

The Research Centre of the Faculty of Economics

cordially invites you to a research seminar

on Thursday, **9th April 2015** at **12 a.m.** in room **P-109** at the

Faculty of Economics, University of Ljubljana

Author: **Sara Dolničar, University of Queensland, School of Tourism**

Coauthor: **Ljubica Knežević Cvelbar, Faculty of Economics,
University of Ljubljana**

will present the article:

"Guilt reduces electricity use by hotel guests"

“Decades of research into environmentally sustainable tourism have produced only few practical measures to reduce the negative environmental impact of tourism. The measures that have been proposed tend to either limit tourism demand and with it revenues or require substantial financial investments on the side of destinations or tourism businesses. The aim of the present paper is to develop and test a theory-driven local intervention that will increase the level of environmentally friendly behaviour by tourists themselves without limiting demand or financially burdening the business. Specifically, the aim is to trigger behavioural change in hotel guests during their stay in the hotel in two ways: reduction of energy use and reduction of fresh towel requests. Preliminary findings are promising, indicating that it may indeed be possible – with very simple measures developed on the basis of established psychological theory – to influence tourist behaviour.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si by Wednesday, 8th April 2015.

We look forward to seeing you!