? They are structural, so people either obey, or behave according to it or not. But are there some individual level behaviour that you can speak about?

P3H: Oh, that's really... I don't know yet. It's a bit hard.

I: and about yourself, when you are at home, in Germany - I don't know how long time ago it was, but when you are at home, in your usual environment, how much of pro-environmental things do you do? Can you give some example?

P3H: What do I do...like, riding my bike, or recycling, or...oh, like buying local - that's what I try to do more. Although it is very hard sometimes, because, for example, avocados are really nice, but they are super bad, so I think, it comes step by step, at least, for myself.

I: And when you travel - do you think you keep these patterns in your behaviour, or you adjust to environment where you travel?

P3H: I think that's really good question. I need to work on that for me, you know, to keep that - ok, now I am in another country, I need to buy local there. You know, to try it out. Although, I try it usually. I don't go to chains, just in an emergency, when I am really hungry. But in general I try to taste a local food, for example, is that what you mean? Kind of, like, adapt to the environment.

I: Ok. I just don't know if I should continue with you, or, maybe, let's switch to you, C. You are from Italy, and how would you put Italy in this rating of countries where have you been?

P3C: As for Italy, I think, we are going in a better direction, in the north, but the south is still very-very - like, in the past. So with recycling it is very bad, also because of the criminal organizations and stuff that take over waste management, while in the north I think most of the cities are recycling. So for example, my little town we have so many different - organic, plastic, glass, and I think we are doing pretty good.

I: And you yourself - how would you put it compared to general...

P3C: To the general population? I would say, average. Like, H was saying, I am studying now about sustainability, and stuff like this, you just start thinking a little bit more, because before we just... I just heard something about it, but you are like - ok, I am just one person in the world, but I can't do really anything. You can do this, you can do that, but that's not really...but now, considering that sustainability is becoming a major issue, maybe it can matter also what I personally do. So I am starting thinking about it. Also, related to tourism - as for other countries, I've been to US for the semester, and I think in general there they waste so much of everything. Like, every single part of their life. Airconditioning, which is crazy, how they just waste it.

P3H: Airconditioning?

P3C: Yes, for example.

P3H: Energy, you mean?

P3C: Yes.

I: It's on all the time, or what do you mean?

P3C: Yes. I lived in a house, we didn't really need it, but it was on all day. And it is just really waste of money and waste of energy. For the recycling - I don't remember very well if they have recycling or not, but maybe they did. I don't really remember that, because it was really a long time ago. When I went to Germany, last year, to Munich, there they did, for sure. Yes, that's it abroad. Oh, yes, Denmark, I think, they are quite sustainable. Even though I have to admit in apartment where we lived we didn't have recycling...different kind of trash.

I: But when you change these places, have your behaviour changed?

P3C: Yes, probably. You kind of adapt to the situation. Like, In Denmark, maybe they think more sustainable, but my personal experience in the apartment would be not probably that sustainable, because you were not obliged to divide the stuff [separate waste] so you would do just whatever...

I: So even after moving from country - you've been to Germany before Denmark, where they recycle - when you moved to Denmark it kind of worsened? Just because of...

P3C: Yes, I would say so. You probably kind of adapt to the situation where you are.

P3H: But also because there was no recycling bins. There was just one bin, so why would you recycle if it is thrown in one bit then?

I: H, was it the same for you - changing behaviour when changing places?

P3H: Yes, it was really like...

I: Also both ways - worse and better behaviour depending on the place you moved to?

P3H: Yes, I guess so. When I was in Spain, I was like... I was actually bad, because we put everything together. Glass and everything, because there was nothing where to put it. So it also depends on how they supply - containers? I feel more like - ok, there is an opportunity so that's what I'm going to do. But, yeah, I guess... And here I'm living in a flat with a very very-very strict roomie for recycling, she is literally very strict.

I: Is she local?

P3H: She is local. So, yes, I am forced by her in a way, but I would also do it. I mean, it's fine, it's also very good because you start to think ok, what is where... But then we also have a plastic bag where we put organic trash in! That makes no sense for me! Why do people do that? It has to be not a plastic, like, brown paper bag.

I: Some are biodegradable...

P3H: Yes, but not all of them, plastic! that makes no sense!

I: [...some personal experience sharing on recycling in Germany]. I also wanted to ask you - every country has its own culture regarding environmental traditions, the way they do it. Do you think - how they build that? Is it country, or government-driven, or culture, education, if you can say? If not, we can skip it.

P3H: Maybe...not sure. Could be government-driven. Because if there are laws, they kind of try to enforce it, then people are forced to do it, right? Because they don't want to pay...

I: In Germany it is like that? Initially, it started...? Or it is more that people were also ready for that?

P3H: Good question. I think, we don't actually have...we have. actually. It's like nobody ever talks about it, because it is so normal that we recycle, right, but also we need to be very careful with recycling. I don't want to say anything wrong, but it could be. For me, the thing is like, you just get raised like that. It's the most normal thing ever. And then here, when we are speaking about Slovenia - you have also penalties, right? If you recycle wrong, and things like that. Like, our teacher said 400 euros or something?

I: I don't know about the price.

P3C: Yes, I think it is around 400.

P3H: And then in Panama, yeah, it's not... it's not so developed in that sense. They struggle in general with the infrastructure, so they can't even take care of their rubbish, I think. And in Spain... I don't know. Maybe, they are just lazy [laughs]. I don't know. Or, it wouldn't work, or they just don't have resources to recycle, or they don't have money... I don't know.

I: And, C, your observations?

P3C: I think, that, in Italy it is more of a governmental decisions, but at the same time I would also say cultural, because in the north the government, like, put some law, for pro-environment - for like recycling and stuff. While in the south they didn't, and the people just adapt to that...

I: Like, you mean, in north they recycle and it is government-driven, but in south they don't...?

P3C: Yes, I think, that in the south as I was saying it is also a sort of...related to criminality, so they have this organization which has a lot of interest. So it is a very-very difficult situation. You hear it on the TV about Rome and all the waste, which is a mess.

I: I think I haven't asked you - do you think you behave the same when you travel as when you are at home? In terms of environment?

P3C: You mean in general, or...

I: You can think about some recent trip, maybe you have some examples. Were there behaviours that you do at home that you repeated when you travelled?

P3C: Yes, I think it is pretty much the same. I should, I am sure that I could do much more, in terms of, like, saving energy, saving water...

I: At home and when travel?

P3C: Yes, both.

I: And why don't you do that?

P3C: I think it is just laziness and I know I should do that more.

I: I am not asking to judge you...

P3C: Sure, I just know I should do more.

I: Also, maybe, you have experience when you met your fellow citizens abroad, travelling...

P3H: Like, friends? Or just citizens?

I: Just citizens, but friends can be also, if you had a chance to observe their behaviour in terms of environment - that you can think of - ok, at home these people behave one way, and now they behave this way. Is there a difference?

P3H: Oh, yes, yes. For example, when Germans go to Mallorca, right, this Spanish island. It is very popular to go there, to drink, and just get wasted on the beach in summer. And people just behave as the biggest... I wouldn't say the strong word, but like idiots. And then they are drunk, they throw trash everywhere, they don't care...

Some of these people they are really like...active in their life at home, and then when they go to Mallorca, they lose everything. And they don't care, you know. And this is like a huge change I noticed. Or, for example, I was once in hotel with my parents some years ago, and a girl was having a wine glass. And instead of putting it somewhere or leaving it on a tray, she just threw it to the flowers and it broke. I was 14, she was probably 16...

I: And what country was that?

P3H: That was in Spain. She was German also. Maybe, it's just a puberty issue when you want to be cool, but you would never do that in Germany, like you know, they just think they are more free, and they don't have to care... Sometimes, they don't even care in their own country, but... I mean, also alcohol...

I: Have you observed Germans probably in countries which are approximately German level of strictness or ...

P3H: Like Denmark?

I: Like Denmark. Would it be like in Spain?

P3H: I don't think so actually. Yes, good point. Because I met only few other Germans, and because the culture is very strict...not strict, you know, what I mean? Pretty strict, but not so easy-peezy, just like...Yeah, I would say they would behave differently than in Spain where they think, oh, everything is fine.

I: Would they try to adjust to social and actual environment there, maybe, to fit in?

P3H: Yeah, maybe better. I think it also depends on the type of tourist, because they all really go to Mallorca to drink, and to get wasted and...Denmark - well, they rent holiday houses, but it's not what they expect.

I: Do you think it also impacted your behaviour - not in terms of getting wasted and throwing trash, but have you felt more relaxed in Mallorca compared to when you travelled to other countries - for example, Switzerland, or ...not just about relaxed or not relaxed atmosphere, but in general how this country treats environment, so if you get to the situation when environment is treated worse, you behave...

P3H: Yeah, I know what you mean. Let me see... Yes, maybe, it's not so much pressure that you threw something away, obviously I still do it, because if I have tissue or trash I throw it

away in a bin no matter where I am. But it is not so much pressure maybe, if that makes sense.

I: And in this place, when you feel that you need to act in a particular way - like, bring the trash to the bin - which mechanisms stand behind it - your motivation internal, some external?

P3H: No, internal, because that's how I got raised, something like values, you know - if you have trash don't throw it to the side, because it's not what you do. Put it in a bin. It's not a law actually, it's more of how my parents taught me.

I: And, C, you?

P3C: As for Italians, I can not really tell, because I don't have in mind any particular episode. I mean, if you not used to treat environment in appropriate way, you don't do it at home, you don't do it abroad either, but I can say that I noticed a difference in behaviour, for example, from people from Switzerland, because I live very close to the border with Switzerland, and in Switzerland they behave in a certain way, like you see that everything is perfectly clean, and there is no cigarettes on the ground and stuff. When they come to Italy, the behaviour is completely different. Even that is not a topic now, but also like with a speed limit - they just don't care. You see these cars are going very...Yeah, I would say that it is...I don't know really about Italians, because I never observed that.

I: Do you think these Swiss people feel the general atmosphere of it is because they are outside their own country, where they have these restrictions? Because, as I understood, when they come to Italy they act worse than local Italians do, right?

P3C: Yes, I mean, you can not generalize, but it is also what is written in newspapers, so...they behave worse because they know in their country if they do something wrong they are punished, while in Italy most of the time they are not. Like, they receive fine, but they don't pay it because they are not prosecuted for it. So they just don't care. They do it, and then they just ok, who cares, we are not going to get any punishment. It's really...you can see it in the news quite often.

I: have you probably observed other countries nationals coming to Italy and also demonstrating extremities of behaviour? It's stereotype, but in a way also observation...

3C: There was, I think, a couple years ago - I didn't, personally, but in the news it was like a lot of tourists coming to Rome, I guess, they didn't care about monuments, and there was this soccer fan, how do you say it, about the club, who was pretty much destroying fountain, which was really really ancient in the centre of Rome. They were, I think, from Netherlands...

I: so also civilized country...

P3C: Yes, civilized country, but they come and maybe know that laws are not as strong as in their country and they just do it. Obviously, it all comes to your own - how you have been raised, probably.

I: And now - we spoke about how people behave differently when they go from home...they have different reasons to behave in particular way, but when they get in a different environment they become different...

P3C: Yes, because they know the laws are not so strict as back home.

I: Does it make a difference for you to travel in your country and when you travel abroad in terms of your behaviour? To environment, and this social behaviour?

P3C: I think, we all Italians feel that in Italy it is lighter, so if you do something you are not really punished so much, especially if you go to the south. Because you go on the roads, and you see trash, trash everywhere. Like, you see even washing machines abandoned on the street, while in the north it would never be like that, because you are actually punished. When we go abroad, it really depends where you go - like, if you go to Germany, for example, I remember, in Munich everything is clean and stuff, you are also like, oh, maybe I should behave in a better way. But that is personally what I would do, I don't know about other citizens.

I: And do you have an example of going to the country which is less pro-environmental, or the same pro-environmental as Italy? If you can think about it.

P3C: Less than Italy, where did I go... I just remember this vacation in Tunisia, but we were... I mean, I don't remember that much because we were like in this resort, so in the resort everything was pretty much clean and stuff, but outside you could see it is not civilized as much, a country.

I: But was your behaviour different because of that?

P3C: No, I was really young so I can't really tell. But, yes, in resort basically you behave in a proper way. Even if you see tourists were not caring so much, especially in terms of food waste. Just take as much as they can, and then they don't care.

P3H: Yes, that's true.

I: So were you feeling bad about that? Observing?

P3C: Yes, that's absurd, I think, really absurd.

I: And you did this mental note for you not to do it?

P3C: Yes. Even though some time you are attracted, ok, I have so much of food, and I can take as much as I want, and maybe you overeat, or you...something like that.

I: Do you think you have some special kind of attachment to place where you live for a while?

P3H: Yes, definitely. Like a forest?

P3C: Forest?

P3H: That's what you asked, right?

I: If you get attached to a place, maybe, from your experience of studying - you've been to Denmark, now you are in Ljubljana, so it's a bit different as if you go to place for a short period - would you say it or not?

P3C: Like if you get attached to a place in terms of...

I: In terms of how does it impact your behaviour? I am asking you in too complicated...So my point is: When you are at home you have a particular set of pro-environmental behaviours that you do because of particular reasons - like upbringing, or culture, or values. Then you go to the other place, in which you are a tourist first, but then, if you stay there longer, you might develop some kind of attachment. Would you bring your patterns of home behaviour there? [...]

P3C: I would say, if I got the question right, that I just adapt to a place that I am. It is just probably...I mean, we are not so much...used to environmental issues as we should be, then you probably don't even think so much about it. I'm starting to think about it more now, but even if I think, here in Slovenia I just do what just situating leads you to.

I: Do you probably have some behaviours in mind that you thought, ok, I can do that, but you are not doing it, and, maybe, in future you would do it.

P3C: What do you mean?

I: You always wanted, for example, you talked about local food, right? And maybe some other examples like that?

P3C: Yes, for example here I use a bike. At home I never use a bike, because I live in a very small town, and you can pretty much walk everywhere. Or, it's very bad, but most of the time we use the cars, like, it's crazy, even going somewhere 5 mins away, you take your car.

I: Is it a habit, or why it is happening?

P3C: It is habit I think. It's really bad, but we do.

I: as I understood, it is very common for Italy, cars.

P3C: They are trying to develop this bike sharing, it is taking over more and more in the cities in the last years, but like here in Slovenia I would, especially in spring, use more bike. Maybe, because I don't have my own car. For example, here I live 3 km from the centre, and if I had a car, I would use a car. But now that I don't have it, I just use public transportation or bike. So maybe this would help me when I am back home - using more bike.

I: H, something for you that you brought from one place to another?

P3H: Like habits? Biking for me is how I grow up, because I always had to go to school by bike, because I lived 3 km away. So for me it's not because of the environment, it's because I really like it, it reminds me - it's like - Home or something, you know, habit. Then I think I will try to eat less meat which I don't know - packaged meat. Because I don't do that that often, and then... Even in restaurant, it is probably packaged also. But just in general, I barely buy any packaged meat in supermarket. But I always buy cheese - I don't know if it is better. For the animals it is better. And what else - there are small things you can do. The recycling - I'll keep doing that. What else...we learned so much about it...talked much. Flying! The thing is we do tourism, we do international tourism - travelling and flying, we do big part of what we do or what we want to do, then in future also - so it is hard to say - I am not flying anywhere because it is the fastest way to...

I: When you are flying - does it bother you, or you don't think about impact?

P3H: I think - now I got brainwashed [laughs] - I think of everything more. Yes, it really started to bother me, but then, because I think I like travelling so much, it will be a part...ok, it's fine, just push it away that it's bad. Very honest opinion, but I think that's true.

I: And, C, do you feel guilty for flying, or how is it?

P3C: Honestly...that's think that you like, you know it is not fair or right thing to do, but you still do it, because...especially now because you have low-cost flights, and it is so easy to go from one place to another. And knowing that, like in the past my parents were not able to do that and now we are, even with 10 euro I can fly wherever, 2 hours and it is just so hard to say no to that. Because you have the opportunity...

P3H: Yes, it is also some sort of freedom, right?

P3C: I know it is sometimes not the best thing, but... I don't know. It's hard.

I: Ok. I am done. Thank you very much.

[end of recording]

P4

I: Ok, tell me please a few words about you - you are from which country?

P4: Ethiopia.

[...]

I: And you came there directly from Ethiopia, or you have been somewhere?

P4: No, I've been to Ethiopia, back to Ethiopia, for about a month, for a break to visit my family and then I came straight back here.

I: But before the programme - you have been at home?

P4: Before the programme - yes.

I: I will ask you about your tourism experiences, here as well as in another places. Maybe, if I am asking about some particular experience, you can think about something - I don't know - recent trip, so it is easier to make it more specific. Or, if not - then just in general. So, first of all, would you say that you are a tourist here in Slovenia, or it doesn't feel like a tourist?

P4: Hm...Maybe, for a few, like, now - I feel like a tourist, because we are going to explore, we are exploring the city, going to the castle. I haven't been to other places, like caves, but I really want to go there later, and other attractions close to the city, or maybe in neighbouring countries. But I haven't, yeah. It's only been two month...two weeks since I've come here.

I: Is it because of a short time, or this lifestyle is not really tourist [correcting myself] not really a one that you get as a local inside the country?

P4: Hm...

I: Like in Denmark - did you feel the same - as a tourist all the time, or more the local?

P4: No, no, after a while, after a month or something you start to feel like a local and you know all the places, travel and it's not...mainly, it is the early phase of your stay there, that you probably feel like a tourist.

I: Can you probably name some behaviours you are doing as a tourist, which are aimed to reduce impact on environment, negative impact?

P4: That's....

I: Or, let's start as a resident, at home. It's probably easier. Do you do something that reduces this negative impacts on the environment?

P4: I think in Ethiopia, where I am coming from, we don't have that kind of ... a lot of tourists, compared to , like, here, Ljubljana, this destination, or any other European country. But, for instance, we have, we've been known for being hospitable for visitors and welcoming them and everything. I don't know if that is going to count as being responsible or just being sustainable or something, but yes, that's it. We don't have a lot of tourists there.

I: But if you compare Ethiopia with Denmark, or with Slovenia, in terms how country in general - not country, but people in country treat the environment and nature?

P4: It's different, it's very different. That's one thing I discovered, that I've been interested in while living in Denmark for about 4 month, because they are very concerned about environment, they put a lot of efforts in making their environment sustainable, they care for the environment. In Ethiopia it is totally different, I can say, we are not at that level of thinking, where we are going to start to care about the environment. Because, there is a huge population living in our city, I came from a capital, I live in a capital, and it's like seven million people, the population living in the capital. So, even the government tries to have some kind of campaign through the year, to make people to be aware what is happening in their environment, in the natural environment, and what they can do to reduce the pressure...

I: Like, providing information? Or what kind of campaign?

P4: Providing information, for instance, we have... I think, it's every year, in November, we have this culture of just cleaning, all the people and government officials. It's some kind of a campaign, goes out, clean the places, neighbourhoods and staff like that. Similar kinds of campaign are being held throughout the year, and the government through the media and other channels tries to make people aware of environmental issues.

I: So, would you say, as long as you have something to discover, you feel like a tourist, and once you are done...

I: Why do you think this gap in awareness, or, in attitude is happening? Why in some countries it is better and in some... like, in your particular country - what do you think is the reason that Ethiopia is ?

P4: Comparing, for instance, Denmark and Ethiopia - they are so rich, and, for instance, we still use firewood as an energy source, so there are a tons and tons of trees being cut, and there is... a country is in a construction boom, so a lot of trees are being cut since wood is just one of the primary means to construct buildings there.

I: So would you say, it is also connected to the level of the life, people are poor and it is difficult today?

P4: Yes, level of poverty, I think, after you meet some of the basic needs that you have as a human, then you start, maybe, to think about the environment, and care for it, and even, like, spend money on it. But not in a country like this one.

I: And do you think - switching environment, coming from Ethiopia, where general background of the environment is not that high, coming to a country like Denmark, or Slovenia, where it's higher - does it impacts your behaviour, or ?

P4: Yes, of course, very much. For instance, I started to care about my surrounding, my environment, I try to teach - you know, whenever I was hanging out with my friends, when I was back in Ethiopia, I was telling them about how Dans, a people in Denmark, care about the environment, how much are they putting into the environment. I think, I don't know, if it helps you or not, but there is also - I told you, I came from the capital, but in rural areas, people tend to care about the environment, than the ones who are living in the [cities]. I know, for a fact, there are small communities in Ethiopia, in terms of poverty they are way below the poverty line. But they care so much for the forest, they try... they are part of themselves, try say they don't want even a single tree to be cut down. They are so into it.

I: Do you think it's part of the tradition, or they have more understanding?

P4: Tradition, they associate themselves with a forest, they get a lot of resources from it, for instance, medicine, food, all of their livelihood depends on forest, they respect it, they want it, and there are some incidents, you know, when government gives a plot of land from a forest to investors, to open up a factory or something, and they demonstrate [protest] against a government decision not to do that.

I: Than, in big cities, this connection with the nature is lost, or what?

P4: Yes, yes. Because there are a lot of people coming from a rural area, there are many people, the city is expanding, the people are much more concerned about the buildings and staff, and not the environment.

I: And you mentioned that your behaviour changed, and then you gave example that you tried to speak to people. Do you think, there is something you brought home with you when you went home for this short holidays - maybe, it wasn't a long time to really practice something, but maybe there are some behaviours that you started to do when you moved to Denmark, and then when you returned home you continue to do it?

P4: Let me see... No, no. No. I was talking about - you know, they have this recycling...

I: In Denmark?

P4: Yes, so I was talking to people and they were amazed by that. Even no, it's not the same, we also have the same thing, there are people who pick the water bottles, plastic bottles from the streets, from the garbage bins, they even started to make house with it [plastic]. So now they started making buildings out of it. And, even no, there are people, who are, like, very concerned, and very, like, see some kind of the potential in protecting the environment.

I: And probably you have some experiences of observing people - let's say, tourists from Europe coming to Ethiopia - have you been working in tourism?

P4: Yes, I used to work as a tour operator, you know, even though it is in an office, just making arrangements, locating vehicles, reserving hotels and staff - but I also had a chance to go out in a field and guide tourists for a couple of times.

I: Was it more, like, a nature-oriented tourism, or which kind?

P4: Yes, nature-based. So we usually go to nearby sanctuaries, national parks, and just looking at behaviour of tourists I can see that they care a lot about the environment, even about the locals, even the business that starts operating. You can see, that if they take something with them - a bottle of water, or some kind of a biscuit or something, they don't want to leave trash in those places, they are more aware of their behaviour.

I: Would you name particular nationalities, or?...

P4: Hm...

I: If it is difficult, let's just...

P4: Yes, I had some... we had our primary market German, tourists from Germany, we also had some tourists from Greece, this way, yes.

I: So, these nations, you say, they were pro-environmentally oriented?

P4: Yes, yes. But, it depends. Most of the time, that tourists that we have are, like, tourists that are interested in heritage. And they are usually above 50 [years], or 55 years old. And they are more educated, you couldn't expect that kind of behaviour from them, they are interested in culture of Ethiopia, they are not like a young market, or young tourists which might have an unsustainable, an environmentally unconscious way.

I: *older people?*

P4: Yes, most of tourists we have, they are older.

I: So they are more pro-environmental, not just pro-environmental, but pro-sustainable oriented?

P4: Yes, yes. Other, than that - one thing I noticed, that we have these sanctuaries in Ethiopia, we have a lot of wildlife there, there are some foundations that are working to protect this wildlife. Whenever I go with tourists and try to explain everything, they became so sad, because when they see the animals being caged and stuff like that. Instead of being happy, taking them to that place and see, for instance, cheetah, lion, they became so sad about it. That means they care about animals, yeah.

I: Would you say that tourists also change behaviour, when they get to Ethiopia? It's probably not a correct question, because you cannot observe tourist behaviour at home, but do you think it impacts them when they get to the environment, where they not... I don't know - where there is garbage on the street, or something like that - how do they act, do they adjust to the behaviour of locals, or behaviour of other tourists, or they just keep the patterns of the behaviour that they have?

P4: Maybe it's hard to say this, because usually, maybe, the longest period a group, a group of tourists stay mostly in Ethiopia, like, 10 days, or 11 days, 13 days. It's hard to catch, you know, this kind of behaviour. But, I think, they are going... there is no change in their behaviour in terms how they act in Ethiopia and back at home, because of their experience that they have. The only thing that I think they might learn from Ethiopia is just that we are like... we are not that much concerned about the environment.

I: So you think, it's not enough time for them to change behaviour?

P4: Yes, yes.

I: Do you think - you have been travelling in Ethiopia, right?

P4: Yes.

I: Do you think, your behaviour in Ethiopia towards environment is different from behaviour outside of Ethiopia?

P4: Yeah...

I: Do you have some place attachment or something?

P4: Yeah... If it is at home, for instance - a lot of things here are more structured than there, I feel the freedom to do whatever, so, yeah. After seeing...you know, it's kind of both ways, even though I have a freedom, and, for instance - just throwing something here - I can not throw anything here. There is a garbage bin there, I have to just put it there, right? And if you take and throw it, but not - after coming here I think I have developed that kind of attitude to put things and to be more pro-environmental. I think.

I: do you think, like, with this example with bins - do you think, because bin exists, and it is convenient, or is it because the other people do like that, or because there might be punishment, if you don't do? What is the reason, how would you explain it?

P4: Here? Hm...One thing is... I think it's just a way of thinking that I have, just ... I have reached that after coming here, seeing people and just becoming aware, it's so clean here, so...

I: So you would say, that it became kind of your internal thing, you would keep it if you go back to place which is not that pro-environmental.

P4: Yes, of course.

I: Probably, you observed other Ethiopians, travelling in Ethiopia, and travelling outside of Ethiopia? Are those different people, like ...?

P4: No, no...

I: They keep also the patterns?

P4: It depends, it depends on their personality. Most of the tourists... We don't have that much an outbound tourists, Ethiopians travelling abroad, most of them are, like, pilgrims, who go to Russia, Jerusalem, we are predominantly orthodox Christians.

I: Russia...Do you have Russian church there? Or it is just related?

P4: Yes, we have church.

I: Oh, I didn't know that.

P4: Yes, we have church, it's like, Serbia, Greece and Russia...

[...]

P4: Oh, ok, so...Most Ethiopians, even not so many, go to these destinations as pilgrims. And, of course, Mecca for the Muslims. I don't know how they act there, but I assume that people there are more pro-environmental, I think they start to act in that manner too.

I: And in general - you covered it a bit - Ethiopia in general , level of pro-environmentalism is lower than here?

P4: Yes.

I: Ok, that was it. Probably, you can remember some country or place that you went and you clearly saw that it was pro-environmental. Was it Denmark?

P4: Yes. Here [in Slovenia] also. I would say it's kind of the same for me.

I: And how would you know that? Just by the condition of environment, or you observe other people, or... how you've got this feeling?

P4: Maybe, just looking at my environment, the city Ljubljana. It's clean, I see the water, river, I try to go to... I've been to the castle, forest. And seeing that - infrastructure, that is put on these attractions, in these places, it's so... It's not to be somehow commercially exploited, but in order to enjoy it. And you can see the running trails and stuff, people, the government here or the ones who are doing it making people to enjoy the nature instead of exploiting it. If it is in Ethiopia, if there is a road, they build it just to open a factory or something.

I: Then, contrasting - have you been to destination, which is in a very bad state in terms of environment?

P4: First of all, it was my first time - in the country Ethiopia, when I went to Denmark I saw out of Ethiopia, and first time in Europe. I haven't been to other destinations, I only went to Denmark and there are some other ... we had there field trips, we went to Fenel, the island in Denmark. It's kind of the same.

I: And back home if you go to the place which is not well taken care of, do you have some dissonance inside you, or how do you feel about it? Do you want to act differently?

P4: Like...

I: I mean, to protect this place, or to do something for it?

P4: Yes, of course. It would start with my own - you know. I live with my mom, and we have this huge land. I want to start from there. I have, just after seeing Denmark, and here also, I would just start there, and try, you know, even in my circle, in my family, with my friends, start some kind of... I don't know. Just to make people aware of what we are losing at this moment and try to have for them the same kind of this environmental attitude.

[end of recording]

P5

I: [...] It will be about your travel abroad and travel in home country. Do you have such experience?

P5: Yes, I have both.

I: In most of the questions just try to think about the most recent ones, that you have fresh memories, or that particular action that I am asking about. The more realistic, the better. So in general, maybe you can tell me something about your last holiday experience. Where did you go, how was it, why you decided to go?

P5: You mean, when I really travel, or when I went home, because I work now here. So basically, for my last vacation, that I took from work, I just went home. Because my boyfriend didn't have time to travel with me, because he just got an internship, so he basically...I just spent it at home, I haven't travelled outside my home city...

I: So it wasn't real travel experience?

P5: It was real travel experience, because I was travelling to my home country in May, this year, one of my friends was getting married. But she got married in completely different city, I mean, at the other part of the country. My city is in the north, and she got married in the south Serbia, so basically next to Macedonia. She got a wedding, and I went from Slovenia, by car, to that city, and I also took time to see another cities, that we have, you know, natural wonders, country...

I: Was it first-time experience?

P5: Yes, it was first time, because I have never been there. The city is called Leskovec, not very relevant tourist destination [laughs], but...

I: But you stayed for some time there?

P5: I stayed for 3 days, yes. Was it detailed enough or you need something else?

I: Oh, I think I would ask more. What you, probably, remember, what you liked about that place?

P5: Basically, food [laughs]. They are very... well-known in ex-Yugoslavia because of their barbeque, they have very good barbeque and very good peppers, that you know, they are...

I: Stuffed?

P5: Also, fermented. They have interesting food there... Also, there were some other sights to see, for example, very close, we have some sight that is very similar to Cappadocia, but in Serbia it is called Jaba Davares, or basically, Devil's city, something like that, if you translate it literally. So I went also to visit that, which was also a first time experience, and again, it was very interesting...

I: Also, like, nature wonder?

P5: Let me see, if I have a photo I can show you. So basically, that was it. And also, there is an archaeological site very close to that city, so I went also there, to visit that, but I don't have a photo. It's smaller, definitely smaller, but still it's interesting to see.

I: And was there something that wasn't nice, that you didn't like in that place?

P5: In the entire trip?

I: Yes, in terms of service, in terms of facilities, in terms of environment?

P5: No, basically, I didn't have any problem. Everything was good. It is not relevant for this, but stuff in this hotel stole some money that my friend got for the wedding. Because at the same side where we were sleeping there was also this huge hall, where they had the wedding, and they stole 650 euros from one of the gifts that they got. At first, I thought I didn't have any bad experience, but...[laughs]

I: Ok, that's interesting. Now I will ask you about your general pro-environmental behaviour. Can you give me some examples of behaviour that you do in your normal life? Daily life, in order to reduce negative impacts on the environment?

P5: Basically, I have to admit it, since I live here in Slovenia, I have much more conscious about that. For example, I am trying to print as few things as I can. When I work and read articles that I read at the faculty, I try not to print anything, unless it is absolutely necessary. I also try to use as few bottles, as possible. They made me more environmentally friendly. What I am thankful for! I really haven't thought about it. I also try to avoid using straws, as much as I can. I separate waste, if that counts [laughs]. I mean, it's an obligation, but still, some people don't do it.

I: Do you buy some labelled organic food, or try responsible consumption? Or try to make choices based on environmental issues?

P5: No, not really. When it comes to food, I don't really...I do take sometime that organic food from Spar, or Hofer, but I don't go to local markets here. But in Serbia - that's what I do. Because then I know what I am eating. You know the people, and everything is much more convenient, you know the language, it's easier to get things done. Usually, you have your person for tomato, your person for salad...[laughs]. It's not a big city.

I: Is price also better for homegrown food? Lower?

P5: It depends, usually it is. But I mean, in Serbia, there is another thing that I am more aware there - I would like to help the individuals, not big corporations to build up there their empires, you know, just to help small people, because that's their only source of income.

I: Why would you say this is happening? Because you are more familiar with those people, you feel more connected to them?

P5: Because I know how the things go there.

I: Is it easier to organize?

P5: Yeah, it is easier logistically. I would like to do it here, but it's very... It's much more complicated, to understand those people, to connect with them... I mean, it's very complicated for me ... I want to say, but I forgot it... [laughs] I forgot.

I: Local food choices?

P5: I forgot what I wanted to say related to...market. Yeah, I remember. For example, when I am in Serbia, I cook for all my family. So basically, I need huge portions - a lot of salad, a lot of potatoes. Here if I would go and buy one potato, they would be like - are you insane [laughs]. You know, also for salads. I feel very bad, when I, for example, buy a salad and then I have to throw it away, because for example, it doesn't look like anything anymore, and I can't eat huge salad on my own, you know. If I go to the market and take one - it's not that they will say anything to me, of course. But to me it looks ridiculous. Because I am not used to it. I am not saying it's wrong, I am just not used to that - you know, buying groceries...

I: So this was about your behaviour as citizen, in your normal life. But if you think about travel behaviour, when you travel - do you have something that you do in order to minimize negative impact on the environment? Would you say, that you behave the same as in normal life, or some behaviours are more difficult, easier?

