2021

Getting Connected: Exploring the Role of Sustainability Labels In Tourism Marketing Communications

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GETTING CONNECTED: EXPLORING THE ROLE OF SUSTAINABILITY LABELS IN TOURISM MARKETING COMMUNICATIONS

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Dissertation submitted to the College of Business and Economics
at West Virginia University
in partial fulfillment of the requirements
for the degree of

Doctor of Philosophy
in
Marketing

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Morgantown, West Virginia
2021

Keywords: sustainable tourism, labeling, anthropomorphism, greenhushing.

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ABSTRACT

GETTING CONNECTED: EXPLORING THE ROLE OF SUSTAINABILITY LABELS IN TOURISM MARKETING COMMUNICATIONS

Elvira Kizilova

While sustainability has become an important brand differentiator in many industries, current research suggests that tourism businesses rarely use sustainability labels in their communications, e.g., on their websites or other types of advertisements.

This dissertation examines the role of sustainability labels in increasing consumer preferences for sustainable travel destinations. Drawing on social exchange theory and anthropomorphism framework, we propose that sustainability labels increase consumer visit intentions, willingness to recommend a destination to someone else, and willingness to pay price premium for the sustainable offer. These effects are mediated by perception of goal congruence and connectedness with a destination. We further propose that increase in positive consumer responses to sustainable communications occurs due to inclusion of anthropomorphic elements in sustainability labels.

Three pretests and one study are designed to examine the hypothesized relationships. This research contributes to the literature by identifying goal congruence and connectedness as two important mechanisms that mediate relationships between presence of sustainability labels and positive behavioral intentions.

DEDICATION

This dissertation is dedicated to my mother Antonina and my son Artem
who supported me in all my endeavors.

ACKNOWLEDGMENTS

I could not complete my dissertation without the support and encouragement of many people.

I would like to express my deepest gratitude to my dissertation chair, Dr. Michael Walsh. He guided me through my dissertation, taught me how to critically evaluate my research ideas, and instilled confidence in me when I needed it.

I would like to thank Dr. Ajay Aluri, Dr. Emily Tanner, and Dr. Xinchun Wang for being my committee members and providing their helpful feedback on this dissertation. Also, I thank Dr. Jonathan Fluharty-Jaidee and Volodymyr Andrushchak for helping me out with web scraping.

I would also like to thank all the faculty members and doctoral students in the Marketing Department for being so supportive and friendly. I was truly blessed to have such a wonderful academic family during my PhD program.

I want to thank two amazing people –Margarita Grankina and Iryna Myroshnichenko – who suggested for me to consider pursuing a degree in the United States. Unfortunately, Iryna has recently passed away but I am sure she would have been proud of my achievements.

I thank Dr. Christopher Kelley, Jeffrey Lubbe, and Volodymyr Kostkiv who recommended me for a PHD program at West Virginia University.

I would like to thank my mother and my son whose love and support helped me to believe in myself and to pursue my dream. I specifically thank my son Artem for helping me out with my research projects and conference presentations and being so patient and supportive. And, last but not least, I am truly thankful to all my friends from around the world for sending me good vibes whenever I needed it.

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CHAPTER 1

INTRODUCTION

Problem Statement

Sustainability has received much attention over the few last decades. It refers to the “development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development 1987). Sustainable development is a priority governance principle for the United Nations Member States and is reflected in “The 2030 Agenda for Sustainable Development.” Sustainability is also a source of competitive advantage for businesses (e.g. Lansing and De Vries 2007; Nidumolu, Prahalad, and Rangaswami 2009; d’Angella and De Carlo 2016). Thus, sustainability becomes a key differentiator for successful businesses.

Tourism accounts for 30% of the world’s services exports and 7% of the world’s export (UNWTO 2018), making a significant contribution to the world economy; but, at the same time, it is the industry which may negatively impact ecological systems and cause damage or even loss of cultural heritage (Lansing and De Vries 2007). World Tourism Organization (UNWTO) predicts world tourism growth and expansion in the long run, which will increase the negative impact on travel destinations and emphasize the need to promote sustainable tourism (UNWTO 2019). Other global environmental concerns, such as climate change, deforestation, or excessive amount of waste, will also affect travel destinations’ well-being and development. Considering these global challenges and trends, travel destinations may have to address sustainability in terms of future planning. The World Tourism Organization encourages all countries and tourism

stakeholders to focus on sustainable tourism development in their policies, agendas, and actions (UNEP and UNWTO 2005).

On the other hand, more tourists now are interested in traveling sustainably (e.g., Booking.com 2018; Virtuoso 2018) and in receiving more information about sustainable tourism offers including information on certification of sustainable destinations and facilities.

These recent trends suggest that travel destinations might gain advantage by positioning themselves as “sustainable.” While many industries have aggressively promoted sustainability communications in form of various labels and symbols, research suggests that in the tourism segment the opposite is true. Tourism businesses report and communicate to consumers only 30% of their sustainable initiatives thus engaging in “greenhushing” – a deliberate concealment of information about their sustainability practices (Font, Elgammal, and Lamond 2017).

There are two possible explanations for the counterintuitive use of greenhushing. First, marketing and sustainability goals may be viewed as incompatible and hinder consumer rights for consumerism (Font and McCabe 2017). Second, sustainable products are often viewed as less effective and more expensive (Gleim et al. 2013), and sustainable tourism is perceived as the one that limits consumer experiences and does not deliver positive emotions and perception of luxury (Baker, Davis, and Weaver 2014). Against this backdrop, this dissertation provides further insights into the challenges related to sustainable tourism communications and promotion and developing practical solutions for tourism.

To address the above-mentioned problem and drawing on social exchange theory (Blau 1964), we propose that the relationship between sustainability labels and positive consumer attitudes and behavioral intentions will occur through two mechanisms – goal congruence and

connectedness. We also propose that anthropomorphism that is used in brand and product marketing (Aggarwal and McGill 2007, 2012; Chandler and Schwarz 2010) will increase consumer positive reactions to sustainable travel offers. Research has found that inclusion of anthropomorphic characteristics, such as humanlike faces and textual personifications, in product design and marketing communications increases positive attitudes toward the products and purchasing intentions (Aggarwal and McGill 2007; (Ahn, Kim, and Aggarwal 2014; Labroo, Dhar, and Schwarz 2008; Letheren, Martin, and Jin 2017).

In tourism marketing, anthropomorphism is mostly used in communicating a destination or event personality, i.e., in the form of a country's or an event's mascot (e.g., Olympics mascots). To the best of our knowledge, anthropomorphism is not widely applied in sustainable tourism promotions and little research has been conducted on this topic.

Research Questions

The current research uses social exchange theory (Blau 1964; Emerson 1976) and anthropomorphism framework (Epley, Waytz, and Cacioppo 2007) to examine the effects of humanized sustainability labels on consumer behavioral intentions in the tourism context: word of mouth, intention to visit a travel destination, and willingness to pay price premium. Tourist arrivals (visits) and tourism expenditures are the key indicators of both global and regional tourism performance (UNWTO n.d.). Word of mouth is one of the most important channels of communication that influences consumer behaviors and attitudes (Allsop, Bassett, and Hoskins 2007; Roy et al. 2016).

Furthermore, this dissertation explores two parallel mechanisms that mediate these relationships: connectedness with a destination and goal congruence. Finally, this research

examines levels of consumer environmental awareness and emotional message framing (positive vs. neutral) as potential moderators.

Specifically, this research addresses the following questions:

1. Do sustainability labels increase consumer connectedness with a travel destination and perception of goal congruence?
2. Do sustainability labels increase consumer positive behavioral intentions (word of mouth, intention to visit a travel destination, and willingness to pay price premium)?
3. Is connectedness with a travel destination and perception of goal congruence higher for consumers with higher levels of environmental awareness?
4. Does inclusion of anthropomorphic elements in sustainability label design increase connectedness with a travel destination and perception of goal congruence?
5. Does positive emotional message framing increase connectedness with a travel destination and perception of goal congruence?

Research Significance

While sustainability became an overarching developmental goal for the global community (United Nations 2016), the biggest challenge in promoting sustainability as a competitive advantage for businesses is expressing this as a benefit for consumers. Research has shown mixed results about the effectiveness of sustainable communications in various industry sectors (Ketron and Naletelich 2019). It was found that sustainability labels increase consumption of sustainable food products (e.g., De Pelsmacker et al. 2005) and in energy sector (Banerjee and

Solomon 2003). However, little research has been conducted on effective communication of sustainable tourism. This dissertation aims to examine sustainable communication in tourism sector and to offer solutions to the problem of greenhushing.

This dissertation seeks to identify a communication strategy that will deliver benefits and advantages of sustainable tourism to consumers. The theoretical foundation of this paper draws on relational and anthropomorphism literature. We intend to demonstrate how the use of anthropomorphic messages and positive framing is expected to increase consumer positive behavioral intentions toward the sustainable destination brand.

This research also aims to understand the underlying mechanism of how sustainable communication messaging is transferred to the consumer. The existing research suggests that anthropomorphic representation of a sustainable offer elicits consumer response through the activation of negative feelings, such as guilt and sympathy (Ahn, Kim, and Aggarwal 2014; Ketron and Naletelich 2019; Tam, Lee, and Chao 2013). However, negative emotions and savior effects seem to be incompatible with hedonic nature of travels. This research extends the existing literature on anthropomorphism and explains how anthropomorphism helps mitigate barriers to sustainable traveling through connectedness and perceived goal congruence with a travel destination.

Organization of Dissertation

The remainder of this dissertation is organized as follows. The literature on sustainability communications is reviewed in Chapter 2. In the literature review, we also discuss social exchange theory and anthropomorphism framework and the effect of anthropomorphic messages in sustainable communications. In Chapter 3, we develop the conceptual model and hypotheses.

Further, in Chapter 4, we discuss research methodology to empirically test hypotheses. Finally, in Chapter 5, we conclude with a discussion of theoretical contributions, managerial implications, limitations, and future research directions.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the literature on sustainability communications. While sustainability is found to be a source of competitive advantage for businesses (e.g. Lansing and De Vries 2007; Nidumolu, Prahalad, and Rangaswami 2009; d'Angella and De Carlo 2016) and an emerging trend for tourists (Virtuoso 2018), research has also found that not all industries benefit equally from incorporating sustainability messages in their marketing communications (Ketron and Naletelich 2019). Specifically, in the tourism industry, companies often do not communicate all their sustainability efforts to customers thus engaging in greenhushing (Font, Elgammal, and Lamond 2017). This literature review provides a foundation for the conceptual model developed in Chapter 3.

The literature review is organized as follows. First, the concept of sustainability and importance of sustainable development in tourism industry will be explained. Next, greenhushing, or intentional withholding of information on sustainable actions, will be discussed as one of the challenges of sustainable communications. Further, anthropomorphism framework will be introduced to address the issue of greenhushing. To conclude, research in communicating sustainable tourism will be summarized, highlighting the gaps that this dissertation intends to fill.

Sustainability and Consumer Behavior

Sustainability has received much scholarly focus during the last three decades due to climate change, natural disasters, rising inequalities between countries, and natural resource depletion that are threatening to reverse the developmental progress (United Nations 2016). The most recent case of the COVID-19 pandemic has demonstrated that stability can become fragile and has emphasized the importance of sustainable actions and behaviors. For example, shutdown of industries and cancelled air travels caused a 25% drop of CO₂ emissions in China (Burch 2020). Italy, where dramatically increasing numbers of coronavirus cases and deaths led to lockdown and numerous restrictions, has experienced unintended benefits: water in Venice canals got cleaner (Chow 2020; Rizzo 2020). After the outbreak, humanity may rethink some habits and behaviors toward being more sustainable.

Sustainability refers to the “development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development 1987). The concept of sustainable development and the 17 key sustainable development goals (SDGs), which are the course of action for all countries and all industries, are outlined in the United Nations Member States’ fundamental document “The 2030 Agenda for Sustainable Development” (United Nations 2016). The document posits that the concept of sustainable development is a much broader concept than environmental protection and eco-movement. In addition to the widely known SDGs, such as clean water and energy, climate action, or preservation of living species, SDGs also include economic (e.g., poverty elimination, decent work and economic growth, industry innovation and infrastructure, etc.) and social development objectives (e.g., quality education, gender equality, good health and well-being, peace, justice, and strong institutions) (United Nations 2016).

Sustainable development involves multiple stakeholders that can be classified into the main stakeholder groups:

- Governments (national, regional, and local).
- Organizations: business and industry; scientific and technological community; NGOs; trade unions; education and academia.
- Individuals: age and gender groups (children and youth, women, ageing), workers, indigenous people, and persons with disabilities (United Nations n.d.).

Thus, sustainability is both a social philosophy and an important governance principle. It also can serve as a source of a competitive advantage for businesses. Research has shown that a shift towards sustainable practices and corporate social responsibility increases customer satisfaction (Luo and Bhattacharya 2006), positive attitudes towards the company and its products (Brown and Dacin 1997), and provides economic benefits such as cost reductions and additional revenues (Nidumolu, Prahalad, and Rangaswam 2009). Moreover, non-sustainable practices can cause the wave of criticism and even resentment that may damage the reputation of the company as it happened with Burberry, the British luxury brand that used to get rid of unsold merchandise by burning it instead of reusing it or selling at discounted prices. This attempt of the brand to “maintain its brand value” resulted in the opposite effect, and the company immediately stopped burning unsold goods and, in addition, using animal fur in their products (Paton 2018).

Sustainable principles are evident in a variety of major industries, such as agriculture, energy production, construction, food production, etc. Corporate Knights, a Canada-based sustainability-focused company, ranks large firms worldwide on their efforts on carbon emission reduction, gender diversity and fair payment, and revenues obtained from sustainable products.

The top three most sustainable companies, Chr. Hansen Holding (Denmark), Kering SA (France), and Nestle Corporation (Finland), derive 25 to 80% of their revenues from sustainable production (Strauss 2019).

Sustainability in Tourism Industry

In recent years, tourism provided 30% of the world's services exports and 7% of the world's exports (1.6 trillion in USD or 10% of the world's GDP) and created one out of ten jobs (UNWTO 2018). The increasing number of travelers has already resulted in the increase of possible challenges and threats for travel destinations, such as carbon footprints and impact on local environments, communities, and cultural heritage (UNWTO 2019). Other global environmental problems, such as climate change, deforestation, disposal of waste, etc. will also affect well-being of travel destinations and their communities. In face of these challenges, travel destinations will have to be re-oriented towards sustainability.

Sustainable tourism "takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP and UNWTO 2005, p. 11). Sustainability principles in tourism refer to the optimal use of environmental, socio-cultural, and economic resources of host communities and informed participation of all relevant stakeholders (UNEP and UNWTO 2005). Thus, tourism can contribute to most SDGs identified by the United Nations countries.

Tourism is one of the sectors that was heavily impacted by outbreak of COVID-19: the pandemic dramatically impacted tourism industry causing a 87% decline in tourist arrivals in January 2021 compared to 2020 (UNWTO 2021). However, UNWTO predicts a rebound in international travel in the second half of 2021 due to vaccination programs and lifts of travel

restrictions (UNWTO 2021). When the pandemic will be over, world tourism will increase and expand, increasing its impact on the environment and economic and social development of hosting countries (UNWTO 2019). Emphasis on sustainability may be a relevant strategy, as safety, cleanliness, and responsible attitudes toward clients will be in high demand.

