

the attitude-behavior gap on the part of generation z in the context of sustainable tourism.

introduction.

PROBLEM STATEMENT & RESEARCH NEED

- The limited adaptation of tourist's behavior to sustainability principles forms a key obstacle for sustainable tourism development (Budeanu, 2007).
- Generation Z is notorious for having a pronounced awareness for sustainability issues, which is however not always replicated in respective travel behaviors (ETC, 2020; Sharpley, 2021).
- This attitude-behavior gap (ABG) phenomenon is particularly evident in a tourism context (Anable et al., 2006; Barr et al., 2010; Juvan & Dolnicar, 2014).
- Research broadly suggests, that besides the attitude, various other factors impact behavior-formation (Ajzen, 1991; Terlau & Hirsch, 2015).
- No common consensus on particular factors inducing attitude-behavior-discrepancies has been established, yet (Anable et al., 2006) and there remains a lack of research on the backgrounds of the ABG among Generation Z travellers.

PURPOSE OF THE STUDY

To identify factors that determine the ABG among Generation Z travellers and to provide behavioral research and tourism practitioners with advice on how the ABG of Generation Z can be empirically investigated and might be bridged in practice.

RESEARCH QUESTION

Which factors have an influence on the attitude-behavior gap of Generation Z in the travel context?

theoretical background.

Table 1.: Theoretical foundation

main topic	sub-topics and theories
Sustainability and Tourism	<ul style="list-style-type: none"> • Definition of sustainability • Sustainable tourism and the role of tourist behavior • Consumer behavior in (sustainable) tourism
The ABG in Sustainable Tourism	<ul style="list-style-type: none"> • Definition and complexity of the phenomenon in tourism • Behavioral theories on the backgrounds of behavior-formation <ul style="list-style-type: none"> ➢ <i>Linear Deficit Model of Pro-Environmental Behavior</i> (Burgess et al., 1998) ➢ <i>Theory of Planned Behavior</i> (TPB) (Ajzen, 1991) ➢ <i>Decision-Making Model of Sustainable Consumption</i> (Terlau & Hirsch, 2015)
Generation Z	<ul style="list-style-type: none"> • Main characteristics • Travel behavior of Generation Z • Generation Z and sustainability

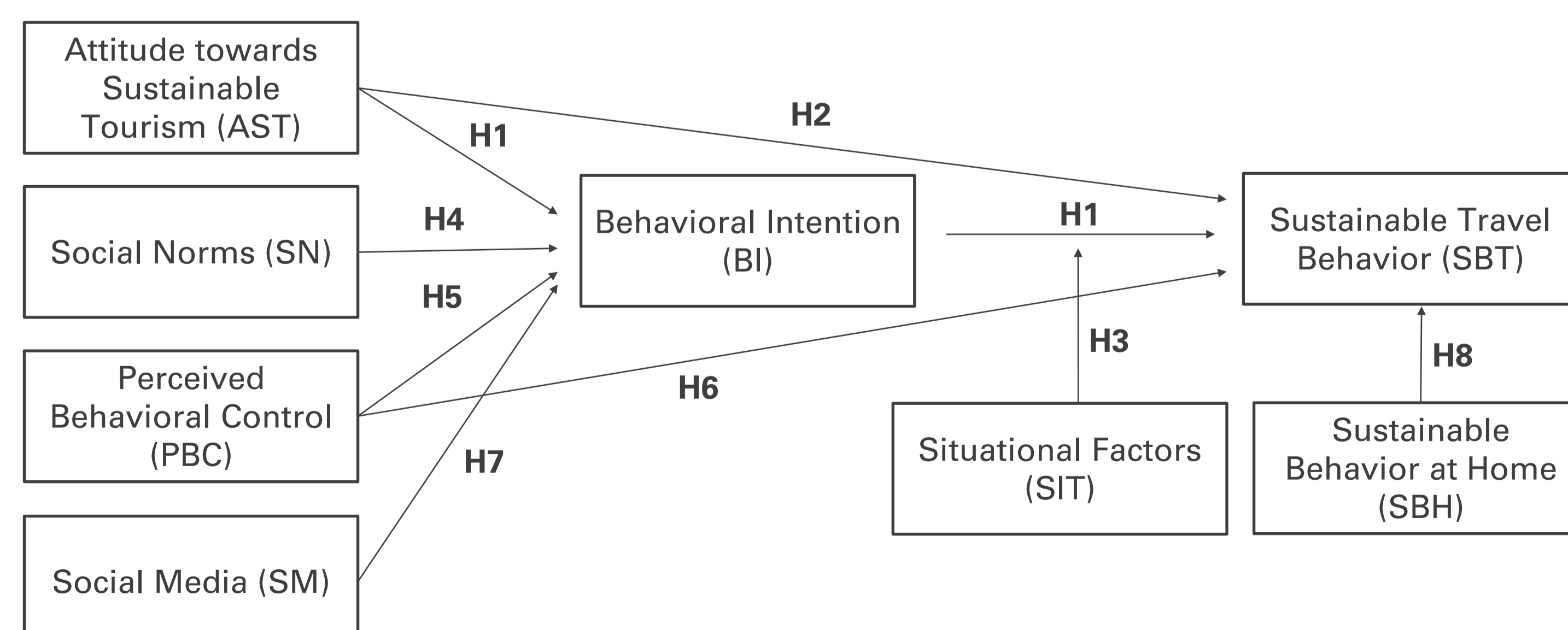


Figure 1.: Research Model

research design.

Quantitative research approach: Standardized online-questionnaire with multiple indicator measures employing a 5-point Likert-scale

Sampling: German-speaking Gen Zers (born between 1995-2006) residing in the DACH-region; snowball-sampling; n=277

Data analysis methods: Descriptive statistics, factor and reliability analyses, simple and multiple regression analyses

findings.

- **Behavioral intention** mediates attitude-behavior-relations
- The **perceived role of social norms** and **perceived behavioral control** positively impact behavioral intention
- **Perceived behavioral control** and **sustainable behavior at home** exert a positive direct impact on behavior
- An **additional intention-behavior gap** and a **home-away gap** add complexity to the investigated ABG

Table 2.: Summary of hypotheses and analysis results

hypothesis	result
H1: Gen Zers intention to perform a sustainable travel behavior is mediating the impact of their attitude towards sustainable tourism on their sustainable travel behavior.	Supported
H2: Gen Zers attitude towards sustainable tourism has a positive impact on their sustainable travel behavior.	Supported
H3: Situational Factors moderate the impact of Gen Zers intention to perform a sustainable travel behavior on their sustainable travel behavior.	Rejected
H4: Social Norms have a positive impact on Gen Zers intention to perform a sustainable travel behavior.	Partly Supported
H5: Gen Zers perceived behavioral control on performing a sustainable travel behavior has a positive impact on the intention to perform a sustainable travel behavior.	Supported
H6: Gen Zers perceived behavioral control on performing a sustainable travel behavior has a positive impact on their sustainable travel behavior.	Supported
H7: Social Media has a negative impact on Gen Zers intention to perform a sustainable travel behavior.	Rejected
H8: Gen Zers sustainable behavior at home has a positive impact on their sustainable travel behavior.	Supported

implications & limitations.

Extending the TPB can be viewed an approach capable of framing the ABG under study. Still, a conceptual model is needed accounting for the complexity of travel behavior. Tourism practitioners are advised to enhance travellers' sustainable awareness, provide affordable and appealing alternative means of transportation and encourage travellers to transfer daily sustainable behaviors to the tourism context. A generalizability of the results is limited due to the sample size and the heterogenous nature of Generation Z. Future research is recommended.

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