P5: I guess, some of them are more difficult. I try to use the same bottle a couple of times, not to buy 50 of them, and to avoid using straws, also recycle. Some things are more challenging because you don't know rules of every country you visit. I mean, it takes some time to you to get along with everything that is happening, and try to, you know, get used to life over there.

I: Would you say then that your motivation is the same as at home, but because of the structural...

P5: Yes, logistic is harder. For example, even if you want to recycle at Serbia, let's say, you couldn't do it, because we don't have separate... you know, these containers, to throw trash. We have only for plastic bottles, it is the only way of recycling. So, if you would be someone from Netherlands, that wants to recycle in Serbia, you would not get a chance. That's how it is. That's why I'd say this is one of the reasons why. But I really try, whenever I go somewhere.

I: And when you have been planning your trips - again, think about your last one, have you been thinking about environmental consequences of it?

P5: I haven't been thinking about it [laughs]. But you mean in terms of transportation? Like car... I don't think about it. But I know that train... well, it's very...again, because I'm my PhD I am dealing with confusion and misleading information, I think it is also full of misleading information. Because for years I have been listening that planes are really bad, but then you get an information that planes are actually not that bad, because you emit bad only for shorter time, when it compares to cars. So I am. And if you want to be environmentally friendly, you don't get unified information, and then, you know, you don't know for sure if it is good or bad. That confuses me. Even if I would want to, I would know for which information to go and which pattern to follow in order to say for myself that I am environmentally conscious about my behaviour.

I: Would you say, it is also relevant for the other people - when they want to act pro-environmentally, but they get this mixed information?

P5: Of course, yeah. I mean, it's my assumption, I don't know, because I don't take care of that. To be honest [laughs]. I am not lying here.

I: Do you think other people can use it as an excuse for non-acting pro-environmentally? Just as an excuse?

P5: No, I don't consider it as an excuse, maybe somebody is really confused! I am confused, but I don't think about footprints of my transportation. But even if I want to, it would be really hard for me. To actually get all information collected, and covered, and structured, to see what behaviour is most beneficial for the environment. Or, less harmful. Yeah, I don't know. I like, for example, travelling by train. But also logistics, transportation organization in some countries is very high. For train there is low carbon emission, so ...and again there are some [profits?] for people who want to be environmentally friendly.

I: Probably, you have experienced some situations, when you have been travelling, and you had possibilities to do something that you are not able to do when you are in your normal environment at home? I think, for you it is a little bit difficult, because as you told before in Serbia you are not able to do something that you are able to do in Slovenia, but is there something, in here, in dormitory, where you spend your normal life, you are not able to do, but when you go to the destination, so they have some facilities, or you were encouraged, you were able to perform some environmentally friendly stuff?

P5: I don't feel that something is taken away from me in that sense that I feel incentivised, or... I feel I have all the conditions to do it here. The only example that I can think about are those machines where you put bottles and they give you money. They have it in Croatia, they have it in the US, but again, it is not very incentivising for me. I think it is more for older people, who are used to have every cent that they get. I prefer not to buy that many bottles and to reduce my impact in that way. Not to buy 50 in order to get 5 cents for that. But it is the only thing I can think about as example for, you know, incentivising people. Not that I feel pressured, or taken away anything as an opportunity to be, behave environmentally friendly. No, I haven't any incentive in any other place that I can think of it.

I: Now there is quite similar question - if there was a situation, when you really wanted to act pro-environmentally, but there were some obstacles?

P5: Yes, as I told you, in Serbia, for example. So we have just for recycling bottles, nothing else.

I: Infrastructure, mostly?

P5: Yes, infrastructure.

I: Would you say that you are pro-environmental person, compared to other your fellow citizens back in Serbia?

P5: I mean, I try. I don't know, how other people are. I don't have particular statistics or anything that I can compare myself.

I: Just your subjective feeling?

P5: I am trying. I mean, I hope I would be able to say that I am more pro-environmental than others, but I mean... maybe it would be too braggish just to say, yeah. When I see other people, they are throwing their trash on the streets, they don't care. They are using straws, I mean,

not that straws are bad, but you know... I don't think we have really high level of consciousness about that. Which I find very bad. Only when I came here, I realized, how important it is. And I find this experience irreplaceable. But they don't have this conscious - that it is not just another bottle. A lot of things are behind that. That's why, maybe, people went out of the country, and probably, have the experience, and were actually interested in getting experience, in learning about other things. Because we also have other people, who went everywhere and they didn't want to adjust, they just stayed... not perfect [laughs], as they were before. But you know, people who actually went to some western countries, they learn a lot how important environment is, and the impact, and everything - maybe those people are more conscious and ready to make some changes.

I: So in Slovenia you feel that it is much more higher level?

P5: Yes

I: And if you again think about past experience, let's say, that wedding trip, you observed other people - were you able to evaluate their level of environmentalism, or there was no evidence ?

P5: People that I saw at that site of wedding - I couldn't evaluate everything, but I could see the other fellow Serbians in my country, how everything that we have is covered with trash, all these sights they are actually just throwing plastic bottles everywhere, so it doesn't look like really high level of conscious about the environment. But for those particular people at the wedding - I didn't really had time. But other people, they are locals in that area, I wouldn't say that they are environmentally friendly.

I: And in these places, tourist places that you visited, are there any foreign tourists, or they were mostly Serbians?

P5: they are also foreigners. Actually, I think there are more foreigners, than Serbians. Because, Serbians are not very ... Because it costs the same for Serbians to go to Prague or Vienna and to go to those...because it is like 60 euros to go to Prague for 3 nights, which is almost for free, and it costs you the same to go to the south of country.

I: Do you think, tourists also contribute to this pollution you observed in those places? or it is mostly done by the locals?

P5: When it comes to particular sites - yes, definitely. But you see also a lot of huge places with a lot of junk, a lot of trash. Landfields, full of bottles, full of dirt. That's not done by tourists. Lot's of woods are cut.

I: Do you think if you are in environment with such people, does it impact your behaviour in worse or better way? If you see it, and think I am not like that, or you think, ok, like everyone is...

P5: My personal? Or the other person?

I: Yours

P5: I prefer not to be like that. I hope I am not, and I don't want to. It depends, if average person... someone might feel more comfortable about not doing anything, because he or she sees someone...

I: Like social norm?

P5: Yes.

I: Do you feel here in Slovenia a pressure from the side of the other people? If you think about yourself as a tourist in Slovenia? You go there, and you see how the other Slovenians behave... They are super environmentally friendly - do you think, it also impacts your behaviour, or it is just more that facilities are, and you were educated, that it is not good?

P5: I think it does, because you see how everything is clean, and you feel a desire to leave it that way. That's at least, my feeling, you want to contribute to that.

I: I haven't asked you about your experience of travelling abroad - maybe, not in Slovenia, because it is also like home...

P5: Yes [laughs]

I: Think about your last trip, not Serbia or Slovenia, but somewhere else. And then about your trip when you are in Serbia. Do you think you behave differently?

P5: No. I think I behave the same. Because, you know, when I travel it's always problematic logistics and everything, how to organize everything, how to visit everything. So I don't know entire Serbia, I travel around Serbia, but not that much. Whenever I go I feel as a foreigner, foreign anywhere where I am. Independent from whether I am in my country or abroad.

I: So actually it is if you go somewhere, and you don't feel like at home, because it is travel?

P5: Yes, I feel differently. Probably, it's not a huge difference, but for me it is a difference. So, basically, I don't feel like I am in my city, at my home.

I: Maybe, think not about example of Slovenia, but can you give example of the place that you travelled and think that you would say have higher level of environmentalism than your home country?

P5: It's an interesting question, coz there are some places that I've spent enough time to see those patterns, but I haven't, for example, I've been for the five month in the US, I haven't seen that level of environmentalism. Ok, there are more vegans, more people who take care of their food, diet, but when it comes to recycling, using bottles, I wouldn't say that they are very pro-environmental. Or I also spent a few months in Turkey, I haven't seen that they are either...

I: Would you say that it is worse than in Serbia, or it is the same?

P5: Turkey, I would say, is the same level as Serbia, the US is better, but still, that's not as visible as here.

I: Not because of the people...

P5: But because of standards and everything. I've been to other European countries, but I haven't been there for that long time to be able to see those patterns. I've been there for a week or something. And I don't think it's really enough time to see it.

[end of the recording]

P6

I: Can you tell me how you've decided about a country where to go? Why you've chosen Morocco?

P6: Why Morocco? Exactly because it is out of the Schengen zone, and it's a cheap flight from Spain where we've been previously [tourist visa-free travel to Europe for nationals of certain countries is 90 days, after that they need to leave the Schengen Area].

I: So it was the most convenient for you?

P6: It was the most convenient. But it is very interesting, because it is Arabic culture.

I: Interesting in terms of culture?

P6: Yes. We came from London, Europe, and the Arabic world is different thing.

I: Have you felt that it is very different from what you are used to?

P6: Yes. The life, the quality of life, philosophy of life, the religion is all the time included, you know? And the women thing is crazy. The food, it is very different from Argentina and the Europe.

I: What did you like about Morocco most of all?

P6: I think the culture, Arabic, different things, the history, music, trance music - these men [turning their heads, showing the dance].

I: Was there something you didn't like?

P6: Ok, this women thing. Discrimination of the women, and the children too. We don't like this - people don't see a tourist, they see only money. You can't trust anybody because.... It's difficult to trust in Morocco. Because in deep, they want money. Not all. We have found some Moroccans that we can trust. That's awesome, because it is really difficult to find, but they are really nice people. Yes, we don't like that [lack of people whom to trust].

I: Were there any impacts on the environment that you were aware of when you were traveling, that you were thinking about, or there was nothing? Were you thinking, ok, if I am flying by plane, it's harmful, I'd better take a bus, or, for Morocco this probably wasn't relevant, because you needed to cross the sea, but think like that - maybe, water use, or, you saw a lot of rubbish around and you were feeling bad about it. Was there something like that or, it wasn't?

P6: In Morocco we didn't like that too. All the green spaces - they don't respect. They throw away the garbage. They have a lot of green places, but it's not really nice places. You know, only modern cities, big cities, they have squares. And in towns, how do you say - outside the cities? Rural zones, it's not nice, they don't care about environment, throw away the garbage and all things.

I: And did you have observations, were these local people or tourists did it as well?

P6: Local people.

I: Do you think it somehow impacted your behaviour? If, for example, you haven't found a trash can, could you also put it on the ground? Or you felt bad about it?

P6: No, no. We put trash in a ...and I think, a lot of tourists, because it is another culture, they out their trash...

I: Also, like locals?

P6: No, no. The opposite. They put it to take with them, in bags.

I: So if they see it is very dirty, it makes them behave better? [...]

P6: Yes. But that is difficult too, because you don't have places to throw the garbage, like in Fes - you don't have trash bins anywhere, you don't have. We had one in a hostel, so the garbage in a hostel - it's a lot.

I: And, probably, you know, where it has been taken after, from the hostel? Because you were cleaning, right? Were they containers, or cars coming to pick up garbage, or how was it?

P6: The truck came to pick up garbage.

I: But they don't sort waste, like plastic?

P6: No, no.

I: All together?

P6: Well, in Argentina neither. And, I think, the garbage - they burn it. Because in Fes you have that smell.

I: And if you think about your home, Argentina - what people do to protect the environment?

P6: Young people.

I: Young people mostly?

P6: Yes.

I: And what do they do? Can you give some examples?

P6: I think, that don't throw a paper on the street, but put a paper in your pocket - that's a big action. Because in Argentina, and mostly in towns, the old people, they don't care about the environment.

I: So what you say, it's approximately like in Morocco - people just throw it and are not really thinking about it?

P6: Yes, not THAT much, but tiny paper - they throw out. Not a big container of garbage, but small paper - they throw, the old people. The young people - not all, but young people put it in the pocket, then find a bin and throw it there.

I: And do you know probably, why this is happening? Why young people started to care more?

P6: Information. Internet - they have more information, they have more contacts with another people and another cultures, so they learn.

I: If you think about [other] kinds of environment protection? [...]

P6: Because we don't use plastic bags, we don't use plastic - I prefer to carry it in my hands. And about electricity - we take care, because it is expensive, and because we are conscious that we take care of the environment, if we turn it off. And to shower - sometimes to relax I spend a lot of time under a hot water, sometimes not.

I: And when you, for example, using food [...] Is it a case?

P6: I don't consider it. I take care of environment in other ways, not with meat.

I: And when you at home - do you go for some local food, or international chains, like, McDonalds? [...] Or you go to supermarket and buy food?

P6: When we are travelling?

I: No, when you are at home?

P6: When we are at home, we go to the local market. And sometimes, it's not a market - sometimes those are friends, and they have vegetables in their houses

I: But you do it because it is cheaper, or because you want to support your friends? Or people [other] who do it?

P6: The taste is better, and it's a healthy food.

I: In Argentina, when you are at home, do you think you can do something more for the environment, but there are the things that stop you from doing that, or you think, you're doing your best?

P6: The best? It is never the best. I think you always continue improving.

I: What do you think after your experience of travelling to other countries - what people can do at home?

P6: Separate waste. It is very important. We didn't do it in Argentina, but now we are going back and we are going to separate, because it is not very difficult.

I: But will you have infrastructure for that in the cities? Or you mean to separate organic and put it in your garden?

P6: We do it. Because we have vegetables and we need the organic. We don't have the infrastructure in the city, in the town.

P6m: but in my town there is a project, if you don't separate, you pay.

I: But it's not in your city?

P6m: No, this is a small town.

P6: Because [name] is from another town.

I: So maybe there is some progress before you come back?

P6m: Yes, there is a progress, yes. Ok, in my town they've forbidden plastic bags.

I: Also forbidden?

P6m: Yes.

I: And what do you think people can do when they travel to minimize an impact on the environment? Because at home it's one thing - you are used to it, and when you travel it is different, sometimes you don't have dustbins, like in Morocco, sometimes there are other obstacles from outside. So, can you think of something that would help people to behave better when they travel?

P6: I think people when they travel, they share information. More directly than in internet, you know, so they can teach or talk about environment, at that's an action. For example, take Morocco. You say, in my country we do that - it opens his mind, and that is enaction. I think it is minimal action, and people, travellers, they talk with the locals and they do it, giving the example.

I: And do you think after this experiences you will have more ideas how to improve it?

P6: Of course. If you are open-minded, if you are receptive, you are learning all the time.

I: Do you think locals are also learning from tourists?

P6: If the local is open minded, if recepting. I think people who host, who accept us in his home, they are open-minded, they are recepting, so they learn about the environment, and about a lot of things. It's a minimal action, but it seems that it is the most easy action, the most fast. And the other direction is maybe to buy the local food. All these markets in Marrakesh - to help the tiny producers.

I: And you do it not only because you want to buy some local food, but because it is nice, it is interesting?

P6: Yes.

I: When you were in Morocco, or in one of your last trips, what kind of behaviours you did which aimed to protect the environment? You were telling, that you were not throwing a trash on the streets like the locals did, maybe there's something else? You mentioned, you also used local food?

P6: Yes, what else...

I: Have you been speaking to locals about the environment, or when you saw they are throwing trash, have you told them something, like, it's not a proper thing to do?

P6: Yes, but in Morocco it is quite difficult to speak with the locals, because they want money [laughing]. But we found some Moroccans, they don't want money, so we can talk to. Exactly, we didn't talk about the environment, but about another things. Sorry, I forgot your question.

I: Which kind of behaviours which are good for environment you did in your last trip?

P6: I think we do the same, as at our home.

P6m: Taking very few showers [laughing].

I: Is there something that you do at home, but you were not able to do while travelling? [...]

P6: When we are travelling we can not... at home, we put organic in some spot, because we need it... in a month we have compost. And when travelling, we can't do that. Because at home we have a garden of vegetables. So we did compost, to use it for us. And when we are travelling, we can't do that.

I: Maybe there is something you've been doing when you were travelling, but you were not doing it at home? Opposite?

P6: Taking few showers? [Laughing]. That's difficult question.

I: It's ok, we can skip it.

P6: Exactly, to separate the trash.

I: Were you able to do it in Spain, or London?

P6: Yes, in Spain we separated, and in streets you have these big containers to separate. In Argentina, in my town, we don't have that. If I would separate, I would do it in my home. But then, I think, all the trash is going to the same place. So we can't do effective separation. We like to do that, we like to separate and to know that it continues, that it doesn't go to the nature. Also, when we buy something, we put it in our bags, we don't need plastic. We put it, and that's it.

I: In Morocco, or at home as well?

P6: Everywhere. I think, while travelling we do that more. Sometimes we do it at home, we take the bags.

I: But why do you think when you travel you do it?

P6: We don't want to carry those extra things, and we have our bags, so...

I: Probably, you have seen some tourists when they come to Argentina from the other countries. Do you think they behave better than Argentinians, or worse? In terms of environment. Or is it the same?

P6: I observed.

I: In Argentina also?

P6: Yes, it depends, of course, but the most, I think, they are better. Because, when you go to a nice place, to a clean place, it is more easy to take care. And for example, in Morocco, I saw some tourists throwing paper, other things, because it is all dirty, so one paper more is not a big thing. They don't care. It's like you mix with the culture of the country.

I: And you think you feel this impact by yourself? If you went to Morocco, which was really dirty, and you've been to Switzerland also, right, which is very clean - do you think your behaviour changed? Or, you behaved the same?

P6: Changed.

I: In which way? And why do you think it changed?

P6: No, our, I think, it haven't changed.

I: How do you feel about it? In Switzerland, and after, in Morocco?

P6: We feel that in Switzerland, if you throw the paper - the police would come...[laughing], the army and a lot of cameras everywhere. It's more difficult, you know... And in Morocco you can... The thing is that you CAN. You know, nothing happens.

I: But is it about punishment, or you also have this inside feeling, oh, it is so bad, that I should do it differently?

P6: We feel it inside. But I think for most of the people it is about punishment. [Name] says, it is more easy to copy, what we have from local people. So maybe in Morocco...I mean, Switzerland, no nobody throws anything. You don't even think about it, because nobody does it.

I: And when you've been travelling, have you met another Argentinians, in the Europe, or, in Morocco?

P6: Yes, we found. Argentinians are everywhere.

I: Do you think they impacted your behaviour?

P6: I think, Argentinians are the best Argentinians when they...are out of Argentina.

I: Do they behave better?

P6: Yes, with everything. With environment, and with people. All Argentinians are better people outside of Argentina. And smart.

I: Do you think it is because smart people are travelling, or, because you change your mind?

P6: Change your mind.

I: And why is it happening?

P6: I really don't know. I think it is like when you are at your home, and you are away when you visit a friend...So you try to keep better face. Yes. Because a lot of Argentinian people they take care about appearance. They want to seem very cultural to the other people outside of Argentina. In Argentina sometimes too, but...

I: So when you met some Argentinians, do you think you start to behave a bit differently?

P6: No. We are travellers. We travelled in Argentina too. That's a difference. We are not tourists, we are travellers. This is lifestyle. This is not a vacation time.

I: So you think you don't switch your mindset totally - now I am travelling, so I don't care?

P6: No, I think in Argentina we are the same.

I: Have you noticed any difference in your mindset when you are travelling in Argentina and outside of Argentina? Or, is it the same as everywhere?

P6: No, because we feel us as citizens of the world, everywhere is our home. So we take care everywhere. And Argentina is not more or less - it is the same.

I: So you wouldn't say that you have this attachment to Argentina, that you feel more connected and that's why it feels more important?

P6: It is the same.

[discussing it in Spanish]

I: And when you meet Argentinians abroad - do you want to hang out with them?

P6: It depends, which Argentinians. But it is nice, because when we meet Argentinians - we talk about everything! The weather, the politicians, the football - everything. In Morocco we stayed in hostel with 5 Argentinians.

I: Were they tourists?

P6: No, they were volunteers. Because the manager of the hostel is Argentinian.

I: Was that in Fes?

P6: Yes.

I: So it was a kind of an Argentinian hostel.

P6: Yes. And tourists said, why you are a lot of Argentinians here [laughing]. We talked about food, we saw the football, did meals, we shared, talked, Argentinian vibes, you know. And it is nice. Sometimes, we find some Argentinians that they don't like sharing with another Argentinians. But they are only few. It's like, when you are so far from home, you find someone, who is like your family, your cousin.

I: I will now ask you a few questions about your work, because you could see the other tourists, how they behave, so, first of all, have you noticed that tourist from some countries behaved differently, or it depends on person? Like, you mentioned before [outside of the interview] that [some] people were not really respectful. Or is it just about a people-to-people communication, not in... because, in hostel you could see only few behaviours which speak about how the person treats environment. Maybe, waste, how clean the room is after that person? How much water person uses? How the person treats the food because you also had to serve a dinner, breakfast - if they leave a lot of food, or try to take everything, so no food waste?

P6: I don't observe that of the food... But I think the both. It depends on the person, and it depends on the country sometimes. Do you want I talk about countries?

I: Yes, please.

P6: Ok. These Chinese are crazy [laughing]. They don't have respect. And sometime they even don't speak English - only Chinese and they speak with signs and that's all.

I: Ok, but do they come as groups or independent tourists?

P6: Both.

I: Were there also Chinese backpackers or travellers like you, who travel for a longer time?

P6: Sorry?

I: Were there also people who travel independently? Or are they coming in organized tours?

P6: No, always organized. Two days here, two days here, the ticket, bus, hours - always organized [on tight schedule with particular plan, but not necessarily with the agency]. But I think, being organized is this Asian thing. Japanese too, Koreans too are very organized, and they cook [their] food.

I: They don't use local food?

P6: Sometimes, at first, they try, but then they cook. Instant pasta, rice, and they try it with sticks. They are very careful with their health, but sometimes extremely careful - with mask, gloves. French people - they only speak French. They can speak English, but they don't, they only speak French, they are very proud of their language. And when you try to speak French - some people like it, and some - don't, you don't speak French properly. What else... Ok, Latino-American people they don't have a plan, they are not organized, they are just coming and see, what is happening. That's a lot, South America - people from Chile, Brazil, Argentina...Mexico...The USA people - it's USA people [laughing]

I: Did you have them in hostel also? Americans?

P6: Yes, but we don't call them Americans. We are Americans too. But everyone calls them Americans, and they call themselves Americans, and they are very...how do you say it? Proud! Very proud, but in a wrong way. [...] And a lot of Europeans they also don't mix with the locals - well, this is in Morocco. They don't mix with the locals, they prefer to share with another countries, another people, but with locals - no. They change their behaviour when they are with locals. I think it is because of Morocco - they are done with that [don't trust].

I: Maybe, how clean or not clean, leaving garbage or not - did you have any observations of that in hostel?

P6: No, I think that depends on person.

I: So it is not really connected with the countries?

P6: No. Sometimes, maybe, yes, but I don't see that.

I: Did you have in hostel some signs - like "please, turn off the water", "turn off the light"?

P6: Yes.

I: Was that in bathrooms and showers? Were tourists respecting that, or it is difficult to say?

P6: No, they don't respect. And - we had a lot of travellers, and we had a lot of tourists. Tourists don't respect. That's another way to travel, you know. Because when you are traveller, you try ...ok. Tourists pay for....tourists pay. They want all the service, so if you give hot water - they would use all the hot water, because they paid. And the travellers, they try to live with the locals and.. They understand, that hot water is for all, and it is luxury - hot water. It's a kind of luxury - and they understand that. That's why they take care of it. But the tourists pay. Tourist never.... This experience, that you have us here, if we were tourists, we would never get here, you know. Never. Because we'd already paid for a hotel...

It's really different. We are not here for no pay - we are here for share. For sharing, and for learning...Have I answered your question or...?

I: Yes, it's fine, I totally agree. I just wanted to ask you, because you mentioned few times travellers and tourists, so as I understand, everyone who pays for stay are tourists, or are there travellers who pay for stay? Or, you mean, the travellers are the people who like you worked in hostel?

P6: Both, travellers are people who work in a hostel, and people, who go to the hostel, because...

I: But still - if they pay for the hostel, they behave better than the tourists?

P6: Yes

I: Can you see it from a person?

P6: The tourists have no time. They are always hurried up, "I have to sleep now, because I have a train tomorrow, 6 am". And the travellers, they have time, so they are chilling, relaxed. We recommended tourists also to chill, you are on vacation. You have a good time, and you are in Morocco. Chill. And you can't plan anything. Take a tea, go to the terrace and take a sun... It's winter, and you have sun, so enjoy. We recommend that. But sometimes tourists are very hurried. [...] They are tired, they are really tired. You go for vacations to rest, but you are tired.

I: So what distinguishes tourist from traveller is that traveller has bigger timeframe? Longer time to travel, so they are not in rush? Or, can it be a traveller, who come just for one week, but they know how to make it go nicely?

P6: Sorry, again?

I: Can we also call a traveller a person, who comes only for one week to Morocco?

P6: Yes, can, it's about your attitude, yes. I think, travellers want the experience, and tourists, they want a photo, to share, to put it in Instagram, you know. And I saw a lot - a tourist takes a photo in a desert with a camel, and a traveller takes a photo in a desert sharing tea with the local. Like, happy and.. This is different.

I: Do you think it is possible to learn to be traveller? [...]

P6: Yes, I think if you are a traveller, you become traveller when you travel to learn, not to consume. Yes, if tourist travel to learn, they learn history and some specific things, but we travel to learn difference in lifestyles, what do you eat, what do you wear in your house, what do you do with your weekends, whatever. So then they know what are the other people. In every place, touristic place or non-touristic, big city or tiny towns we travel to learn about people, because they are all different. Maybe, you live next to one or another - they are different. Maybe he lives in Ljubljana in another, different way, than you.

I: What main thing you learn in Morocco, after your trip? Is there something you decided, ok, I really like it, that I would like to have it in my life?

P6: In Morocco they don't care about their clothes. They have these hoods, or some pyjamas, and that's ok [laughing].

I: But men, not women?

P6: Yes, we say exactly about that, they need to be covered, and they don't care. Like, in Argentina, people take care about their appearance, this colour of pants and this colour of shirt, and in Morocco they use pyjamas! To go to the street - they really don't care. In Bolivia it is similar - similar clothes for all the people. They use the clothes like a closes, not like an appearance. And we learned, that they are not competitive - if I have shop here, and there is one shop next to it - they are not competitive.

I: Would they recommend you to go to the other shop, or opposite?

P6: Yes, a lot of the times they would recommend - no, I don't have fries here, go there...

I: So it is also a nice thing about them, it's like a community.

P6: Yes, it is a nice thing, because it is like a human thing, they don't care about it.

I: Is it opposite in Argentina?

P6: It is not opposite, it depends, but yes, it is different. They would try to [sell you something anyway] - "no, I don't have fries, but I have these and..."

[end of the recording]

P7

I: First of all, because you are not a tourist here, it's interesting experience for you - how would you describe yourself as a tourist - do you feel yourself as a tourist here or what is your identification?

P7: I think as both, as a student and as a tourist. I think in our programme, one of the main objectives is also to take a chance to travel, because we are studying tourism, so travelling is also a way to learn how it is, so you define yourself as tourist and a student.

I: What makes you feel as a tourist here, and what makes you feel like a resident?

P7: Resident here? Because we leave here, we study here, so we basically participate in everyday life activities, for example, go for a grocery shopping, we go for entertainment as any other locals, but at the same time, we also take our time to go around, like in Ljubljana, and also go to the other cities - to Bled, going to the other places to visit and to explore, so that's probably a tourist part. And leaving here is like any other resident, yes.

I: And, probably, you've had time already to have your opinion about Slovenia as a tourist place? So what you like about it and what you dislike about it, and what makes you think so?

P7: About Slovenia in general, coz I actually...

I: Ljubljana then.

P7: Ljubljana, ok, it's easier [to talk] just about Ljubljana. I ... the thing I like about Ljubljana is that it is not small, but not too big, so it is actually very cosy. And I think I really like people here, they are really friendly, and what else... What I like about the city is a coffee

culture, you have so many good coffee shops, and a lot of places to chill. We actually came here from a Denmark, so it is so different from the Scandinavian countries. So I like a lifestyle here, it is really cool. What I dislike here...I am not sure. I feel like not many activities in the evening for you to do, except like bar or a club. And, what else...And maybe for me - a lack of Asian culture. Personally for me. Because a lot, how to say, western food, or western places, but for Asian I feel like there isn't a lot of Asian culture. It is diversified here, but still.

I: And which country are you coming from?

P7: I am originally from Vietnam.

I: But how long have you been living in...

P7: In Europe? Like, in Ljubljana or in Europe?

I: In Europe. Outside of your country?

P7: Outside of Vietnam - I moved the last August...

I: For a programme?

P7: Yes, six months, half of the year.

I: So you have spent these six month in Denmark, and now Ljubljana.

P7: Yes.

I: And, when you travel...maybe tris trip wasn't exactly a travel, it was more logistical, moving from one place to another, but you had a lot of travel experiences when you were in Denmark, probably? Or even on your way to Ljubljana?

P7: Yes.

I: When you planned that trip, did any environmental aspects impacted your behaviour? Your choice of destination?

P7: I would say yes, but it's not, like, I would say, 30% of my trip, because I like nature, I do really care about environmental factor when I travel, for example. One time I was... for example, when I was in Denmark and planned a trip somewhere out, and I was considering between Island and then... Island and another Scandinavian countries. And because I am more into nature and, like, how...how to say...how people put the nature in the destination, that's why I picked Island at that time. If I have many considerations in my ...that is when environmental consideration comes for me... to make my own decision.

I: So you would define yourself as pro-environmental person?

P7: Hm... Maybe, part of it. I can not say it makes 100% my decisions, but it is, like, maybe 30%. It depends.

I: And how would you say, how pro-environmental are you in your daily life?

P7: In daily life...

I: Can you name some examples of behaviours that aim to reduce negative impacts on the environment?

P7: Ok, for example, I would reduce plastic. I always bring my own water bottle, I would not buy water bottle and stuff... I will not use my plastic bag, I would always have my shopping bag with me, all the time, so I don't need to buy plastic. I also try not to waste food, always try to buy a decent amount of food so I wouldn't waste it. It is also a way to protect environment for me. And to take a public transportation, like a bike. I really like taking a bike, and a bus. Anyway, I don't have my private transportation here, but I try to use bike more, even more than a bus.

I: But is it different here in Europe that it was back at home, in Vietnam, or is it the same?

P7: Yes, it is very different. Coz, Vietnam is like a developing country, so people don't really care a lot about environment. For example, we don't drive a lot of cars, we drive a lot of motorbikes, and basically in, let's say, family, you have 3 people, and each one of people has a motorbike. So you see all the exhaust, and all the exhaust is coming to the environment much more, and people are not, like, aware about environmental issues and stuff, so there is a lot of plastic, every single thing would be wrapped around in plastic. And we don't have a modern mechanism to deal with waste, and that causes a lot of pollution.

I: So if you compare level of pro-environmentalism here and back home? How is it? At home is it worse than here?

P7: It's... So much have been done here. So much. Yes.

I: And, compared, for example, Slovenia to Denmark?

P7: Oh, wow, that's another story [laugh]. I think... How to say... In Denmark everything generally is very clean, people really have a high awareness on the environmental issues. But one thing that Denmark can't be compared to this - because you [Slovenia] do a lot, like, waste... sorting. In Denmark they don't.

I: Really?

P7: Yeah, they have like, one, yes, exactly one dustbin for everything. They don't do sorting of waste, so that is one now so much better than in Denmark.

I: But do you think it is because they don't care about sorting waste, or it is because they have different system, when not a consumer, or we as individuals sort it, but there are some...

P7: Like, having others sorting it? I am not sure about, I don't really know.

I: It's fine. Can you probably tell, if it ever crossed your mind, does it impacts your behaviour, when you are in these different environments? Like, you've been at home, then you went to Denmark, then you came to Slovenia...

P7: Yes...

I: How difference in pro-environmentalism, in environment impacts your individual pro-environmentalism?

P7: Impacting my behaviour?

I: In different environments?

P7: Regarding environmental... Yeah, I feel, like, at home, because, for example, because no one cares, so I feel, like, wow, I don't feel very guilty, for, like, using more plastic, or, like, to, maybe, like, waste more food, but here, because everyone is so aware about environment, for example, sorting waste and you have to follow. Coz you're living here, and you have to do it as people do here, so you also feel, like, more environmentally aware.

I: Is it about awareness and your attitude, like, you feel guilty, or it is also about your behaviours, behaviour changing, not just your feeling?

P7: I think both. Yeah. I feel like I am very easily affected by people around me, so, I mean, if I am in environment where everyone is acting really towards environment, really environmentally friendly, I will be more environmentally friendly. But in Vietnam, where, for example, no one cares, no one is sorting waste, and you are doing that, they think you are weird, and that is the point where you think, oh, I should be less concerned about it. Yes, a bit affected by other people as well.

I: Maybe it can be a hypothetical question, but maybe you also had this experience - you travel and you meet Vietnamese tourists, who are also travelling.

P7: Sure.

I: You meet them a lot, right?

P7: Not a lot, but yes.

I: Do you observe their behaviour? Do you think, like, the pattern changes like your does, or is it different? When people leave Vietnam, where they behave in particular way, and then they go abroad, for example, Denmark. Do you think they behave better or worse, because environment is better?

