

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 11th October 2016**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author: **prof. dr. Ljubica Knežević Cvelbar, Faculty of Economics,
University of Ljubljana**

Coauthor: **Yana Bilynets**

will present the article:

**"Enchasing pro-environmental behaviour in tourism: An intervention
study"**

“The tourism industry is critical to the economic development and wealth of many countries. It contributes 9% to global GDP and accounts for 1 in 11 jobs worldwide. But it comes at a significant environmental cost. With one billion tourists travelling every year, even the smallest reduction in the environmental footprint of each tourist can have a material effect on the environmental sustainability of the tourism industry globally. Yet, the tourism industry is arguably the most challenging context for inducing behavioral change in people. In the home context saving water or electricity goes hand in hand with monetary savings. In the tourism context, on the other hand, it stands in direct opposition to the indulgence which stands at the center of most vacations. We developed a simple and cheap intervention and showed that tourist can be involved in pro-environmental behavior in tourism.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 10th October 2016.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