Sustainability Communications

Increased awareness on sustainable development has led to the implementation of different instruments for measuring and communicating sustainability (Proto, Malandrino, and Supino 2007). While prevailing practices and legal norms are not applicable across industries, businesses and governments are using so called “soft policy instruments” (Cohen, Potchter, and Schnell 2014), such as eco- or sustainability labels, or symbols that disclose “attributes related to the sustainability practices embraced by a company” (Melo and Farias 2018, p. 37). These instruments may range from detailed certification standards to self-reported environmental claims based on ethical codes of conduct (Proto, Malandrino, and Supino 2007).

Some readers may question the difference between eco and sustainability terms. While there is an overlap and, in some cases, the terms are used interchangeably, for purposes of this dissertation we will use the term “sustainable” as it is a broader concept that, in addition to an eco- or environmental component, includes other components of sustainable development, such as economic and social development (United Nations 2016).

Sustainability labels are widely used in many industries. An Ecolabel Index (<http://www.ecolabelindex.com>), the largest global directory of ecolabels, today includes 465 ecolabels in 199 countries, and 25 industry sectors. The variety of labels represents global,

regional, and local initiatives in agriculture, food industry, energy consumption, cosmetics, tourism, etc. (see Appendix A).

Sustainability labels are viewed as cues (Verbeke and Ward 2006) that signal certain quality and ethical characteristics of sustainable products to consumers (e.g., De Pelsmacker et al. 2005; Howard and Allen 2006; Zadek, Lingayah, and Forstater 1998) and, as a result, increase consumption of these products. For example, according to “Global Organic Food Market By Product Type (Organic Meat, Poultry and Dairy; Organic Fruits and Vegetables; Organic Processed Food; etc.), By Region (Europe, North America, Asia-Pacific, etc.), Competition Forecast and Opportunities, 2012 – 2022” report, global organic food market, where labels are widely used, will demonstrate over 16 percent growth during 2017-2022 (TechSci Research 2017). Use of eco-labels was also found effective in energy sector (Banerjee and Solomon 2003). However, these communications may not be equally effective across different industries and products (Ketrone and Naletelich 2019), so companies need to adapt these messages to increase their effectiveness.

Communicating Sustainability in Tourism

Tourism is one of the industries where sustainability messages are often avoided even though it is a competitive advantage. Booking.com, one of the largest world travel e-commerce platforms, in their Sustainable Travel Report, indicate that 87% of global travelers want to travel sustainably and 39% often or always do that (Booking.com 2018). The most recent report conducted by Virtuoso, a large global network of travel agencies, found that conservation and sustainable interactions with wildlife is one of the top trends for tourists (Virtuoso 2018).

At the same time, 32 percent of tourists reported that the lack of information and/or certification was one of the obstacles to sustainable travel (Booking.com 2018). According to the global survey conducted by TUI Group, one of the largest world's tourism businesses which serves 20 million customers in 180 regions, 55 percent of respondents criticized travel operators for the lack of information and choice on sustainable offers (TUI 2017).

While the interest in sustainable tourism communication is high, travel marketers' response to this seems sparse and lacking. In tourism sector, there is no globally applied certification system that is familiar and understandable to customers. 128 tourism labels tracked by Ecolabel Index are either locally applied (e.g. Galapagos Quality or Tunisia Ecolabel) or sector-specific (e.g. Eco Hotels Certified). Destinations and travel companies rarely use these labels in their communications, e.g., on their websites or other types of advertisements. For example, EarthCheck is a company that positions itself as "the world's leading scientific benchmarking certification and advisory group for travel and tourism" that provides certification for sustainable destinations and travel companies since 1987 (<http://www.ecolabelindex.com/ecolabel/earthcheck>, <https://earthcheck.org/>) However, a quick search revealed that none of the EarthCheck members use its logo on the front pages of their websites or even mention that they are "EarthCheck certified." Even when the information about sustainable actions or offers is available on the travel websites, it is made less accessible to potential consumers, e.g. is hidden under the second- or third-level links and tabs.

This phenomenon of the intentional non-use of sustainability messages in companies' communications, is named "greenhushing." Greenhushing is "the deliberate withholding, from customers and stakeholders, of information about the sustainability practices that they employ"

(Font, Elgammal, and Lamond 2017, p. 1007). Businesses, specifically, tourist companies report and communicate to consumers only 30% of their efforts (Font, Elgammal, and Lamond 2017).

The literature identifies several possible reasons for greenhushing. First, companies may perceive that their communication should not conflict with consumer rights of consumerism and hedonic shopping (Baker, Davis, and Weaver 2014; Font, Elgammal, and Lamond 2017). Tourism has been viewed as a totally hedonic, i.e., unnecessary and non-essential product consumed mostly for pleasure and emotional experiences (Alba and Williams 2013; Baker, Davis, and Weaver 2014; Melo and Farias 2018). Sustainability, on the other hand, involves behaviors based on ethical values and principles including responsible and reduced consumption and decreased impact on the environment (Font and McCabe 2017). Sustainable consumers are less focused on immediate satisfaction and their own benefits but care more about the long-term benefits for the planet (White, Habib, and Hardisty 2019). Consumers may perceive that sustainable travels are less convenient and less luxurious for them, for example, if they have to choose alternative transportation means, e.g., traveling by bus vs. by their own cars, or walking (Baker, Davis, and Weaver 2014). Thus, tourists seeking for pleasure and positive emotions may perceive sustainable travel offers as incompatible with their personal goals.

Second, to positively respond to a message, consumers must view this message as accurate and credible (Lutz, MacKenzie, and Belch 1983; MacKenzie and Lutz 1989). However, making universal truthful and credible claims about sustainable tourism is not always possible due to the complexity of tourism product compared to other product categories, e.g., food products. While consumers easily make connections between sustainable features of the food product and their own benefits (e.g., “organic” = “healthy”), their perception of benefits of sustainable tourism products may vary because their effects are spread across society (Buckley 2013). Informational

asymmetry (i.e., consumers hold less information about the labels than manufacturers/sellers do) and misinterpretation of labels (i.e., consumers have different levels of awareness about the information used on the labels) were mentioned as the most common reasons why such labels were ineffective (e.g. Atkinson and Rosenthal 2014; Font and McCabe 2017). For example, in Gössling and Buckley's (2016) study of carbon labels, only 5% of respondents reported that labels containing numerical indicators, such as the amount of CO₂ emissions ("kg CO₂"), helped in travel decision-making, while 2% reported strong influence and 26% - some influence on their decisions when more simple color-coded carbon labels were used. Moreover, when consumers are unable to understand sustainability messages, they may think that companies act for their own benefit of cost cutting (e.g., a hotel introduced towel reuse programs to cut laundry cost rather than to save the environment) and do not provide any benefits for consumers (e.g., Baker, Davis, and Weaver 2014; Robinot and Giannelloni 2010).

Finally, there might be other reasons that originate from consumers' individual barriers to positive evaluations of the green products, e.g., higher prices, lower quality, low/no trust in greenness, apathy (low or no environmental awareness), brand loyalty (loyal to other non-green brands) (Gleim et al. 2013).

Another concern for marketers that promote sustainable products is the discrepancy between intentions and behaviors of consumers. Consumers state high sustainable attitudes and understanding of the environmental problems but demonstrate less actual behaviors in support of those attitudes (Budeanu 2007). Also, consumers may demonstrate different levels of environmental responsibility under certain conditions, for example, environmental responsibility may be higher at home than in a hotel (Baker, Davis, and Weaver 2014).

Sustainable consumption is often viewed as a preference of a specific narrow group of consumers, the “green consumer” segment (e.g., Akehurst, Afonso, and Gonçalves 2012; Laroche, Bergeron, and Barbaro-Forleo 2001; Roberts 1996). However, as sustainability grows in importance, marketers now must consider targeting sustainable communication to a broader audience (Wehrli et al. 2017; White, Habib, and Hardisty 2019).

Brand Anthropomorphism and Sustainability

Anthropomorphism or imbuing an inanimate object with humanlike characteristics has been shown to increase the liking, attitudes, and purchasing intentions of products. Turning to this research, credibility and emotionality of sustainable messages can be enhanced by anthropomorphism (Epley, Waytz, and Cacioppo 2007).

The term “anthropomorphism” is derived from the two Greek words, *anthropos* (“human”) and *morphe* (“shape” or “form”). Anthropomorphism goes beyond just a description of observed humanlike behaviors; it is a “process of inference about unobservable characteristics of a nonhuman agent” (Epley, Waytz, and Cacioppo 2007; p. 865).

Humans anthropomorphize non-human objects, such as supernatural beings (Niemyjska and Drat-Ruszczak 2013), natural phenomena (Waytz, Epley, and Cacioppo 2010), technical objects (Eyssel and Kuchenbrandt 2012), and companies, brands and products (Aggarwal and McGill 2012; Stinnett, Hardy, and Waters 2013), even if humanlike features of these objects are less directly observable.

People assign human characteristics to nonhuman objects to address the following needs. First, they need to effectively interact with the world (White 1959). Thus, in uncertainty situations, when the information about a nonhuman object is unavailable, anthropomorphism

helps understanding the nonhuman agent's actions and predicting its future behaviors. The reason people apply their knowledge about humans is that it is readily accessible because people acquire knowledge about themselves or other people's behaviors from their early childhood throughout their lives (Epley, Waytz, and Cacioppo 2007). Second, people tend to establish social connections with other people. In the absence of connections with humans, they may satisfy this need establishing connections with nonhuman objects (Epley, Waytz, and Cacioppo 2007).

Epley et al. (2008) described the following consequences of anthropomorphism. First, when an agent is assigned human characteristics, it is perceived to have a mind and is treated as a moral agent. As a result, people automatically respond to anthropomorphized agents as they would respond to human beings (Chartrand, Fitzsimons, and Fitzsimons 2008).

Second, anthropomorphism increases the likelihood of interactions with non-human agents, and, according to social exchange theory (Blau 1964), interacting parties evaluate the extent to which they are associated with each other and what rewards they may expect from this exchange. When an agent has a mind and morale, it is perceived to hold certain values and can exhibit a normative social influence on a human (Waytz, Cacioppo, and Epley 2010) increasing empathy and connectedness with objects (Tam, Lee, and Chao 2013), avoidance to harm an object, desire to save it from destruction and make it happy (Gray, Gray, and Wegner 2007). Anthropomorphism can also predict such specific behaviors as concern for the environment and trust in decisions made by technological agents (Waytz, Cacioppo, and Epley 2010) and increase willingness to volunteer and donate to nonprofits (Stinnett, Hardy, and Waters 2013).

Marketers take advantages of anthropomorphism, employing and activating anthropomorphic characteristics of products and brands (Aggarwal and McGill 2007, 2012;

Chandler and Schwarz 2010). Brand personalities as well as the anthropomorphic characteristics of a product, such as smiling faces (Aggarwal and McGill 2007; Labroo, Dhar, and Schwarz 2008) and textual personifications (Ahn, Kim, and Aggarwal 2014; Letheren, Martin, and Jin 2017), increase the liking of these products, positive attitudes, and purchasing intentions.

In tourism marketing, anthropomorphism is mainly used in the form of a country's or an event's mascot, e.g., in the Paris 2024 Olympics logo, one can see the image of a French national symbol Marianne (Wharton 2019). To the best of our knowledge, little research has been conducted on utilization of anthropomorphized messages in sustainable tourism promotion. Yet this begs the obvious question—can anthropomorphism be used to help effect tourism marketing communications, specifically in the tourism sector?

Based on the previous findings from marketing literature, we propose that anthropomorphized sustainability communications will increase consumer positive behavioral intentions toward the sustainable destination brands. Specifically, anthropomorphism will reduce uncertainty that may be caused by unfamiliarity with a sustainability label and will increase connectedness with a brand.

Conclusion

This dissertation aims to understand the effects of sustainability labels on consumer behavioral outcomes. In this chapter, a theoretical background for this study is presented. The first section of this chapter defines sustainability, describes guiding principles of sustainable development, and explains the importance of sustainable development in tourism industry.

Further, this chapter discusses challenges in communicating sustainability messages in tourism industry. Specifically, in this literature review, the phenomenon of greenhushing and possible reasons for it were explored. Finally, the anthropomorphism framework was discussed in this chapter. This framework provides a foundation to addressing the issue for greenhushing in tourism industry.

In the next chapter, we will present the conceptual model and hypotheses that will help understanding the mechanisms through which sustainability messages increase intention to visit a sustainable travel destination, intention to recommend it to someone else, and willingness to pay price premium for the sustainable offer.

CHAPTER 3

CONCEPTUAL MODEL AND HYPOTHESES

In the previous chapter, we have identified possible reasons for greenhushing, such as incompatibility of sustainability with hedonic purpose of tourism and broad meaning of sustainability in tourism that leads to misunderstanding of sustainability messages presented in a label format.

In this dissertation, we apply the social exchange theory (Blau 1964; Emerson 1976) and the theory of anthropomorphism (Epley, Waytz, and Cacioppo 2007) to address the issue of greenhushing and to develop mechanisms that will lead to positive acceptance of sustainability messages and corresponding behavioral outcomes.

Figure 1 represents the conceptual model. We propose that presence (vs. absence) of a sustainability label in sustainable tourism communications will increase consumer positive

behavioral intentions, specifically, intention to visit a travel destination, intention to recommend it to someone else (word of mouth), and willingness to pay price premium. These effects will occur through the mediating mechanisms of goal congruence and connectedness. We further propose that inclusion of anthropomorphic elements in sustainable tourism communications will positively influence consumer positive behavioral intentions. These effects will be moderated by consumer environmental awareness and emotional framing (positive vs. neutral). The hypothesized relationships are explained in the subsequent sections. The construct definitions in this dissertation are based on previous literature (see Table 1).

Figure 3. 1 Research model.

Table 3. 1 Definitions of Key Constructs

Construct	Definition
Visit intention	Visit intention is a measure of purchase intention which is a consumer's intention to buy a product or a brand in a certain condition (e.g., Salisbury et al. 2001; Saad et al. 2012).
Word of mouth	Word of mouth is the likelihood of a customer positively referring the seller to another potential customer (Hennig-Thurau, Gwinner, and Gremler 2002)
Willingness to pay price premium	Willingness to pay price premium is reservation price, or the maximum amount a customer is willing to pay for a good, or, stated differently, the price at which a consumer is indifferent between buying and not buying the product (Jedidi and Zhang 2002).
Consumer connectedness to the brand	Connectedness to the brand reflects the extent to which the brand is linked to the self, given its essentiality in facilitating utilitarian, experiential and/or symbolic needs (goals) (Park, Macinnis, and Priester 2006)
Goal congruence	Goal congruence is defined as the extent to which a transaction is consistent or inconsistent with what the person wants—that is, it either thwarts or facilitates personal goals (Lazarus 1991, p. 150, cited in Soscia 2007).
Environmental awareness	Environmental awareness is the knowledge “of the impact of human behavior on the environment” (Kollmuss and Agyeman 2002, p. 253).
Anthropomorphic tendency	Anthropomorphic tendency is the tendency to anthropomorphize nonhuman agents (Waytz, Cacioppo, and Epley 2010).

Label Presence →Behavioral Outcomes

Sustainable tourism development is a complex phenomenon that involves the optimal use of various types of resources – economic, natural, cultural, etc. - of travel destinations (UNEP and UNWTO 2005). However, sustainable tourism literature is mostly focused on the preservation and conservation of natural resources (Liu 2003), and sustainable tourism is often misrepresented with eco, environmental, or green tourism with the emphasis on nature and wildlife. This notion of sustainable tourism conflicts with actual sustainability messages. Tourists seeking for pleasure and satisfaction of their hedonic motivations may perceive that traveling to a sustainable destination will limit their experiences and perceptions of luxury and convenience (Baker, Davis, and Weaver 2014).