P7: From my point of view I don't think many changes, because when you are a tourist you just travel there for a short amount of time, so there is no need for you to change. For example, they would do just whatever they do at home at the destination, because no one knows you and you are not going to be there for long, so don't see real change in their behaviour, they just act, like at home.

I: Is it also because they travel as a group, so they have the same social environment?

P7: Exactly.

I: Like, ok, I am among the Vietnamese, so...

P7: Yes, most of the Asian people, when they travel, most of us do it in a big group, so it can be as well.

I: You are kind of bringing your bubble with you.

P7: Yeah, exactly! No one wants to step out of their comfort zone.

I: It's interesting, because if, for example, person goes as independent traveller, ok, maybe not alone, maybe with friends, but if it is that case - would it impact? Just a hypothetical question, you know?

P7: Yeah.

I: What else I can ask... Probably, you have observed behaviour of tourists from another countries in Vietnam - have you had such experiences? Also, I am interested in environment - people, who are from the countries where environment is well taken care of, coming to Vietnam, and they see that it is really different from their own country...

P7: Yes, they have... give me what their behaviours are going to be like?

I: Do they worsen their behaviour, improve, or it will be the same as in home country? You can't probably judge how they behave in home country, but we have our standards and expectations, if person from - I don't know, Norway, is coming, and you think, ok, they must be very-very pro-environmental, but does it fits the image... Your image of person with the real behaviour in the destination?

P7: They maybe are still very aware of the environment, but they are ... the conditions in Vietnam doesn't allow them to. For example, they can not recycle, and they can not sort waste properly. Even if they have tried - sometimes it is very difficult, in many public areas we don't have many dustbins, so they need to keep waste with them entire time...

I: So it is more like infrastructural issue.

P7: Yes, infrastructural, that way.

I: But attitudes, and everything - you think it remains?

P7: I think, it remains the same. It is just, like that.

I: Ok, from your observation or from your experiences - this is stereotypical, but I ask this question to people - do you have some particular nations in your mind who behaves better towards environment, and some who behave worse? Can you name such examples?

P7: [Laughs] for me, one that is environmentally-friendly, are maybe, Scandinavian countries - Finland, Norway, Denmark, Island...like those Scandinavian and Island. And then, not very environmentally friendly - I think, my country, Vietnam, is not very environmentally friendly, China, a group of Southeast-Asian countries. And I think these countries for me, yes.

I: Because you are coming from that region you can probably suggest, why is this environment issue not as important there yet as it is here now? Is it a lack of information, or just cultural reasons?

P7: For me it is more like, it's a developing country, so it is a poor country, so people care more about making money before anything else. So they will care about environment once they can afford it, but, I mean, when you can't afford your living, how can you care about the environment?

I: So it is more about realistic(?) things you do when your basic needs are ...

P7: Yes, when your basic needs are not satisfied.

I: Also, I wanted to ask you if you feel any difference when you travel at home in Vietnam, and when you go abroad. It's kind of intercrossing with the other questions I am asking you. Do you think being at home makes you different than being further from home, when you are not that personally attached to the place?

P7: You mean in terms of the environment?

I: Yes.

P7: So if I travel here, like this, if there is a difference in my behaviour?

I: Do you see a nature there as something familiar...not just familiar, but something you feel more sentimental about the environment there, and in which way it is happening?

P7: For me it's not like particularly to be in Vietnam, I can feel connected in many places, both in Vietnam and in other, in Europe...

I: In places you lived, or travelled and it reminds you something? How would you say that the place is ...this is my place...

P7: Connected to you? More connected to me, for me it would associate with the memories I have at the destination when I travel, and experiences I have with the people there. I really care how the people at the destination are like. For example, if they are not friendly, for me it's not a good destination. So for me it would be what the memories are and how the people act there.

I: Do you probably have any destination, that you have been repeatedly coming back to?

P7: Yes.

I: Is it in Vietnam, or where is it?

P7: I would say, South Korea, like Seoul city. That's my favourite place that I come every year. In Vietnam I have favourite city as well, it is in central Vietnam, it is called Dana. I think those are two places I keep going back every year.

I: So if you come back there, how do you have this ratio: "I am tourist/I am local"? Not really local, but in some places more attached, you feel local more than tourist? Or it is not a right description of it?

P7: I think, for less than 3 visits I feel more like a tourist. But, let's say, after 4th or 5th visit I feel more like a local. Because at that point I don't act as a tourist anymore. For example, I don't have to see this place, or I don't want to go to that place. It's more like I take my time and do what other locals are doing, like having that food, and going to different places the locals go to. So for me it's going to be like that - the first three times I'm gonna be like a tourist, but then you feel more like a local. Because you feel more connection with that place after many times you visit it.

I: Does it evoke more desire to protect that place? - I am again turning to pro-environmental behaviour - or, you don't feel it? Or, also a social environment impacts behaviour? How would you say?

P7: Let's take as an example that city in the central Vietnam that I always go to. Because it's getting more and more popular, not only among Vietnamese, but among international tourists, it gets more and more crowded, to the part of overtourism. And, as a result, there are many impacts on the environment, for example, smog, obviously. And, how to say... because more flights are coming to the region, so you see in airport more air pollution and stuff. So that's the point where I do care. Because, I'm actually related to the industry, so that is something you always keep in mind. And you actually want to do something about it. If they would have environmental programme, I would love to participate. Or, when I worked in the tourism industry, I also worked in education and travel, so I was basically working with university and school to take them on trip, so I actually wanted to incorporate that environmental programme into that tourist programme as well. For example, if they visit that place I visit, I could incorporate to it, for example, one hour to talk to professor on environment, how to protect that particular area and stuff like that.

I: Is it more like a natural area?

P7: Yes, it is more like a beach area, more natural.

[end of recording]

T1

I: [...] So, first of all, what makes you feel tourist here?

T1: It was one of the cheaper routes, actually. I was considering it last week. Away from a party [country?]. I actually love to go to a new countries, and I thought, ok, do I want to go to Montenegro, or here...or Tallin, Estonia? And, because it was the cheapest of the routes, I just decided to come here. It's cheaper here. And it is cheaper to get here from London.

I: Oh, you are coming from London now?

T1: Yeah.

I: And what's...because my research is about pro-environmental behaviour, so, probably, you had some environmental considerations, when you booked trip? Have you thought about negative impacts on the environment, or you haven't?

T1: I haven't really thought about that, actually, I do like, hm...you know, I am not sure about it, I am staying just yet, but sometimes you go to hotel and you find they don't... they wash their towels every day, which is just wrong, because I feel it is a waste of water, you know [laugh]. But it is my first day, so I don't know if they do that.

I: You moved in hotel, but you haven't checked it yet?

T1: Yes....I checked it. But, you know, if I stay overnight, I don't know whether they take my towels tomorrow, and go wash it.

I: Ok, in that sense... You are coming from London, but before, you've been to Montenegro?

T1: No, I haven't, I said, I chose here, because it is cheaper.

I: Aha, over Montenegro?

T1: Yes. Like, London - Ljubljana is cheaper, than London-Tallin, or London - Montenegro - it is cheaper.

I: And how would you evaluate - the country you are coming from is Nigeria, you told, then you live in London, or you just travelled to London...?

T1: I do both. I live in both.

I: ...The level of pro-environmentalism in those countries - how people treat environment?

T1: In Nigeria it is horrible! Nobody cares! You can hardly get people to recycle. Because the people haven't been educated on the need to recycle and the impact on the environment. So, just the bottles of water, empty bottles of water are all over the place, like nylon bags, you know, like, it takes thousand years, so that not much going on there. In London it is different, obviously.

I: But because of state provides conditions for that, or people just have different attitude?

T1: Well, I am not sure which one I should talk about?

I: Just any

T1: Well, in London they give you these recycling bags, they try to encourage you, they have adverts on the TV, awareness is created all the time. And when you buy products, you seek for "recyclable products" printed on it - in Nigeria it is not so. People just don't know. And it is a large country! A hundred and sixteen million people. And a tiny percentage are being aware, you know, the government not actually doing anything, so... that's a lot of waste.

I: And do you think, when you are back in Nigeria, and then you are in a country which is more environmentally conscious, is your behaviour changing?

T1: It definitely does. I try to do my best in Nigeria, but you know, when you don't have the bags, you know, you get all the bottles, and you don't want to toss it away, you know, but you don't have a choice. But yes, anywhere else where there are recyclable products, I go with that.

I: So it is about your attitude, and you keep this attitude in you independently from place where you go?

T1: Yes, I try to. Yes.

I: And how do you think the other people, like, Nigerians, if they travel... If they go, for example, to the country like Slovenia, or, like, UK?

T1: I don't think they bother. You know, when I say "they" - it's a big country, it's a lot of people.

I: So it's difficult to generalize?

T1: Yes. Exactly. So you have a few people who are aware, but generally - no.

I: But probably you've observed, when tourists are coming to Nigeria, from other countries, from countries which are treating environment well - how do they behave in Nigeria?

T1: Actually, Nigeria is not a kind of a country you go to.

I: So it's not a touristic?

T1: No, you are probably going there to work. Because there are a lot of oil companies there. But I also feel that the people - even if you are very environmentally conscious, when you are going to the place where the bins are not provided, you know, you are not assisted in keeping it, I think the tendency is to do what the locals do, and not bother.

I: Do you think you behave differently when you stay at home, so you have your routine that you normally do, maybe some things...or, maybe you can give me some examples of things that you do which are environmentally friendly, when you are at home?

T1: You know, everybody has, every country has the sale of bottled water, so I try to, like, put it in a huge bag, and then sell it ... well, give it to people who sell things like [granat ?] oil, palm oil, you know, this kind of stuff...

I: Oh, so it's reused.

T1: Yes. So that's the best I do. And then, the nylon bags - I try not to keep too many. I usually have those big recyclable [reusable] bags from England, so I use that when I go shopping. It's just, you know, like a tiny drop in a massive ocean.

I: But still, it is a contribution.

T1: Yes, but it is so frustrating, because you just see so many things that you, like, oh...you know.

I: But does it feel strange, when you do these pro-environmental things in the environment, where people don't do it? Do they observe, do they look on you strange?

T1: Yeah, yeah. They are like - why're you bothered, you know [laughs]. They are not bothered about it at all, and they find you strange. They find you - the way to try to keep the carry-on bags, use carrier bags, pass on the bottle, so it can be reused - they look at you - why you bother, don't make them bother about that, driving a car and tossing out a bottle of water and nobody cares. You know.

I: Do you feel that it changes a bit when you travel - because, when you travel, you probably don't find convenient infrastructure for recycling?..

T1: You know what it's like - normally, what I do, is if I travel, and I see the waste bin, sometimes it is even labelled, as for plastic, cans, whatsoever. I do that. But still, for example, if I have something to toss away, if I had a bottle of water - oh, well, empty bottle with me, and all I get is that [showing the unlabelled dustbin on the street in Ljubljana] I will toss it in there.

I: Ok, it's the only option here.

T1: Yes, a regular bin. You know. So I guess if the government helps by placing those things in, maybe it would be easier to monitor and easier to go with what I am supposed to do, but if it can't be hold in, waste all over the place, you have to get it to it at some point inside.

I: Now you are travelling as independent tourist, so you booked your trip by yourself - plane, hotel, everything?

T1: Yes.

I: And one more thing I wanted to ask you - do you probably have experience of travelling to the countries which are low in terms of environmental culture, like, Nigeria, or some other?

T1: No...

I: You mostly travelled to countries which are well...?

T1: Which are well, a bit more aware, yes.

I: So when you travel there you feel like, you have more options to...?

T1: Oh yes, definitely.

I: And, do you think other people behaviour is impacted by the destination, or how is it happening? Or, what is your primarily motivation [to act PE]?

T1: Generally, I look around, and see if there is any waste lying around. And, as I said - if the government provided plastic can, if it's marked, than it is easier to walk to. But I said to you - if there isn't any around here, I'd probably just toss in there - oh, I just noticed that, they have different bags to separate things [she noticed separate waste bin in Ljubljana centre].

I: But you need to know a colour which to put in.

T1: I don't need colour, actually, I like to look inside, if it is not labelled then I have to look inside. I didn't see that before [separate waste dustbin on the street]. So if I would be holding something, I would probably have tossed it in there [pointing to the regular dustbin on the street]. And then feel bad, when I see this [option to separate waste].

I: And do you think, this appeared in you because of upbringing, your parents, education?

T1: Because of living in England. You know, I think living in England...

I: You observe the others there?

T1: Yes, so I think that carries through. Because, without an exposure, as I said, government raise awareness among the people, so I know a little, people just don't know, nobody really cares about it, it's only, you know, they should be fighting for survival. I think, it is, the developing countries, their battles are different. When you try to feed, it is what you all the time are thinking about, environment or the future impacts - you know, you want to care just for here and now.

I: And how would you describe - when you came to the UK, how it started to develop? You were observing people, or just because it was created, or is it provided more information?

T1: I think it just more information. You know, because I used to holiday in England, and I didn't really...you know, I was growing up in a house when it didn't really mattered to me. And then I started living there as an adult, to get through the news, through the newspaper, through... get some recycling bags for free, and think what's that, why it is different from black bags and stuff like that. They create awareness, it is always on the news. Somebody is always advertising something. Yeah, so...

I: Thank you very much.

[end of the recording]

T2

I: What makes you feel tourist, if you go somewhere? Like now - do you feel tourist?

T2: You mean, like in my own country?

I: Yes.

T2: No, in my own country no, because in this case people speak a good English and communication here is more or less great, in comparison with the other countries. I travelled to Slovakia and so on, and English and communication is just shit.

I: So, it's about a problem with communication, that makes you feel like a tourist?

T2: Yes. More or less. I mean - I don't know in which way you are asking me, but if you look at being tourist because you are not from the same country, right? But what does it make you feel like, it's, like, no disrespect, but the cities, the old towns, they are more or less the same throughout all the countries. And it is a language barrier the one that makes you feel that you are in another country.

I: And if....Describe me, probably, your typical vacation, when you take it - what you usually do if you go for trip?

T2: I usually...It depends, if I go ...If I go on vacation to swim, days are mostly planned around swimming, and spending time. But if I go, for example to Prague, or Budapest, where there is no swimming or ocean, I mostly go to see museums, history. I am a landscape architect, and I usually go to look at parks and architecture.

I: And does...Do you ever had considerations about impact of your trip on the environment?

T2: Yeah, but... I mostly, mostly use train, so...

I: So it is better for environment?

T2: More or less, I don't know.

I: But you choose it because it is better for the environment, or because there are other reasons to choose it?

T2: Environment, and luxury. It is more...I am more likely to sleep on the train than on the bus, because...

I: So it's more convenient?

T2: Yes, the bus is hard, because you are curled in a little ball and you sit for 12 hours or so. A train - in it you have a luxury, at least, to walk it out, a little bit.

I: And, let me ask you about...what you normally do in your everyday life to minimize impacts on the environment?

T2: I mostly walk, and I ride a bike. I rarely use...I mean, I use public transportation, but when there is sun and it is warm I mostly walk and use bike. And I travel to Ljubljana with my parents, so we have a full car, so we don't use separate cars to travel to Ljubljana.

I: Do you also do sort wasting at home? [misspelling]

T2: Recycling?

I: Yeah, recycling, sorry [laughs]

T2: At home no, because we are at a small village which doesn't allow us to recycle that much, but in Ljubljana- yes.

I: And probably some other things, that you think are eco-friendly, you are doing in your life?

T2: What?

I: Other eco-friendly things that you are doing in your life - like, choosing local food, I don't know, what else...

T2: Yes, we mostly, like... Well, this is a hard question, because local here is ...

I: ...more convenient?

T2: No, it is more expensive. But we do, we have our own vegetables and our own production that allows us... and fruits, and so on. And vineyards. We have a big system at home, but here - I mostly bring it with me to Ljubljana.

I: So you live here as a student in Ljubljana?

T2: Yes.

I: And which of these things to minimize the negative impacts on the environment you do when you travel? You told, you walk a lot, you take bike... Do you do it when you travel? Or, it somehow differs?

T2: Yes. I mostly use rented bike, Or walk, walking is everywhere. But in Budapest it was different, because we were living, we had hostel soooo far away from the centre, and we used bus to get to the centre, and then walk to the centre, and bikes.

I: And, do you think, your perception, your attitude to the environment changes when you travel inside Slovenia, and when you travel abroad? Does it make difference for you?

T2: No, it is the same. Look [laughs], for a long distance I can not walk, or it would take me hours, I use bus, because it is more convenient for me, I use much more bike here, because I have my own and I don't have to pay for it and bring it to the same place, but the attitude doesn't change, it is still the same. I use public transportation, bikes and walking.

I: And recycling? If you find facilities there - would you recycle, or how is it going? In destination abroad? In a city abroad?

T2: Oh, hm..So, to be honest, I haven't saw a lot of... I see recycling, like, bins, but to be honest, in old city centres around the world, I saw little recycling.

I: so it is difficult to do?

T2: Yeah, it's kind of difficult. But I mostly - if we have waste, we put it in a bag and we recycle it at home. Or at the hotel, whatever.

I: And in hotels - have you noticed any signs, for reducing electricity consumption, water consumption?

T2: Signs, huh?

I: Like, normally when you stay - do you notice them, or there is nothing?

T2: No, not really. When I look at ...in the past, I don't really know if I saw...

I: You don't remember? Ok.

T2: Saw anything. I mean, we had one that uses refrigerators, that are A+ which are eco-friendly, right? I saw this, but otherwise, not really. I know, that one hotel had the same recycling, the same bin, but cleaning staff recycled it, so at least, that.

I: Ok, they did it. And would you say that you are - how pro-environmental are you, compared to the other Slovenians? Average, lower, above the average?

T2: My conscious?

I: How much you do for environment, compared to others, by your feeling?

T2: I really think that we are average, I am average, because I thought, that people are actually recycling, it's not, it's rarely that you see that people are not recycling here. At least, in Ljubljana I see, but for the other cities I can not state it.

I: And, compared to other nations, that you probably travelled to the other countries, how would you put Slovenia on this eco-friendly rating?

T2: [Laughs] No offence, but it is pretty great. From the standpoint, from my profession it's good, because we have actually recycling bins that are in the centre. I travelled a lot...

I: So you have your eye trained, you notice those things?

T2: Yes, I noticed, because it is a kind of professional disability. Yeah. It's like you always see a tidyness of park, and all the dog poops and all. And so on. Yeah. So when I travel, I actually look at this stuff. But for labels - I really didn't see nothing - from your previous question.

I: Oh, it is just one of the parameters I can ask about.

T2: Yeah.

I: And, probably you can name a particular example when you've been to the country that you felt it is totally not environmental?

T2: It is not that it is not environmental, but transport of trash in Budapest... it's like the recycling bins, but they are so full for days, nobody emptied it. And I was like - this is so disgusting. That is one example that really shocked me. Because, when we first came by train there, and we were there for five days, and the first thing I remember was walking from a train station and seeing those trashcans and I was like - yeah... I am sceptical about this.

I: But it looks like more a fault of the government, or whoever - a city, municipality? [about lack of trashcans or service who should clean]

T2: I think, municipality. More that.

I: Ok. And, maybe, you have an experience of travelling to country which is like Slovenia, or, better than Slovenia in terms of treating environment?

T2: Netherlands. Netherlands, definitely. Netherlands and southern countries [probably, she means Nordic] really recycle.

I: And you also can tell it by looking how it is on the streets, or some other observations?

T2: No, I think the Netherlands are really strict about... in Amsterdam, it is like about...there are no trashcans, and you can take your trash home, but if you live a trash, you really have a penalty. Here you don't have a penalty for littering in public.

I: Ok. Do you think your behaviour changed when you travelled to Budapest and when you travelled, for example, to Netherlands? That you found, that you probably behaved differently, because the place is different?

T2: Oh, so you mean, if there is much trash if I trash more? No. Definitely not.

I: You keep this internal....

T2: Yeah, definitely. I... you know, I have to do that. It's like professional disability [deformation]. You can not just leave trash everywhere you go.

I: And, maybe you observed the other tourists, how they behave there? Does it impact them?

T2: In Budapest, I was really surprised, because it is not...If people see there is a trash, trash bin was full, they didn't try to push it in or nothing, they just put it in a backpack and went their way, so I think it didn't affect them so much. I mean, if you ask me for another countries,

maybe, maybe, but Budapest was kind of, compared to our southern neighbours, Budapest in kind of ok.

I: So Balkans are not good for that?

T2: Balkans are... [hesitating]. This is going sound so wrong. This is someone gonna...

I: Ok, let's not generalize it to the nations.

T2: No, look. Bosnia, Bosnians streets, from my professional standpoint - the tourist parts are ok, but other parts are just messy and shitty.

I: But it's a faults of residents, actually, and local culture?

T2: I think, I think that's residents.

I: It's not tourists who bring it, or tourist contribute also?

T2: Yeah, I think... No. Because, in my opinion, the residents have a certain behaviour to recycling, and when the tourist came, like Americans, and so on - I saw the examples, they are like - they are talking to them [tourist to residents] and they were like [residents] - no, no, just live it here, we will take care of it, so... It's kind of impact of the nation.

I: Ok, so residents make it look like normal, and then tourists feel better about living trash, in a way?

T2: Yes, kind of. I we are generalizing it, yes.

I: Probably, you have some observations of the other nations, or the other countries tourists coming to Slovenia? How they behave? Are there some good countries, bad countries - again, it's not nice to speak like that, but perhaps you have noticed something?

T2: You mean, how they behave here?

I: Yes, if tourists coming, in general, are they trying to adjust how Slovenians do it, or they don't care?

T2: I think they do. You know, the logic - the logic is here - if you keep your streets clean, nobody wants to litter them. It's psychology thing. It's reverse psychology. I think that because here the community...the company that works... cleans this...

I: Snaga?

T2: Snaga, yes, Snaga here keeps streets clean, they brush it rarely [often] and they transport the trash to their facilities, and nobody here wants to... not even throw a paper, nothing on the street. For cigarettes it's different. Cigarettes are the problem here, but if you see it - it's not that much, right?

I: Yeah, it seems very clean. Ok, that was it, thank you very much.

[end of recording]

T3

I: Which country are you from?

T3: Portugal.

I: Portugal, ok. And you just arrived for your semester?

T3: Yes.

I: And so far - do you feel yourself a tourist here, or is it different feeling. And why you feel so?

T3: Myself tourist? What do you mean?

I: Do you feel yourself tourist, here, now?

T3: A little bit. Not much.

I: Ok. But what makes you feel like tourist, and what makes you feel like local, if you feel more like a resident?

T3: We don't speak Slovenian, so that's why we feel difference. But it is small, and there are a lot of people speaking English, and there are a lot people from Erasmus, so...

T3: Maybe, yes.

I: But if you travel at home in Portugal, you also can feel yourself as tourist, right? In your home country?

I: And why do you think this is happening - just because the place is changing?

T3: I don't know. People are very different from different cities.

I: So you feel the difference between the people?

T3: Yes, but not so much.

I: And do you probably...if you travel, do you ever consider - if you think not about this, because it is actually not your trip, it's more like for study purpose. But if you travel - do you consider any environmental impacts of your trip?

T3: What, what?

I: How your trip impacts the environment?

T3: Impacts the environment [laughs] - I don't know.

I: Ok. So probably other things that you do at home in order to minimize negative impacts on the environment - like, recycling, turning off the electricity...

T3: Yes, we do that too.

I: But what do you do at home, and what do you do here?

T3: Recycling.

I: Just recycling?

T3: Recycling, here you can ride a bike to everywhere, in Portugal it is not like that. So I don't know. We don't ride a car here, because we don't have any [laughs].

I: So it is not that much environment-oriented, it is just not that convenient or available?

T3: Yes.

I: Do you think you treat environment differently when you travel at home compared to when you travel abroad? Like, are you more used to, attached to the nature and environment in Portugal, then in other country?

T3: No, I think it is the same.

I: So, if you recycle at home, you recycle also when you travel?

T3: Yes.

I: And riding a bike?

T3: Yes

I: And if you live in a hotel, you switch off the electricity, and turn off the water.

T3: What, again?

I: You turn off the water, electricity in the hotel the same way you do at home?

T3: Oh, maybe not.

I: And why, if not?

T3: Because, I am, I think I can use whatever I want. But yes, I try not to use more than I need.

I: And how would you say - in comparison to citizens of your country, Portugal - how pro-environmental are you? Are you average, are you above average - in terms of how much do you do for minimizing negative impacts on the environment?

T3: Average, I think.

I: And how you feel about coming to Slovenia - how is Slovenia, compared to Portugal in terms of treating the environment?

T3: I think, they treat much better than us.

I: And from which things you can tell that?

T3: You have bicycles, I told you. Here you can not ride a car [city centre], you have trash cans all over the places, places to put your cigarettes, you don't see a lot of cigarettes on the floor - in Portugal you see a lot of ...

I: Do you also observe, how other people behave, and do you think, does it impact your behaviour, or it is more about infrastructure - if it is available, you do things, and if there is no trash cans...?

T3: I don't know, I don't know.

I: Probably, you can remember you travelling to country, which is not as pro-environmental, as Slovenia, or, worse than Portugal in terms of environment?

T3: Yes, I told you.

I: Which example, Portugal?

T3: Yes, Portugal. I think, the people in Portugal don't really care. The majority.

I: And if you go to the country like Slovenia, because the others do something, does it makes you also do things, like, do you feel that your behaviour changed when you came to Slovenia?

T3: No, I don't think so.

I: So you keep the same?

T3: Yes.

I: Ok, I think.. let me just check quickly...Probably, you have observed other Portuguese people when they travel in different countries? Like, now in Slovenia, or just students? Other Portuguese people in Slovenia in terms of how they relate to environment, how they treat environment?

T3: No, I don't understand.

I: If you travel, an you meet Portuguese people?

T3: Oh, Portuguese people here, how they behave? I don't know. I think, Portuguese people behave the same way.

I: So you keep your behaviour.

T3: I think so.

I: Ok, that's it, thank you very much.

[end of the recording]

T4

I: Which country are you from?

T4: Croatia.

I: Croatia? And you come just for a short visit?

T4: Yes.

I: Do you feel yourself like a tourist here, or not really?

T4: No, not really.

I: Like, visiting friends?...

T4: Yes, like visiting friends. Not like a tourist at all.

I: But when you, probably, travel even in Croatia, do you feel like a tourist? How would you tell that you are a tourist or not a tourist in a place? For now, for example. Why don't you feel tourist?

T4: Because the language is the same, practically the same. I don't feel, you know, like a foreigner here.

I: And you come here often?

T4: No, it's my first time.

I: Oh, your first time? Ok. How...How much environmental aspects impact your trip? Do you think when you plan your trip that it has some impact on the environment? Or not really?

T4: Well, I do care about it. It...how to say it. It depends, I don't know, here in Ljubljana everything is eco-friendly, and I like it a lot. So, yes, I would say, it impacts a lot.

I: And would you say, that in general, Croatia is pro-environmental country? Like, they care about environment, or not so much?

T4: It depends, [inaudible] but not so. Ljubljana is more.

I: So here in Slovenia it is more?

T4: Yes, much more better.

I: And how would you define yourself on average? Like, average Croatian, above average, below average in terms of your attitude to environment?

T4: Above.

I: Above average? So you do more than people...Can you tell me more about some examples of behaviour at home that you do for environment?

I: Oh, so there is no infrastructure for that?

T4: Like, recycling, we recycle at home. But in Croatia it is not like here in Slovenia. If you want to recycle at Croatia, you need to provide everything by yourself.

T4: Yes, it depends on the part of the city, but here in Slovenia, I noticed, each hundred or two hundred meters there are, like, recycling bins. I like that a lot. In Croatia it is not like that. Only big containers, you know, where you can put your biological waste, or plastic, paper, but it is not like here. Here I can feel that people really care about.

I: And when you travel, do you keep these patterns of behaviour that you have at home, like the same things, you do at home?

T4: Yes, especially in the cities.

I: Because it is convenient?

T4: Yes, of course. Here in Slovenia it is really easy to do. So yes, I would say that I keep it.

I: Can you probably remember when you travelled to a country which is not...which is worse than Croatia in terms of treating environment?

T4: To be honest, not really. No.

I: And then country which - like you told, Slovenia is better in treating environment? And you see it because infrastructure is available, or just how people do it?

T4: Yes.

I: And do you think, your behaviour changes? You think, it is easier for you to do something, because bins are there?

T4: It's easier, it's easier in Slovenia, than in Croatia. It is much easier to do it.

I: But, for example, if in Croatia you are travelling inside your own country, and then you travel outside of Croatia - do you feel different, like, about - in Croatia you care more or less, and then you go further?

T4: No, no.

I: Is it the same?

T4: It is the same for me.

I: And probably, you observed the other people, tourists who come to Croatia? How they behave? Like, Slovenians in Croatia? Would they be also pro-environmental, or not that much?

T4: Well, it depends, it's about person, I would say. I don't know if they care about environment in Croatia like they do it here, but I hope they do.

I: But they respect what Croatians have? So they adjust to the environment?

T4: Sure. I would say like that.

I: And, probably you observed Croatians travelling outside of Croatia, and how they act? Do they also adjust to environment, or they keep behaviour that they have at home?

T4: No, they keep behaviour like they have at home. I don't think they adapt it that well. I don't think they even care.

I: They probably don't even notice it.

T4: Yes.

I: So if person, for example, comes to Slovenia, or Switzerland, and person goes to Bosnia. It's...

T4: Well, I don't know, maybe they adapt. If they have an opportunity they maybe definitely adapt, but I don't think they care about it too much, you know.

I: And how do you think - where this environmental culture is coming from - is it education, is it a family, or how do they get...

T4: It is education, probably.

I: In schools?

T4: Yes. In [city?] itself.

I: Did you have it at school as part of your courses?

T4: No

I: So it is just from a family?

T4: yes.

I: Ok, I think, I am done, thank you very much. Just a moment - tell me your age and education.

T4: 25, I am student.

I: Master, Bachelor?

T4: Bachelor.

I: Thank you very much. Have a nice day!

[end of recording]

T5

I: ...thank you very much. So it will be around 10 minutes, or something like that. So which country are you coming from?

T5: The UK.

I: The UK, ok. And how long are you on Ljubljana?

T5: Five days.

I: Already five days?

T5: I am leaving today.

I: And what makes you feel as a tourist here? Do you feel yourself as a tourist in the city?

T5: Yes.

I: You came for a leisure trip?

T5: Yes.

I: And you travel by yourself?

T5: Yes.

I: You used agency to go, or you just booked tickets by yourself?

I: [respondent nods]. You just booked it by yourself. So far, how do you like Slovenia? What you like here and what you dislike here?

T5: No, it's good. I think, maybe 5 days for Ljubljana it was a little bit long [laughs], no but it is very nice. I like there is a lot of walking, I really like the central market.

I: And you've been outside Ljubljana also?

T5: Yes, yesterday I went to Bled, I went to the caves. Yes.

I: Oh, both Bled and caves! It is nice. And did you consider any environmental impacts when you were planning this trip?

T5: No.

I: Ok, and probably you can name some examples of behaviour that aims to reduce negative impacts on the environment that you do at home, if you do recycling or something like that?

T5: Yeah, I try to be very green. Yeah, I know that travelling and being on the plane is not very green, I know [laughs].

I: But it is ...not really you can replace it with something?

T5: No.

I: So what do you do at home normally?

T5: I recycle everything, so... I don't...I don't do a food waste, but I do recycle plastic, metal, other things, and I try not to use plastic.

T5: Yes.

I: And do you do the same things when you travel?

T5: Well, the thing is, in my Airbnb there were two bins, and I assume one was recycling, so I put everything in recycling but normally I try not to use plastic.

I: Do you think, when you travel inside the UK, and when you travel outside, do you think it is different in terms of your environmental behaviour? Or you do the same?

T5: The same.

I: And probably you observed other tourists from UK travelling - do you think they also keep the same patterns in behaviour, like they behave in the UK?

T5: I don't know.

I: It is difficult to say? Ok. How in general would you evaluate the level of UK in pro-environmental behaviour?

T5: Compared to?

I: Slovenia maybe?

T5: I don't know, I don't know how environmentally friendly Slovenia is, I don't know how much you recycle. The UK, I think, is getting there, most of the supermarkets try to ban plastic, and...

I: Would you evaluate yourself as average in UK, above average?

T5: Above average.

I: When you...probably you met other tourists from UK in other countries. I don't know - maybe, in Slovenia, maybe, not in Slovenia. Have you noticed, how they behave - do they adjust to the environment when they travel, or they keep these patterns from the UK behaviour?

T5: I don't think...I am very much generalizing, I am not...but I feel they are not very good in general at acting at places, like, expecting people to speak English and drinking a lot, and being quite noisy.

I: So if they go out the country they feel more relaxed?

T5: I think they are the same as before, they just assume, they just expect that the rest...I feel they just normally expect these things the same.

I: And probably you recall one of your experiences travelling abroad to the country which is less pro-environmental than UK?

T5: Mhm.

I: Which country was that?

T5: Less environmentally friendly?

I: Yes.

T5: I was recently in Thailand. So in Thailand everything you get is double packed in plastic.

I: And do you think your behaviour changed there?

T5: No, I tried to tell them to not give me a plastic.

