

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Wednesday, 25<sup>th</sup> April 2018**  
at **10:30 a.m.** in **Violet Hall**  
at the **Faculty of Economics, University of Ljubljana**

Author:

**Sara Dolničar, PhD, Professor**

**Business School, The University of Queensland**

will present the article:

### **“Tricking tourists into environmentally friendly behavior”**

“Tourism contributes greatly to the economies of many nations. But it comes at a high price: it uses and pollutes water, generates waste, depletes natural resources, pollutes air and contributes to global warming. Governments can impose regulations to prevent such negative environmental impacts, but the risk of reducing tourism revenue is a strong disincentive for governments to act. Businesses can also self-regulate in implementing environmentally sustainable practices, but they hesitate because of the additional cost involved. An alternative approach is to induce voluntary behavioral change in tourists. This is a nice idea, but not easy to achieve. This keynote reports on a number of studies conducted in Slovenia which have been successful in "ticking" tourists to behave in a more environmentally friendly way.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Tuesday, 24<sup>th</sup> April 2018.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