In addition, a broad meaning of the concept of sustainable tourism – optimal utilization of all types of resources for creating benefits for all stakeholders (UNEP and UNWTO 2005) – creates a lot of uncertainty about sustainable travel offers. These broad claims also do not allow creating rigorous and uniform certification and quality-rating systems for sustainable tourist products that would be communicated in a form of a label (symbol or pictogram) understandable for consumers. As a result, tourist companies avoid communicating their sustainable efforts and rarely or never use sustainable messages in their communications (Font, Elgammal, and Lamond 2017).

Existing academic literature on sustainability in tourism provides mixed findings regarding the effect of sustainability labels on consumer behaviors and intentions. For example, Wehrli et al. (2017) empirically examined in four countries that emotional communication elements (symbols, images, key words, emotional connotations, etc.) best address sustainability issues both for sustainability-experienced and non-experienced tourists. In contrast, Vicente and Melo (2014) did

not find any significant impact of sustainability elements placed on destination websites on formation of a positive destination image and visit intentions.

However, marketing literature provides evidence regarding the utility of sustainability labels in other industries. In food industry, labels are viewed as cues that signal certain quality and ethical characteristics of sustainable products to consumers (e.g., Howard and Allen 2006; De Pelsmacker et al. 2005;) and, as a result, increase consumption of these products. For example, use of food sustainability labels increases purchase or consumption of sustainable food and drink products (Potter et al. 2021). Such labels also increase consumption of sustainable products in energy sector (Banerjee and Solomon 2003).

Thus, we hypothesize that, when exposed to sustainability labels placed on tourism marketing materials, consumers will be more likely to positively evaluate the message and to respond to it. These positive responses may take the form of positive word of mouth (WOM), or positively referring the destination to other potential customers (Hennig-Thurau, Gwinner, and Gremler 2002); purchase intention, or intention to visit the destination (Aggarwal and McGill 2007; Labroo, Dhar, and Schwarz 2008), and willingness to pay price premium (Laroche, Bergeron, and Barbaro-Forleo 2001; Okada and Mais 2010).

H₁: *Presence (vs. absence) of a sustainability label in a sustainable tourism communication will increase a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination (WOM), and c) willingness to pay price premium (WTP).*

Anthropomorphism → Behavioral Outcomes

Informational asymmetry (i.e., consumers hold less information about the labels than manufacturers/sellers do) and misinterpretation of labels (i.e., consumers have different levels of

awareness about the sustainability concept) are mentioned as the most common obstacles to label adoption and use (e.g. Atkinson and Rosenthal 2014; Font and McCabe 2017).

As it was mentioned in the previous section of this dissertation, a broad meaning of the concept of sustainable tourism may create difficulties in designing uniform labels that would be easily understood and interpreted by consumers. The proposed anthropomorphism framework aims to reduce uncertainties related to miscommunication of sustainable tourism offers.

Anthropomorphism reduces uncertainty and helps understanding and predicting the nonhuman objects' behaviors. Moreover, when people humanize non-human objects, they are more likely to treat them as agents having a mind and morale (Epley et al. 2008) and to interact with them as with human beings (Chartrand, Fitzsimons, and Fitzsimons 2008).

According to social exchange theory (e.g. Blau 1964; Emerson 1976), interactions between two parties are viewed as a social exchange (Homans 1961, p.13; c.f. Cook and Rice 2013). According to Blau (1964, p. 91), social exchange “refers to voluntary actions of individuals that are motivated by the returns they are expected to bring and typically do in fact bring from others.” In other words, in social exchanges under uncertainty conditions, parties are evaluating the extent to which they are associated with each other and what rewards they may expect from this exchange (Blau 1964). Anthropomorphism increases these positive associations between a consumer and a brand and leads to expectations of positive exchange outcomes.

H₂: *Embedding anthropomorphic stimuli in sustainable messages will increase a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.*

Mediating Effects of Connectedness and Goal Congruence

Interactions between tourists and destinations can start long before the actual visit.

Tourism product is hedonic by its nature (Font and McCabe 2017; Vinerean 2013) and, for many people, it may become a unique lifetime experience. As a result, consumers may start being connected with a destination before they actually book or purchase a trip. Relationship marketing theory predicts that the seller and the buyer (Morgan and Hunt 1994) or the brand and the customer (Fournier 1998) establish relationships based on the similarity or congruence of lifestyle, goals, and values. Vice versa, when feeling connected with a destination, consumers will perceive that their goals are congruent with a destination's goals.

Goal congruence is defined as “the extent to which a transaction is consistent or inconsistent with what the person wants—that is, it either thwarts or facilitates personal goals” (Lazarus 1991, p. 150, cited in Soscia 2007). It is a concept widely used in organizational and business-to-business marketing research to explain relationship formation between organizations (Cuevas, Julkunen, and Gabrielsson 2015), an employee and an organization (Coote, Price, and Ackfeldt 2004), or a buyer and a supplier (Yan and Dooley 2013). Goal congruence occurs when a relational party perceives a fit between his/her beliefs and values and beliefs values of the other party in this relationship (Coote, Price, and Ackfeldt 2004) especially under uncertainty situations (Yan and Dooley 2013). Goal congruence is associated with perception of fairness (Coote, Price, and Ackfeldt 2004) and equal power (Cuevas, Julkunen, and Gabrielsson 2015) and is considered a predictor of numerous positive relational outcomes, such as project performance (Yan and Dooley 2013), trust (Cuevas, Julkunen, and Gabrielsson 2015), and partnership (Scott and Gable 1997). It was also found that goal congruence elicit positive emotions, such as happiness (Soscia 2007).

In sustainable tourism promotion, perception of goal congruence will reduce consumption barriers related to perceived lack of benefits, convenience, and comfort (Baker, Davis, and Weaver 2014; Font, Elgammal, and Lamond 2017; Robinot and Giannelloni 2010). In other words, if consumers perceive that, with a sustainable message, a destination is not pursuing its own benefits but the understanding of benefits (e.g., a pleasurable vacation) is shared between a destination and a consumer, they will be more likely to save this destination as an option for a future travel in a mental “shopping basket” (visit intention) and will support the destination’s sustainable initiatives (via word-of-mouth).

Also, sustainable travels are perceived to be more costly for tourists because of the nature of the experience. Eating at the authentic local restaurant is more expensive compared to a fast-food chain, and using alternative transportation (e.g., riding a bicycle or walking instead of driving a car) can take more time. Higher price (in a combination with lower quality) was identified as one of the top barriers to sustainable consumption (Gleim et al. 2013). Thus, paying price premium for sustainable products/services is an important goal of sustainable communication. Laroche, Bergeron, and Barbaro-Forleo (2001) consider willingness to pay a higher price to be an evidence supporting increasing sustainable consumer behavior. Consumers are willing to pay a higher value for “green” products and services both when they are environmentally concerned and value the benefits of sustainable offer (Kang et al. 2012) and when they are less environmentally conscious but want to avoid the negative effects of consuming non-sustainable products (Okada and Mais 2010).

H₃: *Consumer connectedness with a travel destination will mediate the effects of sustainability label on a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.*

H4: *Perceived congruence between the consumer's and travel destination's goals will mediate the effects of sustainability label on a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.*

Moderating Effect of Emotional Framing

Emotionality (vs. rationality) is the appeal that may trigger positive consumer attitudes toward sustainable offer. Emotional communications are addressing consumers' emotions and feelings (Albers-Miller and Royne Stafford 1999; Bagozzi, Gopinath, and Nyer 1999) while rational communications employ cognitive appeals and factual information (Batra and Ray 1986). Rational communications are more effective in advertising utilitarian products (Bagozzi, Gopinath, and Nyer 1999) and were considered least effective for sustainable products (Wehrli et al. 2017). Emotional appeals are more effective for advertising hedonic (vs. utilitarian) products (e.g., Johar and Sirgy 1991; Tsao 2010; Wehrli et al. 2017) and services (Pang, Keh, and Peng 2009).

Turning to the tourism industry, emotional communications were most effective for advertising sustainable tourism products (Wehrli et al. 2017). Wehrli et al. (2014) also found that emotional communication elements (symbols, images, key words, emotional connotations, etc.) best address sustainability issues both for sustainability-experienced and non-experienced tourists.

Research has also found that emotional communications are more effective and persuasive when the message is delivered by an anthropomorphic object (e.g., (Aggarwal and McGill 2007)). However, it is unclear from the literature, what emotions are effective in communicating sustainable tourism. The present research on anthropomorphic sustainability messages has

focused on the actions driven by negative emotions. For example, Ketron and Naletelich (2019) found that, when an anthropomorphic messenger (e.g., a logo) had a sad facial expression, it was viewed as a victim, and consumers were more willing to help the victim due to the evoked feeling of sympathy. Ahn, Kim, and Aggarwal (2014) also used anthropomorphic stimuli with negative (sad) face expression in their study of effects of an anthropomorphized social cause on compliance with the message. They found that this effect was mediated by feelings of anticipatory guilt.

However, the hedonic nature of tourism suggests that negatively framed emotions may deter consumers from sustainable travel activities. The hedonic consumption perspective suggests that the main driver of hedonic consumption is the unique consumption experience (Hudson and Murray 1986) that allows consumers to avoid and escape from negative and unpleasant realities and to fulfil their fantasies (Hirschman 1983). Thus, a sustainable message should cause a reaction and an action that is compatible with the hedonic purpose of consumption. Such emotions as guilt or sympathy, previously viewed as mediators in sustainable communications, may conflict with the consumer's positive expectations (he or she wants to have a pleasurable and enjoyable experience rather than become a savior). Moreover, strong feelings of distress, guilt, or helplessness do not lead to action because, if the person feels that (s)he cannot change the situation, (s)he will less likely take any pro-environmental action (Kollmuss and Agyeman 2002).

Miao, Lehto, and Wei (2014) found that customer experience with consumption starts before the actual consumption occurs. The authors looked at three different types of experiences: predicted (consumer expectations about the future interactions with a product), experienced (at the moment of purchase), and remembered (after the purchase). Their findings suggest that

hedonic value was the highest for the predicted experience, e.g. vacation planning. Hence, it is very important that on this stage consumers have positive emotions and feelings toward sustainable brand. These positive emotions may be triggered by using positive (vs. negative) framing of sustainable communication message.

H5a: *Emotional framing will moderate the effects of anthropomorphized sustainability message on consumer connectedness with a travel destination.*

H5b: *Emotional framing will moderate the effects of anthropomorphized sustainability message on perceived congruence between the consumer's and travel destination's goals.*

Moderating Effect of Environmental Awareness

The extent to which a consumer is influenced by sustainability communications depends on the levels of his/her environmental awareness and perceived fit between sustainability values and consumer's own values and lifestyle.

Over the last 40 years, researchers have explored the antecedents to environmental attitudes and behaviors and the factors that explain the gap between those two. Research has shown that, despite the increased body of information on sustainable consumption, only a small segment of consumers fully understands the impact of consumption on environment (Rettie, Burchell, and Barnham 2014). This small segment is characterized by higher level of environmental awareness, or the knowledge “of the impact of human behavior on the environment” (Kollmuss and Agyeman 2002, p. 253).

However, the findings regarding the role of consumer awareness in positive reactions to sustainability messages are conflicting. Environmental concern of consumers generally has a positive impact on their behavioral intentions (Lee and Holden 1999; Robinot and Giannelloni

2010; Pagiaslis and Krontalis 2014) and their ecological lifestyle is positively associated with the behavioral intentions (Chen 2014). Okada and Mais (2010) found that positive framing (focusing on the advantages of green product) functions better for the environmentally aware consumers, while negative framing (focusing on avoiding the disadvantages of the non-green product) functions better for the less aware consumers. In the contrary, Melo and Farias (2018) found that people with low ecological awareness demonstrated more positive emotions towards a travel destination and a higher intention to visit it when presented with hedonic (vs. utilitarian) sustainability stimuli.

Following Kollmuss and Agyeman (2002), we propose that environmentally aware consumers are more likely to be guided by sustainable messages and are more likely to experience emotions that lead to actions, specifically, to bonding with a destination and aligning consumer own goals with the destination's goals. Thus, we hypothesize that:

H6a: *Consumer's environmental awareness will moderate the effects of sustainability label on consumer connectedness with a travel destination.*

H6b: *Consumer's environmental awareness will moderate the effects of sustainability label on perceived congruence between the consumer's and travel destination's goals.*

Control variables

In testing the effects of anthropomorphized sustainability messages on consumer behavioral outcomes, three relevant control variables will be included in the model: anthropomorphic tendency, familiarity with a brand (destination), and age. The rationale for each variable is discussed briefly.

First, people humanize brands in various ways and the process is highly subjective and depends on the levels of anthropomorphic tendency - the individual propensity to anthropomorphize (Waytz, Cacioppo, and Epley 2010). Different people anthropomorphize to a different extent. For example, some people argue with their devices, give them names, or assign certain intentions (e.g., “My car betrayed me and did not start this morning”) while for others such behaviors do not make any sense and look ridiculous. Therefore, anthropomorphic tendency is likely to affect perception of connectedness and goal congruence.

Second, research has found that attitudes toward sustainable products varies among various age groups. Specifically, younger generational cohorts (gen Y and Z) have shown greater interest in the topic than prior generations (Ketron and Naletelich 2019).

Finally, although we will use a fictitious travel destination in our studies, consumers may still have individual biases if the destination’s name sounds familiar to them. As such, controlling for anthropomorphic tendency, age and familiarity with the brand will help to eliminate possible alternative explanations of findings.

In the next chapter, we will present the methodology to empirically test the hypotheses developed in this chapter.

CHAPTER 4

METHODS

Introduction

This chapter describes methods that were applied to empirically test the conceptual model developed in Chapter 3. This chapter is divided into two sections: Pretests and Main Study.

To make our empirical research more realistic and to ensure that research participants did not have any previous associations, we designed a mock website of a fictitious travel destination and asked participants to spend on the website as much time as they needed to decide about visiting this destination. We also designed three different types of sustainability labels using content analysis and topic modeling. In the “Pretests” section, we discuss the pretests of the stimuli, statistical methods used to analyze the data, and the results.

We tested our hypotheses with a controlled between-subjects online experiment using a sample from Amazon Mechanical Turk CloudResearch panel. In the Main Study section, we discuss research design, sampling procedures, measurement, data collection, and statistical analyses that we used to test our conceptual model.

Pretests

Content analysis. To design the labels that include anthropomorphized elements, it is necessary to identify the key topics that are used to describe and promote sustainable tourism initiatives. “Topic modeling” technique is a tool that helps discovering topical patterns that are

present across the large collection of text documents using a defined algorithm (e.g., Latent Dirichlet Allocation, or LDA).