I: So you felt bad about it?

T5: Yes.

I: And how the other tourists - probably you saw, do they accept it normally - about the trash on the streets and all these things?

T5: Maybe, they accept it. In UK it is very easy not to think about it that much - you have recycling bins and you recycle. A good example - my boyfriend is Norwegian, and you think they are very environmentally friendly, but it is because at home they are just told - recycle! So if the option is not there, they just don't think about it, they don't recycle.

I: So it is more like government provides conditions for that?

T5: Yes, sure, that's it, at least what I see from my boyfriend.

I: So you probably travelled to Norway also?

T5: Yes.

I: So how do you feel there?

T5: they are quite environmentally-friendly, I think. Yes.

I: So when you travelled there, you do more than you normally do, or you do the same?

T5: I do the same.

I: So it is more about your internal motivation? It just stays with you, right?

T5: Yes.

I: I don't know how to reframe this - ok, probably, Norwegians....Norwegians travelling you told that they when travelling not really realising that they are not doing it because it is coming from above?

T5: I think yes.

I: And...I will just quickly check. Do you probably feel differently about environment in the UK and environment in another country? Or it doesn't really matter?

T5: I don't think so.

I: So there is no this place attachment - this is my home, so I need to do better here than in other place?

T5: No, I consider our home is a whole Earth, so we should all do, yeah.

I: So this is all, thank you very much.

T5: Not at all. Good luck on your study!

I: Thank you very much!

T5: One thing I realized here - shops, they don't give you a lot of plastic. That was one thing. So I carry my bag.

I: And do you feel good or bad about it?

T5: No, great, I just don't use plastic so I say it's ok, I can use my bag.

I: Ok. Can you tell me your age and level of education?

T5: 26, I went to university.

I: Thank you!

[end of the recording]

T6

I: So this time you came not for tourism, but for medical purposes?

T6: Yes

I: And why you chosen Slovenia?

T6: Because I have Slovenian pass.

I: Slovenian passport?

T6: Slovenian documents, yes.

I: But you live in Germany?

T6: Yes. I work in Germany.

I: And you are originally from Albania, so you lived in Slovenia and then moved to Germany?

T6: Yes.

I: And how long do you live in Germany?

T6: For one year.

I: Would you say that you are pro-environmental person? A person who takes care of environment? Compared to other Germans?

T6: Yes.

I: And how long you lived in Slovenia?

T6: Two months.

I: And how is Slovenia compared to Germany?

T6: It is better. Good. Slovenia is...

I: Better than Germany?

T6: Yes.

I: And how is Albania?

T6: Albania is good, if you have money to live.

I: But in terms of how people care about environment? Nature? These three countries, can you compare them?

T6: Slovenia is the best.

I: And how would you tell that? What makes this difference?

T6: In Germany you see cigarettes, another things, here I can see just the best. I think it is the best. Clean.

I: Is it - from your observations - because the government supports it, or people have it in them inside, a culture of that?

T6: Both.

I: And what of the things that aim to protect environment, or not to harm environment you do in your daily life at home? Like, switching off the water, turning off the light, something like that?

T6: I do, yes, I do all.

I: Do you recycle?

T6: Yes. That's in Germany. In Albania it is not. In Germany, Slovenia, I see that.

I: And in Germany - because it is provided by state, so it is obligatory?

T6: Yes.

I: And in Albania - there is no facilities for that?

T6: That goes all together [waste].

I: And when you travel - do you still do these behaviours - so, if you do something at home to protect the environment, when you just stay at home, and then when you go travelling - do you continue to do these things, or how is it?

T6: When I have place. When I have place in Germany, then I make it. When I do not have place [shrugs].

I: But the place - you mean, just for garbage, for sorting, or what?

T6: Yes.

I: When you travel to Albania, or, in Albania, for example, do you think you behave differently towards the environment, then when you travel in Slovenia or in Germany? Because, country is different?

T6: Yes, it is different.

I: So your behaviour changes also or not?

T6: It does not change. If you make here, you make it in every country.

I: And probably you saw other people travelling in those countries - let's say, people from Albania - probably, you meet them? Do you think they also keep behaviour they have at home when they travel, or they change it?

T6: I don't think so. I don't know that. I can't say. I can say only for myself.

I: Probably you can remember some country that you went, that was not really taking care of environment? Some place?

T6: Albania.

I: Ok. And Slovenia is a good example?

T6: Yes.

I: And in Albania is it...Why does it happening, what do you think?

T6: People.

I: Just people attitudes?

T6: Yes. Government do this, do...but people. People don't do that, that's it.

I: But is it coming from family, how people grow up, from school?

T6: Yes. School and family - all.

I: Did you go to school in Albania?

T6: Yes.

I: So environmental issues were not a part of the education system?

T6: Yes, that is so.

I: Ok, that is it, thank you very much.

T7

I: And which country are you from?

T7: Croatia.

I: Are you tourist in Ljubljana?

T7: I am here two months, every year, in winter, because I live in Germany and in winter I don't work too much.

I: So, you come here because it is a nice place to live, or why?

T7: For me it is a nice place to live, it is more similar to people where I am from.

I: And why don't you go to Croatia?

T7: Because I have a girlfriend here. And I stay by her, with her friends, in a flat. They are all studying, and it is the easiest way for me.

I: But you are not a student, you are working already?

T7: I am not studying, and I am not working at the moment.

I: And what is your typical vacation looks like, when you go for holidays?

T7: In what way do you mean?

I: Just when you have a vacation, or, like now - you are not really travelling, but in a way it is a travel, right?

T7: At the moment I am not travelling, but I'd like to say I have a problem when I stay too long at the same place. Because that's my past. I was born during the war in Bosnia. Where are you from?

I: I am from Ukraine.

T7: Ukraine? Then you know the stories. I think in Ukraine there was in the 90s also some kind of war.

I: We have it now.

T7: And now again. But I don't want to go in that direction.

I: No, no, we don't need to speak about that. So, do you feel yourself a tourist here? Or more like a resident?

T7: I feel more like a resident. Because the warmth of the people, the language, of course, and the faces of the people, and I am not the first time here.

I: And compared to Germany - do you also feel yourself a resident there, or?

T7: In Germany it is another story, because I am in Germany mostly because of economic reasons, but I have a lot of family there, so it is not so... It is a little bit easier than for someone who is alone there. But still, I don't have this feeling like I am home. And I think I am not going to stay there for a long time.

I: How long are you there already?

T7: 3,5 years. This way.

I: And which place in Croatia your home is?

T7: Istria. Do you know where Istria is?

I: By the sea, right? My research is about how the people treat environment when they are at home and when they travel. So if you have these experiences of living in different places...

T7: I would say that in Croatia people do not treat environment very good, with a trash, because nobody teaches them, in the elementary school, and at home, and I think they are a little bit of lazy. Here it is much more better, better than in Germany, I think.

I: Even than in Germany?

T7: Yes, because, I always see the people separate all their trash and I would say, it's like a type of living. They are born with it, you know.

I: So it is not just that government provides opportunities for that and infrastructure, it's...

T7: I think, the government does a very good job with a trash, here in Slovenia better than in Croatia and Germany.

I: But people also are different?

T7: The people are different, the mindsetting is different. Here they are used to it, in Croatia - not so much, in Germany - I would say, moderate. But Germany is also a worlds leader in trash...[production].

I: Maybe it's a difficult question, but maybe you can answer it because you are kind of local here, and, actually, Slovenians and Croatians are quite similar by temperament and everything, but why do you think this treatment of environment is different so much?

T7: I think, the most problem is that in Croatia from a young age you don't have this schooling about it. There are no programs in schools that allow kids and children to really participate. And here I can see it - a little children put a trash inside cans and everything - they are used to it.

I: Which of these behaviours - as I understand, you do a waste separation when you are at home, you sort waste when you are at home, right?

T7: Yes.

I: And what else do you do like that? What is good for environment of what you do in your daily life?

T7: You mean environment - the whole world? Nature? I must say, I am not very...I am not going around the nature and taking trash or helping in such way, donating anything, but I try to do my best as I live. And maybe if I see my little brother or someone from my friends to throw something away, or if they do something good, I appreciate it, but I have to say, honestly, I am not doing much extra.

I: But would you say that you are average as people in Germany, for example? Or you are below or above average in terms of treating environment?

T7: I think that I am maybe average, or maybe below average. Because they have a lot of - how do you say it, groups of people, who do something...

I: Activists?

T7: Yes, activists. They get a lot of money from the state, I think a lot of them (in Germany) doing it.

I: And in Croatia? Would you place yourself above average or below average?

T7: Above.

I: Ok, so it goes like that. Do you also continue to do something like that now when you are in Slovenia? It's a little bit longer, in terms that you are probably used to it, but do you do more things for the environment when you are in Slovenia than when you are in Germany?

T7: That's a tough question. I do the same, but here I feel better about it.

I: So when you do something, you really understand that it is a good thing to do?

T7: And in Germany, I have to say honestly, I am...because I am not so much participating socially, in a social world, with the people and everything, I have less mind power, or how to say it, will, to do more. Because you are not really...

I: So people around you impact you a lot, actually?

T7: But I think it is very personal in this case. Because if I feel rejected, or, in the other way, I don't feel as a participant, as a member of the society, then I also don't want to do anything, but I am also not going to do the worse things, can you understand that?

I: YEs, totally. Maybe, we can also speak about this in Croatia, because in Croatia, as I understood, people are behaving not that well, and when you go to Croatia, you keep your habits and behaviour, so you also not do it worse than you do it in Germany? Or it lowers? How is it?

T7: I think I am always behaving the same, but my will to do better depends on the society - I think. It's like a collective mind, I would say it like this.

I: So it is more about people, not even about available infrastructure? Or both?

T7: Infrastructure is, in my opinion, the first stone to put to change anything. But you can't change anything if you don't have a will of the people. If you want a big change, you need a big society, and when the society isn't participating and having a will to do anything better, and if you don't feel you are a part of it, then no changes likely not to happen.

I: Probably you observed another Croatians or Bosnians, who are kind of - you are familiar with people, so when they travel in different country, and you know approximately, how they behave when they are at home, so...

T7: I think that people behave better at home than somewhere else. I think.

I: Also because...

T7: But somebody who has some...not open mind, stable mind, will always behave like his...the best for him. I am not talking positive always [inaudible - "when the news are lower or something"?]

I: So it's because of when you are at home you behave better because you feel responsible for that place?

T7: For my society, yes. Because I feel like a part of it. That is my case. And I think it is very important first to educate from childhood upstairs, and then society has to have a feeling that they are part of everything, that they can change something because every person for itself, if he doesn't feel that he is a part of something, then he thinks he is small. That's my opinion.

I: So in Germany they don't do this integration policy very well?

T7: It's not a problem of their policy and politics, they are doing, and spending a lot of money. I think, Germany is about, environmentally thinking - they are standing good, but I think they have a big society problem - am I going the other direction?

I: No, it's fine.

T7: I think they are lost a little bit. Too much people came in the last two-three years, and too much variety. And I think, because they speak a very good German, and I know the people, how they think there, I think they all have a little bit of fear for their comfort zone. Because, everything changed, society changed drastically in a couple of years - it's not because of Syrian refugees or something, but society itself changed fast, and they are scared. I think.

I: So by now they still don't know what to do with that? They try to adjust, but ...

T7: I think. I am not going to go into politics, because it's... you know. But I think the people as a society, as a bigger part, are separating. Slowly, everybody is separating, doing their clans, Germans only, Syrians only, Croatians only...

I: So it's more division based on nationality, not on interests...

T7: Division, much division, but like everywhere. You have always people doing a good staff. Germany is a very rich country, they have money to pay the people to stand for environment, but I think, as you asked - it is more a perspective of one person is important. But you can not grow that perspective in some positive way if the society itself is not pushing in that direction. That's my opinion.

I: Ok, and then I will ask you - probably, you travel for a leisure purposes to a country which is like you told... [interrupted by ringing phone]. Oh, sorry, just answer it.

T7: It's not important.

I: ...country which treats environment very well, like, Slovenia?

T7: I would put Slovenia maybe in the first place of places where I went. Germany, Holland...Holland is also very good. Bosnia is not good, because the government doesn't have money, and the people have nothing to eat, and they don't care about it. It's not a good way, but I think, of all the countries where I went, Bosnia is really in a bad shape, and Slovenia, Holland, Germany are good, Croatia also, it could be better, but... I think, in Slovenia they are doing a great job.

I: and you told before, that if you go to the place which differs from the usual environment, you don't really change your behaviour, because it is with you, right?

T7: I don't change much, but as I stay longer, I try to get in touch with the society. Sometimes, with my own will, sometimes I don't even recognize it. It depends on the people.

I: So how much you perceive this impact that is coming from outside, actually?

T7: Yes.

I: And, do you probably have experience of observing other tourists in these places - like, in Bosnia, and in Germany?

T7: If I have what?

I: Experience of seeing other people doing something, like you told before about Croatians, if they do somewhere, that you treat environment the best when you are at home, than environment which is outside...

T7: I saw people throwing out a trash, cutting woods, or...

I: In Germany, or in Holland also?

T7: If I go to the woods I see a lot of bottles and everything. A lot of plastic, you can see it everywhere.

I: In every country, independently...Or, in Bosnia more?

T7: In Bosnia it is a big problem, but that's really hard to take care of...

I: and it is mostly coming from the local people, not from tourists?

T7: Mostly local people.

I: Would you say, that if tourist comes to Bosnia, they see that there is disaster everywhere, they would also start to behave like that?

T7: I think, the people, because of the war that years, there was a lot of Bosnians going out of the country, there are a lot of people living in Germany, Croatia, everywhere, and when they come back, they change immediately, after they cross the border. They change

immediately, change to their previous versions, know that nobody cares, and then they don't care, and they do...

I: But outside they behave nice?

T7: Outside they behave nice because they have this social impact, like I told you.

I: If they want to fit?

T7: I can give you an example. Somebody lives in Germany from Bosnia - example, just an example. He comes back in Bosnia - throws trash away, he doesn't care, coming back to Germany - he won't throw trash because someone from the society on the street or anybody would see him and tell him - Ok, man, that's not good. Take your trash and get a f*** away. I am sorry, but...That's because they don't do it, because social environment will react to it. And that's my first opinion - you have to educate people, and we all need to stand up, and then there will be some change. There always be people that do bad things to the environment, physically, psychically, and every kind, but if we are going to stand up - just one person is enough - in front of more persons - then they see and try to make a change, or get angry, because they feel that everybody looks at them, and they feel attacked, because they don't have it inside this kind of education.

I: Thank you very much, it was a nice conversation. Have a nice day! And one more thing - tell me please your age and the level of education?

T7: 27. I just have a high school, I didn't go to university, but I am trying to educate myself.

[end of recording]

T8

I: So which country are you coming from?

T8: Spain.

I: And you just arrived for your semester here?

T8: No, in September.

I: Oh, so it's your second semester here. And do you like it here in Ljubljana?

T8: Yes, I like it.

I: And which things do you like in particular?

T8: I like how the city is. Like, it is small, but not really small. So I like that - we can go everywhere walking, or by bike.

I: But do you feel yourself tourist here, or you feel more like a local? How would you say?

T8: Neither. I don't know, it is different.

I: And what makes you feel different from being a tourist?

T8: Because I am not thinking about going to the touristic places. And, I don't know - I live here, I go to supermarket, university...

I: You do normal things.

T8: Yes.

I: My research is about tourism and impact on the environment, so I wanted to ask you, how pro-environmental, do you think, you are? Compared, for example, to people in Spain in general.

T8: Here I recycle, it is something that I am not used to it. I use more bike, also I go walking more often than in Spain, because there I usually take my car, or public transport, which is worse than bike.

I: But is it because it is more convenient here to do it, or because you want to do more for the environment? What is primary motivation?

T8: Both of them. It is more convenient, but also here it is easier for me to do it. Because, I want to.

I: And why this motivation appeared here?

T8: Because in Spain I live with my parents, so I can't do what I want. Here I live by my own, so I can do things that I want, so if I want to recycle, for example, I can have bags for different things, but in my house no, because I am not the one who says that.

I: So would you say that in Slovenia this general pro-environmental level is higher than in Spain?

T8: Here from my part? Yes. But I am not sure if the country...

I: So what you see here in Ljubljana is pro-environmental, but you don't know what is in a whole country?

I: Do you consider environmental impacts when you go travel somewhere? Like, if you ever used bus, have you paid for this CO2 emission? Recycle?

T8: Yes.

T8: I am not very keen on, I don't know much about it, but sometimes I try, for example, when I pay by credit card, I don't ask for the copy of the receipt and things like that, but ... I don't know, I am not too environmental.

I: So you would say you are average, above average, below average? In terms of environment?

T8: Average.

I: Probably you can remember time when you travelled to some destination - country, place, which was not pro-environmental - for example, worse, than Slovenia, than Spain...

T8: I don't know.

I: Ok, and good example of such destination where you went and thought - ok, people care about environment here?

Maybe, Slovenia?

T8: I don't know. I have to think about it.

I: Take your time. Ok, I will ask you something different - do you feel different when you travel in Spain compared to when you travel abroad? In terms of environmental protection and whether you need to behave in particular way or not?

T8: No. I don't feel different at all.

I: And have you probably met other Spanish people when they travel abroad - do you think they behave differently than when they stay in Spain?

T8: No, I think we behave the same.

I: And in general, where this environmentalism is coming from? Is it from family, education? Or, lack of environmentalism back home in Spain?

T8: I think that education.

I: So in school you have something about it?

T8: We don't have subject about that, but, for example, in my school you need to go to some place, for example, to see, how to recycle, things like that. And that's it.

I: And would you say it affected your behaviour?

T8: Yes.

I: So you became more aware of it, or you also started to do something about it?

T8: I started to do something.

I: Ok, that's it, probably. Tell me please your age.

T8: 21

I: And level of education?

T8: University, bachelor.

T9

I: So you are from Ljubljana?

T9: I am from Ljubljana [...]

I: Thank you. If you go somewhere, what makes you feel a tourist in a place?

T9: No. I don't know, maybe... I am not good at this [laughs].

I: It is ok, we can skip it. Probably, we can speak about your last vacation?

T9: Yes, it was Cabo Verde, it's... Islands near West Africa. So ...

I: Was it more like a beach vacation?

T9: Beach, I was also doing some hiking, and exploring the cities...What made me feel tourist there was, like, people there are mostly black, that made me feel tourist, because I was in minority, in Ljubljana we don't have so much of, like, black people.

I: And, if you do some tourist things in Slovenia, what you normally do?

T9: Tourist things in Slovenia? Well, of course, as most of the tourists I go to the most popular spots in Ljubljana- Bled, Ljubljana castle, Postojna cave, but I also want to do some other stuff which is not so popular, like going to Zbilje lake, because there is no tourists there, just locals, and it is less crowded.

I: Ok, and when you are planning your trip, is environmental impact of your travel sometimes impacting your decision? How to go and where to go?

T9: Hm, not really. Maybe in the future yes, because I'm trying to become more environmental. Yes, for the travel that's the case.

I: Probably you can name some behaviours aimed to reduce negative impacts on the environment that you do in your daily life, like, recycling?

T9: Yes. I am doing recycling at my home, when I go to the store I try to use my own bag, I try to buy stuff which is fresh and not packaged, to produce less garbage...

I: Do you do the same things when you travel?

T9: Yes.

I: So if you don't, for example, find in another place a separate bins for a trash...

T9: I always try to separate trash, when I go abroad, I usually eat in restaurant...

I: So it is not applicable in this case?

T9: Yes, maybe...I usually stay in the apartments, so I could buy something for the morning, but it is not always. I try to spoil myself and eat in the restaurants.

I: Does it feel different when you travel in Slovenia and when you travel abroad - acting about environment?

T9: I don't know [shrugs].

I: Maybe you can think about some country where you went and it wasn't that green, like, it was worse than in Slovenia? In terms of treatment of environment.

T9: Let's say, Cape Verde. There is a lot of trash on the streets, it made me feel uncomfortable. I wanted to do - pick them up, but, yeah, we can't pick them all up, because in general they didn't have this mentality, so...

I: So it wasn't in a way relaxing, when you saw there is a trash, you felt ok to put your trash to it, you wanted to clean it, it was opposite, right?

T9: Yes.

I: And probably you can think about other country, different from Slovenia, which was also very green when you travelled there? How you felt about it? Was it the same you feel in Slovenia, or how was it?

T9: You know, when I travel, I always try to be in a place that is clean, a lot of cities are like... I mean, [...Antwerpen?] was very clean, in my experience, or Vienna, I like to go there and... I enjoy this kind of environment, where people are environmentally friendly.

I: And how do you feel it - just by how clean it is, or you can also notice some other things? How normally you decide about place [environmentalism]?

T9: Well, maybe, what I see on the streets and behaviour of the people, they are, like, when they are smoking, they are throwing the cigarettes on the floor, it makes me feel...not nice [laughs].

I: Ok, because you grow up here, you probably know or can tell why in Slovenia people are so much concerned about environment?

T9: Aha, I think this is.. we are raised in this way.

I: So parents, school...

T9: Yes, exactly.

I: Probably you met other Slovenians when you travel abroad?

T9: It happens sometimes. But not often [laughs].

I: Probably, you observed, how they behave? Do they behave the same as in Slovenia?

T9: Yes, definitely.

I: Ok, that's it. Thank you very much. Please, tell me your age and your level of education.

T9: Age - 36, and education - university master

[end of recording]

T10

I: which country are you from?

T10: Germany

I: And how long are you staying here?

T10: How long? A week.

I: Is it your first time in Ljubljana?

T10: Yes.

I: And what made you come here, why you decided to come to Slovenia?

T10: I am on vacation, and I looked through the destination in Europe which were not so expensive... I don't know, I thought it is a nice place to visit.

I: Are you travelling with friends, or just by yourself?

T10: No, just by myself.

I: And you did it - you booked everything by yourself too, without agency or without organized...

T10: Yes.

I: Can you probably tell me, what makes you... do you feel a tourist here? In this place?

T10: hm....Good question.

I: Or what makes you feel tourist here?

T10: Not exactly, it's not a season here, it's not so many tourists here actually, not everywhere guys with photographs, and cards, and... I guess, it is a very young city, so...

I: Ok, and which other places do you go here in Slovenia, or you just stay in Ljubljana? Or you plan to go? You just arrived, right?

T10: Yes, but I guess I will stay here, but I will make excursion to Zagreb, and other city which name I don't know...

I: In Croatia, or here?

T10: Here in Slovenia.

I: By the sea?

T10: Balo....

I: Maribor?

T10: Ok, I have no idea, sorry.

I: No problem. I wanted to ask you - when you planned your trip, any environmental issues, like, impact of the trip on the environment, impacted your decision about coming here?

T10: Sorry?

I: When you planned your trip have you thought that there are some impacts on the environment of the way you travel that impacted your decision? Or you haven't considered that?

T10: No, I don't have.

I: Probably, you can tell me how pro-environmental person by yourself you are? So in your daily life what you do in order to minimize negative impacts on the environment? Probably, waste sorting?

T10: I don't understand question.

I: what do you do in your daily life to minimize negative impacts on the environment? Like, turning off the water, switching off the light, things like that?

T10: At home I don't usually use plastic bottles, and for my lunch packs, and, generally, my food, which I take with me when I am away - I try to use less plastics and have always reusable cups and packages.

I: Do you do the same things when you travel?

T10: No. Not always. For me personally it is more difficult, because travelling with glass bottle - it is heavy, and when you go on the trip, or you go by bike, I personally don't want heavy bottle, and for food...yeah, I don't have my bags from home. And if you go out looking for a snack or something, you have three packs around it and ...

I: But you notice these things? Do you feel bad about them? Or do you feel ok? How is it?

T10: Yes. No, I don't like it. Because at home I try to reduce it, and when you are on the way it's... You don't know the shops, and you don't know possibilities of the city, and the ways you can get some with less of the plastic.

I: And now - if you stay in hostel or hotel, which one?

T10: Airbnb

I: Do they have some signs in the apartment - like, turn off the water, turns off the light, sort the waste or some instructions - or, they don't?

T10: No. I wasn't there actually. I haven't checked yet.

I: No problem. What makes you be this kind of pro-environmental person in general, at home? Like, why do you do that?

T10: For me, I guess, it is important. I have a decision made for me, and I want to have it like this. I would call it my lifestyle. I am vegetarian too, and for me it is important. I want to support it and try to...

I: And would you say - if you compare yourself to average German pro-environmental lifestyle - is yours higher, lower, average?

T10: Yeah, it's difficult to compare, so I have a lot of friends who are similar, and I guess when you compare with young people, students, or...pupils or something, it is normal, it is ok. Of course, you don't take free plastic bags with you when you get some alternatives, but I don't need to ask my grandmother or older people or conservative people...and I guess in Germany it is on the way, it is slowly way, but even at the big cities you have very, a lots of opportunities. In smaller towns you don't have. Just the case, the shops or the lifestyle scene isn't so big.

I: But do you feel that you are different from people, they are, like, watching you, if you do some things, like bringing your own bag?

T10: Ecologic [...]? [laughs]

I: Yeah.

10: I don't know. I don't care. But...

I: You don't feel this social pleasure, that you are different from the others?

T10: No, no, I don't care what they think. Of course, as vegetarian you always have to discuss and...

I: Explain why you don't eat meat?

T10: Yes, but it's ... I like to discuss, because they have very few arguments and discussion is over, but just topic...no. It's always that you have a peer group where it's novel. So, no.

I: Have you had a chance to observe how these pro-environmental things are in Slovenia, or you just arrived, so you haven't yet?

T10: I am here since two hours and I can't say so much.

I: Ok. I hope, you will like your experience.

T10: Of course.

I: Probably you observed - when you travelled to the other places, because we can't compare your experience in Slovenia yet, what was your last vacation, what it looked like?

T10: Which vacation?

I: Travel to.. for a leisure purposes, when you last time travelled, how was it?

T10: I think it was Tunisia last year.

I: So was it more like beach holiday, or active holiday, or?

T10: It was an invitation to the wedding, and it was just a hotel vacation. So we haven't seen a lot of things, except of wedding and I wouldn't call it real vacation.

I: Was it Tunisia or Indonesia, I....?

T10: Tunisia.

I: Were there in hotel some things that wanted to deliver information about protection of environment?

T10: Nothing.

I: No towel reuse, they changed it?

T10: ...Less, yes, but ...Do you ever been there?

I: no, but if you noticed something in hotel which aimed to make it more sustainable?

T10: I guess no, not really.

I: I don't know if you had chance to observe, but probably you can evaluate how Tunisia stands compared to Germany in terms of pro-environmentalism?

T10: It's difficult, because I was only in the hotel. I haven't seen a lot of the other lifestyles, but we were to the family of the wedding, and actually I haven't seen any plastic things there in the house or wedding, and... What I have seen - the landscape was dirty.

I: It was trash?

T10: Lots of trash, piles of trash. Everywhere were plastic bags, so...that is what I really remember, because it was unexpected and for Germany it's...It's very clean, I guess. And there were piles on the streets, and everywhere...trash.

I: How does it impact you? Probably you haven't had a chance to do something because you were just passing by, but in general, how do you think, when people get to the environment, where it is not really well taken care of, do they start to behave worse, or they keep their own behaviour? Maybe, you can think about other place that you went and it was a similar situation - it was dirty... Is it relaxing you in the way that you feel less pressure for putting...for doing right things?

T10: well, I guess when you see something, you have two possibilities to handle it. First way - you want to support it - ok, I really want to do something, that I don't want to support this trash area, or you think, oh, well, I don't care and you are discussed by people who are always talk about ecological things, and you have to be careful with your staff, and you have to... it's type of protest. Sorry, I ... like vegetarian. If you always see the same arguments of discussion in social media, and politic, and kind of that, you say ok, it's right, I want to support it. Or, you say no, I don't want to hear it anymore, so just to protest I eat animals, and I take more plastic bags, because I don't want to hear this anymore. So it's not the right words, but...Do you understand, what I mean?

I: I think, yes, you want to either radicalize yourself, to be against it, or...

T10: Yes, thank you [laughs].

I: And, probably, you observed other Germans when you travel? Because you know how approximately Germans behave when they are in Germany?

T10: I have seen lots of people with reusable bottles of kind of plastic, hard plastic...

I: That they use it many times?

T10: Yes, glass bottles too, but in the airports, when you buy some snacks or food, you have again these packages 3 times. But I guess, from the home way, on this flight, I would say they are ...careful.

I: So they behave the same as they do in Germany, when they go to the other place? Or it depends on place? Like, for example, if they go to dirtier place, or cleaner place...

T10: Well, I guess they think about it, and to handle this is another way, but I think about, they try to do this so they have thoughts about it. It's not just that they don't care, they care, but they can't handle it like they want to, maybe.

I: Does it makes difference for you when you travel in Germany and when you travel abroad - how you feel about environment? Do you feel more sentimental about Germany when you go somewhere and care more about a place? Maybe, not even about your actions, but your feelings?

T10: I guess, you feel more comfortable when you are in a country with your language, with your mother language, you feel more safe and more comfortable, when you are in another

country you have... maybe, you are excited, and maybe little afraid of language and people and you don't know where to go, and what to do...

I: And in terms how you treat environment? Have you thought about it? It is also impacted?

T10: It's ...It's a background then. Because, you have so many thoughts, to your hotel and...when you are not alone, to care about other people, and to care about yourself, you have to look everywhere, then thoughts about some environmental... they are in a background.

I: Aha, so it is more difficult because you have so much things to deal with.

T10: Yes, I guess, when you feel more safe, more comfortable, you don't have to care about your language and how can I get some dinner, and where, and what and with whom, and how do I get back to my hotel, because when you feel more safe, I don't know - then you can ask somebody - I am looking for this or this. And when you are in land, like me, when I have troubles with my English, then have many thoughts about so many other things, and ... Like, me - I have only my backpack, and I haven't place for my reusable bottle, or I have a coffee mug, to-go coffee - reusable.

I: So you normally use it when you are at home?

T10: Yes, yes, but no chance - it's totally full [shows her backpack] and I thought it was better to take another pullover than the bottle.

I: I wanted to ask you - for how long are you vegetarian, and how you came to that decision? Like, was it about environment also, or animal empathy, or health issues? Or, all together?

T10: Oh, animal empathy sounds great [laughs]. No, I guess it was development, I started with stop eating animals, just that, around some ... watching some documentations and talking about this topic with friends and... when you meet new people and they are... the same opinion, and they have more opinions, they know more. Then I started to watch new food - what is it, where it comes from, and I think the next step was to watch about the package, to start watch what food is, then you think about local and global food, and local and global package...ok, that's nonsense, but... so one came, and then come another thing, and... I don't know, it was a development.

I: It came gradually actually.

T10: Yes. It started with animal empathy and then you started to think about it and you read some articles, and go to presentations about environment and globalization, you start to be interested in politics, and then the circle... I...it's hard to explain, but...

I: It's also like a life position, lifestyle? Not just dietary...

T10: Yes, it is similar, I guess, so... When you have your moral, some people just have this theoretical, and others try to act like that and handle it in a practical way. It's a lifestyle and it is also your life position. Sometimes you just quote your lifestyle and position, it is good [quote?] for your back, but it is not bad, I think. It is just small, but not for everyone, I guess. For me, it is both, but I am person of principles, so, I guess, for me it is important. After 3-4 years I have found my opinion.

I: Ok, that's it. Thank you very much, it was really great conversation with you.

T10: Oh, no problem.

I: Can you, please, tell me your age and level of education?

T10: 22, and I am a student, bachelor.

[end of recording]

T11

I: So which country are you coming from?

T11: Ukraine [a dialogue in Ukrainian].

I: How long are you in Ljubljana?

T11: Since 2 days.

I: Are you staying just here, or go somewhere else?

T11: No, I was in Maribor first, then I will go to Bled and Kranjska Gora. [...]

I: [...] So first of all, I wanted to ask you, what makes you feel a tourist here? If you feel a tourist?

T11: Well, I see that this city is different and I am used to living in Ukraine, it seems like it is very comfortable, and you can walk everywhere you want. Of course, I feel as a tourist here because I want to see each corner, I'd like to see old buildings, and so just to observe the city...

I: Do you feel that you are different from the people who are here somehow?

T11: No, for me, I don't know, it's hard to say, because I didn't have that much connection with people, mostly in touristic things, so I still didn't understand.

I: How would you say, how pro-environmental person you are? How much do you do to minimize negative impacts on the environment in your daily life? Maybe, there are some things that you do - like, reduce plastic use, turning off the water, turning off the light, things like that?

T11: Well, I am interested in being sustainable, how to say it...and actually, yes, I can tell that when I am in Ukraine I am sometimes a bit confused by people constantly taking plastic bags, things like that, not thinking about environment, and here I mentioned some things, like in supermarket, I bought some bags that you can use many times for fruits. Or, yesterday I saw the mlekomat...

I: Where you can get your milk from?

T11: Yes, yes. So some things, some small things that I think are really important.

I: So in general, compared to the rest of population in Ukraine, would you say that you are average, lower, or above average in terms of treating environment?

T11: I am not sure if I can say that I am above, but I really try to think about it, to sort the trash, all this kind of things. I am on my way to do more.

I: Do you think you keep to do these things when you travel, or it changes, when you are not at home?

T11: No, I try to keep it, of course. Maybe, sometimes I can't understand all the things, but I am always interested in it and I try to ask how I can do it.

I: Do you feel different about environment and these things you try to do when you travel inside Ukraine and when you travel outside of Ukraine? Does the country makes difference? Maybe, some sentiments about the place and how the people...

T11: Well, in a way, I think, that yes, because in Ukraine, in general, you won't see a good ecological treatment, how to save all kinds of these things. And when you come to different European cities, it is much often to see the way people sort trash, all these kind of things, even by just walking the streets. Because in Ukraine it is not that usual. It is even almost - you won't see it.

I: Non-existing, yeah. Do you think, this thing impacts your behaviour, when you come to country where it is much more better in terms of environment? Would you... How does it make you feel? Do you do more, or do you just do what locals do?

T11: It's not like I want to do more, I just try to do what locals do, yes, and sometimes I get used to all these things, even here, for example, when you come to the road, you press the button to wait for the green light. When I come to Ukraine, I also try to press something, but there is nothing [laughs]. And, also, as for safety - it feels like here it is very safe. Once again, the cars on the road - it is really calm to cross the road. Not like in Ukraine - when it is green light, you...you are afraid sometimes to cross.

I: And probably you travelled to places which are even less sustainable, then Ukraine is. Can you recall such experience?

T11: Yes, because recently I was in Morocco [laughs], and yes, it was ... I felt that it is different place and different culture, sometimes you don't even feel safe there, and yes, it is different.

I: But do you think it impacted your behaviour in terms of environment? When you observed there is a lot of trash and people don't really respect environment there?

T11: No, I can say I behave the same way. The same way I used to.

I: And when you see Ukrainians travel abroad - how do you think, do they behave the same as at home, or do they try to be a better version of themselves?

T11: Of course, it depends on people. But I think sometimes they behave the same way and they don't try to be more, to think more about these environmental things.

I: But for you personally, after all these trips - you mentioned, that you want to press this button when you come back home. Is there something other, that you brought with you from abroad to Ukraine that you would like to implement in your life or you already doing - in terms of environment?

T11: In terms of environment...

I: Like, trash separation. Is there infrastructure in your city for that?

T11: It is, but of course, it is not... it is just a company, and they can't take this trash each day, it is just once per week, and sometimes they get some problems with cars, so... I really try to sort the trash, but it is a bit different behaviour, because here in Europe it is, you know which day you go...

I: Ok, so it requires extra efforts from you?

T11: Yes, yes.

I: Ok, that's it. Thank you very much. Tell me please, how old are you and your level of education?

T11: 28, Master.

[end of the recording]

T12

I: Which country are you coming from?

T12: Australia

I: Wow, it's far away. And how long are you here?

T12: Just for today. We've been here 4 days.

I: Oh, so you are leaving today?

T12: Tomorrow.

I: And do you travel further in Europe, or you come back to Australia?

T12: Travel in Europe, for now it's a couple of month.

I: So you are independent travellers, or you use some agency?

T12: We have a camping car.

I: Aha, so you travel with it. But you rented it here, right?

T12: No, we've bought it. We've bought it in Britain, now we are driving around.

I: Aha, that way! Do you feel as tourists here, in Europe and in general? Or how would you define this experience?

T12: I think Slovenia is good in terms of touristy places, you don't seem too bad, it's quite nice, but yeah, in Europe we've definitely seen more touristy places.

I: Is any environmental issues impacting your travel choices? Have you considered the impact of your travel on environment?

T12: Not particularly. Only, where we dump rubbish and waste and things like that - not putting them in wrong spots. It's better.

I: So it makes you feel better but in which terms?

T12: Like, recycling...

I: So you just follow this?

T12: Yeah, yeah, yeah.

I: How would you evaluate yourself in terms of pro-environmental behaviour - are you pro-environmental person? Maybe, compared to average in Australia?

T12: I am quite pro-environmental.

I: And Australia itself - people there?

T12: They are learning. Like, plastic bags became...very hot issue now. So, slowly, but they will get there. So I think, yeah, Slovenia is obviously pretty green, especially, the city centre, yeah, it's good.

I: Would you say that it also impacts your behaviour, your attitude that Slovenia is green, or other country where you go if it differs from what you are used to?

T12: I think, it is a good example. You can see what works and what doesn't work, and... yeah, this city definitely works, and [they put those bins?], yeah.

I: So you change your behaviour, in a way, or it just offers you more opportunities so it is easier?

T12: Yeah, just good exposure to see it.

I: Have you travelled to other country which was not really pro-environmental? Which was in a bad condition, not really treating environment well?

T12: Macedonia or something. There was a lot of plastic bottles, garbage.

I: So you felt different about environment there?

T12: Yeah, yeah.

I: Did you want to do something about it, or how was it?

T12: There things were polluted, and rubbish, was the main thing, I think, so we would change that, if we could, but we can't, really. As the individuals.

I: But you basically keep your behaviour stable, or is it changing depending on the place where you go?

T12: It is stable, yeah.

I: And have you probably observed the other Australians travelling to other countries - how they behave in other countries compared to how they behave in Australia? Does it make difference?

T12: I don't think so. Quite similar.

I: Do you feel different traveling in Australia from travelling outside of Australia?

T12: Yes, definitely. Because every country is different, you are not sure what the rules are, what's good and what's bad, what's acceptable and what is not acceptable. You have to be very conservative and do everything right, just in case. If in that country that's wrong...

I: Are there any sentiments towards Australia that you feel more than to places when you go outside, so you want to do something more in Australia, or it is actually the same in every country? In terms of environment?

T12: Australia is quite good. It is quite clean and everyone looks after, maybe just coal burning and greenhouse gas emissions makes the change. A couple of other things, rubbish and everything is pretty good in Australia, really, these coal-powered stations are probably the worst things.

I: And what do you think in Australia forms this pro-environmental culture - is it a school system, or parents, or...

T12: I think, both.

I: And you personally? Why you behave pro-environmentally?

T12: Yeah, it's pretty about what you learn in school, and environment you look after, and a family, and this cultural thing - to not to disrespect the environment, to respect animals and plants, yeah.

I: That's it, thank you very much.

[end of the recording]

T13

T13: What do you study?

I: Tourism. So it's about tourist experiences in different places. How long are you in Ljubljana?

T13: 5 days

I: Already?

T13: 3 and 2 more we'll stay

I: And where are you from?

T13: Australia.

I: Wow, far away.

T13: Yes [laughs]

I: So you travel longer in Europe?

T13: We are actually staying for a year. My wife and me are here for a year, so we started off with 8 weeks of travelling to different places, and then we...after we try to get some work and stay in places for longer.

I: Aha, so it is more like a lifestyle travel, or something like that.

T13: Yes.

I: But do you feel yourself a tourist here, or how would you describe this experience?

T13: I do feel like a tourist, but it is a very comfortable city. So, it's been very easy to understand what is going on, everybody speaks a good English, and it feels very safe and open. It is less, like in some cities you feel like you really...obvious to spot, and like and outsider, while here it feels very welcoming.

I: So it is in a good terms, that you feel yourself - you are still tourist, but you don't feel that they see a bag with money in you, something like that?

T13: Yes.

I: My research in general is about tourism and protection of the environment, so how much of environmental issues impacted your travel decisions? Have you considered anything when you planned your trip?

T13: Not when we were planning it, but in general, when we get to the place, it does feel a lot better - like, Ljubljana is much cleaner. It feels better, and it makes you feel better as a tourist, because it is more ethical. But we didn't plan as much, around that, because for all Australians coming to Europe it is about seeing a lot of famous places. Because when we come, you know, it needs to be...because we don't come very often, because it is so far to travel.

I: I understand that. How would you say about yourself - are you pro-environmental person?

T13: Yeah, very much.

I: Above average?

T13: Yeah.

I: And in general, in Australia - is it good there with these issues, or how would you say? How much people care?

T13: It's good, it's getting better. Younger people care lots more, older people not as much. We have really nice national parks, natural environment, but we are not very good with global warming and greenhouse gases. So, we still burn a lot of coal, have lots of...[another person arrives]. This is my wife.

I: Nice to meet you. I am sorry for taking your time. It will last maybe another 5 minutes, if it is ok?

T13: That's ok.

I: And how would you say - where this environmentalism is coming from - of young people? Or why do they change compared to other, older people? Is it education, information, or...

T13: Education ...yes, but also...impact is so small. It is much more because it matters - if we don't fix it with our generation, the next generation will suffer much more.

I: Do you think your behaviour changes when you travel to destination like Slovenia, which is much more greener - do you do more here because of that?

T13: I think so. With things like the visible bins, where everything, you have to separate everything, and take care of area and stuff - it very much makes it feel like you want to pick up after yourself and make sure you cleaned the cigarette...

I: Ok. Maybe you have experience of travelling to destinations, which are less green, and...

T13: Asia, that's true.

I: And how does it feel there, or what do you do there? Do you keep your behaviour, or you change your?

T13: We keep our behaviour. Yeah, I think we do. But lots of other people don't. [Wife] I think it is also in Australia, people don't litter - they are more wasteful with water, energy, but no one throws rubbish anywhere. So, we couldn't, we would feel very bad about throwing rubbish on the ground.

T13: And we do not... trying to travel more, because...by driving than planes, and I think, part of it is environmental, and part of it also like because you've got to see more of a country, you feel connected with the country you travelled through. [Wife]: More public transport. And you are more in the centre of places, if you travel by train and public transport.

I: And why would you say you personally are pro-environmental? Because of the same reasons, you spoke about, the whole generation? Because we feel we are responsible and we will face consequences of it?

T13: Yeah. [Wife] It feels just a right thing to do. Yeah. I think, education is a big part of it too. He has a degree in science and politics. [t13] Yeah, so we learn a lot about it. I think, also in Australia, a lot of what we do when we were growing up was either on a beach, or in a park, or in a country, so we have a very close connection to the nature, so that makes us want to protect it.

I: Does it feels different when you travel inside Australia and when you travel outside, is this feeling of home makes you more responsible for your own environment, or how is it?

T13: I guess, it is the same. I think so.

I: And, probably you observed other Australians travelling, for example, as you told, in Asia - so, if they come, would they also adjust to environment, so if they see the people don't treat environment well, can they afford this non-environmental behaviour there?

T13: I think, maybe. Because they get to be more wasteful, because everything is cheaper and things they have [live likings?], you know, have less respect for that around them. Some people, not all people. But you do see it sometimes. [wife T13]: Yeah.

I: So in Australia Australians are behaving relatively well, and if they go outside, they might change?

T13 [Wife]: Yes

T13: Yes, I think so.

I: I think, that's all. Maybe, you can add something, which comes to your mind, if there is something.

T13: I think, because we were looking, as if we were staying here for a long time, when we learned about Slovenia....Ljubljana being eco-town, and it's been such a clean and lovely place to stay, we would consider coming back here for longer period. We just came from Italy, and there was a lot of good things - food was really good, and culture was interesting, but we probably wouldn't go back for a longer time, while here it feels like you can do more than just being a tourist - you could stay for a lot longer and really enjoy it.

T13 Wife: Making your time

T13: Yeah.

I: Thank you a lot for this conversation

[end of recording]

T14

I: I don't need your personal details, I'll just ask you...ok, maybe you can tell me your age and education, that's actually, everything I need.

T14: Oh, I see. Now I came here - just now. Is it ok?

I: It is ok, because I will ask you about, maybe, other places. Which country are you from?

T14: I am from Japan.

I: And you just arrived to Ljubljana?

T14: Not just arrived, today I arrived to Ljubljana from Zagreb.

I: Oh, you've been to Croatia before.

T14: Yes.

I: And how is it so far, what do you like here...why you decided to come to Slovenia?

T14: Actually, I travel around Central Europe, especially, Eastern Europe. I think, Ljubljana is mixed, from Roma... I wanted to see that architecture. So I came here.

I: Oh, because of architecture actually? Nice! [...]

How long are you travelling in Europe then?

T14: In Europe for two months.

I: And how long are you already here?

T14: Here in Ljubljana will be for 2 nights, and one more night for a cave, which is UNESCO, Postojna.

I: Do you stay in hotel here, or in hostel?

T14: Hostel. Dormitory.

I: And you travel by yourself, without a group?

T14: Yes, by myself.

I: And you booked tickets by yourself also, without agency, or tour operator?

T14: Yes, without agency. I travel by u-rail. U-rail pass.

I: Oh, so you buy this one ticket and then you have a possibility to travel places?

T14: Yes.

I: I wanted to ask you, how in terms of your attitude to environment, how much pro-environmental person, how much do you do to protect environment?

T14: Environment? In Ljubljana?

I: Back home?

T14: Back home...

I: Or how would you define Japan - as pro-environmental country, or, how much do you do for environment back home?

T14: Sorry, can you repeat please?

I: Yeah. There are - everyday we do something, like, sorting waste, or turning off the water, turning off the light - these small behaviours. Do you do such things at home?

T14: At home? In Japan? Sorry...

I: Yes, sure, I am complicating it. So, some of our activities, what we do every day, can have negative impact on the environment, on nature, so in everyday life, do you do something to minimize this impact? Like, reuse plastic bottles, or...you know, these small behaviours.

T14: We have our behaviour for separate, for waste. We do it at home, and our government, but not...current...not central government, we have our small government, local government, they decide to separate or not to separate.

I: Ok, and now you have been here for a while, in these countries - Croatia, Slovenia. How would you compare Japan to these countries in terms of how much they do for the environment? Is it better here, or is it better back home?

T14: I think in Ljubljana it's green. More green, I think, because I travel, I already went to Hungary, Romania, Bulgaria, Macedonia, Serbia, so I think Ljubljana is more green.

I: And how do you feel when you are in such different places - when you went to Macedonia or Bulgaria, and you saw that it is not so clean - was it making you behave different, or you do... How was your feeling inside?

T14: Actually, I don't care about that, I just.. just to see - oh, ok. It's not a problem for me.

I: So you mean that you don't care - it is ok for you the garbage to be there, but you behave...

T14: Maybe, it's a problem for environment, I see, so maybe it's behaviour, not a good behaviour, but - in each country they have their own culture. So I want to understand that culture, this idea, so I have more and more...so I don't care about dirty and something...

I: But do you think it impacts your behaviour - so, for example, if you come to Macedonia, and you see a trash on the street - is it easier for you also to throw trash, or you will carry it with yourself? How this "bad" environment impacts your behaviour?

T14: Oh, not change my behaviour. I just keep it in my bag and I would throw it in a hostel, in a train's garbage.

I: Do you think you behave differently when you travel at home in Japan and when you travel abroad - also in terms of environment? How do you feel about nature back home and how do you feel about nature outside of Japan?

T14: Oh...

I: If it is different. Maybe, it is the same, I don't know.

T14: Yes, it is different. Yeah. Europe and Japan is so... yes, many things different.

I: But how people treat environment in Japan in general?

T14: We have a class for the environment, in elementary school...

I: So this environmental culture is high in Japan? People care about environment in general?

T14: Yes. And also, people hesitate to throw the garbage. Because people think... most of Japanese people care about... seeing - other people seeing, other people see me, so...

I: Oh, so you feel the impact of the other people?

T14: Yes.

I: Do you think when Japanese people travel outside Japan, do they change behaviour or they behave the same?

T14: Maybe, the same.

I: So if other people will - again, example of Macedonia - if Japanese people coming to Macedonia they would behave as Macedonians, or, as Japanese people used to behave at home? In Japan.

T14: Oh, I don't know.

I: Ok, we can skip it. How would you say that Slovenia is green? Have you got this feeling because you just see it visually, or why would you say that Slovenia is green?

T14: Green? I just came here today, and I walked here from a train station.

I: Oh, so it is just your first walk here.

T14: Yes, and I just see street, I am surprised, because this street is pedestrian street, for the people, and people who ride the bike... you see [shows that they are not riding bike, but walking with it]. That's behaviour is good.

I: So they respect pedestrians.

T14: Yes.

I: Ok, it's nice observation. I don't even notice it.

T14: Oh, really? Today I hear, I saw some of them do this [shows].

I: Carrying bike?

T14: Yes, carrying, it is so nice.

I: And how old are you?

T14: I am 23.

I: And what is your level of education?

T14: Now I am in a 4th year in Japanese university.

I: So it is like a bachelor, or master?

T14: Bachelor

I: Ok, that's all

[end of the recording]

T15-16

[answering question "Do you feel as a tourist here?"]

T16: If I am in Slovenia and I go to the place...

T15: Well, I am Slovenian, I am not a tourist here, I don't travel here, I live here. But if you want travel experience - she is the one who travels. [laughs]

I: Ok, I think, any kind of experience is interesting, because it is not about particularly now how is it, but just in general. When you go to vacation, what is your typical vacation looks like? More beach holiday, relaxed one...

T15: I went to Bangkok

I: And what made you feel tourist - because, now you say, you don't feel tourist, right?

T15: Yes, because I live here. I don't feel like a tourist because I live here. So what are you asking, I am not sure...

I: When you travel inside Slovenia - you travel right now, because you are from Jesenice, but you don't feel as tourist here. Because it's your country.

T15: Yes, right. Oh, definition of tourist [laughs]

I: No, just perception. My research in general is about how tourists treat environment, so would you say that on average, compared to other Slovenians - are you above average, in terms of your behaviour to protect environment, average or below average?

T15: Below average.

I: And in general, how would you evaluate Slovenia? Compared to, maybe your experience of travelling to another countries?

T15: Right, what our people are like? I don't know, I think, Slovenia is pretty green, when it comes to environment. Because, I've only been to Bangkok, and, you know, these guys don't really care about environment.

I: And what makes you say that you are below average? Because you think you can do more?

T15: This thing is a bullshit. All the global warming, and everything, I think it is a bullshit. [laughs]

I: Okay. No, it's totally fine. Do you think you change your behaviour when you go outside - you told, you went to Bangkok - so you behaved the same as you do in Slovenia, you do also when you travel?

T15: When it comes to environment?

I: Yes. What, probably, you do at home? You sort waste or not? You turn off the water...

T15: No, it's the same.

I: Is it the same everywhere?

T15: Yes, it is the same.

I: And probably you met other Slovenians when you have been travelling outside of Slovenia?

T15: I've met them, yes.

I: Do you think they also behave the same as they do in Slovenia? Or they adjust to environment when they travel? Like, if they go to Bangkok, do they behave worse, because they see bad example...?

T15: I think, it is the same. It is so hard to say.

I: It's fine.

T15: It's the same shit. I'm sorry, I hope I helped you. You just asking...You are doing a research for your school?

I: Yes, and any answer is great, because it reflects how people understand themselves these issues.

T15: Yes, it gives you something.

I: It cannot be a bad or wrong answer, everything is good.

T15: Yeah, I get it.

I: I'll just check what I can ask you.

T15: Well, you can ask her, coz she is a tourist here.

I: Yes, I will probably, if you don't mind.

T16: It's ok.

I: Tell me please your age and level of education.

T15: University, 26.

I: So which country are you from? UK?

T16: Yes, England.

I: You are here for a long stay, short stay?

T16: Long stay...But I lived in Thailand for 16 years. So I can compare to that, than England.

I: How would you compare this level of pro-environmentalism in England - your pro-environmentalism level to general of the people in the country?

T16: Environmental? I would compare to Thailand, because I know more about Thai, but in Thailand they don't care about general waste. Like, in Slovenia, you have different bins for every sort of material, but in Thailand it is just to throw wherever kind of, any bin, litter on the floor, you know, it's not very clean. Slovenia is probably a lot, higher in that than Asia.

I: Do you think you change your behaviour when you moved to the UK in terms of that? When you saw that is different in that country?

T16: I would say, I follow the rules, so I would say I did adapt to the...I mean, I wouldn't say I was littering in Thailand, but I adapted to environmental laws in Slovenia.

I: Have you brought some behaviour from...for example, if you do something at home - sorting waste, do you also do it when you travel?

T16: I do it more when I travel, because in Thailand, like I said, we don't sort waste, everything goes to one bin. But in Slovenia - he told me [shows to T15] that you need to distribute the trash accordingly, so I follow that rule, coz I am in that country, so it is right that I follow them.

I: Is it more of available infrastructure, or you have your internal motivation, or why this is happening?

T16: I think I do it because the way of the country - I don't want to be told off, so I would just follow, respect their rules, and just that boundary, so I am doing that way.

I: And probably you can tell, why in Thailand it is happening this way - why these values are so different between the countries?

T16: It's 2nd-world and 1st-world countries. They just happen adapt it, or made the rules, have separate bins, but they don't follow it. It's just a waste, so it goes wherever, you know.

I: Okay, but is it coming more from a family, a school system, people get more information about it?

T16: I would say, government. In Thailand it comes from the government. In a family you grow up, you can be told - ok, this is waste, this is, but everywhere around - if there are bins stationed around the city, you're just going to throw in what bin is there. So it's like the government and they plan... if they plan separate bins, then people, maybe, would follow the rules, so you know, distribute the trash accordingly.

T15: Probably, not...

T16: Well, in Thailand it would be slow. People are very slow to pick up on things.

I: And if the people from Thailand, that you met abroad - do they also adjust to the environment they are now currently, or they keep their behaviour?

T16: I think, they keep their behaviour. I don't think they would pick up on it at all, actually. Yeah, I wouldn't say.

I: Ok, that's it. Please, also tell me your age and your education.

T16: 25, university.

[end of recording]

T17

[...]

T17: ...on Mallorca. I was in Palma, for a week. I was with my boyfriend, we just rented a car and explored the island.

I: And why you decided to go to Mallorca?

T17: Because the flight tickets were cheap.

I: And were any impacts of your trip on the environment - have you considered them when you were planning that trip?

T17: Yes and no.

I: But it haven't impacted your decision - have you chosen hotel based on that? Or transport? Or?

T17: We chose Airbnb apartment, because...what was your question?

I: Does any impact of your trip on environment changed your decision or impacted your decision? Have you been considering environmental issues when you planned that trip?

T17: Yes, because Palma has a great location, and the roads are like to everywhere, and the nature is. of course, gorgeous, and with car you can go to any place in Mallorca in less than in one hour, and you have everything, because it is a capital city.

I: Oh, you need to go now [another person arrives]. Or, maybe, just two minutes?

T17: Yes.

I: Can you tell me what you do at home in your normal life of these things that aim to reduce negative impact on the environment? Like, waste sorting, putting garbage in different boxes?

T17: Yes, we have that at home because my dad is very strict about that. And if I put something wrong in basket [garbage] he just grab... he is horrible. And...

I: Would you say that in general you are pro-environmental person? Like, you care about environment?

T17: Yes.

I: Like other Slovenians, more or less? How would you put yourself?

T17: My friends and people close to me are like me, we know about the nature and we care about it, but other people... I don't know, I think they are less.

I: But when you travelled to Mallorca, how was your perception - are the people the same as in Slovenia about environment?

T17: I think, more, because the beaches are very perfect, and even in Palma - I don't know, I didn't notice some trash, like in other big cities.

I: Do you think you behave like at home in terms of environment? So you also try to sort your waste? In Palma? Or, you turned off the water, or you took the long showers, for example, or turn off air condition when you are not in your room?

T17: Yeah, for example, shower - at home I need to do it in 10 minutes, but when I am on holidays or something like that, yes, I shower longer.

I: And what is the reason? How would you explain it? Just because you want to relax?

T17: Because at home my parents are always: "oh, do, do, do, it's money" and abroad, I live on other expenses. That's not ok, I know [laughs].

I: And probably, the last question - when you travel inside Slovenia, if you go for one-day trip or stay overnight - do you think you behave the same ? Or, you feel so more responsible for Slovenia?

T17: I think, I am more responsible here.

I: So when you are in Slovenia you try to behave the same as you do at home?

T17: Yes.

I: Thank you very much . Tell me please your age and level of education.

T17: 20, 2nd year of university.

[end of recording]

T18

I: Are you from Ljubljana or some other places, but you study here?

T18m: I am from Ljubljana, I study here.

T18f: I am from Novo Mesto, I was studying in Koper, and now I actually just doing my master thesis and doing student work here in Ljubljana. I am basically working here.

I: So you are kind of residents?

T18f: Kind of.

I: And what makes you feel different about being tourist in a place, and being local? Do you feel tourist sometimes in Slovenia when you..?

T18f: Yes, when I am actually hanging out with tourists then I feel like a tourist in my own country. Because then you start to speak in English, and then also when you go to the store you start to speak English just like this, you don't click, ok, now I'll ask in Slovenian. When I speak in English you see, and also then you see behaviour of the people from Slovenia how they behave to the tourists - when you feel a tourist in your own country.

I: So it is different?

T18f: Sure

T18m: People are a way more nicer to tourists if they are thinking you are...

T18f: It's actually what I wanted to tell you.

T18m: It's also like being a tourist somewhere - you look for a lot more positive stuff - you tourist - you put money for being here, so you look for the things that are worth your time, you are more positive, you look for things that are different, you just like them. When you're local - you don't really care. You don't see all this architecture, you don't see that it is beautiful. Even though it's beautiful, it is just normal to you. And being, like, if you act like a tourist, yes, a lot of people are way friendlier to you. Because, I don't know - we want to give a good impression or something - I don't know. Wearing on your sleeve that you are tourist would be much more better.

T18f: Yeah [laughs].

I: Ok, my research is about pro-environmental behaviour - so how tourists treat environment depending on place where they go, so how pro-environmental would you say you are, compared maybe to average Slovenians?

T18m: I mean, I recycle, is that ok? [laughs]. Other than that, I don't drive a car, I take a bus or bike.

I: But because of environmental reasons, or because it is more convenient, or it is like a social norm here, so you are expected to act like that - how would you say?

T18m: I wouldn't necessarily say that health of the environment fills my actions. My actions, you know. What I do - I try to be decent to the environment, I try not to be a total d*** about stuff, but it's not something that has a major role and making my decisions.

T18f: Yes. If you would ask me about environment, I would say that it is not just on one person, like people say it's on you, you have to recycle. Is this recycling really saving the world? This is my question. I can recycle, I can be aware of it, I can also tell to the people how to do it and to be aware, but I would be more happy if some people would get together and say to the corporations - maybe you are making mistakes.

T18m: Yes, it's like 70%...

T18f: 80% of the environment is polluted by f***ships they are taking, so why...[laughs]

I: No problem

T18f: ...because it is my opinion, why one person has to be aware... so many different problems about environment, not just recycling.

T18m: If 80% of it is caused by a hundred of companies, if all people did everything, like, all normal people would just do everything, take a bus, bike, everything, it's going to contribute 20% to the pollution. You have to get to those companies and say, like... But that is pretty tough thing to do, because they have a lot of money, writing on...their use of money.

T18f: We have to work more on this, corporations, how they manage the world and this kind of stuff. I can even use a bus -but why there is a bus to use if there can be something else to use.

I: Ok, and probably you went to other country...

T18f: What?

I: Have you gone to the other country for a trip recently?

T18f: A lot of countries. Last year I was travelling...

T18m: She is good for that. So I think, you ask her.

I: So just pick up an example.

T18f: I was in France, I was in Thailand, I was in Norway, Sweden, Germany, Austria, where else...

I: Like, in one trip? Or you did separate trips?

T18f: Switzerland...Separate, and also in one trip it was to Scandinavia, so it was all included - Austria, Germany, Sweden, Denmark. We went with a bus, to go to the north and then back.

I: So it was like an organized trip, with agency?

T18f: No, with my family, we went with my family.

I: And was it more active holiday, or more like relaxed holiday?

T18f: Oh, active, I am always active, I want to do sports when I go to some other countries. Also, to see the nature, not so much the cities. I also recognize myself after travelling so many times to so many places then you always see ok, see these are very beautiful and you see the culture and everything, but when you go out you see the nature - it's also the culture, some kind of - people see it in a social way, maybe, there are also some other things for locals, different part of the country - not just Vienna, for example. Ok, you go and see, but what you really wanna see... And also, when I think about cities, I think they are coming - every city is coming on the same level. It's not like there are so many differences with the cultures. Maybe, that's good, because then we are more equal to each other. But maybe also not, because, you know, some cultures are just going to... spread to...how to say...

I: Globalization? No, actually, difference.

T18f: Yeah, you would see how cultures are this and this...

I: Then I again turn back to this environmental issues: Have you felt different in those countries? Because, I think, they are also quite pro-environmental, like Slovenia, so they are not really...they are taking good care of it?

T18f: I would say, that for example, Thailand, I was really not happy about it. When I went to Thailand I was really enthusiastic, wow, I would see jungles, I would see, you know, animals and really good environment, really nice spirit of nature. And when I came, I was just disappointed. The trees were cut, I didn't see animals - I saw animals, but always on chain, and they use it for money, for tourists, like, for example, elephants, when I saw these elephants, when you just look in the eyes of the elephant you see this is suffering animal, I don't want go as a tourist and ride the animal and post it on Instagram and say - hey, I can ride elephant! Why?! For this elephant? No! So I was really disappointed. And once, I'll tell you the story, we swam to one island, it was without the people, you know, no civilization on this island, it was really small. We went, it was with sandy beaches, really beautiful, and palm trees, when just ten steps on the other side, on the coast, and you saw 10 metres of plastic just like this, laying around, and you knew, that ok. that's tourist. Then, I also asked myself - why ticket for Thailand is so cheap? It was just, like 500 Euros back and forth, it was really cheap. They are doing it for us, but they are destroying their own country. Is it really, like, Thailand for, or for Europe, America, Thailand is this, you know...

I: Do you think it is more like a local issue, a problem of locals? Because, why in Slovenia people can think about the nature differently than in Thailand?

T18f: I would say just because of the globalization. After some time - Thailand is not a reach country, they also can't fight for themselves, as much as Europe can. If you would compare it with Germany, Slovenia - who would won? You know who will win. So in this situation it is not whose problem is it - Thai people - it is a local problem? I wouldn't say so. I wouldn't say that these people are now guilty, I wouldn't...

I: So they are just not empowered to do something?

T18f: I would say so, because also when I was speaking with these locals, they were also like - like these animals, on the chains. They have to sell you some food and then in the end - who is your boss - German guy. You know, in the hotel, and then we asked, I also asked why there are so many woods cut, and they said, yes, this land is bought from American guy, this land is bought for German guy, there will be a hotel with 5 stars, there will be a hotel with 3 stars. So you know, aha, ok, then it's like this. And, also the houses they are hold by European guys, mostly, I was in one.

I: You stayed at residence, or was it hotel? Which kind of accommodation was that?

T18f: I can tell you. Because after all those travelling I also saw myself - in the beginning you go as European guy, for sure you take it - aha, I will go to the hotel, it's very cheap, you know. It was like 20 Eur for the hotel, including everything, you know. We were in one hotel, but then we realized, because we were so active, that we are not at the hotel, not actually, just for sleeping - we came, slept and went out again. So you don't use this hotel. Then, after some time, we arranged with my friend - let's go to hostels, with rooms for 8 people, and we

would sleep there just as in hotel. And then we also realized that you can meet so many cool people, because hostel is for...

I: But people - mostly Europeans, Americans? Or, locals also?

T18f: Tourists are mostly from Germany, that's what I saw. Also, Slovenian people, I also saw friends on the street. It's really cheap, it is really common to go in Thailand to this kind of places. But then, I think - they care about this place. Even if you are a tourist, after some time you have to realize that these people are the same like you, if they have to struggle that you will enjoy your tourist time here, you are just living once. So if you have an opportunity go and work there - don't be just a tourist.

I: And do you think your behaviour changed? Because you told me that example about elephants and everything - so you really didn't want to participate. But in Slovenia, it's kind of strict environment, so you know that people here treat environment well, so you behave in particular way. But when you go to Thailand, it's more relaxed, you know that you will not be judged if you put trash in the street - do you think, it's impacting?

T18f: No, you won't be [judged]. They would just look at you normally.

I: But how you did it there? Do you think it relaxed you?

T18f: Oh, how I did? Like here. Because, once you throw trash to the bin, you always will do it. You always feel like, maybe, I ...

I: Is it a habit, or it is internal thing in you that you have inside that you can not do it against environment?

T18f: I think both. It's a habit, and it is also with environment- it comes together in package.

I: Probably, you saw - because you told you met other Slovenians - do they also act like they do in Slovenia, or they behave differently when they are in such place? Because place is relaxing. Like, you told, you keep your behaviour, but others? How do you think? If you had a chance to observe?

T18f: Hm, I don't know. I actually can not say. Because then I will judge, people are different and I think, maybe some people can be better even, some people worse, it's like...

T18m: If you are very lazy, and you come somewhere where the standards for environment are lower, you are way more likely to be just like, eh, ok, I'll throw it on the ground. If you see a lot of trash on the ground, it is probably not going to deter you to throw it again on the ground. Even, if you are used to throw it in the bin somewhere - you see, here is no trash, right? So if you throw trash on the ground it's going to be ...it's going to look, stand out, right? So if you are in Paris, and there is trash everywhere...

T18f: In Berlin...actually, before you came we talked about Berlin. And I told, maybe, sometimes, also these trashes, it's like we are hiding something behind. There are always going these people around and putting the trashes in - it's like, ok. But when you come to Berlin, there is no people like this guy.

I: You mean, service workers?