1. The first step in the analysis is scraping data from the English versions of the official country's travel websites. Out of 195 countries, 17 did not have official tourism website leaving n=178 (see complete list of the websites in Appendix B). Text scraping was based on the two keywords: “sustainability” and “sustainable tourism.” Scraping resulted in 7387 web pages containing either of the two keywords (to obtain the full list of web pages please contact the author).
2. Next, we randomly selected 500 web pages and read their content as text objects including html, css, and javascript elements and recorded the text as a dataframe object (see Python code for this and further operations in Appendix C).
3. Then we identified javascript and css scripts (`<javascript></javascript>` and `<style></style>`) and deleted them from the object containing selected files.
4. We removed the following stop words:

'item', 'href', 'www', 'px', 'com', 'type', 'id', 'width', 'text', 'en', 'quot', 'icon', 'height', 'color', 'js', 'top', 'value', 'image', 'src', 'css', 'jpg', 'api', 'rel', 'hidden', 'size', 'page', 'margin', 'hover', 'name', 'images', 'weight', 'target', 'min', 'container', 'background', 'true', 'left', 'url', 'important', 'navbar', 'block', 'right', 'settings', 'alt', 'padding', 'border', 'display', 'wrapper', 'files', 'png', 'javascript', 'jpeg', 'max', 'bottom', 'styles', 'widget', 'svg', 'none', 'dropdown', 'components', 'box', 'slide', 'position', 'jquery', 'assets', 'sections', 'format', 'children', 'dark', 'srcset', 'links', 'list', 'document', 'wrap', 'submenu', 'transform', 'visible', 'row', 'megamenu', 'top_bar', 'toggle', 'window', 'lang', 'plugins', 'webkit', 'responsive', 'click', 'logo', 'grid', 'items', 'overlay', 'screen', 'stylesheet', 'slider', 'uploads', 'attributes', 'align', 'slideshow', 'homepage', 'navigation', 'inner', 'parent', 'php', 'opacity', 'uid', 'inline', 'uuid', 'absolute', 'metadata', 'field_folder', 'rgba', 'cache', 'relative', 'autocomplete', 'placeholder', 'field_menu_link', 'float', 'flex', 'child', 'name_key', 'json', 'vertical', 'visibility', 'txt', 'overflow', 'scroll', 'xmins', 'cacheid', 'scale', 'angle', 'animation', 'btn', 'tag', 'modal', 'ajax', 'submit', 'bold', 'checkbox', 'tourism', 'travel', 'sustainable', 'region', 'destination', 'http', 'https', 'from', 'subject', 're', 'edu', 'use',

"important;", ".panel-row-style", "li", "ul", "menu", "});",
 "we", "our", "ours", "ourselves", "you", "your",
 "yours", "yourself", "yourselves", "he", "him", "his", "himself", "she", "her",
 "hers", "herself", "it", "its", "itself", "they", "them", "their", "theirs",
 "themselves", "what", "which", "who", "whom", "this", "that", "these", "those",
 "am", "is", "are", "was", "were", "be", "been", "being", "have", "has", "had",
 "having", "do", "does", "did", "doing", "a", "an", "the", "and", "but", "if",
 "or", "because", "as", "until", "while", "of", "at", "by", "for", "with", "about",
 "against", "between", "into", "through", "during", "before", "after", "above",
 "below", "to", "from", "up", "down", "in", "out", "on", "off", "over", "under",
 "again", "further", "then", "once", "here", "there", "when", "where", "why", "how",
 "all", "any", "both", "each", "few", "more", "most", "other", "some", "such", "no",
 "nor", "not", "only", "own", "same", "so", "than", "too", "very", "s", "t", "can",
 "will", "just", "don't", "should", "now", "the", "a", "an", "australia", "australian",
 "zealand", "melbourn", "sydney", "also", "queensland", "said", "one", "well",
 "costa", "lenard", 'amp', 'ver', 'arrow', 'af', 'bar', 'fetch', 'family', 'mice',
 'mod', 'clearfix', 'resources', 'und', 'post_type', 'noopener', 'description', 'fid',
 'norereferrer', 'property', 'ba', 'options', 'status', 'dc', 'event', 'close', 'transition', 'mk',
 'banner',
 'fa', 'sf', 'fff', 'external', 'callback', 'media', 'central', 'mobile', 'events', 'search',
 'aria', 'category', 'moz', 'ee', 'site', 'ed', 'df', 'ui', 'zm', 'wp', 'themes', 'date', 'auto',
 'fb', 'timestamp', 'index', 'related', 'normal', 'cc', 'sticky', 'widgets', 'ff', 'es', 'el',
 'fluid', 'thumbnail', 'alternate', 'st', 'global', 'mp', 'init', 'first', 'md', 'cookies', 'trigger',
 'theme', 'aa',
 'get', 'nbsp', 'flag', 'ac', 'de', 'post', 'bf', 'ab', 'filter', 'heading', 'sites', 'safe_value', 'sm',
 'visitestonia',
 'rica', 'estonia', 'lt', 'org', 'xs', 'elementor', 'estonia', 'file', 'org', 'visitlaos', 'slovenia',
 'targettype',
 'filename', 'uri', 'rdf_mapping', 'guanacaste', 'tid', 'fusion', 'ubermenu', 'malawitourism',
 'filesize', 'sp', 'filemime',
 'filesize', 'pcp', 'path', 'visitdenmark', 'taxonomy_term', 'visittheusa', 'modules', 'field',
 'ict', 'fr', 'column', 'visitfinland',
 'ffffff', 'caribbean', 'visit', 'gtm', 'puntarenas', 'sv', 'gt', 'cp', 'myswitzerland', 'mega', 'lg',
 'us', 'dexp', 'ss', 'consent',
 'gdlr', 'gtm', 'ca',

We also removed stop words related to html, css, and javascript commands.

5. We used frequency analysis to identify and remove leftovers of html, css, and javascript commands.

6. Finally, we created a dictionary for each text document and analyzed each dictionary with LDA algorithm that produced a model which identified the key topics within sustainable tourism domain, the words occurring in each topic, and their corresponding weights.

LDA analysis identified five latent topics and corresponding words related to these topics. The results of the LDA analysis are presented in Table 4.1.

Table 4. 1 Results of LDA Analysis

Topic A	Topic B	Topic C	Topic D	Topic E
tie	pacific	see	pacific	pacific
see	cultural	pacific	valley	northern
custom	south	south	south	cultural
social	activities	level	predicates	activities
pacific	areas	plains	cultural	valley
showreel	northern	tie	northern	south
go	node	social	plains	areas
line	line	cultural	attractions	attractions
rem	valley	activities	activities	predicates
active	predicates	attractions	tie	plains

We further examined each topic and found that some words appeared in more than one topic and all five topics could be grouped under a higher-order construct “General geography terms” (see Figure 4.2).

Figure 4. 1 Results of LDA Analysis

Pretest 1 - Label Design and Validation

Based on the construct “General geography terms” identified with the text modeling analysis we designed a sustainability label (see Appendix D). To get empirical validation for the stimulus, the label was pretested to examine how it was understood and perceived by consumers. A pretest was conducted using Amazon’s Mechanical Turk (mTurk) CloudResearch sample.

The participants were asked to evaluate familiarity with the label, its realism, and the message that it communicated to consumers, and were asked about their attitudes to the logo.

Measures:

Familiarity: a one-item 5-point Likert-type scale with endpoints “definitely not” and “definitely yes.”

Realism: a one-item 5-point Likert-type scale (endpoints “strongly disagree” and “strongly agree”).

Attitudes toward the logo: a five-item 5-point semantic differential scale, Chronbach’s $\alpha = .93$. The example is: “Now think about how the present logo would make you feel. To what extent would you feel: negative – positive?”

Logo meaning: the participants were asked to describe what the logo was communicating to them in an open-response question. Their responses were further coded as follows:

0 – does not communicate anything/does not communicate sustainability or sustainable tourism

1 – communicates sustainability

2 – communicates sustainable tourism.

Finally, the participants were asked to evaluate the overall design of the logo on a one-item 5-point Likert-type measure (endpoints “poor” and “excellent”).

Sample and procedures. 29 participants were recruited via Amazon’s Mechanical Turk (mTurk) CloudResearch panel. The following mandatory qualifications were included for mTurk participants: (1) Only individuals eighteen years of age or older were invited to participate; and (2) all participants needed a prior mTurk job-approval rate (i.e., indicating superior performance) of 90 percent or higher (the complete Qualtrics questionnaire is presented in Appendix E).

To ensure the quality of responses, one attention check was used across the study. For the question “From what sources do you get your news?” participants were asked to select "none of the above." One participant failed the attention check and was excluded from the study leaving $n=28$ (39.3% female).

The mean age of the respondents was 37 ($SD = 11$). Seven percent had at least some college; and 67.8% percent had a completed college degree. The participants reported median income between \$50,000 and \$69,999.

Results. The results reveal that participants were not familiar with the logo ($M=1.11$, $SD=.57$). The logo was evaluated as realistic ($M=3.36$, $SD=1.25$). Overall design of the logo scored 3.32 on a 5-point scale ($SD=1.31$). Participants also demonstrated positive attitudes toward the logo ($M=3.89$, $SD=.88$).

Thirty-two percent of respondents were able to correctly identify what the logo was intended to communicate (sustainable or environmentally friendly tourism services and operations) and 46% of respondents understood the logo message to some extent (sustainable or environmentally friendly product or service).

Pretest 2 – Travel Destination Name Design and Validation

To avoid potential confounds, we created a fictitious travel destination “Grinamonte.” This name was searched on Google and no associations with this name were found. To get empirical validation for the destination name, we conducted a pretest to examine how it was understood and perceived by consumers. A pretest was conducted using student sample (the complete Qualtrics questionnaire is presented in Appendix F).

Sample and procedures. 71 undergraduate students (53.5% females, mean age=22) participated in this study in exchange for an extra credit. They were asked to respond to a familiarity measure (a two-item 5-point Likert-type scale with endpoints “definitely not” and “definitely yes”, $r=.84$).

Items:

1. Have you ever heard of this travel destination before?
2. Does this name sound like a travel destination you are familiar with?

Results. The results reveal that the name “Grinamonte” was not familiar to the participants ($M=1.35$, $SD=.85$).

Pretest 3 - Website Design and Validation

To test main effects, the mock website of a fictitious travel destination Grinamonte was designed. The website had a design similar to other travel destinations websites (see Appendix G) and was used as a research stimulus to add realism to the study. A pretest was conducted using Amazon’s Mechanical Turk (mTurk) CloudResearch sample (the complete Qualtrics questionnaire is presented in Appendix H).

The participants were asked to evaluate familiarity with the website, its navigability, ease of use, realism, and visual attractiveness of the website.

Measures. Familiarity: a two-item 5-point Likert-type scale with endpoints “definitely not” and “definitely yes”, $r=.73$). Items:

1. Have you ever seen this website before?
2. Does this website look familiar?

Realism: a three-item 5-point Likert-type measure (endpoints “strongly disagree” and “strongly agree”), Cronbach’s $\alpha = .77$. Items:

1. I think this website is realistic.
2. The website seems like the kind of websites travel destinations often make.
3. The website looks professionally designed.

Attitudes toward the website: a five-item 5-point semantic differential scale, Cronbach’s $\alpha = .91$.

Now think about how you felt viewing the website. Did you feel:

1. Negative – positive
2. Sad – happy
3. Angry – upbeat
4. Annoyed – pleased
5. Disappointed – satisfied.

Finally, the participants were asked to evaluate the overall design of the website on a one-item 5-point Likert-type measure (endpoints “poor” and “excellent”).

Sample and procedures. 50 participants (36% female) were recruited via Amazon's Mechanical Turk (mTurk) CloudResearch panel. The mean age of the respondents was 41 ($SD = 12$). Twenty-four percent had at least some college; and 64% percent had a completed college degree. The following mandatory qualifications were included for mTurk participants: (1) Only individuals eighteen years of age or older were invited to participate; and (2) all participants needed a prior mTurk job-approval rate (i.e., indicating superior performance) of 90 percent or higher. Also, embedded measures within the survey (e.g., mobile-device usage) guaranteed that only participants on a laptop or desktop computer were able to participate and that participants did not take the same survey twice.

To address the problem of inattentiveness, one attention check was used across the study. One of the scale's items was worded as "This is an attention check. The answer is "Disagree". All participants passed the attention check.

The participants were instructed to browse the website of a hypothetical travel destination located 2-3-hour drive from where they live. After viewing the website, they were asked to return to the survey and complete the survey questions.

Results. The results reveal that participants were not familiar with the website ($M=1.24$, $SD=.60$). The website was evaluated as realistic and professionally designed ($M=3.87$, $SD=.75$). Overall design of the website scored 3.92 on a 5-point scale ($SD=.88$). Participants also demonstrated positive attitudes toward website ($M=4.06$, $SD=.75$).

Main Study

A controlled experiment was implemented to explore five primary research questions: (1) Do sustainability labels increase consumer connectedness with a travel destination and

perception of goal congruence? (2) Do sustainability labels increase consumer positive behavioral intentions (word of mouth, intention to visit a travel destination, and willingness to pay price premium)? (3) Is connectedness with a travel destination and perception of goal congruence higher for consumers with higher levels of environmental awareness? (4) Does inclusion of anthropomorphic elements in sustainability label design increase connectedness with a travel destination and perception of goal congruence? and (5) Does positive emotional message framing increase connectedness with a travel destination and perception of goal congruence?

The proposed research design is described below.

Study Design

The online study was a controlled between-subjects experiment. Participants were randomly assigned to one of the four experimental conditions through randomization function embedded in the Qualtrics survey.

In all conditions, participants were exposed to the mock travel destination's website. They were asked to explore the website spending at least two minutes on it and visiting at least five web pages. Finally, they were asked to report the likelihood of visiting the destination and recommending it to someone and to indicate how much they would be willing to pay for the trip. The survey was designed in a simple and clear manner and it took participants 15 minutes on average to complete it.

Sample

Two hundred fifty adult American consumers were recruited via Amazon's Mechanical Turk (mTurk) CloudResearch panel. We prescreened participants to ensure that we recruited only those respondents who were willing and able to travel outside of the United States within

the next 12 months after the COVID-19 pandemic would be over and had some tourist experience (traveled at least once in the last 3 years). Prescreening allows ruling out alternative explanations in the study (e.g., low visit intention because of financial constraints or non-willingness to travel in general).

In addition, the following mandatory qualifications were included for mTurk participants: (1) Only individuals eighteen years of age or older were invited to participate; and (2) all participants needed a prior mTurk job-approval rate (i.e., indicating superior performance) of 90 percent or higher. Also, embedded measures within the survey (e.g., mobile-device usage) guaranteed that only participants on a laptop or desktop computer were able to participate and that participants did not take the same survey twice.

To ensure that participants visited the website, they were asked to enter their mTurk ID in a special field on the website. Website activity statistics also allowed to track participants' activity on the website by their IP addresses that were further matched with their mTurk ID numbers.

To address the problem of inattentiveness, two attention checks were used across the study. For the first attention check, one of the scale's items was worded as "To make sure you are paying attention to the survey please check number 5 for this question." All participants passed this attention check.

For the second attention check, the participants were asked if they saw the TripAdvisor logo earlier in the study (the correct answer was "No"). Fifty-two participants did not pass this attention check, but we decided not to exclude them from the study.

Fifty-seven participants were excluded from the survey for not meeting the requirements (visiting just a home webpage and not browsing the website) and three participants were further

excluded as multivariate outliers leaving final $n=190$ (the procedure of testing for multivariate outliers is described in the Statistical Analysis section of this dissertation). Cell sizes ranged from 46 to 49 participants per cell.

Fifty-eight percent of the sample were male; the mean age of the respondents was 39 ($SD = 11$). Seventy-one percent had a completed college degree and 19.5% had at least some college. Eighty-six percent identified themselves as White/Caucasian, 6.3% as Black, and 4.7% as Latino. Twenty-five percent reported the income between 30,000 and 50,000.

Manipulations and Procedures

After the mTurk workers accepted the human intelligence task (HIT), they were told to carefully read the instructions, to explore the travel destination's website, and then to report their behavioral intentions. After that, all participants completed a survey with dependent measures and demographics (the complete Qualtrics questionnaire is presented in Appendix I).