T18f: Yes, you don't actually meet them, but then you see - ok, there are trashes on the street, live them, let the people see how it is. And you know, people should do it, not these people. I think it's way of hiding.

T18m: It's like out of sight, out of mind, right? If you don't see the trash, you don't realize how much really the trash you are producing. Everyone of us are produces a lot of trash. Even though we like [buying local?]. I know, I am throwing out a lot of things. I buy food, it goes bad and I throw it out. I produce a lot of trash.

T18f: And it is also like in a village, where I am living, we don't have these workers, you know, common, clean the village. Then the villagers, we come together and once per year we always get together, thank god, for social reason, with social medias, I mean, you know, and then we just arrange, ok, and it gathers like, 30 people, really huge area, and people, like, 5 in a group, go and you clean the area, and you also see how many trash we collected, so then it is in our thoughts - ok, you know, don't do this. And then you show it to the kids, they see it.

I: This is great example, do you think that when you feel more connected - responsible, as you are in your village, do you feel the same about a whole country, or if you go abroad - do you still feel the same responsibility?

Y18f: yes, because I think even if a tree in front of my ...a tree in front of my house is not more important for me or for other people than the tree in Thailand, or here in Ljubljana, this tree, for example. Our trees are like we. We have blood under our skin, and then they are living with a reason, and oxygen, and everything. And when I heard with this environment, what is happening - I am also really, really - I don't know how to say. Maybe, scared, what will happen, because, for example, last week, one guy bought a tree for 15 000 Euro. You know, ok, this tree has now a price of 15 000 Euro, but why then you bought it?

I: So is it growing, or they cut it?

T18f: No, they cut it! You know? Do you see, it is, ok, this tree is now so much worth - like, 15000 Euro, but you still don't get the meaning of this 15000 Euros?

I: Where the price is coming from?

T18f: Yeah, if it is so price, how to say, overpriced, not overpriced, for me it would be fine in millions, but why would you cut it? I mean...

I: But was it here in Slovenia? Because I didn't know this.

T18f: Yes, here, in Celje, I think. Somewhere in Stajerska regija. I just read in the news and I was like - wow. Why did they do that? 15000 euros - ok, but you know...and you know, the tree - would you also pay for a person [killing]? When you think like this. I also have a friend who says, you know, people are so... I would do it that I would cut like, [name] also has this. I would kill all the people, so that every animal, and living being other than people can live on this planet.

T18m: You know, when people are telling - we destroy the planet, we are not destroying the planet, we are destroying the habitable zone for us. Planet will survive, and animals will survive, while we not. It's ok, it's good thing...

T18f: It's like we also not choose if we will live...

T18f: ...The nature will do it for you, a lot of volcanoes, and this...

T18m: We are just parasites on this planet... we growing a lot, we [...] a lot, but the planet is going to live through us.

T18f: It's like - I don't know how to say it in English - samovmevno...

I: Self-regulating?

T18f: Samovmevno, it's like...

T18m: To take things for granted. Something that you take for granted.

T18f: That you don't... Now, look. 3 days, 4 days in Ljubljana, it's like spring. People don't see it, it's sun, it's good...but, yeah, ok, this is February! Next February, next February, next February - it's maybe 4-5 years, but it will be 50 degrees in February - will they all enjoy? That's why. I am just like - ok, do it, you know. Do it how you think, but anyways, it will go to the nature.

I: Ok, that was a great conversation. Thank you very much!

T18m: Thank you!

I: And tell me please your age and - your level of education is university - you also have university, right?

T18f: I am now, already, almost magister. So yeah, university, and 25.

T18m: I am 21, and I'm just high school. I graduated high school, and I am still first year of college.

[end of recording]

T19

I: You are from Slovenia?

T19: Yes.

I: Ljubljana, or some other part?

T19: Other part.

I: But you live in Ljubljana?

T19: No, I go for college here.

I: Do you feel yourself a tourist when you are inside your country sometimes, or how would you say?

T19: No, not really.

I: And what defines this feeling? Like, if you go abroad, you think about yourself as a tourist, and when you are here?

T19: Yes, mostly because of the language. Coz, I don't know...

I: Ok. And how would you say, how much you do for environment, so how much of pro-environmental person you are in your daily life?

T19: I mean, I can do better, but you know, this usual stuff, I think I ...

I: Like, waste sorting...

T19: Yes. And driving by bus....

I: And how would you evaluate Slovenia in general in these terms, how pro-environmental Slovenia is? Compared to other countries where you travelled, maybe? If you can think about some particular examples?

T19: I mean... It's like in the centre, I don't know. Yeah, I would say in the centre.

I: Probably you can tell me something about the last vacation you went abroad? If you went, or if it was here - how was it here?

T19: I went to London... I mean...The weather was...

I: Was it organized trip?

T19: Yes, yes, I went with my school, my friends and so on.

I: And you stayed in a city? It was a city tour?

T19: Yes.

I: And how you felt - maybe, you had a chance to observe, how environment is treated by people there?

T19: The city is pretty neat.

I: Can you compare it to Slovenia, more or less?

T19: I mean, here in Slovenia there is less people, but I think we could do better in Slovenia.

I: And did you felt different, because, maybe at home you have particular set of things you do for environment, and it is a habit, because you are used to do it, and when you travel - do you continue to do it, or how is it happening?

T19: Yes. It is the same.

I: Inside Slovenia and outside of Slovenia?

T19: Yes.

I: And probably you observed other Slovenians, when they are outside of Slovenia, do you think they also keep their behaviour?

T19: Yes, mostly.

I: Can you think of one place - because I think, London, it's my perception, yours might be different - is quite pro-environmental. But maybe you can remember country which is not pro-environmental, that you travelled to it?

T19: Yes, when I was in Italy, I don't know, which city, I mean, there was a lack of trash cans, that may be a problem...

I: So you saw trash on the streets?

T19: Yes.

I: Have you felt different yourself, about how you behave there?

T19: No, I kept trash in my backpack or something and then throw it away.

I: So you just keep your things..

T19: Yes.

I: Ok, that's all my questions, thank you very much. Tell me please your age and level of education?

T19: 19, university student.

[end of recording]

T20

I: Which country are you from?

T20: France

I: And how long are you here?

T20: Just one day

I: And you will leave tomorrow?

T20: No, no. We are here for one day, but we are here for 4 month.

I: Oh, ok. So you are here for studying?

T20: She is here for studying, she is doing an internship in [...], and I just come with her, maybe, looking for a little job or something like that.

I: So you are considering probably staying longer also?

T20: Yes.

I: And why you decided to come to Slovenia? Is it because of the job opportunity?

T20: Yes, opportunity.

I: Ok. My research in general is about how people treat environment when they travel, and how they treat it when they are at home, so how in general would you evaluate yourself - as pro-environmental person, person who does something for environment to keep it, maybe compare to general level in France?

T20f: Here?

I: You, yourself, your behaviours? Do you think you are pro-environmental, average, below average?

T20m: Average, I think, for both of us.

I: And have you had a chance to observe how is it here in Slovenia, or you just arrived?

T20: It's our first walk in the city, it is just the beginning...

I: Can you then tell me, how your typical vacation looks like? Do you go more for relaxed holidays, or active holidays, or ...

T20: On holidays I'm just looking for the nature, walking, culture, a lot of museums or something like that.

I: So, normally when you travel you don't use agency [...]?

T20: No.

I: Can you think about some country where you went for holidays, where you got a feeling that the country is not treating environment very well?

T20: Sorry?

I: That a country, where you are for holidays, is not treating environment very well? Like, people don't care about environment? about nature?

T20: Of those countries where I've been before? The United States.

I: So they don't treat it well?

T20: No.

I: And why you got that impression?

T20: Yes, just the US, I think.

I: So people were not behaving well, or why you've got that impression?

T20: Just they consume too much, a lot of dirt everywhere, and it doesn't matter, much pollution, like that.

I: And do you think it impacted how you behaved there, or it is the same things both at home and...

T20: No, I think I don't change my behaviour. For me it is like usual, you do the same things. Not more, but no less.

I: And what are the normal things that you do at home in order to reduce negative impacts on the environment?

T20: try to buy food with not too much bags or things like that, just turn off the lights, not to use too much water, or things like that.

I: Have you observed other French people when they travel, maybe, in the US or another countries? Do you think they change behaviour or they also behave like they do in France?

T20: I think French people when they travel they just do bad things, when they think - oh, we are not in our country, so we can do just what they want...so I think when French people travel it's bad for the country [laughs].

I: For the country where they travel?

T20: Yes.

I: And how do you think, where this environmental culture is coming from? Is it from your home, your parents, your school? Why some people are pro-environmental, and the others are not?

T20: Oh, I don't know. Just maybe the education at schools.

I: Do you think - the same French people, hypothetical French people you talked before - if they travel inside France, they behave better then when they travel outside of France?

T20: Yes, I think they more care in France, then in foreign country.

I: Is it because they feel more responsible, or because other people can think something about them?

T20: Yes, I think, because when we are in France, we think, oh, it's our country, so we have to protect them, but outside this thing doesn't matter - I don't leave here, so it's not a problem for me.

I: Ok, that's all, thank you very much. Tell me please your age and level of education

T20: 23, 24. Three years after high school [bachelor]

[end of recording]

T21

I: Where are you from?

T21: From Kazakhstan.

I: And how long are you here?

T21: In Italy [where he studies] or in Slovenia?

I: Slovenia

T21: One day only

I: Oh, so you just arrived. Do you continue to travel afterwards?

T21: I go to Portoroz. I go to conference.

I: Aha, so it's more like a business trip for you?

T21: Yes.

I: Oh, nice. I have a very few business tourists, so it is very interesting to speak to you actually. And why... you decided to come to Slovenia because you had a purpose of conference?

T21: In Portoroz, yes.

I: And do you organize it by yourself this trip, or it is organized by agency, university?

T21: I just paid for accommodation in Portoroz, but of course I bought everything by myself - tickets, one day in Ljubljana and then I go to Portoroz - by myself.

I: My research in general is about how people treat environment when they travel and when they are at home, and I wanted to ask you, how much you think of yourself as a person who does something for the environment? Are you pro-environmental, below average, above average?

T21: I can say about it as average, or something, but when I have a chance - for example, I came here by a Flixbus, and I used this gas compensation stuff, and I live and study in Italy, I always sort my bags...so, I don't know....wastage, sort wastage, organics.

[...]

T21: [in Russian] Oh, ok, so sorting waste. Should I answer in Russian?

I: [in Russian] If possible in English, because I will need to translate it afterwards anyway.

T21: So I organize my wastage products, like this.

I: You have experience of staying - you know how people do it in Kazakhstan, so compared to Kazakh people, would you say - you are above average, in terms how you do things for the environment?

T21: Unfortunately, Kazakh people don't much care about the environment. Because it usually doesn't... doesn't effect us, impact on our, Kazakh people society, and people do not do anything usually. I mean, this is why I can say Kazakh people are very below average.

I: But why do they say it doesn't impact you? Because it is not this...

T21: Yeah, for example, we can see some problems, for example, problems with pollution, yes. Our cities are not that polluted, nothing like China or other countries, we don't have such pollution in our country. And people, we don't have problems with water, so I think this is why, the reasons we don't care for now.

I: Ok, so it is not short-term consequences for you. If you do something you don't see immediately that it is impacting you?

T21: Yes, yes. Usually, now our country people decide it these things do not impact us, we don't do anything.

I: Ok, have you changed your behaviour when you moved to Italy and saw that it is different?

T21: Yes, actually, I've been doing it even before, for example, I never buy package in supermarket, I always take mine, and for example, I never throw any wastage like this in the

river, of course. And when I came to Italy, I discovered more, and go deeply in this, so I, of course, I try to do more and better.

I: Do you think it is different for you to behave... to do something for the environment when you travel and when you are just in your usual home environment? Like, when you stay at home, there are maybe some habits that you have, it's easier to sort waste, but when you travel it's maybe not that convenient? Do you continue to do these things?

T21: When I travel? Yes, when I travel — I do the same. For example, when I come to my friend, for example, here in Slovenia, I... as he is also doing like me, he is always with wastage, I also try to do like this. I mean, of course when I travel, I try to do everything, that I do myself alone at home, because this is why I do it.

I: Do you probably feel impact — because if you go to place, which is not well taken care of, maybe, some place in Kazakhstan, do you think you feel more relaxed there, that you can also use your good behaviours and... and then you go to place which is well taken care of, like Ljubljana, and you see that it is very clean, and it makes you...

T21: Yes, yes, yes, it makes me too, because I live in Italy, and I don't see any good... I don't think that ecology or ecological conscious are more precise there, but when I come to Ljubljana or other place, I see that it is more beautiful, more this stuff around, you have a lot of garbage...where you can throw it, for example, and I think it is very good for environment. Because, I don't like so much to stay, when I stay in Italy I don't like so much how do they impact on environment.

I: So you yourself feel this...You don't feel comfortable that people are treating environment bad?

T21: Yes, here I see, for example, that people are using bicycles a lot, for example. In my country, or in Italy, not so much. In my country especially, people almost never use bikes.

I: But this is probably because of the distances? Lack of infrastructure?

T21: Yes, of course. But Italy, Milan, is good for infrastructure. But people - it's not like in Amsterdam - people use the bikes. But here, a lot of people use the bikes, and I am really shocked.

I: And, probably...it's maybe one of the last questions, when you observe Kazakh people, travelling outside of Kazakhstan. Do you think, they behave like they behave in Kazakhstan, or they try to behave better, behave worse?

T21: Of course they try to behave better. Because you can do something better if you are...how to say, if in our country environmental question is not so much a big deal, when you come to Ljubljana, Slovenia, or some Europe, you understand that people here are more, care about environment. You see it, and you do, because all people do it. That's why you do it. And Kazakh people come here, or other country, they care about environment more. So travelling is good for environment.

I: Yes, it's kind of learning from places. And do you think, you bring, when you now come back to Kazakhstan, will you bring something that you learned when you have been travelling?

T21: Yes, of course. I don't know how I will do it, but mainly I would show my experience, my attitude - I would show them and maybe they will do the same.

I: ...they would follow. Ok. That's it, can you please tell me your age and level of education?

T21: I am studying, Master now, in biomedicine.

[end of recording]

T22

[...]Your level of education?

T22: University

I: And your age?

T22: 24

I: When you go to a place, for a trip, what makes you feel as a tourist in a place? When do you tell - ok, I am a tourist now, or I am not a tourist?

T22: I guess, if I have places in mind, fixed places where to go, for example, if I know that I am going to go to that gallery or to watch gothic cathedral, or if there is something in that town that I know before I go there that I want to see that. So ... the other scenario would be if I just went somewhere, not knowing the city, not knowing the tourist sites, and then... I guess, if you have in mind that you going to do something and visit those places, then...

I: Oh, so if it is planned, it is more like a tourism?

T22: Yeah.

I: In Slovenia, when you travel in Slovenia - do you feel a tourist here? So it applies to what you said previously - if you have some particular plans?

T22: Yes, for example, yesterday, I went with a school to see a gothic church in Polhov Gradec, and we had a... I definitely felt like a tourist there. Even though there was like, that's less than 10 km away from here. So, I was watching, I mean, I went to see something that I don't know and I went there just to see that architecture and... Yes.

I: Then, what your typical vacation looks like? Is it more leisure, or active holidays, or how do you spend it?

T22: The problem is that I haven't...haven't been to a typical holiday. I mean, the last time I was, for example, in Barcelona. Last year I was in Barcelona and I guess I should have felt like a tourist but I didn't, because I went there to see a concert and then I enjoyed few days there, [laughs] "enjoyed". So, I don't know how to answer that, I don't...I almost never, it's rarely that I go somewhere to visit, to see the tourist sites. It's really, really rarely.

I: But it's also not like a business trip that you go because of work purposes? You just have particular plans of what you are going to do there?

T22: Yes.

I: Ok, And when you plan your trips - any, within or outside Slovenia, Is that that some environmental impact of your trip influence your decision of going there?

T22: What kind of...?

I: Maybe, kind of transportation? Or, if you are choosing place to stay - do you pay attention to their eco-standards, or things they use? If you can remember?

T22: No, no I don't think so. But, because, I mean, when I travel inside of, within Slovenia, I don't think about how I would transport from place A to B, or if I go to Maribor to see something there I will, most probably, choose transport, that is...I would go by Prevozi, or something like that.

I: Something that is more convenient?

T22: Yes. But otherwise, no. But maybe, I would think about it if I would travel a lot.

I: How in general you think, how much of pro-environmental things that you do in order to reduce negative impacts on the environment or to minimize them you do in your everyday life? Can you give me some examples of behaviours that you do? Maybe, like most people here, recycling?

T22: Ok, I get it. Well, of course, I recycle, and...[laughs], I don't use, I always reuse plastic bags. But that's similar to recycling, right? Ok, so there are the small things - I never litter [laughs], never. I mean, I do throw a banana in a forest, but in a nice way, not that it is on the track... Ok, but that is not important. I try to - I never let the water running, or ... but these are very small things, I think that everybody...I don't know, I... Ok, so I don't use, whenever I use too much plastic, I am angry [laughs], so I guess - or if I ever eat fast foods, I always complain about the plastic, but nothing I can do there except from not go to that kind of restaurants. I don't have - I don't drive a car, so...

I: But you don't drive it not because of environmental issues, but because I don't know - some logistic, because you don't need it in a city, or also environmental reasons?

T22: I guess, I had a choice, a possibility to have, to own my car, and then I decided not to have it, because it is just another car on the street and it is not that necessary. So if it would be really necessary for me to own a car, I would have it, but otherwise, yeas, I think, when the question about cars, it is also environmental reason for me - you understand?

I: Yes.

T22: Not completely, but it's like 50/50.

I: Ok, And when you travel - do you also do these small things - like, plastic, garbage, water?

T22: Yes.

I: I just have one - most common example is when people are at home, they take a quick shower, and when people go for vacation, they stay in hotel, they can allow long shower. Do you think this is happening to you?

T22: No, never.

I: And what is the reason do you think, of these pro-environmental things you do? What motivates you to do these things?

T22: Well, I want to live in a good environment, I don't want to... I am used to it. When, for example, when I go to other cities which are less aware of environment, I am always a bit shocked. So I guess, Slovenia is quite clean in terms of littering, and also I don't want to... You know, I mean, the simple answer would be that I like nature, and animals, so I guess, because I know it is bad for a wildlife, or for us, it is not good for the next generation. I am sounding like a cliché.

I: It's totally fine. But can you think of - how it developed in you? Is it your parents, or school system?

T22: Yes, my parents for sure.

I: And you also have this kind of information provided when you were in school? Or, mostly home?

T22: Mostly home. It wasn't that popular back then, I guess. And also not in our school. I don't know, I wonder if it was any difference in a school - because I studied, I was in a city, in primary school and also secondary school, gymnasium, but yes, I wonder if they have different kind of thinking in the schools outside the city. Yes, that's the question.

I: Can you probably evaluate yourself to the average people in Slovenia - are you more pro-environmental, the same, or below the general level?

T22: More. Yes.

I: And you mentioned before that you went to some places which were not really well taken care of - can you tell me what was exactly that place? Or places?

T22: For example, Barcelona. And also I remembered, that I guess is good for one of - when I was naming the things that I do that are good for... I guess, I always preach to my brother or my...some friend or someone, I am not annoying, maybe I am...

I: You speak about it?

T22: Yes.

I: And when you went to Barcelona - you just felt the uncomfortable, or you wanted to do something about it - how was this happening?

T22: I just felt discomfort, yes. I mean, I can not...yeah.

I: But do you think it impacted your behaviour? Because some people, when they get to the place which is relaxed, they start to be messy also?

T22: Messy? No, no. I mean, I start to act differently, in some other ways. But not...I don't start to behave bad in terms of environment.

I: But in which ways would you behave differently? Like, to be irritated?

T22: No, for example, I just... I don't know if it is important for your...

I: Everything is important.

T22: I...I break some rules. For example... I don't know if it is even a rule. Just, for example, when I am at home, I always do something as a routine. When I go to - semaphore?

I: Traffic light?

T22: Yes, traffic light, I always stop and wait until green light comes on. And I don't think about crossing the road. But when I am somewhere else, I am always aware of the traffic, always aware of where I'm going to go - it's not a routine, so I tend to... to cross the street even if there is a red light on.

I: Because the others are crossing it?

T22: What?

I: Because others are crossing it?

T22: No, but I guess would cross, I would too. But what I wanted to say, that suddenly I become more...not aware, but...yes, aware of what is going on around me, not like here, because it feels like home, I feel relaxed and not like... alarmed. And when I am somewhere unknown, I am more... "pozorna"?

I: Careful? Paying attention to?

T22: Yes, I'm paying more attention, so when I don't see a car I just cross the street, or I ask more questions, I...even talk to people when for no reason [laughs]. Not that I need directions, but for no reason. And here in Ljubljana I wouldn't talk to... probably. Or, maybe I just feel more... in a way I feel more relaxed, because I am not in a small city where...

I: Everyone knows you?

T22: Yes, something like that. These are the differences - even with the traffic lights - maybe, it seems, sounds a bit silly, but these are the things that I really notice. Like, I ...

I: So when you are at home you follow the rules, but when you are outside...

T22: Yes, like that. But not that I start stealing when I'm [laughs]...It's just small things. And, sometimes you feel like you are a tourist and you can blame it on that.

I: I don't know if you can compare it, but probably you experienced things like that happening in Slovenia, but maybe when you are not in Ljubljana, but somewhere further away? Or in Slovenia it is not happening?

T22: In Slovenia it is also happening. Yeah. For example, I would be more likely, if I had a car, to park wrong than here. Even if I knew that... even if I were 100% sure that it's not right to park a car here...[laughs] I don't know how to explain it. It just feels like you can act a bit stupid, like, "I didn't know that here you have" ...

I: Ok, because you know you are an outsider.

T22: Yes, I mean, I wouldn't park wrong, because I know I would get a ticket, but I try to make an example to explain it.

I: Probably - you spoke about a place you went to which was not well taken care of - Barcelona, but can you think about something that was in a really good condition, that you

noticed it, and said, ok, I should adjust to it, and act better, than I am used to in my everyday life?

T22: Hm, so the opposite effect?

I: It is difficult because Slovenia is a very good place?

T22: Yeah... I just cannot think of it. I do not think that Ljubljana is ideal, just...

I: It's ok, if it is not coming to your mind... Maybe, similar, maybe just any of the countries, like Switzerland, Austria. Is it different there? Do you feel that people do something, and it impacts the way that you do things?

T22: I'm trying to remember some experiences, but...I guess...it's a very bad example, I think, but when I was skiing the last time in some Austrian resort, a few weeks ago, yeah, so...in some ski resort in Austria, near Switzerland, the people were, there was a lot of foreign people, not many Austrians - just English, Netherlands, something like that. And they all formed a beautiful line in front of the...before you go to the cable car. So there was a nice line, and - not like one line, there was still some...majhna guzva [“a small crowd” – in Slovenian], but in Slovenia, I guess, we have this - we just make huge crowd and then we try to make a way before others, even there is a man standing on my right and on my left, and we are all in the same position, but I still try to make a way, and everybody does that, for example, everywhere. But then, when I was a few weeks ago at that ski resort, I guess, the difference with the other ski resorts is that it is really far away from...it's really near Switzerland, it's further than I've been skiing. And, of course, if they made something similar to a line, to a queue, it was more ...yeah, if you compared to Slovenian, or ski places near Slovenia, there was a difference, and of course, I acted accordingly, I mean, I didn't try to make a way.

I: So you adjusted to what people have been doing. And, probably, you have an experience of observing Slovenians? When they travel abroad? For example, in this case when you adjusted yourself to behaviour of the others in Austria, do all Slovenians do that, or it is difficult to say?

T22: Yeah, I think, they do. Maybe, I remember - maybe, if I go back to the question that you asked earlier - that was just the opposite - if I start to act differently if I am in environment, yes. When I was in Macedonia a few years ago, I was shocked how people drive. How people drove. Because they didn't pay attention to traffic signs, there was this guy that just decided to go in front of the others, so he just pulled on his right on...not pavement....pedestrian part, and he just made it. And, I've remember, I think of it, ok, now we are in Balkans, we can, we don't need to follow the rules so strictly as somewhere else. It's not that we did something like that - it is just a feeling.

I: It relaxed you?

T22: Just a feeling, yes. They are not - you can bribe a police officer here, and you cannot do it in Germany, for example. Just a feeling, that maybe it is not that strict. But maybe it is. Probably, it's better not to do anything wrong still. Just the feeling.

I: And, an opposite again, to the previous one - you observe Slovenians in a country like Macedonia - they also adjust?

T22: Yes, I think they think, especially, if they go to Balkans, they think now we are free to do more things.

I: Do you think you feel different about environment here in Slovenia and in country you go far away, different from Slovenia? Just how much things are you willing to do, how much can you sacrifice of your time, your efforts?

T22: When I go somewhere really far away?

I: Not necessarily far away, just a place where you don't feel that it is your home? Do you think, it changes the way you behave, or it doesn't? Place, where you don't feel so much belonging to, attached to, responsible?

T22: I think that I don't change, I don't become harmful. But that's just me. I mean, it doesn't, specially, when it comes to environment, I know it is the same environment, even it is not my country, it is still our planet, so in that way I don't change at all, and I don't become harmful because I am not harmful, I mean, I don't... but, so I think that people have some tendency to become, to act differently or careless, I just - for me, I don't think that changes. But definitely, I do something differently, but it is just that I am not used to... I don't know the place, some...

I: Maybe some example - let's use recycling. So if you go to the place, where there is no facilities - because even in Ljubljana if you walk the streets, sometimes you don't see this place for sorting, and then you go to Macedonia, and they probably don't have even normal dustbin, so what I wanted to ask...will you put extra effort in doing those things? Will you look for that another dustbin, or will you carry your waste with you?

T22: If I were in a country that I knew for sure that they don't recycle, then I wouldn't bother. But for example, if I go somewhere I am pretty sure they don't have it, I am pretty sure, I'll throw it to one bin. But, if I don't see recycling bin right when I need it, I would walk some more try to find another place to recycle. I won't carry it all day with me, but definitely I would put some effort. It is just something - I don't know, I am so used to it that it feels kind of habit, something feels wrong to not recycle it. You have a bit of guilt. Even though it is not that important, because... recycling... it wouldn't change anything if I would throw this garbage. But I know that I will think of it and feel a bit bad. A little bit.

I: And in the beginning you told that there are some things that you cannot do anything about them - like a lot of packaging in fast food, you can probably stop going there, but it is happening. Do you think there are other things you might do, but you haven't yet? You are not using 100% of possibilities, that you have? Or, you are using? Or, what prevents you from doing more?

T22: Well, I guess these are the small things I named before. But I think that...I don't know if that's relevant again, but I watched a few documentaries, vegan...veganism, vegan stuff, whatever. That was a few years ago. And I know, that making meat, and milk, and providing that for the fast food chains is very harmful for a planet. And I became a vegan for...I don't know, I think it lasted for one year, but ever since I want to start eating like vegan again, behaving like one again. It is definitely not just because of the animals, but I think it is...because of the environment, yes, I think it is just good. So it is just logical to be vegan or something like that. And I know that I can do something about it, I just have excuses not to.

I: But excuses - your personal reasons, or lack of infrastructure, lack of possibilities, external, government?

T22: Excuses are ... I don't have much time to cook, I have a lot of problems organizing my time, and I have a lot of work with university, and all in all it provides a lot of stress. And somehow during all that time I just switched off that vegan guilt, I guess. It's kind of funny to talk about that now because I don't consider myself to be a vegan. I was never really strict. When I... I didn't eat meat, but when I went home and my mom made something and I knew there was something that wasn't...something that is not right for vegan, I didn't want to argue, because first few month I was really strict and argued with my family all the time, but then I just didn't want to nag, or receive nagging. So, I guess, I could have more... I could act more environmentally. Because of university and stress, because of all of that I just kind of switch that off, something like that.

I: Ok. Is there probably something - because I am done with my questions - something relevant to the topic of travelling and acting pro-environmentally that you have to say, but we haven't spoken about it? How it changes, or not changing, or have we covered everything?

T22: Um, maybe it is just that in my circle of people everybody is quite environmentally aware. But I think that majority of people, and I think of my schoolmates from a primary school, or if I think of all people living in my building, or something like that, I don't think they... or if I think of all the old people [laughs], maybe that's a bit too much. But I think I live in a bubble of people who are aware. And then I think the problem is not that big. But as soon as I ... opportunity arises, that I go to the other country, I see a bigger picture, that most of the people aren't aware, don't care, I don't know.

I: But then you come back home, and it makes it different? Like, what I want to say - have you learned something by going outside and seeing how bad it can be and coming home - has it changed your behaviour, you do more because of your experiences?

T22: Changes in a way that we talk about it more. Or, changes, for example, my mother thinks that we live in a beautiful... I am too... I am exaggerating. She thinks we live in a good world, beautiful world, and ...because...I don't know, some of my friends. Because we live in a bubble of people who are similar to us, who like nature, so on and so on. So I think the first difference we can make is to talk about it more, and..."opozariti"...warn, point out there is...Ljubljana is unique, but then you go out and everything is different. So... we need to be aware of that. Even if you spend 24 hours, a week, a day here, so...I don't know.

I: Ok. Thank you very much!

[end of recording]

Summary of the online interviews

Q6 Please briefly describe your last trip to Slovenia. Where did you go? How long did you stay? Why did you decide to come to Slovenia? What were the main activities?

Although I have visited Slovenia many times, the last trip was a day trip to Piran.

Christmas break, Ljubljana, Bled, Piran

I last went to Slovenia a long time ago, in 2001. I was visiting a friend who had a visiting fellowship in archaeology for a year at Ljubljana university; I took my family over and we spend a week with his family, exploring Slovenia. We spent several days in Ljubljana, then two nights in a spa hotel in Lipica, we visited Postojnska and then spent a couple of nights at Piran. We visited historical and other famous sites.

Roughly three days in Slovenia in July 2016. Ljubljana and lake Bled. I was in the Peace Corps in Kosovo and my friend was visiting his sister in Italy, so we choose somewhere in between to visit. we also went to Trieste, Florence, and Venice. In Ljubljana, we had a great meal, a walking tour, and for one day visited lake Bled and walked around (we rented a car).

I wanted to visit a place to which I have never been before. I like going to a mountainous area with a lot of forests. We went to Bled as it looked really interesting from the pictures we had seen. We also went to Ljubljana for 4 days, as well as Bohinj. We mainly walked around and explored the area. We loved the cheap food.

I came to Ljubljana for a conference on yeast and stayed at a hotel in the centre of the city. Apart from the conference we visited the old part of the city and visited some of the bars and restaurants. I stayed for 4 nights.

2 week trip to Ljubljana, lake Bohinj, Triglav, Kranjska Gora, and Bovec. We mostly came to go hiking in the mountains. We did a 3-day hike from lake Bohinj to the Triglav-area, and multiple day walks / via ferrata from Kranjska gora and the Vrsic pass.

I visited Maribor from Graz, where I was living. My partner at the time had moved back from Graz to his home in Prevalje for the summer, so we met for a weekend in Maribor as I was moving to Belgrade. We went to a spa for the day, walked around Maribor, went for dinner at Romani Kafenava, before I got the night bus to Belgrade at the end of the weekend.

I was delighted to spend four days in Slovenia en route from Austria to Croatia, as part of the two week Habsburg tour that I took my partner on (I was born in Austria, he is US American). We spent two days at lake Bled and two days in Ljubljana (to short, but we will come back for sure!). In Ljubljana, we did mainly sightseeing (old town, castle, cathedral, principal squares, etc) and enjoyed Slovenian cuisine. At lake Bled, we hiked and went on long walks and enjoyed the stunning views.

Nova Gorica, Ljubljana, Kobarid, Škocijan,Postojna, Portorož, Idrija, Planica, Bovec, Kanin, Bohinj, Triglavski Narodni Park.

Kanjon Vintgar, Bohinjsko jezero and Bled, over the weekend. We wanted to see those places and its close to our hometown Zagreb. We were mainly hiking.

I went to Ljubljana for five days because my friends liked the city and invited us there while we were planning to be in the Balkan region and Italy for a few weeks. We went to a lot of museums and restaurants, and visited the Postojna cave.

Ljubljana, Bled. Came through Trieste via the Croatian coast which was our main target.

I only went to Ljubljana, and I stayed for 4 days. I came for an international conference, so mostly I attended the conference, but also did some other research and sightseeing.

Ljubljana and Piran (2 days in each). Sightseeing and spelunking.

I visited Slovenia for about 1 week in summer 2016. My partner is Slovene so we visited his family in Celje / Zalec / Prebold and stayed at their home. We also visited Ljubljana, Bled, and Postonja jama.

Stayed for one week in Ljubljana with a trip to Bled. Participated at a summer school, but had afternoons off.

I went to Portorož for 5 days. It was a conference time and I mainly spent time drinking coffee and sunbathing, except for visiting conference of course.

I was in Slovenia for six days. I primarily stayed in Ljubljana, but took a day trip outside to lake Bled, as well to Predjama castle and the Postojna caves.

My most recent trip to Slovenia was in April 2018. I spent a week doing a road trip there with two friends. I had been before in 2015 but wanted to return because I loved the country so much. We spent the first part of our holiday in Bovec to do a bit of walking/hiking. Then we drove to Ljubljana for a few days, which mostly involved sightseeing and enjoying the food & drink. We rounded out our trip in Piran to get a bit of early spring sun and see the coast.

I visited Slovenia for the first time in May 2017 to visit my friend from university. I arrived at Ljubljana, but did also a day trip to Koper. Altogether I spent 3 days in Slovenia. I had 3 days off from work and that my friend was living in Slovenia, it was not so far away from my city (5 hours by bus) and it was perfect time in May to visit a new country I have never been to and which was warmer than the city I have lived. Mainly we made a city tour, including a small hiking of approx. 40 minutes to one of the famous parks Tivoli.

I stayed in Slovenia two nights with my family and friend. We visited Ljubljana and Postojna cave. Main activities - walking the city.

Family trip with a 2-years old child. Stayed about 2-3 weeks. Stayed mainly at Kobarid, Soca valley. Dong trips in the area, Ljubljana, Bohin, Bled, and around. I knew Slovenia from earlier trips, going back to the Yugoslav episode. What you do with a little child is not very much. Mainly swimming and walking. And sitting next to the tent waiting for the child to fall asleep.

Bled, Bohinj, Portoroz, Ljutomer - amazing natural resources.

[In Ukrainian] we with family and a friend visited Ljubljana city centre, Postojna cave. We decided to visit our friend there and to see the famous sites in Slovenia.

We travelled one week to Soca valley. Mostly for walking/nature. Before in the 90ies we made agrotourism in Sentanel.

I hiked from Nanos to Snežnik mountain. We were mostly in the small Dinarica mountains but walked through small villages each day.

In this survey I will focus on my most recent trip to Slovenia, which took place over the rough dates 12-16 July 2018 with my partner. I had previously visited Slovenia twice, including my first stay in the country where I was there for almost a month, where I tied in a 10 day holiday with my partner, and the 2 week seminar for Slovene language at the Filozofska fakulteta. the other was a long weekend with a friend, in which we went skiing in Kranjska gora. We stayed in an Airbnb in Ljubljana, somewhere around Trnovo, around a 10-15 minute walk from the centre. We stayed from Thursday to Monday inclusive, having arrived on Thursday from Belgrade. We wanted to come back to Slovenia as it had been almost two years since our previous trip, and it remains to this day our favourite country, principally due to the beautiful nature in close proximity, friendly people, good food and drink, interesting culture and atmosphere. Our activities included some sightseeing in Ljubljana, a half-day trip to Piran, a half-day trip to Bled (we wanted to go walking in Kranjska gora but the weather was quite bad so just decided to go to Bled). We also deliberately wanted to be in Ljubljana over a weekend so we could make the most of Odprta Kuhna on Friday.

We stayed in a hotel in Ankaran. we visited Skocjanske jame. We stayed 3 nights en route to Croatia. We went to the beach, played basketball, went swimming, ate out. My partner is from Bosnia so we holiday quite frequently in Croatia and Slovenia.

Q7 Did you feel like a tourist when you were in Slovenia? What made you feel like that?

[In Ukrainian] Yes, because of the language.

Yes - we were visiting tourist sites and staying in a hotel.

[In Ukrainian] Because of our friend we didn't feel ourselves as tourists when we walked in Ljubljana. But when driving on the roads I felt that I am not a local.

Yes, I was a tourist, because I was visiting a new country, where I couldn't speak the native language, didn't know much what to expect.

Yes, mainly due to not being able to understand the language.

Less than in other countries. It was more relaxed and very welcoming.

Not anymore! I love nature and I am a mountain person and people are very friendly.

I would say we felt more like visitors rather than tourists because we were trying to be low key, respectful, dress well, and to blend in. (I think it may have been a bit easier for me because I am from the region.) At times, I felt the staff at the hotels we stayed at and the restaurants viewed us as tourists (not a criticism, simply an observation.)

Yes, I stayed in a nice hotel and enjoyed the city very much.

This is a tough question to answer, and I think one which involves a personal element, as well as a cultural one. In short, I would probably say yes. On a personal level, the answer is that I try not to be a tourist wherever I go, and try to achieve this by learning some of the language, and hanging out in places where more locals would be (i.e. avoiding tourist traps). Therefore I prefer to go somewhere like Ljubljana over Venice, for example. I would say I felt like more of a tourist in 2018 than I had in 2016, though this could be because over the last two years I have generally forgotten a lot of the Slovene I knew and was less able to blend in. On a cultural level, it could also be that as Slovenia's tourism industry has continued to ramp up over the last couple of years, locals have become more accustomed to tourists and therefore it is easier to be treated like a tourist. I think this was more palpable in Bled, which is a regional tourist hot-spot – i.e. you are more likely to feel like a tourist if you are among thousands of other tourists, particularly from the same country as you. Maybe the infrastructure for tourists hasn't changed much in 2 years (it was already very developed in 2016), but the volume of tourists coming in has, I would guess. My point here is that if there is 0 tourist infrastructure and no other tourists then it is hard to feel like one yourself, whereas if the city is full of provisions for tourists, tourist offices, hostel, walking tours, etc, then you are more likely to feel like a tourist rather than a guest or a traveller.

I did feel like a tourist, because I was in a new place. However, I have done a lot of traveling in the region previously (though not to Slovenia), so not all of it felt totally new and different. I felt that I knew what sort of food and lodging to expect.

For sure, not speaking the Slovenian language and camping makes you a tourist.

Very good due to beautiful nature.

The one day I did sight-seeing I felt like a tourist and loved it. My friend is Slovenian and she had her car to drive us around and look at these sites.

To a large extent, yes. I think this was primarily conditioned by the activities we took part in and the timing. Namely, we visited Ljubljana during the December winter season when there are a lot of tourists visiting the city in general. This also made the city much more crowded than usual with emphasis on buying a variety of products.

People communicating with me in English :)

Yes I felt like a tourist because even though I have been to Slovenia before, it was a long time ago and I had to rediscover the country again.

Yes we did. We did a lot of sightseeing, and as it was our first trip, we spent a lot of time trying to familiarise ourselves with the city.

Yes. The hospitality.

I felt like a tourist, especially as I had previously travelled through Maribor on my way to Croatia, Bosnia and Serbia, but I had never stayed there before. It was also the first time I stayed in a hotel in Slovenia, as on previous trips we had stayed with my partner's family in Prevalje and Ljubljana.

No, not really. Given the history of the relationship between Croatia and Slovenia, and the similarity in language, I feel somewhat "at home" when in Slovenia.

Yes. But that is okay, because we were. we tried to stay away from tourist attractions, though.

Yes. Different climate, language, food.

Yes, look different.

I did feel like a tourist but I also found that the people I interacted with welcomed us. I think language would be the most obvious way I felt like an outsider. Also everything felt new and unusual, not like being at home.

Felt like home.

Yes, but not in a negative way. The area around Bled was over touristic and a bit...horrible if beautiful. But we spent most down in Socca chasing waterfalls and in the alps driving mountain passes.

Yes, I did :) The main reason - language differences and a lot of tourists.

Yes, we did. I don't know what made me feel like that, maybe the fact that we were sleeping in a hotel :)

We felt more like visitors than tourists. We were shown around by our friend who did his PhD on Croatian/Yugoslav archaeology (he did it during the war years of the early 1990s, largely on the island of Hvar). We met up with friends and colleagues of his, who showed us around sites with their specialist historical and archaeological knowledge. We had a wonderful time and although we were tourist, swimming, enjoying visitor facilities with our children, we were also visitors.

Q8 Did environmental concerns affect your decisions regarding your trip to Slovenia? For example, did they affect your choice of destination (decision to come to Slovenia), the means of transport you used to get there or while you were in Slovenia, the accommodation or other services you chose?

[In Ukrainian] I tried to drive in ecological way – to speed up and slow down gradually, do not stop immediately, but slowdown in order to reduce the amount of harmful emissions from the engine's work.

Not exactly, but we used public transport and city bikes when in Slovenia.

No, beyond trying to reduce general impact and being drawn to the country due to the nature.

No.

No, I must admit that they didn't.

I can't say environmental concerns affected my decision. I always fly to a nearby airport (usually in Italy) and then use some kind of car service to get to Slovenia. I am however aware of Slovenia as a country with a lot of natural landscape, and that most people treat nature with respect. It could be that unconsciously that affects some decisions I take while in the country.

Yes, a bit. [Name] and I had rented a car for our entire two week trip to maximize our flexibility though I would have preferred for us to use trains and local transportation more to reduce our carbon footprint. Alas, with the exception of Vienna, we relied almost exclusively on our car because it was convenient. I do feel guilty, for what it's worth. It did not affect our decision where we stayed and where we went.

No. Because I try to live in an environmentally-conscious manner in general, I made no extra environmental considerations prior to, and during, my trip.

No, not really.

No, they didn't affect the choices.

In terms of destination maybe, insofar as we love Slovenia because it is so well-kept, because Ljubljana is beautiful, clean, green, pedestrianised, and free of pollution and industry like London. Indeed, one of the things that made us first pick Slovenia in 2016 was the title as Europe's Green Capital. However I know this doesn't answer your question exactly. I wouldn't choose not to take a flight because of carbon emissions, and the reason I picked bus travel from Belgrade to Ljubljana in this instance is a function of cost not environmental consciousness. I also choose southern/eastern Europe for my holidays as this is my interest/passion, not because I want to avoid long-haul travel. In terms of accommodation, we picked Airbnb as it is cost effective and means you can live as a local rather than in a hotel. However, I do also recognise that Airbnb has social problems for locals, such as increases in rental prices and vacant properties in city centres, so it's not an ideal solution. We would travel around Slovenia (to Piran and Bled) by bus, but this is due to the unreliable train service, and cost of car hire. In terms of restaurants, I would always want to eat somewhere that uses local produce for freshness (though on an environmental level I see no point in costly imports when local produce is available) and we walk everywhere but mostly because Ljubljana is a small pedestrianised city. So basically, I don't consciously think too much about environmental issues when going on holiday, however I consider Slovenia to be a destination which promotes environmental friendliness.

Slovenia's amazing nature definitely contributed to my wanting to return to the country. I also found that it is easiest to get around the country by car.

No.

I knew the Soca valley, and the Slovenian Alps as well, having great natural beauty and fresh air. That's always of concern choosing a destination. We came by our own car, and camping means: living outside 24/7, that's (next to a financial reason) also a reason.

No, as a student everything chosen was based on price and convenience with my other travel plans.

I was rather limited in the choice of accommodation due to the nature of the conference and being close to the conference site. I flew into the city then took a taxi to the hotel. Whilst I was in the city I walked around the city centre and other parts of the city.

No. But I figured Ljubljana was a small enough city, it would be possible to walk everywhere and not to take public transport.

Not really. In case of rain we would check the caves or museums in the cities.

No, but it is interesting that you ask that because when people ask me how Ljubljana was, I always tell them about the recycling program, which I thought was fantastic. As I understand it, it is free to recycle recyclable waste, but you must pay to recycle trash — thus creating a financial incentive to recycle. True that is an honor system in the sense you can dump your nasty trash in the glass bin, but I felt that there would be a severe social stigma if anyone were to see you doing so.

It did not affect our choice of destination, however I was about to start my masters degree in sustainable cities after our trip therefore I spent a lot of time exploring and researching Ljubljana's environmental commitments when we were there, having not realised it was one of the greenest cities in Europe before our trip. We stayed relatively central to the city centre whilst we were there so did not take transport too often, only doing so when we visited the union beer factory and lake Bled.

We came to Slovenia for the beautiful environment. We mostly used low-impact transport (buses) and accommodation (campsites) while in Slovenia, but it was more a financial choice than an environmental choice. Although we did choose the campsites based on their location in nature.

We hiked the via Dinarica, from Slovenia to Albania, because it's a portion of Europe's best wilderness. In Slovenia, we were impressed with small scale logging operations and how they didn't seem to ruin the wilderness experience. I would return to Slovenia for its nature.

No. We flew to Slovenia and hired a car. We stayed in university accommodation in Ljubljana, then tourist hotels outside the capital.

Not really.

No. We did come by bus and only traveled by bus. We liked the organic and natural products.

Unfortunately not, no.

No really no. We took a taxi to the caves as I had been there 20 years previously and remember public transport to Skocjan caves not being that easy.

Poor car traffic and no big tourism. We went by car.

Q9 Are there any things you do daily, at home or at work (in your home country), with the express intent of minimizing negative impacts on the environment? Hint: these might be about the small things you do every day - recycling, reduction of water and electricity consumption, food waste, use of plastic, transportation, shopping choices or environmental activism. If you do not do any of these things, please feel free to leave the space blank!

Yes, I try to reduce my negative impact on the environment. I recycle, use mostly led lights, turn off lights when I don't need them, reduce my reliance on ac, try to take shorter showers or turn off the water when I brush my teeth, had a water-saving toilet installed, and use public transportation whenever practical.

Recycling, use of plastic, food waste, shopping choices, environmental activism, ... trying to build a better place to live with other animals too.

Recycling

Yes —I recycle paper, plastic, glass, and metals. I compost when possible. I try to eat vegetarian four to five days of the week. I don't use plastic bags. I make a lot of food at home and use reusable containers.

Yes, I prefer not to use plastic because of the waste. I prefer recycling. I keep an eye on water reduction and electricity consumption. I never throw away food, rather cook it in some new meal. Unfortunately, I drive car...but cannot avoid that. And usually I prefer recycled materials clothes because it is sometimes cheaper.

I recycle paper and plastic (enforced by my residence), try to carry a reusable shopping bag, and try to wash and reuse ziplock plastic bags. I do not own a car because I live in a city with an excellent metro. I have been trying to eat less meat in recent months.

Walking/using public transportation system instead of going by car whenever I can. Reducing food waste, separating our waste for recycling, carrying my own bags to shopping.

I recycle plastic, paper, metal etc. we have a usage monitor for our gas and electricity and I try to turn off lights when we aren't at home

Recycle, shorter showers, using all food I buy, trying to buy locally produced food.

Separate garbage for recycling, buying low power consumption appliances and light sources.

Basically all of them. I am also vegan.

I recycle, try to not use unnecessary energy (although this varies: I might unplug things I'm not using but at the same time leave others on), I sometimes buy food in markets for their quality and also to minimize waste, I walk most of the time (even though I live in a place with a very good transportation system). I don't drive either. I carry my own coffee mug and ask people at cafés if I can use it instead of the paper or plastic ones they have, I refuse plastic straws. I can't say I've been pro-actively involved in environmental activism, but I always support initiatives of that sort when there's something obvious I can do.

Recycle, limit food waste and use of plastic, commuting to work by public transport, eat limited meat and dairy.

Yes. I try to reduce food wastage, avoid plastic bags, and refill bottles with tap water.

I separate all the garbage and try to buy less plastic.

Yes: recycling of most waste; turning the heating down during the day and at night to save electricity; use public transport as much as possible to reduce emissions. always use shopping bags to avoid use of plastic bags. Buy free range food as much as possible.

We do a lot. We use reusable water bottles and coffee cups, recycle and minimize driving. We also live in a small apartment rather than a typical Canadian house. We talk about leave no trace and follow its principles and I donate images to NGOs that support the environment.

I try to be mindful of what items I buy, as I do recycle as much as I can in Ukraine. For instance, rather than buying dish soap or shampoo that comes in plastic packaging, I buy them in the form of a soap bar. In general, I try to only buy items whose packaging can easily be recycled. But this is not always easy.

Recycling, reduction of water and electricity consumption, reduction of plastic use, public transport. Some of the activities I do, such as reducing consumption of goods such as clothes, buying second-hand goods, is not primarily motivated by environmental concerns, but I know it also helps. However, I also travel internationally a lot for business and tourism (to visit friends and family), which has a high environmental impact.

Definitely. recycling is the biggest thing. Then walking/cycling/bus, instead of driving (where possible).

I rarely use public transportation as I prefer to walk and/or ride a bike. I use my own bags for shopping to avoid using too many plastic bags. I recycle and pay attention to water and electricity consumption.

I recycle, take short showers, have a reusable water bottle, turn off the lights whenever I leave a room, wear sweaters to reduce the amount of gas for heat, reuse plastic bags, always have a cloth bag for shopping, and take public transportation or walk.

I try to do as much as I can on an individual level, although I know I could do more. I am careful to recycle as much as I can, reduce my utilities use, make sure I bring canvas bags to the supermarket, etc. I also try to drive as little as possible.

Yes. I am a vegetarian, I try not to use plastic, I recycle, I try not to waste water and electricity.

Yes, I mostly avoid car riding. We produce electricity by own solar panel. We strictly separate waste according to plastics, paper, glass, organic waste.

Yes, although it is a little bit more limited at work, at home I take care of 4 different trash bins (bio, plastic, paper and rest), as well as try to minimize the waste of water and electricity, avoid buying new plastic bags in supermarket, etc.

[In Ukrainian] I sort the waste, use multi-use bags for shopping, bring batteries to the recycling point.

Yes - we use as little plastic packaging as possible and re-use plastic bags until they are broken, when we recycle them. I try to cycle to work (for cost, exercise, and environmental reasons). We minimise our use of water and electricity too.

Recycling waste, saving water, using energy saving dishwasher, using reusable shopping bags.

We are concerned about our environment. Thinking about selling our car, even. We recycle as much as possible, buy unpacked food. We stopped heating our house with natural gas (we're Dutch), have solar panels, earth-warmth and a heat recovery system and buy only electricity from wind or sun. And we eat much less meat.

Q10 If you listed any pro-environmental behaviors at home, can you try to think of what motivated you to start doing them? If you did not list any, what are the some of your reasons you don't?

I am concerned about the environmental situation and want to make my print as little as possible.

My parents always recycled paper, glass, etc. so it was normal from a young age. limiting waste and trying to have a low-impact diet as the result of becoming more knowledgeable in recent years about the environmental impact of diets and plastics.

I think a growing consciousness about climate change, and particularly about the problems surrounding plastics (in the ocean or landfills for example). To be honest, my personal view is that climate change has to be tackled from above, legislatively, and that grassroots efforts are nice but ultimately futile if big corporations and governments don't comply.

All of the reasons (animal harm, climate change, your own health).

I think there are two sides to it: one is altruistic. To make the world a better place. It doesn't take that much to make a contribution. Even if someone doesn't care about the environment as a whole, to do environment-friendly things is never, ever a bad option. It's often cleaner and cheaper. The other one is has to do with the ego: it makes you feel better.

Concern for future of the planet; laws/rules of locality.

[In Ukrainian] I would like to leave not so much of dirt and waste for my kid; I like clean air, clean water and clean forest.

Protect environment.

[In Ukrainian] During all trips to Europe I liked the experience of sorting the waste. This is how the desire to sort the waste at home appeared.

Separate garbage because I have to and it is easy to do, other things due to financial benefit (lower bills)

To help to stop the climate change (and educating our children with that responsibility).

Trying to reduce landfill.

I am motivated by the devastating current and future effects of climate change, and do what I can to try and minimize my footprint and repurpose what I use.

I realized there is a huge problem with waste, especially with plastic. simply saying I recycle is not sufficient anymore. It's better to reduce waste in the first place. Since I started working for an ecological NGO in Ukraine, I have become more conscience of my footprint. As such, I started to use reusable produce bags, use plastic containers when buying some food items and refrain from buying items with plastic packaging, when possible.

A general belief that we live in a finite world in which human activity is having a dramatically negative impact and the desire to minimize my ecological footprint as much as is realistically possible.

The council started a policy of recycling and it's something which is easy to do as they have provided a variety of bins and collections.

I think education about climate change, and environmental issues has really impacted me the last few years. I have recently returned back to the United States after 4 years in Hungary and England. I found that being in Europe was much more similar to my ideals, and it was much easier to make environmentally friendly decision there, for example, I never had a car. now that I am back in Atlanta, I need a car.

It's high time we give our planet that respect.

I don't think I needed motivation, its only logical to behave that way.

My main influence was my masters course in sustainability, which opened my eyes to the impact of many of my patterns of behaviour, as well the sustainability campaign I ran at work, in which I felt that I had to exhibit these behaviours myself before trying to influence others to follow suit.

Seeing all the waste in other countries (China, India), my master studies made me think about it a lot, Instagram or influencers.

I fly almost every week for work which has a huge impact on the environment and I try to compensate for that. Second, since watching a good number of documentaries over the last twenty years on water pollution, garbage in the oceans and the impact this has on fauna and flora, I have become much more conscious of my consumption patterns. Third, I read no impact man six or seven years ago, and found it both amusing and inspiring.

My vegetarianism was not initially the result of environmental concerns, but the more I read about them the more it became clear that it was an ethical choice.

Awareness of climate change and watching a lot of the national geographic channel as a child. My parents were also attuned to spending too much energy unnecessarily.

I want to save the environment. I also sometimes feel peer pressure if I do not use a reusable bag, so I bring one to the store because I might feel embarrassed otherwise. I would like to compost but it is difficult in my very small apartment.

Awareness of environmental issues.

I previously was involved in environmental activism, although I am not any more. My current partner is very environmentally conscious, which encourages me to also think about the environment more.

I care about the environment. One of my passions is nature - I am a keen amateur botanist and bird watcher but interested in all natural things.

Because it makes sense from a sustainability angle.

It started as a regulation of the country where I'm living, thinking that I need to follow the rules of the country - being respectful. Afterwards it became as a usual activity or cost saving activity (e.g. buying bags every time in supermarket) and later became a self-satisfying activity to know that you could also be not conscious und misuse the environment, but you

don't do this and take care of something, although it is just a very tiny part, which you can do.

Q 11 In your home country, what are the most frequent things people do to preserve the environment? As a whole, how environmentally friendly do you think your fellow citizens are, in general? You can use other countries as an example to compare to. Please, specify, why do you think so.

Not really environmentally friendly, a lot of wild garbage disposals are present, not many people recycle and similar.

In Scotland I believe that we do the bare minimum to try and preserve the environment. I feel like there are a lot of plans in place, by both the government and local councils, however people themselves are not fully educated to the changes that they should be making. One aspect which I feel that my home city of Glasgow is doing well is the establishment of a waste to energy facility, which aims to reduce the volume of municipal household waste going to landfill. however, I feel like there is a lot more that can be done, especially in terms of recycling.

I would say: isolating their homes and solar panels. But the Dutch are far behind in Europe. We are even trying to mine natural gaz underneath the Wadden sea, our only UNESCO world heritage.

I think they do the same things I listed above. I have some friends who are very ardent enviromentalists, growing their own vegetables, keeping chickens, becoming vegetarian and even one or two who will not fly.

From what I've noticed (during the times I visit my home country) one of the things people do is recycling. Also, biking is one of the popular modes of transportation, especially in the continental parts that have biking lanes. I am not sure, however, how I would evaluate the environmental friendliness of the citizens in my home country, especially given the fact that I am there rarely. I can say that when I first moved to Estonia, I noticed that more attention is given to environment preservation. One reason that comes to mind is that in Estonia, nature has always been a big part of the formation of the Estonians identity.

Generally, I think that Americans recycle, don't litter, and try to limit use of electricity/gas (though the latter is likely to cut costs). I think that many people want to be more environmentally friendly but see the costs of adopting some of these practices as too high or too inconvenient, and the benefits as diffuse and relatively inconsequential.

I consider myself to have two "home countries": Croatia and Canada. Comparing the behaviour of citizens each, it is obvious to me that Canadians are, on the whole, much more concerned about and act in an environmentally-friendly way. I explain this difference as the result of two things: Canadians are generally more liberal politically than Croatians, and the higher economic standard of living in Canada means more Canadians can and do spend more time and money in an environmentally-friendly manner.

I think people in my city are moderately more environmentally friendly than the average of people in the rest of the country. The city has an extensive metro and recycling is mostly

mandatory. I think many people wish the city was more bike friendly but powerful political interests get in the way. I would happily bike to work if I felt it was safe to do so, but I do not think it is safe. Many people do commute by bike though. I think Slovenia is more environmentally friendly than my country.

[In Ukrainian] I think, in Ukraine it is only starting and there is a space for growth. It is quite problematic to sort the waste, there is a lot of old cars, a lot of plastic in supermarkets, people just now start to take care of the environment.

I would say recycling is taking off more in the UK but still nowhere near Scandinavian levels. I see more people choosing a vegetarian/vegan lifestyle due to climate impacts too. People buy recycled goods too.

Everyone around me is trying to reduce plastic and raise awareness of plastic consumption.

People in general are not mindful.

Croatians are not environmentally friendly at all, people just don't care.

People try to be conscious of their footprint, but many do not act accordingly. (NL)

My home country is Portugal. I feel like people are still a bit behind compared to other countries. There are still a lot of people who simply don't recycle, for example. to me, that's the biggest problem. Even if people are given all the facilities necessary, they often don't do it. I do think its changing for the better with young people. Forest fires are also a big problem, and some of that is due to unclean forests. There are also a lot of factories that do not do everything they can to be environmentally friendly. I also think that there aren't enough garbage disposals., especially fir recycling. there are good things too, though. I know that some plastics are going to be banned soon, for example. There are also initiatives to clean large spaces that tend to accumulate a lot of trash (because of peoples irresponsibility, truth be told), like beaches. I think that Central European and Scandinavian countries are the most environmentally friendly I've been to. Some countries in Asia are also way ahead. Southern European countries have a bit to learn still.

[In Ukrainian] In my country the ecological initiatives are only starting now. We don't have waste sorting spread yet, but there is an active promotion of it nowadays. I think that citizens in general are quite irresponsible with the natural resources.

In general, the government of Germany created a good system in preservation of the environment, such as waste sorting, recycling, not giving plastic bags in the shops for free, etc. and is going to be more strict with further actions, such as even no small plastic bags and instead of this paper bags for vegetables and fruits in the supermarkets. Although citizens can differ (I have experienced many very different people, preferring some activities but ruining it on the other side, or some not taking care of anything), in general, it seems to be working and the awareness of the people seems to be rising. In my home country it is in relation very bad and preserving environment is not considered so important and there is no special action in this field.

In my country people recycle. It is a major trend in Croatia. Unfortunately, they do not recycle enough. Also, in our stores we have to pay for the plastic bag, so that is an advantage. In general, we are so-so environmentally friendly. some more, some less. but in general, we

have such a national treasure (Adriatic coast, Plitvice lakes, etc.) that we need to keep an eye on. Sometimes there are special actions in cleaning the sea bottom, or cleaning lakes, but it is not a national thing, it is more about enthusiastic individuals.

In our cities we are environmentally friendly, our rural and suburban areas not so much. Family farming has to be more environmentally friendly and there is a move in some areas of the country toward wind and solar power. We are on the whole not environmentally friendly because baby boomers as a generation are wasteful and motivated solely by consumption and trashing things after they're done with them. We also have a rueful awful republican tribe of politicians and followers who want to destroy everything including especially the environment.

United States has a long way to go in environmental awareness. EU countries are further along in terms of the use of plastic, not driving as much, etc.

I think the United States has a real disregard for climate issues. This country does not act until it is too late. So many people also are not willing to change their lifestyles, even to such a small degree. I think there is a real selfish nature to Americans, with little thought to the collective and our future well-being. There are of course so many Americans making individual lifestyle choices in their everyday, but I find our government disappointing, and the excess culture of America is so detrimental to the environment. I would like to see the us take more of an approach like Slovenia, or the Netherlands, or Costa Rica.

[In Ukrainian] The society in Ukraine is very non-ecological.

I live in the US (New York city and Florida) and people's environmental consciousness in this country varies very much according to where they live (Washington versus Alabama, for example) and also, to a degree, their level of education. Compared to other countries, in the aggregate, Americans environmental consciousness is lower than those of people in Europe. In the US, most people do what is comparatively easy, such as recycle, and possibly buy more fuel-efficient cars and power efficient light bulbs.

Reusable drink containers, recycling, compost. In North America, were still bad with transit concerns and do not have short to medium distance transit solutions in place.

I am from California in the United States. In California, people are very environmentally conscious, and we have a lot of laws that mandate environmentally friendly behavior. For example, plastic bags are banned at grocery stores. We have separate trash / recycling / compost bins everywhere. These are the most common things people do to preserve the environment — recycle, and use reusable bags. people also use public transportation a lot. it's also become less popular (and even frowned upon) to have a grass lawn, due the droughts in California and a desire to conserve water and promote native plants.

Recycling is the most common thing to do in Norway. also, recycling of plastic bottles and beer cans.

Well, I'd say a lot of people recycle, but I am not so sure if they are motivated to stop buying packaged items, plastic, etc. It's hard to compare, because some stated in the U.S. are more environmentally aware than others. Furthermore, I have not been living in the U.S. for the past two years.

We are not very environmentally friendly people in my opinion. I think better job could be done.

Solar panels for electric energy or heating are growing. Waste separation is quite common in Germany. Car driving considering more fuel consumption or electric / hybrid energy.

Recycling is probably the biggest thing that people in the UK are encouraged to do to preserve the environment, although recently there has been increased attention to reducing single-use plastic. However, there is a big fast fashion problem in the UK, it is quite a consumerist society, and recycling is not always done properly. I would say that people in the UK might think that we are environmentally friendly, but we don't like to reduce consumption.

Q12 Can you give an example of pro-environmental behaviour you do at home, but find it difficult to do while traveling? What makes it difficult?

I try to do the same at home and abroad.

Recycling perhaps.

Minimising meat & dairy consumption. It's very difficult in places that have more of a culture of eating meat. Also because I like to travel to rural places, where there is often less choice of vegetarian meals.

Recycling is sometimes more difficult (less obvious marking of where to put recyclables, e.g.) and sometimes transportation options are limited.

I can't think of an example of that.

No recycling infrastructure. No bins.

Buying things that minimize waste or were made in an environmentally friendly way is not always possible. I also feel that there is more plastic involved in traveling: I buy too many water bottles! That's perhaps the most difficult one. Being sure you will have eco-friendly transportation is not a given, either. At home you have the time and knowledge to choose wisely.

My bad habit while travelling is I find myself buying more single use plastic bottles for water. Sometimes I have been in countries where the water isn't safe to drink, so I keep buying bottles and bottles of water. at home I try to bring my reusable bottle as much as possible.

[In Ukrainian] Usually we travel to the Western Europe, so there is no problem.

Reduction of plastic and general packaging. As we don't have a car, we travel by public transport. We are not able to pack a lot of reusable crockery, for example so we tend to buy disposable items. For example, we went camping last year. I noticed that the families with cars were able to bring pots, pans, plates, cups, crockery with them but we had to bring all disposables as it was easier to carry and lighter to transport.

Separating waste might be challenging if you are frequently changing locations when traveling.

Maybe I find it harder to recycle while travelling. Staying in an Airbnb I would recycle and separate rubbish, but if you are out in town, or staying in a hotel, it's hard not just to put plastic in the nearest bin.

Eating healthy, because you want to try local food. Also you want to travel more and further.

Recycling because I can't always find a receptacle for the item like I can at home.

Recycling & composting. There are often no recycling bins in hotels, restaurants, or public spaces. Composting is out of the question. I also don't use reusable plastic bags because I 1) forget to bring them, and 2) it's useful to have plastic bags while traveling.

Using items without plastic packaging. Sometimes it is difficult to find such items when in a new country, for a limited amount of time.

The most difficult thing for me is to limit air travel - I travel a lot by air which I know is a huge environmental problem. But it is difficult to decline traveling invitations as this is part of my job.

Recycling, hotels tend to only have standard bins etc.

Yes, for example, waste sorting. You wouldn't make extra work for you when you have only one waste bin in hotel room. Especially I think it is mostly related to the comfort, which is expected during travel: not thinking about difficulties and duties, which you think in your daily life. Using more water or polluting more than in my daily life it is easy to lose the whole picture of the world and to think it makes difference only in this country where I'm traveling and the fact that I don't stay in this place for a long time makes it even easier not to think about regular and conscious things you might have done in place where you live and have more time than while traveling.

Recycling, recycling, recycling....and waste of food! That is terrible. When you travel, and in the restaurant there is too much food in the plate, they usually throw it away. If I were home, I would save it for some other meal. And in hotels, there are no mini- recycling bins! Terrible!

Recycling plastics and paper etc - it is getting easier and is now standard in the EU.

Tricking tap water, avoiding food wastage (when in a hotel).

Recycling. Lack of places for tourists to sort trash. When travelling one uses plastic water bottles; I don't use them at home.

Slovenia made it very easy to recycle! In some places it is more difficult. When I was in Mexico city, I was not aware of the extent of the water shortage problem until I was almost done with my trip. Had I known I would have taken much shorter showers.

Waste separation is not as common as in Germany.

Good question. It is sometimes even easier to buy locally produced food (especially in Central and Eastern Europe) than in Western Europe. Though I do not know what happens with what I recycle when I am abroad.

[In Ukrainian] When travelling with a kid we buy a lot of unnecessary things in the plastic package.

Recycling, if there are not the correct bins available. And single use plastic or other packaging can be hard if you don't have accommodation with a kitchen or access to a clean drinking fountain. In some countries I travel to it can be difficult to refuse single-use plastic bags, as it is normal there to bag groceries separately.