For *Manipulation 1 (Sustainability Label)*, we used stimuli designed as a result of content analysis and Pretest 1. In an “Anthropomorphized” condition, a label with an anthropomorphic characteristic was placed on every webpage of the website (in the first 1/3 part of the page). In a “Non-Anthropomorphized” condition, correspondingly, the non-anthropomorphized label was placed on the website. In the control condition, the label was absent.

For *Manipulation 2 (Emotion)*, in a “Positive” condition, the anthropomorphic character on the label had a smiley face. In a “Neutral” condition, the character had a neutral face expression.

Measures

We addressed the following primary **dependent measures**: (1) intention to visit a destination (2) intention to recommend a destination (WOM) and (3) willingness to pay price premium (WTP).

Visit intention was measured on a single-item, 7-point Likert measure (endpoints “very unlikely” and “very likely”). The prompt was as follows: “Based on the travel destination's website you have seen, please indicate if you would consider visiting Grinamonte in future.” The participants were also be asked to explain their choice in a further open-response question. Research has shown that single-item measures were more appropriate in measuring “doubly concrete” constructs, or constructs for which research subjects perceive the object of measurement and the attribute of measurement as clear and unambiguous (Bergkvist and Rossiter 2009). These constructs include attitude toward the ad, brand attitude, and brand purchase intention (Bergkvist and Rossiter 2009). Also, no difference was found in the predictive validity of the multiple-item and single-item measures for these constructs (Bergkvist 2015; Bergkvist and Rossiter 2007). Finally, single-item measures used for measuring concrete and unidimensional constructs help avoiding common method bias, shorten questionnaires, and increase response rates (Petrescu 2013).

Intention to recommend (word-of-mouth) was be measured on a three-item 7-point Likert scale (Cronbach’s $\alpha = .94$) adapted from Babin et al. (2003). An example of the scale’s item is “I will recommend Grinamonte as a vacation destination to someone who seeks my advice” (see complete list of measures in Table 4.1).

Willingness to pay price premium was be measured on a single-item measure (endpoints “\$1,000” and “\$3,000”). Miller et al. (2011) found that such WTP measure is suitable for most

marketing research. It also outperforms other WTP measures (e.g., conjoint based and incentive aligned measures) in predicting pricing decisions (Miller et al. 2011).

The participants were told that weekly all-inclusive tours to Grinamonte were typically priced between \$1,000 and \$3,000 per person and were asked to indicate how much they would be willing to pay for such a tour using a slide bar. There were also price ques on the website: the “Pricing” page included three options: an all-inclusive tour priced for \$1,500 per person (for a 5-night stay) that included community visits and interactive activities, a guided all-inclusive tour priced for \$1,300 per person (for a 5-night stay), and a bed and breakfast self-guided option priced for \$150 per person per night. These price points were included to add realism to the website.

In addition, we measured connectedness with a travel destination brand, perceived goal congruence, and environmental awareness. The complete list of measures is presented in Table 4.1.

Table 4.1. Established Measures of Key Constructs

Construct	Measurement items
Visit intention	<p>A single-item, 7-point Likert-type measure (endpoints “very unlikely” and “very likely”):</p> <ul style="list-style-type: none"> Based on the travel destination's website you have seen, please indicate if you would consider visiting Grinamonte in future.
Word of mouth	<p>A three-item, 7-point Likert-type measure (endpoints “very unlikely” and “very likely”), Babin et al. (2003):</p> <ul style="list-style-type: none"> How likely are you to say positive things about Grinamonte to other people? I will recommend Grinamonte as a vacation destination to someone who seeks my advice. I will encourage friends and relatives to visit Grinamonte.
Willingness to pay price premium	<p>A single-item slider-scale measure (endpoints “\$1000” and “\$3000”):</p> <ul style="list-style-type: none"> Weekly packaged tours to Grinamonte are typically priced between \$1,000 and \$3,000 per person. How much would you be willing to pay for your tour?
Consumer connectedness to the brand	<p>A four-item, 7-point Likert-type measure (endpoints “very unlikely” and “very likely”) (Tsao 2010):</p> <p>As you think about Grinamonte, please rate the following statements:</p> <ul style="list-style-type: none"> Grinamonte reflects who I am. Grinamonte is congruent with my lifestyle. It seems that the brand can speak for me. I identify with the image of Grinamonte.
Goal congruence	<p>A four-item 7-point Likert-type measure adapted from Jap (1999):</p> <p>As you think about Grinamonte, please rate the following statements:</p> <ul style="list-style-type: none"> I and Grinamonte have different goals. (R) I and Grinamonte have compatible goals. I and Grinamonte support each other's objectives. I and Grinamonte share the same goals in the relationship.
Environmental awareness	<p>A 13-item 7-point Likert-type scale adapted from Banerjee and McKeage (1994):</p> <ul style="list-style-type: none"> I often think about the harm we are doing to our environment. The whole environmental issue is very important to me. I am a person who cares about the environment. I really don't spend much time thinking about the environment.

	<ul style="list-style-type: none"> • I think of myself as an environmentalist. • I often worry about the effects of pollution on myself and my family. • I am really not interested in environmental issues. • The following problems are extremely serious and need to be addressed immediately: <ul style="list-style-type: none"> ○ Water pollution ○ Air pollution ○ Ozone depletion ○ Deforestation ○ Wildlife Extinction ○ Global warming • Pollution control measures have created unfair burdens on industry. • Let future generations solve their own problems. • The benefits of modern consumer products are more important than the pollution that results from their production and use. • The positive benefits of economic growth far outweigh any negative environmental impact. • The current attention to the environment is basically raised by the media and we don't really need to do anything about it.
Anthropomorphic tendency	<p>Waytz, Cacioppo, and Epley (2010):</p> <ul style="list-style-type: none"> • To what extent is the desert lethargic? • To what extent is the average computer active • To what extent does technology—devices and machines for manufacturing, entertainment, and productive processes (e.g., cars, computers, television sets)—have intentions? • To what extent does the average fish have free will? • To what extent is the average cloud good-looking? • To what extent are pets useful? • To what extent does the average mountain have free will? • To what extent is the average amphibian lethargic? • To what extent does a television set experience emotions? • To what extent is the average robot good-looking? • To what extent does the average robot have consciousness? • To what extent do cows have intentions? • To what extent does a car have free will? • To what extent does the ocean have consciousness? • To what extent is the average camera lethargic? • To what extent is a river useful? • To what extent does the average computer have a mind of its own? • To what extent is a tree active? • To what extent is the average kitchen appliance useful? • To what extent does a cheetah experience emotions? • To what extent does the environment experience emotions?

	<ul style="list-style-type: none"> • To what extent does the average insect have a mind of its own? • To what extent does a tree have a mind of its own? • To what extent is technology—devices and machines for manufacturing, entertainment, and productive processes (e.g., cars, computers, television sets)—durable? • To what extent is the average cat active? • To what extent does the wind have intentions? • To what extent is the forest durable? • To what extent is a tortoise durable? • To what extent does the average reptile have consciousness? To what extent is the average dog good-looking?
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Statistical Analysis

All data analyses were conducted using the statistical package IBM SPSS Statistics 27.0 for Windows. After performing data quality control procedures, i.e., assessing response time and response consistency (Meade and Craig 2012), outcome and predictor variables were examined for missing values and univariate and multivariate outliers.

Little's MCAR (missing completely at random) test (Little 1998) was performed to test for missing data. The Little's MCAR's $\chi^2 = 79.617$, $DF = 61$, $p = .055$ indicates that the values were missing completely at random. The percentage of the missing values did not exceed 5%.

To test for univariate outliers in the continuous variables, box plots were created. No univariate outliers were detected using this procedure.

To check for the multivariate outliers and multicollinearity, a linear regression analysis was performed using participants' ID as dependent variable (Tabachnick and Fidell 2013). Multicollinearity was tested by checking VIFs and tolerance. All VIFs did not exceed 4, and tolerance values were between .261 and .802 for the variables, which indicates the absence of multicollinearity (Belsley, Kuh, and Welsch 1980). Correlations between dependent variables vary from .29 and .83, which are moderate to high correlations. (Table 4.2). These criteria suggest that multicollinearity is not an issue for the data.

Table 4. 2 Inter-Construct Correlations and Descriptive Statistics.

	Visit Intention	WTP	WOM	Connectedness	Goal Congruence	Environmental Awareness	Anthropomorphic Tendency
Visit Intention	1						
WTP	.369**	1					
WOM	.736**	.320**	1				
Connectedness	.657**	.300**	.714**	1			
Goal Congruence	.612**	.282**	.665**	.819**	1		
Environmental Awareness	.226**	-.003	.222**	.199**	.234**	1	
Anthropomorphic Tendency	.253**	.130	.279**	.302**	.210**	.143*	1
Number of Items	1	1	3	4	4	13	30
Mean	5.55	1460.54	5.64	4.86	5.21	5.56	3.80
SD	1.26	404.74	.99	1.37	1.14	1.17	.68
Cronbach's α	-	-	.94	.92	.92	.94	.87

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The Mahalanobis distance for each case was compared to a chi-square distribution with nine degrees of freedom with a .001 alpha level (chi-square = 24.322). The analysis revealed three multivariate outliers with the Mahalanobis distance higher than the determined chi-square value that were removed from the study leaving final n=190.

Using an alpha level of .001 to evaluate homogeneity assumptions, Levene's homogeneity of variance test was completed. It was not statistically significant for all dependent variables (all p-values were greater than .001) indicating that, although group sizes were unequal in “label” and “no label” conditions, the variances were equal.

Results

Manipulation checks. To ensure the effectiveness of the scenario, one self-report question was used to measure the effectiveness of each manipulation independent of the measures. This question was included after responses to the dependent measures had been recorded. Participants were asked what logo they have previously seen on the website (e.g., an anthropomorphic label with positive framing, an anthropomorphic label with neutral framing, a non-anthropomorphic label, no label, or “I don’t remember”). A two-way contingency table analysis was conducted to determine the significance of those participants who correctly identified their experimental condition. Sixty-six percent correctly recalled their experimental condition: $\chi^2 = 77.326$, $p < .000$, Cramer’s $V = .613$. The significant results and large effect size confirm the effectiveness of this experimental manipulations.

Direct main effects. A series of One-way ANCOVAs was conducted to examine effects of the presence (vs. absence) of sustainability label and anthropomorphized (vs. non-anthropomorphized) label on intention to visit a destination, WOM, and willingness to pay price premium, controlling for age, and familiarity with the brand and the product, and

anthropomorphic tendency. There was no significant effect of label presence on visit intention, $F(1, 189) = .477, p = .491$, WOM, $F(1, 189) = 1.629, p = .204$, and WTP, $F(1, 189) = .000, p = 1.000$ after controlling for age, and familiarity with the brand and the product, and anthropomorphic tendency. H_1 was not supported.

The effects of anthropomorphized (vs. non-anthropomorphized) label on visit intention, $F(1, 189) = .492, p = .484$, WOM, $F(1, 189) = .010, p = .919$, and WTP, $F(1, 189) = .976, p = .324$ after controlling for age, and familiarity with the brand and the product, and anthropomorphic tendency were also non-significant. H_2 was not supported.

We further tested the effects of label presence on connectedness and goal congruence. There was no significant effect of label presence on connectedness, $F(1, 189) = .049, p = .825$, and goal congruence, $F(1, 189) = .234, p = .629$ after controlling for age, familiarity with the brand and the product, and anthropomorphic tendency.

Finally, we tested direct effect of anthropomorphized (vs. non-anthropomorphized) label on connectedness and goal congruence. There was no significant effect of label presence on connectedness, $F(1, 189) = .856, p = .356$, and goal congruence, $F(1, 189) = .734, p = .393$ after controlling for age, familiarity with the brand and the product, and anthropomorphic tendency.

Moderating effects of emotional framing. To test moderating effects of framing (Hypothesis 5), we filtered out the cases in anthropomorphic labeling condition ($n=93$) and recoded emotional framing into a dummy variable (1 – “positive framing”, 0 – “neutral framing”) to avoid singularity between categorical variables. We further ran a series of One-way ANCOVAs to examine interaction effects of framing (positive vs. negative) and environmental awareness on consumer connectedness and goal congruence, controlling for age, and familiarity with the brand and the product, and anthropomorphic tendency. There was no significant

interaction effect of framing and environmental awareness on connectedness, $F = .550$, $p = .902$, and goal congruence, $F = .961$, $p = .520$ after controlling for age, and familiarity with the brand and the product, and anthropomorphic tendency. H_5 was not supported. We also tested a moderated-mediation model using PROCESS bootstrapping procedure (Model 7) with 5,000 resamples (Hayes 2018; Hayes and Matthes 2009) controlling for age, brand familiarity, product familiarity, and anthropomorphic tendency. Moderated mediation from framing to visit intention through both connectedness and goal congruence was not supported (all confidence intervals for Index of Moderated Mediation 95% included a zero) thus not providing support for H_5 .

Mediating effects of connectedness. We tested a moderated-mediation model using PROCESS bootstrapping procedure (Model 7) with 5,000 resamples (Hayes 2018; Hayes and Matthes 2009). The same covariates (age, brand familiarity, product familiarity, and anthropomorphic tendency) were included in the model.

Label $\rightarrow$ Connectedness $\rightarrow$ Visit Intention. In the first indirect mediation stage, environmental awareness was expected to moderate the relationship between the presence/absence of the label and connectedness with a destination. The analysis shows that a person's environmental awareness directly influences how presence/absence of label affects their perception of connectedness. When the label was present on the website, higher levels of environmental awareness increased connectedness with the destination. In a no-label condition, higher levels of environmental awareness led to decreased perception of connectedness.

On the second stage of the indirect mediation to visit intention, connectedness ($b = .57$, $p < .001$) mediated the relationship between the presence/absence of the sustainability label and visit intention. No direct effect of presence/absence of the sustainability label on visit intention

was found ($b=.11$, $p=.489$, CI $[-.205; .427]$). The primary path relationships are shown in Figure 4.2 and full path results are reported in Table 4.3.

In summary, moderated mediation was supported from presence/absence of the sustainability label to visit intention through connectedness (Index of Moderated Mediation 95% CI: $-.034, -.388$) thus supporting H_{3a} and H_{6a} .

Figure 4. 2 Moderated Mediation - Label $\rightarrow$ Connectedness $\rightarrow$ Visit Intention.

* $p < .05$; ** $p < .01$; *** $p < .001$

Label $\rightarrow$ Connectedness $\rightarrow$ WOM. Consistent with the previous model, in the first indirect mediation stage, environmental awareness moderates the relationship between the presence/absence of the label and connectedness with a destination. As in a previous model, in a label condition, higher levels of environmental awareness increased connectedness with the destination. In a no-label condition, higher levels of environmental awareness led to decreased perception of connectedness.

On the second stage of the indirect mediation to WOM, connectedness ($b = .48$, $p < .001$) mediated the relationship between the presence/absence of the sustainability label and WOM. No

direct effect of presence/absence of the sustainability label on visit intention was found ($b=.17$, $p=.143$, $CI [-.059; .401]$). The primary path relationships are shown in Figure 4.3 and full path results are reported in Table 4.3.

In summary, moderated mediation was supported from presence/absence of the sustainability label to WOM through connectedness (Index of Moderated Mediation 95% CI: $-.026, -.332$) thus supporting H_{3b} and H_{6a} .

Figure 4. 3 Moderated Mediation - Label $\rightarrow$ Connectedness $\rightarrow$ WOM.

* $p < .05$; ** $p < .01$; *** $p < .001$

Label $\rightarrow$ Connectedness $\rightarrow$ WTP. In the first indirect mediation stage, environmental awareness moderates the relationship between the presence/absence of the label and connectedness with a destination following the patterns discovered in the previous analyses. In a label condition, higher levels of environmental awareness increased connectedness with the destination. In a no-label condition, higher levels of environmental awareness decreased perception of connectedness.

On the second stage of the indirect mediation to WTP, connectedness ($b = 52.223$, $p < .001$) mediated the relationship between the presence/absence of the sustainability label and WOM. No direct effect of presence/absence of the sustainability label on visit intention was found ($b = -.962$, $p = .1974$, $CI [-121.549; 117.624]$). The primary path relationships are shown in Figure 4.4 and full path results are reported in Table 4.3.

However, moderated mediation from presence/absence of the sustainability label to WTP through connectedness was not supported (Index of Moderated Mediation 95% CI: $[-.405, 48.766]$) thus supporting H_{6a} but providing no support for H_{3c} .

Figure 4. 4 Moderated Mediation - Label $\rightarrow$ Connectedness $\rightarrow$ WTP.

$*p < .05$; $**p < .01$; $***p < .001$

Figure 4. 5 Interaction Effects of Label Presence/Absence and Environmental Awareness on Connectedness

Table 4. 3 Moderated Mediation Results with Confidence Intervals - Connectedness

	Coeff	95% CI
Stage A – DV: Connectedness		
(Constant)	4.553*** (.999)	2.582; 6.523
Label (yes/no)	-2.039* (.907)	-.3.830; -.249
Environmental Awareness	-.022 (.130)	-.279; .235
Label (yes/no) x Environmental Awareness	.372* (.160)	.057;.687
$F(8, 180) = 10.032, p < .001, R^2 = .31$		
Stage 1B – DV: Visit Intention		
(Constant)	2.855*** (.598)	1.675; 4.035
Label (yes/no)	.111† (.160)	-.205; -.427
Connectedness	.568*** (.059)	.452; .684
$F(7, 181) = 21.215, p < .001, R^2 = .67$		
Stage 2B – DV: WOM		
(Constant)	2.900*** (.435)	2.042; 3.758
Label (yes/no)	.171† (.116)	-.059; .401
Connectedness	.476*** (.043)	.392; .561
$F(7, 181) = 29.065, p < .001, R^2 = .53$		
Stage 2C – DV: WTP		
(Constant)	1357.746*** (226.273)	911.273; 1804.219
Label (yes/no)	-.962† (60.606)	-.121.549; 117.624
Connectedness	52.223* (22.245)	8.335; 96.118
$F(7, 181) = 6.941, p < .001, R^2 = .21$		

† $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

We hypothesized that presence (vs. absence) of a sustainable label on a travel destination's website would increase consumer intention to visit a destination, to share positive information about it, and to pay a price premium, and that these effects would occur through connectedness with a destination (H₃). We also predicted that environmental awareness would increase perceptions of connectedness and goal congruence when the sustainability label is present (H₆). These hypotheses were partially supported: moderated mediation was supported for the relationship between the label presence/absence and visit intention and word of mouth but was not supported for willingness to pay price premium.

Mediating effects of goal congruence. We further tested mediating role of goal congruence with a moderated-mediation model using a bootstrapping procedure (PROCESS Model 7) with 5,000 resamples (Hayes 2018; Hayes and Matthes 2009). The same covariates (age, brand familiarity, product familiarity, and anthropomorphic tendency) were included in the model.

Label → Goal Congruence → Visit Intention. In the first indirect mediation stage, environmental awareness was predicted to moderate the relationship between the presence/absence of the label and goal congruence. The analysis shows that an individual's environmental awareness directly influences how presence/absence of label affects their perception congruence between their own goals and the destination's goals. When the label was present on the website, higher levels of environmental awareness increased goal congruence. In a no-label condition, higher levels of environmental awareness led to decreased perception of goal congruence.

On the second stage of the indirect mediation to visit intention, goal congruence ($b = .61$, $p < .001$) mediated the relationship between the presence/absence of the sustainability label and

visit intention. No direct effect of presence/absence of the sustainability label on visit intention was found ($b=.08$, $p=.619$, $CI [-.243; .408]$). The primary path relationships are shown in Figure 4.6 and full path results are reported in Table 4.4.

In summary, moderated mediation was supported from presence/absence of the sustainability label to visit intention through goal congruence (Index of Moderated Mediation 95% $CI: .032, .389$) thus supporting H_{4a} and H_{6b} .

Figure 4. 6 Moderated Mediation - Label $\rightarrow$ Goal congruence $\rightarrow$ Visit intention.

* $p < .05$; ** $p < .01$; *** $p < .001$

Label $\rightarrow$ Goal Congruence $\rightarrow$ WOM. The analysis shows that a person's environmental awareness directly influences how presence/absence of label affects their perception congruence between their own goals and the destination's goals replicating the results of the first model (Label $\rightarrow$ Goal Congruence $\rightarrow$ Visit Intention). Again, when the label was present on the website, higher levels of environmental awareness increased goal congruence. In a no-label condition, higher levels of environmental awareness led to decreased perception of goal congruence.

On the second stage of the indirect mediation to visit intention, goal congruence ($b = .61$, $p < .001$) mediated the relationship between the presence/absence of the sustainability label and WOM. No direct effect of presence/absence of the sustainability label on WOM was found ($b = .15$, $p = .228$, CI $[-.093; .388]$). The primary path relationships are shown in Figure 4.7 and full path results are reported in Table 4.4.

In summary, moderated mediation was supported from presence/absence of the sustainability label to WOM through goal congruence (Index of Moderated Mediation 95% CI: .031, .326) supporting H_{4b} and H_{6b} .

Figure 4. 7 Moderated Mediation - Label $\rightarrow$ Goal congruence $\rightarrow$ WOM.

* $p < .05$; ** $p < .01$; *** $p < .001$

Label $\rightarrow$ Goal Congruence $\rightarrow$ WTP. Consistent with the previous analyses, individual's environmental awareness directly influences how presence/absence of label affects their perception congruence between their own goals and the destination's goals. Higher levels of environmental awareness increased perception of goal congruence in a label condition and slightly decreased it in a no-label condition.

On the second stage of the indirect mediation to visit intention, goal congruence ($b = 68.67$, $p < .05$) mediated the relationship between the presence/absence of the sustainability label and WTP. No direct effect of presence/absence of the sustainability label on WTP was found ($b = -5.678$, $p = .925$, CI $[-124.716; 113.361]$).

The primary path relationships are shown in Figure 4.8 and full path results are reported in Table 4.4. In summary, moderated mediation was supported from presence/absence of the sustainability label to WTP through goal congruence (Index of Moderated Mediation 95% CI: 1.783, 58.888) supporting H_{4c} and H_{6b} .

Figure 4. 8 Moderated Mediation - Label $\rightarrow$ Goal congruence $\rightarrow$ WTP.

* $p < .05$; ** $p < .01$; *** $p < .001$

Figure 4. 9 Interaction Effects of Label Presence/Absence and Environmental Awareness on Goal Congruence

Table 4. 4 Moderated Mediation Results with Confidence Intervals – Goal Congruence

	Coeff	95% CI
Stage A – DV: Goal Congruence		
(Constant)	5.034*** (.870)	3.318; 6.750
Label (yes/no)	-1.902* (.790)	-.3.461; -.343
Environmental Awareness	-.016† (.113)	-.239; .208
Label (yes/no) x Environmental Awareness	.355* (.139)	.081; .630
$F(8, 180) = 7.292, p < .001, R^2 = .24$		
Stage 1B – DV: Visit Intention		
(Constant)	2.374*** (.647)	1.099; 3.650
Label (yes/no)	.082† (.165)	-.243; -.408
Goal Congruence	.608*** (.069)	.472; .744
$F(7, 181) = 18.534, p < .001, R^2 = .42$		
Stage 2B – DV: WOM		
(Constant)	2.525*** (.478)	1.582; 3.467
Label (yes/no)	.148† (.122)	-.093; .388
Goal Congruence	.504*** (.051)	.403; .604
$F(7, 181) = 24.324, p < .001, R^2 = .48$		
Stage 2C – DV: WTP		
(Constant)	1255.692*** (236.377)	789.283; 1722.101
Label (yes/no)	-5.678† (60.329)	-.124.716; 113.361
Goal Congruence	68.673* (25.209)	18.932; 118.415
$F(7, 181) = 7.276, p < .001, R^2 = .22$		

† $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

We hypothesized that presence (vs. absence) of a sustainable label on a travel destination's website would increase consumer intention to visit a destination, to share positive information about it, and to pay a price premium and that these effects would occur through perception of congruence of the traveler's and destination's goals (H₄). We also predicted that environmental awareness would increase perceptions of connectedness and goal congruence when the sustainability label is present (H₆). Both H₄ and H₆ were supported.

The summary of results of the main study are presented in Table 4.5.

Table 4. 5 Summarized Results of the Main Study

Hypothesis	Results
H₁: Presence (vs. absence) of a sustainability label in a sustainable tourism communication will increase a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination (WOM), and c) willingness to pay price premium (WTP).	H ₁ not supported
H₂: Embedding anthropomorphic stimuli in sustainable messages will increase a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.	H ₂ not supported
H₃: Consumer connectedness with a travel destination will mediate the effects of sustainability label on a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.	H _{3a} supported H _{3b} supported H _{3c} not supported
H₄: Perceived congruence between the consumer's and travel destination's goals will mediate the effects of sustainability label on a) intention to visit a destination, b) intention to spread positive word-of-mouth about the destination, and c) willingness to pay price premium.	H _{4a} supported H _{4b} supported H _{4c} supported
H₅: Emotional framing will moderate the effects of anthropomorphized sustainability message on a) consumer connectedness with a travel destination and b) perceived congruence between the consumer's and travel destination's goals.	H _{5a} not supported H _{5b} not supported
H₆: Consumer's environmental awareness will moderate the effects of sustainability label on a) consumer connectedness with a travel destination and b) perceived congruence between the consumer's and travel destination's goals.	H _{6a} supported H _{6b} supported

Discussion.

Sustainability label was found to be an important determinant of consumer intentions to visit a destination, to share positive information about it and to recommend it to others, and to pay a price premium. However, these effects occur indirectly, when consumer goals are perceived to be congruent with the destination's goals and when consumers perceive connectedness with a destination. Effects of sustainability labels on connectedness and goal congruence depend on how much an individual is aware of environmental problems. Illustrating this effect, higher levels of environmental awareness increase connectedness and goal congruence. Moreover, moderated mediation appeared to have no effect in a relationship between connectedness and willingness to pay price premium.

However, the presence of anthropomorphic elements on the label had no effect on consumer behavioral intentions either directly or indirectly. We did not find any differences in consumer intentions between the group in a positive emotional framing condition and the group in a neutral framing condition. Our findings are relevant to the tourism industry and academia. As discussed in the next section, we reaffirmed the importance of sustainability labels in tourism communications. While our inquiry into anthropomorphism was inconclusive, there remains ample opportunity to explore boundary conditions of anthropomorphism. These findings and potential limitations of this research will be discussed in the next chapter.

CHAPTER 5

DISCUSSION

The purpose of this chapter is to discuss the anticipated research implications. Following a discussion of theoretical and managerial contributions, the chapter concludes with the limitations and future research directions.

Theoretical Contributions

Sustainability has recently become a competitive advantage for many industries and a global trend (Lansing and De Vries 2007; Nidumolu, Ram, Coimbatore K. Prahalad 2009). In response to this trend, companies, including travel operators and destination marketing organizations, are shifting toward sustainable practices. However, unlike in many other sectors that use sustainability messages in their communications (e.g., food and energy sectors), tourism companies often avoid communicating their sustainable efforts to customers (Font, Elgammal, and Lamond 2017).

This dissertation adds to the sustainability tourism framework and identifies potential barriers to positive perception of sustainable tourism messages and seeks mechanisms that can increase consumer favorable acceptance of travel destinations advertised with sustainability messages. Specifically, we found that sustainability messages in tourism may be backfired if consumers view such offers as incompatible with their goals.

To address these issues, we proposed an anthropomorphism framework to increase consumer positive responses to sustainable destination ads. The reviewed literature suggests that anthropomorphized messages may positively affect consumer attitudes toward sustainability offers, but these studies only researched the negative emotional message framing and

corresponding mechanisms, such as sympathy and guilt (Ahn, Kim, and Aggarwal 2014; Ketron and Naletelich 2019; Tam, Lee, and Chao 2013). These findings do not explain how anthropomorphism affects sustainability behaviors in tourism context since negative emotions are unlikely to be effective for hedonic products (e.g., Johar and Sirgy 1991; Tsao 2010; Wehrli et al. 2017). Thus, effects of anthropomorphism on consumer pro-sustainable behaviors remain underexplored in marketing research.

We found that the presence of sustainability label can positively influence consumer intentions to visit a destination, to recommend it to others, and to pay a price premium through the mechanisms of connectedness and goal congruence. These findings extend the knowledge on the effects of sustainability labels on consumer behavior to tourism context. We also contribute to the prior research by proposing that, based on social exchange theory (Blau 1964), connectedness to the brand and goal congruence are the underlying mechanisms that increase consumer pro-sustainable behaviors.

We also found that consumers who do not recognize the importance of environmental issues are less likely to make connections with a travel destination based on the sustainability label and do not feel that their goals will be met at the travel destination contributing to the literature that supports positive associations of environmental concern with consumer behavioral intentions (Chen 2014; Lee and Holden 1999; Robinot and Giannelloni 2010; Pagiaslis and Krontalis 2014).

However, our findings reveal that anthropomorphic (vs. non-anthropomorphic) messages had no effect on consumer behavioral intentions. More research is needed to uncover the reasons why anthropomorphic elements embedded in communication have no effect on consumers in

tourism industry. One possible reason is that the design of experimental stimuli itself was flawed. The evaluations of the logo realism and overall design were acceptable (3 on a 5-point scale) but not ideal. Also, the logo was designed based on the analysis of content published on the official travel destination websites but not on the analysis of consumer perceptions of sustainability. Another possible reason is that consumers do not associate a more abstract travel package or a destination with humanlike characters.

Managerial Implications

Sustainable tourism becomes a priority for companies (Lansing and De Vries 2007) and a differentiating factor for tourists (Booking.com 2018; TUI 2017). Thus, destination marketers must seek for methods to communicate their offers for current and future customers. This dissertation suggests using sustainability labels that incorporate anthropomorphic elements to improve sustainability marketing communications.

From a practitioner's perspective, this dissertation has the following managerial implications. First, it demonstrates that sustainability labels are an important determinant of consumer intentions to visit a destination, to share positive information about the destination and to recommend it to others, and to pay a price premium. However, destination marketers should be aware of the fact that sustainability labels will attract only a small segment of consumers who are concerned about the environment. Sustainability label may withdraw people with low levels of environmental awareness from a destination as they may perceive that their goals may not be met.

Second, adding anthropomorphic elements in sustainability messages does not affect consumers' positive intentions toward sustainable tourism offers. Possible explanation of this non-significant effects will be provided in the "Limitations" section of this research.

Third, connectedness does not result in willingness to pay price premium. Since 42.2% of our sample reported income less than \$50,000, this finding may signal that financial constraints may limit connectedness but not the goal congruence. In other words, when consumers think their goals and expectations will be met, they are more likely to pay more for their sustainable vacation.