Public transportation: need to arrive on time, which can be difficult, as well as the learning curve for using public transportation > Taxi; reusable water bottle: I've lost a lot of water bottles and find them cumbersome to carry; tote bags: I don't carry canvas bags while traveling so end up using more plastic bags. Since I travel overseas for work/research, it's difficult to limit my carbon footprint by reducing plane travel.

[ukr] Use multi-use water bottles and plastic bags from packaging of something else.

Q13 Now think of the opposite situation. Can you think of an example of pro-environmental behaviour that you do when traveling, but find it difficult to do when at home ? What makes it difficult?

Minimising electricity use. When traveling I don't use a phone, computer, TV etc. very much, whereas at home I tend to watch TV rather than read a book.

I can't think of an example of that.

It used to be recycling in apartments abroad. When I went for ski trip in Austria, and realized that everyone was recycling in their apartments, I felt ashamed when I ditched the whole sack of misc.garbage. But now things are changing in Croatia, so it is no longer a problem. And of course, that trip to Austria also changed my perspective. If Austrians can do it, why wouldn't I!

Use more public transport abroad. City transport is much better in Europe than in the UK. Also, I live in the countryside in the UK which makes it difficult to use public transport all the time, as there is hardly any.

I'm not usually thinking about being environmentally friendly while traveling. Maybe one thing is I waste less water washing clothes, and almost exclusively use public transportation, but I'm not making those choices because of their environmental impact; it's just easier to travel that way.

Not using much energy (no airco, no electricity, only some gaz to cook) we are used to have long showers, the dishwashing machine, the washing machine (we wash by hand at the campsite).

I cannot think of one.

Eating berries from the forest, buying organic products. Because in NL we have less forest and organic food is more expensive.

When traveling (leisure) I walk a lot more instead of taking a car. The location of my home makes it difficult to not use cars in my everyday life.

I am generally more conscious of the environment when I am at home, because I already know how to do things.

I think it's easy to live out of a backpack when hiking. It's a simple life that highlights the minimums we need to survive. We don't buy as much and don't consume wasteful products.

Batteries, bulbs, clothes.

No. I can't think of anything.

Currently not, but potentially I can think of the regulations of the country where I'm traveling. If the rules require you to behave in a special way, and is not the regulation of your country, it can lead to the above-explained situation.

Public transit. In Europe and the UK and Australia it's easier to find than in the US.

When I travel, especially to Europe, I use public transportation. This is very difficult to do in the us since our public transportation is not very good or available in most cities.

I probably use less electricity while traveling because I have less frequent access to outlets, whereas in the US I would usually be able to find an outlet.

Depending on the trip, I might use more long-distance public transportation when traveling, especially for day-trips or tourism. I have a car at home which I mostly use for day or weekend trips to the mountains. If I don't have access to a car abroad I will find ways to access remote places by using local transportation. I do this sometimes at home too, but it is much easier and quicker with a car.

When travelling, I use public transport a lot more than at home. This is primarily down to cost, as public transport in Scotland is privately owned and is far too expensive to use almost everyday. The transport links themselves are also extremely poor making it hard to get some places without the use of a car.

Only one example currently comes to mind. The city where I'm from has quite a lot of hills and it is not bicycle-friendly so this is usually not an option (or an everyday part of traffic there).

Not really.

[In Ukrainian] Take longer time to warm up the car's engine .

I can't think of anything.

There is nothing I cannot do at home. sometimes, as mentioned above, it is easier to eat locally produced food when traveling. It is cheaper and more common. It can be quite expensive in Western Europe.

[In Ukrainian] While travelling in Europe it is very satisfying to sort the waste because there are facilities for the different kinds of waste.

[In Ukrainian] I pay more attention to sorting waste when outside (when walking), I am calmer driver, which also reduces fuel consumption.

No.

Maybe the point about eating local produce. I know a lot of things I buy in supermarkets in the UK are not sourced locally (this can be for seasonal reasons, such as buying Egyptian

strawberries in winter when UK strawberries don't grow), whereas on holiday I prefer to shop more for local produce in markets (like the trznica in Ljubljana).

Curiously, using public transportation and recycling.

Q14 How would you evaluate your level of environmentalism? Why? You might compare it to the level of environmentalism of your fellow citizens.

I believe I am rather environmentally friendly in my daily life. However, my flying habits have a negative impact on the environment. There just is no alternative at the moment, as my family lives very far away. I would never have enough time (and money) to travel with train or bus to visit them.

I am 6 or 7 out of 10 I would say. I am aware of environmental issues and make an effort to do some things, but I am not a fully committed ideologue.

Modest but could be better.

I'm not sure what the levels would be, but I would say that I could do much better. I am probably more environmentally conscious than others in my family, but I don't know how I would compare to other citizens.

Very high. were aware of our impact, work to minimize it and support NGOs with environmental missions.

Well, I believe I pay a serious amount of attention to environmentalism. unfortunately, I drive a car and that is a problem. But I intend to purchase an electric vehicle (zero emission) and currently, our government has some special grants for that (up to 10.000 EUR for this kind of vehicle). And I recycle and spare water, heating, and electricity. I do not throw away food, and especially I am allergic to plastic waste all over the planet. unfortunately, I cannot save the planet but can save my home. It is at least a step.

[In Ukrainian] Compared to the citizens – average.

I would rate my level of environmentalism at roughly 5/10 - I feel like I have made many positive changes to some aspects of my behaviour, but feel like I could be doing more. this is primarily down to cost, as it is often double the price to buy environmentally friendly products as non-environmentally friendly ones.

Pretty low to be honest. Although, as I said, we have no car so are probably helping the environment by walking/using public transport. We are a family of four with pets and I am always conscious that that the amount of waste we throw away every day is significant.

On a scale from 1-10, I would say my level of environmentalism is 7. I try to be mindful of energy consumption and buy items with limited plastic packaging. However, I am reliant on public transportation to get to and from work.

Medium, I could do more. but compared to my fellow citizens, I'm great.

I am probably more environmentally aware than an average citizen, but not as much as I should be. I am probably somewhere in the middle.

I think my level is about average, maybe a 5 on a scale of 1 (lowest) -10 (very conscious). I try to do my share but (too) often let convenience get in the way.

Fairly high; I try to make an effort to be more environmentally friendly with everyday actions.

I would evaluate it as 7 out of 10 points, as I take care of minimum things, try to be aware of problems and not think in a selfish way. Those missing 3 points I can think of taking extra responsibility or doing extra activities to do something good for the environment. Because what I'm currently doing is trying to reduce my personal bad effects on environment and helping with things, which I can do without taking too much time for it and limiting myself from small comfort things.

I would say it is around average.

Generally, I think I am more environmentally conscious than people older than me, but my younger colleagues are more environmentally friendly than me. environmentalism is a guiding principle of their lives, whereas I am a bit more likely to behave irresponsibly if it is more convenient. They are a good influence on me.

Not very high, could do a lot more for the environment.

My is rational but not extreme.

I may have basic insight and ideas into some of the implications of environmentalism, which was informed primarily through different cultural contexts and contacts with people. I definitely think I should have a higher level or awareness when it comes to these and similar issues though.

I would put myself in at least the 80th-percentile. we are a 2-person household which (by choice) only has one motor vehicle. We recycle everything, we live in the city (having exchanged cost-of-living for freedom of mobility—cycling, transportation options). The one thing we do (because of work) that is not environmentally-friendly is we fly much more often than the average person.

Ok. I could do a lot more but still feel ok with it!

Not a very high level, but aware of the environment and above average.

[In Ukrainian] I hope I am becoming more ecological than my fellow citizens.

We do slightly more than average maybe.

I think that I'm environment aware. I know I could do much better, though. I eat meat, I sometimes buy products that I know are bad for the environment (after disposal or even before, because of the way they are produced), there are probably things I could do pro-actively that I don't. I do think I'm above average In my home country (Portugal) and the country I live in (Spain), but that's because the average person in these two countries is not so eco-friendly, I would say.

I think I'm more aware than most but I have a full house with 3 kids so being environmentally aware is a bit easier.

Above average.

[In Ukrainian] I am a junior-sorter :) Compared to the majority of the Kyiv inhabitants, I take care of environment quite well.

On a scale of 1-10, I'd likely be a 7. I could reduce my carbon footprint by traveling less, or by paying to offset it. I could buy fewer goods and shop at more used clothing and goods stores. However, I make an active choice to pursue environmentally-friendly habits at home.

Q15 Have you ever traveled to a place where you felt that the environment was really well-taken care of? Which place was that? Based on which things did you feel that the level of environmentalism there was higher?

I found that Ljubljana had an extremely high level of environmentalism. One of the main aspects of this was the availability of public recycling areas, encouraging locals and tourists alike to recycle whilst on the go. The inclusion of water drinking fountains was another sign of this, which benefited me as I prefer to use my reusable water bottle than buying plastic bottles. The streets themselves also seemed extremely clean and well taken care of, plus there were no cars allowed in the main centre of the city limiting levels of pollution.

Ireland, Norway, Sweden, Costa Rica and Israel.

I think Slovenia is one for how clean and well cared-for it is. I would also say Sweden, because of how much they recycle and how clean everything is, and how much legislation there is., and how much more of a commitment to renewables they seem to have.

Northern sea islands (partly car traffic forbidden).

Amsterdam. Lots of recycling, farmers markets, bicycles. The city was remarkably clean (in 2012), which made it feel as though the citizens cared for the space.

Spain, they seemed to recycle everything and had lots more collection points than here in the UK.

Oh yes, Austrian villages. they are so well settled, they keep an eye on houses with solar panels, and good house insulation. And they recycle, but they produce an artificial snow that contains chemicals, so there you go!

The Netherlands is somewhere that is organised in a way that I feel the environment is better taken care of, for example how easy public transportation is to use and how spaces are designed to encourage bike use.

Of course, I travelled to many EU countries. Germany, Austria, Portugal, Slovenia, Spain, Italy... level of environmentalism is higher there because society is more evolved there and people are aware that ecology is important.

Eastern Europe and a Scandinavia. Both the food and the natural preserves. people are used to "simple" cooking, I feel.

Norway and Denmark seemed very environmentally aware, in terms of availability of recycling, people not driving very much, etc.

Switzerland. Clean cities, clear water in lakes and streams, easy recycling.

I have traveled to several countries where I felt the environment was well taken care of. Such as Germany, Ireland, Slovenia, and Denmark. There were always recycling bins, most of the transport was electric and in general, those countries were very clean (no trash on the streets!).

Yes. Some parts of Germany; Sweden; the Netherlands and some part of Canada. The cleanliness of the environment meant that everyone cared; there was less wrapping used in food; there was a much level of recycling than in the UK; construction industry used more environmentally sensitive materials.

Slovenia is high on that list, but I think the Canadian nation parks are doing an amazing job balancing conservation and tourism. They have a lot of human visitors but prioritize wildlife and its habitat.

Norway. Many things: transportation options, recycling, the sense that Norwegians really care about the environment.

Iceland — everything is interconnected with the landscape. Also the environment dominates there; people have a small footprint. Barcelona — the city is very clean, not a lot of trash everywhere.

I can bring Germany as an example where I first was tourist, then citizen, but second environmentally friendly destination example could be Tayrona national park in Colombia. The nature was saved through regulated tourist numbers and not developed infrastructure, as well as informative boards everywhere regarding pollution of the sea and the park.

Sweden. I don't remember seeing any litter in the national park I went to, even though there were lots of people. It seems like people were brought up from a young age to enjoy the environment and look after it.

I think Slovenia is definitely high up on the list. Japan is probably the cleanest I've been to, but I am not sure about things that happen behind the scenes (e.g. factories). Finland is extremely environmentally friendly as far as I could tell (lived there for a year).

Germany, Austria, Iceland, most Scandinavian countries. Just the general awareness of the importance of protecting the environment was soooo much higher; availability of recycling bins; strict enforcement of recycling and composting regulations; easy availability and promotion of alternative energy resources; promotion of cycling and public transportation instead of using cars; mandatory use of led lights, etc.

A surf camp in Portugal where no water bottles were used, but everyone filled own bottle with tap water. I think because the place was run by young people (awareness was higher).

Yes, one example would be Estonia. A lot of elements can be factored in though, since there are around 1.3 million people living there, which makes it significantly less crowded, with less cars on the roads. Recycling is an important activity (not in every part of Estonia, but much more in comparison to Croatia). Walking and riding a bike are also more common activities.

[In Ukrainian] It was very unusual to see clear water in the puddles in Ljubljana after the rain.

[In Ukrainian] Helsinki is a very clean city, a clear water in a big port (they have been fishing there!), clean air.

Slovenia, due to its recycling and bike friendliness Canada, due to its recycling program and emphasis on the country's natural beauty.

I lived in Vienna for a while (around 1989), and in some other parts of Austria. I think in Austria there was an very early awareness of the environment, and the vulnerability of it. In those days we Dutch didn't even think about separating our garbage, in Vienna they did it. And there was already quite a green movement. I still think they are ahead of a lot of other Europeans. Also in the French Alps (Parc National des Ecrins) I think they really take care of the environment.

Northern Europe — more recycling facilities, less use of consumables.

In Sweden, everything is made easy in terms of environmentalism. There are recycling incentives, and the norm is to recycle properly. Vegetarianism is growing as well — although the impact on the environment of vegetarianism is debatable (imports of avocados, soy, etc).

I think Slovenia is such a place. I've seen a lot of garbage collectors for specific garbage types, and the city of Ljubljana seems very clean.

Q16 Related to the previous question, do you think your behaviour towards the environment was different there? For instance, do you think you acted more pro-environmentally or less pro-environmentally than you do usually?

[In Ukrainian] Of course more pro-environmentally.

No change.

The same as usual. The main difference was how easy they have made it to recycle glass.

Completely. I tended not to notice too much in other cities however I believe that it was evident in Ljubljana which compelled me to be more environmentally aware.

In Iceland, I appreciated the environment and its symbiotic relationship with people and businesses there. I don't think I acted more pro-environmentally though.

I would say I acted the same as I normally would related to being pro-environment.

Yes, definitely. The signs everywhere and also my knowledge of the social importance of being environmentally conscious definitely put me on my best behavior. :)

No.

More pro-environment

Yes, I think the time spent abroad and specifically in Estonia, did inform changes in my behavior towards the environment to a certain degree.

Yes. Not doing so would be conspicuous.

It didn't require me to do something extra to be more conscious regarding the environment, so my behaviour to the environment was the same as in Germany.

I cannot remember.

Nope.

No. I think I remain quite similar in most locations.

Not especially.

No difference.

I probably used taxis less there and used public transportation more.

I think I acted more pro-environmentally. I feel that inertia works both ways: if a country implements eco-friendly practices, people will assimilate it and over time that behavior becomes normalized. The inverse is also true. Since to me Slovenia is environmentally responsible, that made me act more in that direction as well.

The same, really.

Yes - I mean I wouldn't drop litter anywhere, but I would certainly feel much more guilty about doing it in a place with much stricter environmental standards. Likewise in a place like Sweden I would feel much more obliged to take recycling more seriously, as it is indeed taken more seriously there than in the UK. To reiterate an earlier point, I do think the greatest change in behaviour with these things is enforced from above.

I think I act the same, but it does make me think more about my behavior, for example you can recycle much more packaging in the Netherlands than you can in the UK.

Yes, I think so. When you see people do care, you change your behaviour.

[In Ukrainian] if there was no dustbin nearby, I would keep even the smallest trash until I found a proper place to put it.

Yes, I explained that earlier. I felt ashamed, and I instantly changed. Actually, when you enter a new house you do care about the furniture when you enter an old and rubbish house you mostly do not care. This is the same thing...the more locals are environmentally friendly, the more guests will be. And Slovenians, oh yes - they are all so green.

Perhaps a bit better in Slovenia because there were more options for separating my recycling. Perhaps a bit better in Canada because composting was mandatory.

No. I already act in an environmentally-friendly way.

No, I don't think so.

It's hard to say, but it did make me more aware of the issues.

We did more bicycle riding.

Q17 Now please consider the opposite situation: Can you give an example of a place you traveled to where you felt that the environment was not taken care of? Which

place was that? Based on which things did you feel the level of environmentalism was lower?

Places with visible rubbish tend to *feel* less environmentally-friendly but that may just be a perception rather than reality.

India! Plastic and other waste everywhere! And to get rid of it, it was burned! I think because of the cultural background and development, lack of awareness and the problems the country has, which are way worse than plastic waste.

Most places in the US Midwest.

US I guess, there seemed to be more consumerism and less awareness of recycling.

I travel a lot for work to south central Asia. Afghanistan was, hands down, the country where environmentalism is basically non-existent. Not surprising because that country has been at war essentially for the last thirty years. No garbage collection; garbage everywhere and raw sewage in the gutters; use of wood, gas and coal stoves, etc etc.

The Middle East and Asia are always striking examples of terrible waste management. Jordan, Morocco and Kyrgyzstan were well behind western standards of plastic usage, recycling and littering.

Too many to mention. No recycling is a problem in a lot of European countries, as far as I can see, it could be that officially a given country recycles, but in practice it's easy to see it's not the case. Like of green spaces and not enough car-free streets are also a problem. I think this is changing for the better.

[In Ukrainian] Any Ukrainian town. Kolochava, Vyzhnytsia, the Carpathians – there is a lot of trash in the rivers. Riga – dirty streets, very few trash cans for waste separation.

I travelled to Siberia (Russia) and to Caucasus (Georgia). environment was full of waste, no waste logistics in place. Looked partially horrific, especially with plastics in landscape.

I feel uncomfortable naming countries; but many places I have been to where governments are less functional than Slovenia and Canada have more trash-filled ravines and the like. I feel like almost everywhere has a basic recycling program though.

Bolivia. we went on a long-distance bus trip through the country, and all the local residents kept throwing all their litter (food waste, plastic) out the bus windows.

I do not know, perhaps Belgium? But lower than NL is hardly possible.

[In Ukrainian] Everywhere in Ukraine there is a problem with waste, they burn it; also air pollution from the cars.

Serbia, due to the lack of recycling facilities, public transportation policies, use of plastic bags, and centralized heating system (which means that we couldn't regulate or reduce the heating supplied to our apartment, and so kept our windows open in the winter).

Not really, but while comparing, I think Istanbul might be considered not so eco-friendly city or this just might be related with the news in media about cutting a huge forest to build an airport.

I've traveled to Serbia and Bosnia, they are even worse than us Croatians. I feel that the level of environmentalism was lower because they still lack the legislation that would force people to act pro-environmentally.

Certain parts of the USA (Florida). Hotels had no recycling options, lack of decent public transportation, litter, etc.

Mexico, Cambodia, Thailand, Ukraine, Kosovo and Panama. It was common in these countries to see a lot of trash on the street, no recycling containers and methods of transport being old and inefficient.

LA and NYC — not a lot of green space, public transport (LA), and both cities are quite dirty.

Egypt, Argentina, Albania, Greece

Yes, Thailand. too much plastic, and crossing with motorboats through coral reefs. The same with Indonesia. Lake Baikal as well, because locals complained about less fish in the lake (polluting factories) and there was an environmental protest movement.

I have lived in Rostov-on-Don in Russia in 2015. There is little focus on environmentalism to be honest. Pollution felt a lot worse, there was a lot of litter and rubbish in the streets, and I don't think recycling has really caught on as a concept there.

Yes. India, there was dreadful pollution in the cities. Rubbish was everywhere. There were people living in the streets. The water was not potable. I could go on. USA - the cities are badly polluted, although the day to day behaviour of the middle classes is similar to the UK except they use their cars a good deal more.

I often travel to Serbia, where I am from, and environmental awareness is not very high there. Very limited recycling opportunities, smoking everywhere, smog.

Bosnia, a lot of trash besides the roads, everything seems dirty.

Yes, Serbia and Bosnia and Hercegovina. No one cares there. Trash everywhere, no recycling, no one cares.

I lived in Kosovo and was often struck by the amount of smog, litter, dirty water, and congestion. People would speak of how dirty things were but take no concrete steps to address the issue.

I don't have a very explicit example. a recent one that may somewhat fit is Malta (well, some parts of it), which is very densely populated with a very high number of cars. Also, one tricky aspect is that there is a regulation for waste management for leaving the trash in front of one's building each morning for pick-up. Recycling is an important activity, however, debates about whether leaving the waste for pick-up creates even more trash in an already dense country is quite prevalent.

Cambodia. Trash everywhere.

Lack of good and affordable public transport is a large hindrance in almost every single European city I have visited, with some few exceptions. This leads to people commuting to work in cars, which produces awful air for everyone else.

Q18 In this place where you felt the environment was NOT taken care of: Do you think your behaviour towards the environment was different there? For instance, did you act more pro-environmentally or less pro-environmentally than you do usually?

No, I don't think so.

No change.

Maybe, it could make me more relaxed and perhaps would throw some trash besides the road. I think this stems from the broken window theory.

The behaviour was usual.

I tried to maintain my same level of pro-environment, however this was made difficult when there were no recycling containers and when there were no other clean methods of transport available.

There was poor opportunity to be pro-environment, due to lack of infrastructure.

I tried to act more pro-environmentally. it's such a wasteful area of the United States that I felt I needed to compensate as a result.

I tried to keep up with my recycling routine but it was very hard due to lack of availability.

No.

I tried to be as conscious as I am here but had to go with the flow as I was staying as a guest with other people and at university and NGO compounds and followed their rules.

I behave everywhere the same if possible — depends of recycling infrastructure.

I didn't pollute in this city more just because of the feeling it was not environmentally-friendly, except maybe tiny comfort-related things I would do in every country.

Tried to be careful but facilities for recycling were not easy to find.

No, I still tried to behave environmentally friendly.

I think that if its extreme, visitors don't act less pro-environmentally, because it's too obvious not to be concerned. If it's not as extreme, I think it does make people act less pro-environmentally. (For example, in a public event where people just throw their trash on the floor, other people are more likely to do it).

I think I was acting the same as I do usually, meaning I paid attention to things I try to keep in mind.

I believe that I acted less pro-environmentally as there was less of an opportunity to recycle, or even bin rubbish.

I always behave the same, if it's possible. For example, I will always separate paper, plastic, metal and other waste, if containers for separate collection is available.

I think I acted the same. Perhaps used cars more, depending on the availability of a metro.

No change in my environmental behavior, except maybe recycling less because there was no option to recycle (no recycling bin).

Yes, but there was little facility to do anything about it.

I always strive to do my best and also promote good practices if I can.

[In Ukrainian] No, I try not to behave worse than usual.

Well, if there is no option to recycle then this immediately makes it harder to act as environmentally-friendly as I usually would. And Russian cities are really so huge, and designed for car transport, so I took a lot more taxis there than I would in the UK.

More pro-environmentally. Because I'm aware of the preciousness of the environment.

I acted the same as I act at home, pro-environmentally equal. But I was shocked that people are completely contra-environmentally oriented.

I tried to act as pro-environmentally as I could, but I was constrained by lack of infrastructure. For example, I separated plastic and normal waste, and left bags of plastic next to the communal bins, because I knew that people would salvage the plastic to sell. But I couldn't keep the windows closed when the apartment was too hot, and I got used to the amount of single use plastic, even though I could have tried to reduce my use.

The only time in my life I have ever littered was in Kosovo as I couldn't find a trash can. The amount of work to be done to make the town in which I lived more environmentally-friendly felt overwhelming and hopeless for an individual, and the community prioritized economic and social problems rather than environmental.

Yes. I threw away recyclables in the garbage bin, which I would not have done at home.

Perhaps more pro-environmentally. you become more aware when conditions for something are worse than you are used to. So perhaps I doubled down on my pro behavior.

Q19 Almost done! Now, please think of the last time you traveled somewhere in your HOME country. Do you feel differently about the environment when you travel in your home country compared to when you travel abroad? (Either in terms of your own actions, or how you observe other people's actions). If there are differences, why do you think this is happening?

When I travel in my home country, I will use more single-use packaging as I will eat out more, for example take-away coffees or sandwiches. I don't think I feel differently about the environment in my home country compared to when I am abroad, but I think that it can be hard to remember to do the same things abroad, particularly if the infrastructure to support the same activities is different.

I notice the cleanliness of air and presence of litter, primarily. The places I have traveled within the US seem to be more similar in level of environmentalism than abroad, but that may be because I only travel to similar places in the US. I occasionally make judgments about my impressions of the environmental standards of different states, whereas abroad I know less about the legal background for environmentalism. I do not change my behavior with regards to environmentalism while traveling within or outside of the us.

No change.

Yes when I was traveling in Argentina, the chances of recycling were less than in Slovenia for example.

Back home, people are obsessive about keeping nature clean. This makes me feel proud and aware.

No - I'm equally appalled at how environmentally unfriendly my citizens are throughout our country.

I don't believe there are many differences as there is a lack of pro-environment movements/opportunities to be environmentally friendly in other places.

I feel the same and I always try to emulate my level of pro-environment.

My hometown is very car dependent. They keep voting down public transit options. You have to drive everywhere, public transportation is not an option.

I cannot think of any differences.

[In Ukrainian] There is a difference between Ukraine and the Europe, especially in the sorting waste and eco-driving. We have a problem because of the lack of the separate waste bins, also everyone is in rush on the roads.

I think if I travel to somewhere with natural beauty which isn't as built-up, I feel more pro-environmental, but living in London it feels like a bit of a lost cause. I think I would not behave differently in a different part of the UK or abroad, however abroad I would observe and comply with the local policies and cultures on recycling, for example.

Yes, slightly. There's a general sense that when the environment in your home is not being taken care of, you are personally aggrieved in some small way. This is not the case when travelling abroad.

Yes when I travel around the us I routinely drive or use taxis, which is not very environmentally friendly. This is mostly because of lack of public transportation and habits of people around me.

No, feel the same.

Traveling in your own home country is a little bit different than being abroad. At the end, this feeling of being in one country and having the same rules everywhere makes people act more responsibly as in different countries, thinking to be unseen for bad actions or allowed to relax and enjoy. In my opinion it is something related to the feelings, which might slightly influenced by conditions or rules of the place you are.

[In Ukrainian] Yes, in Western Europe (in countries with sorting facilities) I am very precise about waste separation, but traveling in Ukraine – very seldom, so everything goes to the same bin.

My own actions usually don't change. I have more time observing other people when traveling, but I don't see a big difference (compared to myself - of course not in comparison to other countries).

Not really.

This is a difficult one. But I think I don't. And why? That one is difficult too. It might be influenced by my more or less non-national identity, or better: a European identity. but that's very personal. On the other side: I live in an area where they are drilling for natural gas. Hundreds of people aren't safe in their homes anymore (because of earthquakes), and our regional heritage (old manors, churches, some from the middle ages) are destroyed and irreparable. It probably influences my thoughts and behaviour.

No

I always feel the same about the environment, home country or not. Borders are fictional, the environment is a global issue.

Not actually. Nothing changes in my behavior. What is different is my perception of the people. Somehow I feel that in my home country people do not care really about the environment... I am not sure why. Maybe because of the legacy?...

I think this is quite common since we tend to compare things that we experience in different cultural contexts, especially if they are significantly better or worse. usually when I pick up on something that I consider better and/or more effective, I try to apply it (if this is in any way a possibility).

Level in Northern Europe (incl. Germany) in general is higher than in Mediterranean countries (personal impression).

Yes, I don't like seeing litter and rubbish everywhere. This is especially true when stopping at motorway service stations etc.

I think it's fairly balanced. at home, I know the rules we have in parks, for example, so it's easier to follow the guidelines. But at the same time, I always try to limit my impact.

No difference.

Yes, I do. When I travel in Europe, I am more conscious for the reasons I gave earlier. Here in the US, I try to be as conscious as I am at my home.

Yes. But that is because in NL you do not really travel to forests. You most often go to cities. Also, you just go shopping while in e.g. Ljubljana I mostly relaxed on the terraces.

Q20 Do you think your fellow citizens act differently towards the environment when they travel in their/your home country compared to when they travel abroad? Why do you think this happens?

And I think when you have the right approach to the tourist and the message is clear you generate more conscious about taking care of the environment.

[In Ukrainian] I think they behave better abroad, because they will be fined or persecuted.

I couldn't really say.

Really hard to say to be honest, I am not sure. I would guess it would depend on the place — I think anyone is more inclined to keep a clean place clean — like Ljubljana — and care less about littering in a dirty place, i.e. in the UK where litter is common. I don't know if there is a nationalistic point to be made (i.e. some people care less about littering in other countries because it is not where they live) but I would hope this isn't the case and I certainly do not behave like this. On the other hand, maybe people feel more inclined to treat somewhere better where they are staying as a guest, and have worse behaviour to their own home, as they view it as theirs to treat how they want. I have no idea though.

It depends where they are coming from, to be honest. Their own culture towards the environment is crucial in predicting what kind of behavior they show when they visit my country.

Probably not, depends on the citizen I suspect!

That is a good question, and I really don't have an answer to it. Maybe check the pew surveys?

Not sure.

Don't know.

I don't believe so. Again, this is down to a lack of education for a majority of the population and no prominent campaigns to encourage environmentally friendly behaviour.

No.

Probably they do. They tend to behave more socially and environment-friendly where they have to show off. It might be related to the general perception, or the image we/they provide in different settings.

They could sometimes act more pro-environmental in countries where they feel that they might be fined for polluting.

I feel like they might leave a bit more trash around my city because the tourist parts of the city are pretty dirty, and they might feel like everyone does it and it is okay. Also the city has been taking an initiative to take trash cans off the street. People going home might throw trash away at home, but people on vacation might just drop it because they feel like they have no other option.

I am not sure. Perhaps people mimic the habits of others.

I think that my fellow citizens do act differently (based on some experiences of travelling with other citizens), as they are only visiting for a short period and are not thinking about the impacts of their visit. But this would depend on the citizen.

Perhaps they feel more accountable because they understand their legal status better? Or there's some kind of social solidarity that includes environmentalism?

Some may care a little less because they are on holiday. But it might also be due to a lack of awareness!

Difficult to say, actually I don't dare to say something smart about that.

I think, the image of the country plays a role in environmental consciousness of people while traveling. I have seen fellow citizens misusing of being in another country and doing things for more comfort and time-saving than thinking about something like responsibility for something extra in the cost of the comfort loss. Taking from my country I can say people act worse while they travel, and this is because of the lack of the information or awareness.

Yes. The people I know well are environmentally sensitive. But I have been seen resorts where people are more likely to throw rubbish and waste resources because they are on holiday. Also, because holidays are down time, people often want some luxury as well.

Less mindful. Convenience trumps environmental concerns.

[In Ukrainian] some of our fellow citizens change for the better when travelling. Maybe it is happening because of the desire to become better. Maybe, sometimes high fines influence them.

People are confused by all the recycling and composting bins here, maybe it makes them pause and think about where their trash is going.

We definitely have a ways to improve in Canada. We are quick to blame business and others for issues.

It is hard to say. I would assume they try to maintain their same level of environmentalism.

No, I don't think so.

Q21 If you travel with kids: Does traveling with kids differ from traveling without kids in terms of how much you do to minimize the negative impacts of your trip/stay on the environment? Why do you think this is happening?

No change.

N/A.

I don't think it changes a huge amount, maybe more aware of not littering and putting the rubbish in the bin when it's your kids not you.

I think it has some impact, because I have to educate them (and now they even sometimes educate me/us).

[In Ukrainian] I use more yogurt, juices in small packages, a lot of straws when I travel with my kid.

It is sometimes more difficult to keep up with environmental routines especially with small children. As they grow older, they can begin to mimic good practices from their parents.

[In Ukrainian] We buy more things when travel with a kid, that means more trash.

No, I don't think it makes any difference.

No, my kids are environmentally conscientious and if anything they remind me of ways to be more enviro friendly.

Not applicable any more, my children are adult and therefore left home.

Of course, it quite harder to think of the environment when traveling with kids. And you have to also mind their behaviour.

Yes, travelling with kids makes it more difficult. More trash.

Do not travel with kids

Not applicable.

Difficult to say. Not really, although perhaps more fast food is eaten than would be the case at home.

Q22 Thank you very much for answering. Is there anything you would like to add which is relevant to the topic of the research and hasn't been covered yet?

There are at least two things the older generation do better than the young when it comes to the environment. 1) They do not throw food, or make too much of it. It is all about maximising the use of what they have. 2) They do not keep buying new electronic devices. For number 2, it is quite funny to see normally environmentally friendly, vegan/vegetarian people who bike and use public transport, consume like there is no tomorrow. This relates specifically to electronics like buying the new iPhone every year. It also relates to the amount of clothes that I see people buy.

Iana, yours sounds like a super interesting research project. Would love to read your dissertation when you're done! keep up the great work!! [...]

Best wishes!

Each country has a stage of environmental strategy. the problem is in school system, politics, money

Good luck :)

This is an extensive research :)

Good luck with your dissertation

You do a great thing!

No

None.

I can't think of anything.

My children learn a lot about environmentalism at school and they do encourage us to take more positive steps towards pro-environmental behaviour at home.

I came to Slovenia for the first time, when it was part of Yugoslavia (1980s). I remember passing Jesenice by train, seeing a lot of industrial dirt. And in Kranj and Ljubljana, you smelled coal heating everywhere, while in the Netherlands we had the clean natural gas for

heating. I think in Slovenia there changed a lot for the good since then, while my home country didn't do much.