Fourth, using MTurk sample and realistic experimental stimuli allows expanding generalizability of our research compared to studies that used undergraduate student samples (e.g., Ahn, Kim, and Aggarwal 2014; Melo and Farias 2018). Specifically, we were able to provide insights on behavioral intentions across different generations.

Finally, the present research provides strong empirical support of the UNWTO efforts on encouraging sustainability in tourism, and the ways how labeling systems for destinations will be effective in communicating their sustainable efforts.

Limitations and future research

This study has the following limitations. First, there might be other numerous factors, such as altruism/egoism, distrust in third party labels, and motivational factors (community vs. personal needs,) that affect various types of consumer attitudes and behaviors. In their open responses, participants mentioned that they would not consider Grinamonte because they already planned another trip, preferred other types of vacation (e.g., shopping or spending time in large cities with lots of entertainment), or because it was similar to their hometown and they wanted their holiday experience to be different. These factors may be further uncovered in future studies through focus groups or in-depth interviews.

Second, the label stimulus for the experimental study was designed based on content analysis that included only published sources (sustainability materials from travel destination

websites). However, companies may use other methods to communicate with their customer, e.g., personalized emails and mailing materials that are not publicly available. Moreover, content analysis did not reveal any specific topics/words pertaining to advertisement of sustainable tourism. Thus, the design of the labels for the experiment may not communicate sustainable tourism and positive emotions well. For future studies, it may be advised to use other type of content, e.g., content obtained from the participants' open responses that reveals their perceptions of a sustainable vacation.

Third, the present research examines the attitudes and behavioral intentions of an average U.S. consumer. However, according to "The Guardian", U.S. falls behind the other developed countries in terms of recycling and other sustainable initiatives (Holden 2019). It would be interesting to compare U.S. consumers with consumers from other developed countries that widely implement sustainability programs and consumers from less developed countries. Also, it would be important to explore behaviors of specific groups of consumers, e.g., experienced vs. novice travelers. In addition, although use of mTurk samples has its potential benefits (e.g., over the use of student samples), it also has potential limitations. Sixty-five percent of our sample reported household income below \$70,000. Sustainable products are perceived as more expensive (Gleim et al. 2013) so future research is needed to identify if positive attitudes to a sustainable destination are higher for the consumers with higher levels of household income (\$100,000 and above).

Finally, we collected the data when the COVID-19 pandemic was not over yet. Although some destinations (e.g., China and Russia, UNWTO 2021) demonstrated growth of domestic tourism, tourism industries of most countries, including USA, were still severely affected by the

pandemic. As most countries emerge from the pandemic, sustainability practices, promotion of such practices, and desired target populations will need to be reconceptualized.

Conclusion

This dissertation explored the effects of labels in communicating sustainability in tourism context. Using data from an online survey of the U.S. consumers, the present research examines underlying mechanisms (i.e., connectedness to the brand and goal congruence) that lead to increased pro-sustainable consumer behaviors. This is also one of the first empirical studies that attempted to explore the role of anthropomorphism in sustainable tourism communications using the data from the content analysis of the travel destination websites. This research provides important theoretical findings and managerial implications; however, additional research is needed to address potential limitations of this dissertation.

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APPENDIX A

Examples of Sustainability Labels in Different Industries

Agriculture & Food

Italian Association for Organic Agriculture certifies organic products and companies in a broad range of categories, including food, detergents, farms, cosmetics, etc.

The American Grassfed Association (AGA) certifies food and agriculture products from animals that were fed by their mother's milk and fresh grass or grass-type hay only.

EU organic product label indicates that the product has been grown organically, i.e., if at least 95% of their agricultural ingredients are organic.

Ocean Wise is a global program that certifies market and restaurant seafood.

Energy

EKOenergy (Europe) is a label for electricity applied in more than 20 European countries.

Australian certification system that provides energy efficiency ratings of electrical appliances.

Energy Star is a world-wide program that certifies energy efficient equipment.

Tourism

EARTHCHECK

EarthCheck is a global certification system for travel and tourism. They certify over 30 sectors including travel destinations and cities, parks and protected areas, travel businesses (e.g., hotels, restaurants, cruises), etc.

The Green Tourism Business Scheme is the national sustainable tourism certification scheme for the UK & Ireland.

The Green Key is an award for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. Green Key is given to hotels, hostels, small accommodations, campsites, holiday parks, conference centers, restaurants and attractions.

Viabono certifies destinations, accommodation facilities, and other tourism businesses in Germany.

Other

The BASTA system certifies construction and building products for hazardous substances in them.

The Recognised® eco-label program certifies environmentally friendly commercial cleaning products, such as hard surface cleaners, bathroom cleaners, carpet & upholstery cleaners; hand hygiene products; sanitizers, etc..

A Carbon Neutral Certification is a label given to businesses that offset their Scope 1 and 2 carbon footprint.

APPENDIX B

List of Travel Destination Websites

1.	Afghanistan	https://tourism.gov.af/
2	Albania	http://albania.al/
3	Algeria	https://www.algeria.com/ https://www.tourismalgeria.com/index.html
4	Andorra	https://visitandorra.com/en/
5	Angola	https://www.southafrica.net/gl/en/trade/welcome/country/angola?gclid=Cj0KCQjw9b_4BRCMARIsADMUIyrOjcPg5z_N27R4zsfKwuDv93vIIXUEC_uDuIVshH5-TyEG1b0QRakaArNkEALw_wcB
6	Antigua and Barbuda	https://visitantiguabarbuda.com/
7	Argentina	https://www.argentina.travel/#!/global/home?lang=en https://www.welcomeargentina.com/index_i.html
8	Armenia	http://armenia.travel/en
9	Australia	https://www.australia.com/en
10	Austria	https://www.austria.info/en
11	Azerbaijan	https://azerbaijan.travel/
12	Bahamas	https://www.bahamas.com/

13	Bahrain	https://visitbahrain.bh/
14	Bangladesh	http://www.tourismboard.gov.bd/
15	Barbados	https://www.visitbarbados.org/
16	Belarus	https://www.belarustourism.by/en/ https://www.visit-belarus.com/en/home/
17	Belgium	https://www.belgium.be/en/about_belgium/tourism
18	Belize	https://www.travelbelize.org/
19	Benin	No website
20	Bhutan	https://www.bhutan.travel/
21	Bolivia	https://boliviatravelsite.com/
22	Bosnia and Herzegovina	http://www.discoverbosnia.com/
23	Botswana	https://www.botswanatourism.co.bw/
24	Brazil	https://www.visitbrasil.com/
25	Brunei	https://www.bruneitourism.com/
26	Bulgaria	https://bulgariatravel.org/en/
27	Burkina Faso	http://www.burkina.com/
28	Burundi	No website

29	Côte d'Ivoire	No website
30	Cabo Verde	No website
31	Cambodia	http://cambodia-tourism.org/
32	Cameroon	https://www.tourisminformationcameroon.net/
33	Canada	https://us-keepexploring.canada.travel/experience-canada-virtually-from-home?oref=https://www.google.com/ (international version)
34	Central African Republic	No website
35	Chad	No website
36	Chile	https://www.visitchile.org/
37	China	http://www.travelchina.gov.cn/en/ http://www.china.org.cn/travel/
38	Colombia	https://colombia.travel/en
39	Comoros	http://www.willgoto.com/1/004582/liens.aspx
40	Congo (Congo-Brazzaville)	https://congotravelandtours.com/
41	Costa Rica	https://www.visitcostarica.com/en
42	Croatia	https://croatia.hr/en-GB
43	Cuba	https://www.cubatransel.cu/en/destinations/havana-cuba

44	Cyprus	http://media.visitcyprus.com/wps/portal
45	Czechia (Czech Republic)	https://www.czechtourism.com/home/
46	Democratic Republic of the Congo	
47	Denmark	https://www.visitdenmark.com/
48	Djibouti	https://guide.visitdjibouti.dj/
49	Dominica	https://discoverdominica.com/en/home
50	Dominican Republic	https://www.visitdominicanrepublic.org/dominican-republic-tourims https://www.godominicanrepublic.com/
51	Ecuador	https://vivecuador.com/html2/eng/home.htm
52	Egypt	http://egypt.travel/
53	El Salvador	https://elsalvador.travel/
54	Equatorial Guinea	Website is marked as a phishing site
55	Eritrea	http://www.eritrea.be/
56	Estonia	https://www.visitestonia.com/en/
57	Eswatini (fmr. "Swaziland")	https://www.thekingdomofeswatini.com/

58	Ethiopia	http://www.moct.gov.et/
59	Fiji	https://www.fiji.travel/en-us
60	Finland	https://www.visitfinland.com/
61	France	http://ee.france.fr/
62	Gabon	No website
63	Gambia	http://www.visitthegambia.gm/
64	Georgia	https://gnta.ge/
65	Germany	https://www.germany.travel/en/index.html https://germantourismboard.com/
66	Ghana	https://visitghana.com/
67	Greece	http://www.visitgreece.gr/
68	Grenada	https://www.puregrenada.com/
69	Guatemala	https://visitguatemala.com/?lang=en
70	Guinea	https://www.papuanewguinea.travel/
71	Guinea-Bissau	http://www.guinebissaurepublic.com/tourism/
72	Guyana	https://guyanatourism.com/
73	Haiti	https://visithaiti.com/

74	Holy See	
75	Honduras	https://www.honduras.travel/en/
76	Hungary	https://wowhungary.com/en
77	Iceland	https://visiticeland.com/
78	India	https://www.incredibleindia.org/content/incredible-india-v2/en.html
79	Indonesia	https://www.indonesia.travel/gb/en/home
80	Iran	https://www.visitiran.ir/
81	Iraq	http://bot.gov.krd/ https://tourisminiraq.weebly.com/
82	Ireland	https://www.ireland.com/en-us/
83	Israel	https://info.goisrael.com/en/
84	Italy	http://www.italia.it/en/home.html
85	Jamaica	https://www.visitjamaica.com/
86	Japan	https://www.japan.travel/en/
87	Jordan	http://www.visitjordan.com/
88	Kazakhstan	https://visitkazakhstan.kz/en/
89	Kenya	https://magicalkenya.com/

90	Kiribati	https://www.visit-kiribati.com/
91	Kuwait	https://www.visit-kuwait.com/
92	Kyrgyzstan	http://www.discoverkyrgyzstan.org/
93	Laos	https://www.visitlaos.org/
94	Latvia	https://www.latvia.travel/en
95	Lebanon	http://www.destinationlebanon.gov.lb/
96	Lesotho	https://www.visitlesotho.travel/
97	Liberia	https://visitliberia.net/
98	Libya	http://www.libyan-tourism.org/
99	Liechtenstein	https://tourismus.li/en/
100	Lithuania	https://lithuania.travel/en/
101	Luxembourg	https://www.visitluxembourg.com/en
102	Madagascar	https://madagascar-tourisme.com/en/ministry-of-tourism/ http://www.travelmadagascar.org/
103	Malawi	https://www.visitmalawi.mw/ https://www.malawitourism.com/
104	Malaysia	https://www.malaysia.travel/ https://www.tourism.gov.my/

105	Maldives	https://visitmaldives.com/en
106	Mali	https://officetourismemali.net/
107	Malta	https://www.visitmalta.com/en/home
108	Marshall Islands	https://www.infomarshallislands.com/resources-3/marshall-islands-visitors-authority/
109	Mauritania	No website
110	Mauritius	https://www.tourism-mauritius.mu/
111	Mexico	https://www.visitmexico.com/en/
112	Micronesia	https://www.micronesiatour.com/
113	Moldova	http://turism.gov.md/index.php?l=en
114	Monaco	https://www.visitmonaco.com/en
115	Mongolia	https://www.visitmongolia.com/ http://www.touristinfocenter.mn/en/home.aspx
116	Montenegro	https://www.montenegro.travel/en
117	Morocco	https://www.visitmorocco.com/en
118	Mozambique	https://www.visitmozambique.net/ https://www.mozambique tourism.co.za/
119	Myanmar (formerly Burma)	https://tourism.gov.mm/

		https://www.tourismmyanmar.org/
120	Namibia	http://www.namibiatourism.com.na/
121	Nauru	http://www.naurugov.nr/about-nauru/visiting-nauru.aspx
122	Nepal	https://www.welcomenepal.com/
123	Netherlands	https://www.holland.com/global/tourism.htm
124	New Zealand	https://www.tourismnewzealand.com/about/ https://www.newzealand.com/int/
125	Nicaragua	https://www.visitnicaragua.us/
126	Niger	No website
127	Nigeria	https://tournigeria.gov.ng/ https://www.cometonigeria.com/
128	North Korea	https://www.visitthedprk.org/
129	North Macedonia	http://www.exploringmacedonia.com/
130	Norway	https://www.visitnorway.com/
131	Oman	https://omantourism.gov.om/wps/portal/mot/tourism/oman/home!/ut/p/a1/04_Sj9CPykssy0xPLMnMz0vMAfGjzOLN_Nx8AlxdDA38LQwNDDyDLXzNgoOdjQ38TYEKIoEKDHAARwNC-oMTi_TD9aPAypzdHT1MzH2A-py8nQ08vV0DvUOMfQ0NHA0xFJhYGBI4ujh5uJhb-gJNNIMqwOOOgtYICs9MR0UAhfPJqw!!/dI5/d5/LOIHSkovd0RNQUprQUVnQS_EhLzRKU0UvZW4!/
132	Pakistan	http://www.tourism.gov.pk/

		http://aroundpakistan.com/
133	Palau	https://www.pristineparadisepalau.com/
134	Palestine State	http://visitpalestine.ps/
135	Panama	https://www.visitpanama.com/
136	Papua New Guinea	https://www.papuanewguinea.travel/
137	Paraguay	https://www.visitparaguay.travel/
138	Peru	https://www.visitperu.com/visit-peruinfo/english/index.php
139	Philippines	https://www.itsmorefuninthephilippines.com/
140	Poland	https://www.poland.travel/en
141	Portugal	https://www.visitportugal.com/en
142	Qatar	https://www.visitqatar.qa/
143	Romania	http://romaniatourism.com/
144	Russia	https://www.visitrussia.com/
145	Rwanda	https://www.visitrwanda.com/
146	Saint Kitts and Nevis	https://www.stkittstourism.kn/
147	Saint Lucia	https://www.stlucia.org/en/

148	Saint Vincent and the Grenadines	https://www.discoversvg.com/
149	Samoa	https://www.samoa.travel/
150	San Marino	https://www.sanmarinosite.com/en/
151	Sao Tome and Principe	https://visitsaotomeprincipe.st/en/welcome/ http://www.visitsaotome.com/
152	Saudi Arabia	https://www.visitsaudi.com/en
153	Senegal	
154	Serbia	https://www.serbia.travel/
155	Seychelles	https://www.seychelles.travel/en/
156	Sierra Leone	https://www.visitsierraleone.org/
157	Singapore	https://www.visitsingapore.com/en/
158	Slovakia	https://slovakia.travel/en
159	Slovenia	https://www.slovenia.info/en
160	Solomon Islands	https://www.visitsolomons.com.sb/
161	Somalia	http://somta.so/
162	South Africa	https://www.southafrica.net/us/en/
163	South Korea	http://english.visitkorea.or.kr/enu/index.kto#

164	South Sudan	No website
165	Spain	https://www.spain.info/en/
166	Sri Lanka	https://www.srilanka.travel/essence
167	Sudan	No website
168	Suriname	https://www.surinametourism.sr/
169	Sweden	https://visitsweden.com/
170	Switzerland	https://www.myswitzerland.com/en-us/
171	Syria	http://www.syriatourism.org/en/
172	Tajikistan	https://traveltajikistan.tj/
173	Tanzania	https://www.tanzaniatourism.go.tz/en
174	Thailand	https://www.tourismthailand.org/
175	Timor-Leste	https://www.timorleste.tl/
176	Togo	No website
177	Tonga	http://www.tongaholiday.com/
178	Trinidad and Tobago	https://www.gotrinidadandtobago.com/ http://tourism.gov.tt/
179	Tunisia	https://www.discovertunisia.com/en/

180	Turkey	https://www.visitturkey.in/
181	Turkmenistan	http://tourism.gov.tm/
182	Tuvalu	https://www.timelesstuvalu.com/
183	Uganda	https://www.visituganda.com/
184	Ukraine	https://traveltoukraine.org/
185	United Arab Emirates	https://visitabudhabi.ae/us-en/default.aspx
186	United Kingdom	https://www.visitbritain.com/gb/en
187	United States of America	https://www.visittheusa.com/
188	Uruguay	https://www.welcomeuruguay.com/index_i.html
189	Uzbekistan	https://uzbekistan.travel/en/
190	Vanuatu	https://www.vanuatu.travel/en/
191	Venezuela	No website
192	Vietnam	https://vietnam.travel/
193	Yemen	https://www.yementourism.com/
194	Zambia	https://www.zambiatourism.com/ https://www.zambia.travel/

195	Zimbabwe	https://www.zimbabwetourism.net/
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APPENDIX C

Python Code for Text Scraping and LDA Analysis

```
1 import os, lxml, csv
2 import pandas as pd
3 from time import sleep
4 from selenium import webdriver
5 from parsel import Selector
6 from selenium.webdriver.common.keys import Keys
7 from selenium.common.exceptions import NoSuchElementException
8 from selenium.common.exceptions import StaleElementReferenceException
9
10
11 httpslist = pd.read_csv('/Users/jonathanfluharty/Dropbox/ExternalDataRequests/TourismDataScrape/ElviraHTTps.csv', header=None)
12 httpslist = pd.DataFrame(httpslist)
13 os.chdir('/Users/jonathanfluharty/Dropbox/WebsiteScrape')
14 os.getcwd()
15
16 # function to ensure all key data fields have a value
17 def validate_field(field):# if field is present pass if field:pass
18 # if field is not present print text else:
19     field = 'No results'
20     return field
21
22 writer = csv.writer(open('export.csv', 'w'))
23 writer.writerow(['Name', 'Job Title', 'Company', 'Location', 'URL'])
24 chromedriver = os.path.abspath("chromedriver") # Path to chrome-driver
25 os.environ["webdriver.chrome.driver"] = chromedriver
26 TourScrape = webdriver.Chrome(chromedriver)
27 collect = pd.DataFrame()
28
29
30 for x in range(0, len(httpslist)-1):
31     #Sustainable Tourism
32     TourScrape.get("https://www.bing.com/")
33     sleep(3)
34
35
36 search_query = TourScrape.find_element_by_name('q')
37 keystrokes = ["Sustainable Tourism" (site:", httpslist.loc[x,0], ")"]
38 keystroke = ' '.join(keystrokes)
39 search_query.send_keys(keystroke)
40 sleep(0.5)
41
42 search_query.send_keys(Keys.RETURN)
43 sleep(3)
44
45 page_number = 1
46 while True:
47     try:
48         link = TourScrape.find_element_by_link_text(str(page_number))
49     except NoSuchElementException:
50         try:
51             tourscape_urls = TourScrape.find_elements_by_class_name('b_algo')
52             tag_a = [tager.find_element_by_tag_name('a').get_attribute("href") for tager in tourscape_urls]
53         except StaleElementReferenceException as Exception:
54             print("Stale Element Thrown while collecting list, trying again")
55             #tourscape_urls = TourScrape.find_elements_by_tag_name('cite')
56             pass
57         # LinkedIn_urls=LinkedIn.find_elements_by_('iUh30')
58
59         sleep(3)
60         tourtemp = pd.DataFrame(tag_a)
61         tourtemp['HTTP'] = httpslist.loc[x,0]
62         tourtemp['Call'] = 'Sustainability'
63         tourtemp['HTTP_INDEX_NUM'] = x
64         collect = collect.append(tourtemp)
65         break
66     link.click()
67     try:
```

```

67         tourscape_urls = TourScrape.find_elements_by_class_name('b_algo')
68         tag_a = [tager.find_element_by_tag_name('a').get_attribute("href") for tager in tourscape_urls]
69     except StaleElementReferenceException as Exception:
70         print("Stale Element Thrown while collecting list,trying again")
71         #tourscape_urls = TourScrape.find_elements_by_tag_name('cite')
72         pass
73     # linkedin_urls=LinkedIn.find_elements_by_('iUh30')
74
75     sleep(3)
76     tourtemp = pd.DataFrame(tag_a)
77     tourtemp['HTTP'] = httpslist.loc[x,0]
78     tourtemp['Call'] = 'Sustainability'
79     tourtemp['HTTP_INDEX_NUM'] = x
80     collect = collect.append(tourtemp)
81     page_number += 1
82
83
84
85 #Sustainability
86 TourScrape.get("https://www.bing.com/")
87 sleep(3)
88
89 search_query = TourScrape.find_element_by_name('q')
90 keystrokes = ["Sustainability" (site:", httpslist.loc[x,0], ")"]
91 keystroke = ' '.join(keystrokes)
92 search_query.send_keys(keystroke)
93 sleep(0.5)
94
95 search_query.send_keys(Keys.RETURN)
96 sleep(3)
97 page_number = 1
98 while True:
99     try:
100         link = TourScrape.find_element_by_link_text(str(page_number))
101     except NoSuchElementException:
102         try:
103             tourscape_urls = TourScrape.find_elements_by_class_name('b_algo')
104             tag_a = [tager.find_element_by_tag_name('a').get_attribute("href") for tager in tourscape_urls]
105         except StaleElementReferenceException as Exception:
106             print("Stale Element Thrown while collecting list,trying again")
107             #tourscape_urls = TourScrape.find_elements_by_tag_name('cite')
108             pass
109         # linkedin_urls=LinkedIn.find_elements_by_('iUh30')
110
111         sleep(3)
112         tourtemp = pd.DataFrame(tag_a)
113         tourtemp['HTTP'] = httpslist.loc[x,0]
114         tourtemp['Call'] = 'Sustainability'
115         tourtemp['HTTP_INDEX_NUM'] = x
116         collect = collect.append(tourtemp)
117         break
118     link.click()
119     try:
120         tourscape_urls = TourScrape.find_elements_by_class_name('b_algo')
121         tag_a = [tager.find_element_by_tag_name('a').get_attribute("href") for tager in tourscape_urls]
122     except StaleElementReferenceException as Exception:
123         print("Stale Element Thrown while collecting list,trying again")
124         #tourscape_urls = TourScrape.find_elements_by_tag_name('cite')
125         pass
126     # linkedin_urls=LinkedIn.find_elements_by_('iUh30')
127
128     sleep(3)
129     tourtemp = pd.DataFrame(tag_a)
130     tourtemp['HTTP'] = httpslist.loc[x,0]
131     tourtemp['Call'] = 'Sustainability'
132     tourtemp['HTTP_INDEX_NUM'] = x
133     collect = collect.append(tourtemp)

```

```

135
136
137 collect.to_csv("WebsiteScrape.csv",index=False)
138
139
140
141
142
143
144 ### Collect the URLs
145
146 tourscape_urls=TourScrape.find_elements_by_tag_name('cite')
147 # linkedin_urls=LinkedIn.find_elements_by_('iUh30')
148 tourscape_urls = [url.text for url in tourscape_urls]
149 sleep(0.5)
150
151 # For Loop to iterate over each URL in the list
152 for tourscape_url in tourscape_urls:
153
154     # get the profile URL
155     tourscape.get(tourscape_url)
156
157     # add a 5 second pause loading each URL
158     sleep(5)
159
160     # assigning the source code for the webpage to variable sel
161     sel = Selector(text=tourscape.page_source)
162 # terminates the application
163
164     name = sel.xpath('//*[@starts-with(@class, "inline t-24 t-black t-normal break-words")]/text()').extract_first()
165
166     if name:
167         name = name.strip()
168
169
170 # xpath to extract the text from the class containing the job title
171 job_title = sel.xpath('//*[@starts-with(@class, "mt1 t-18 t-black t-normal")]/text()').extract_first()
172
173     if job_title:
174         job_title = job_title.strip()
175
176
177 # xpath to extract the text from the class containing the company
178 company = sel.xpath('//*[@starts-with(@class, "text-align-left m12 t-14 t-black t-bold full-width lt-line-clamp lt-line-clamp--multi-line
ember-view")]/text()').extract_first()
179
180     if company:
181         company = company.strip()
182
183
184 # # xpath to extract the text from the class containing the college
185 # college = sel.xpath('//*[@starts-with(@class, "pv-profile-section__list-item pv-education-entity")]/text()').extract_first()
186 #
187 #     if college:
188 #         college = college.strip()
189 #
190 # # xpath to extract the text from the class containing the location
191 location = sel.xpath('//*[@starts-with(@class, "t-16 t-black t-normal inline-block")]/text()').extract_first()
192
193     if location:
194         location = location.strip()
195
196
197     tourscape_url = tourscape.current_url
198     print('\n')
199     print('Name: ' + name)
200     print('Job Title: ' + job_title)
201     print('Company: ' + company)
202     # print('College: ' + college)

```



```

203     print('Location: ' + location)
204     print('URL: ' + linkedin_url)
205     print('\n')
206
207     name = validate_field(name)
208     job_title = validate_field(job_title)
209     company = validate_field(company)
210     location = validate_field(location)
211     linkedin_url = validate_field(linkedin_url)
212     writer.writerow([name.encode('utf-8'),
213                     job_title.encode('utf-8'),
214                     company.encode('utf-8'),
215                     location.encode('utf-8'),
216                     linkedin_url.encode('utf-8')])
217
218     tourscape.quit()

```

```

import pandas as pd
import os
from string import digits
import re
from wordcloud import WordCloud
import gensim
from gensim.utils import simple_preprocess
import nltk
nltk.download('stopwords')
from nltk.corpus import stopwords
import itertools
from tqdm.notebook import tqdm, trange
import time
from nltk.stem.porter import PorterStemmer
import gensim.corpora as corpora
import pyLDAvis.gensim
import pickle
import pyLDAvis
import random
filelimit = 2;
entries = os.listdir('./RawHTMLs/')
entries = random.sample(entries, filelimit)
#select necessary input files

files = [0] * filelimit
df = pd.DataFrame(data={}, columns = ['text'])

for i in range(filelimit):
    with open("./RawHTMLs/" + entries[i], "r", encoding='utf-8') as f:
        try:
            df = df.append({'text': f.read()}, ignore_index=True)
        except:
            files[i] = " "
            print("problem with " + entries[i])
js_stop_words = [

```

```

    'await', 'break', 'case', 'catch', 'class', 'const', 'continue', 'debugger',
    'default', 'delete', 'do', 'else', 'enum', 'export',
    'extends', 'false', 'finally', 'for', 'function', 'if', 'implements', 'import',
    'in', 'instanceof', 'interface', 'let', 'new', 'null',
    'package', 'private', 'protected', 'public', 'return', 'super', 'switch', 'static',
    'this', 'throw', 'try', 'True', 'typeof', 'var',
    'void', 'while', 'with', 'yield'
html_stop_words = [ "a", "abbr", "acronym", "address", "applet", "area", "article",
    "aside", "audio", "b", "base", "basefont", "bdi",
    "bdo", "bgsound", "big", "blink", "blockquote", "body", "br", "button", "canvas",
    "caption", "center", "cite", "code", "col", "colgroup",
    "content", "data", "datalist", "dd", "decorator", "del", "details", "dfn", "dir",
    "div", "dl", "dt", "element", "em", "embed", "fieldset",
    "figcaption", "figure", "font", "footer", "form", "frame", "frameset", "h1",
    "h2", "h3", "h4", "h5", "h6", "head", "header", "hgroup",
    "hr", "html", "i", "iframe", "img", "input", "ins", "isindex", "kbd", "keygen",
    "label", "legend", "li", "link", "listing", "main",
    "map", "mark", "marquee", "menu", "menuitem", "meta", "meter", "nav", "nobr",
    "noframes", "noscript", "object", "ol", "optgroup", "option",
    "output", "p", "param", "plaintext", "pre", "progress", "q", "rp", "rt", "ruby",
    "s", "samp", "script", "section", "select", "shadow",
    "small", "source", "spacer", "span", "strike", "strong", "style", "sub", "summary",
    "sup", "table", "tbody", "td", "template", "textarea",
    "tfoot", "th", "thead", "time", "title", "tr", "track", "tt", "u", "ul", "var",
    "video", "wbr", "xmp"
]
other_stop_words = [
    'item', 'href', 'www', 'px', 'com', 'type', 'id', 'width', 'text', 'en', 'quote',
    'icon', 'height',
    'color', 'js', 'top', 'value', 'image', 'src', 'css', 'jpg', 'api', 'rel', 'hidden',
    'size', 'page',
    'margin', 'hover', 'name', 'images', 'weight', 'target', 'min', 'container',
    'background',
    'true', 'left', 'url', 'important', 'navbar', 'block', 'right', 'settings', 'alt',
    'padding', 'border', 'display', 'wrapper', 'files', 'png', 'javascript', 'jpeg',
    'max',
    'bottom', 'styles', 'widget', 'svg', 'none', 'dropdown', 'components', 'box',
    'slide',
    'position', 'jquery', 'assets', 'sections', 'format', 'children', 'dark', 'screen',
    'cset',
    'links', 'list', 'document', 'wrap', 'submenu', 'transform', 'visible', 'row',
    'megamenu', 'top_bar', 'toggle', 'window', 'lang', 'plugins', 'webkit', 'responsive',
    'click', 'logo', 'grid', 'items', 'overlay', 'screen', 'stylesheet', 'slider'
,

```

```

    'uploads', 'attributes', 'align', 'slideshow', 'homepage', 'navigation', 'inner',
    'parent', 'php', 'opacity', 'uid', 'inline', 'uuid', 'absolute', 'metadata',
    'field_folder',
    'rgba', 'cache', 'relative', 'autocomplete', 'placeholder', 'field_menu_link'
, 'float',
    'flex', 'child', 'name_key', 'json', 'vertical', 'visibility', 'txt', 'overflow',
    'scroll', 'xmins', 'cacheid', 'scale', 'angle', 'animation', 'btn', 'tag', 'modal',
    'ajax',
    'submit', 'bold', 'checkbox', 'tourism', 'travel', 'sustainable', 'region', 'destination',
    'http', 'https', 'from', 'subject', 're', 'edu', 'use',
    "!important;", ".panel-row-style", "li", "ul", "menu", "});",
    "we", "our", "ours", "ourselves", "you", "your",
    "yours", "yourself", "yourselves", "he", "him", "his", "himself", "she", "he",
    "hers", "herself", "it", "its", "itself", "they", "them", "their", "theirs",
    "themselves", "what", "which", "who", "whom", "this", "that", "these", "those",
    "am", "is", "are", "was", "were", "be", "been", "being", "have", "has", "had",
    "having", "do", "does", "did", "doing", "a", "an", "the", "and", "but", "if",
    "or", "because", "as", "until", "while", "of", "at", "by", "for", "with", "about",
    "against", "between", "into", "through", "during", "before", "after", "above",
    "below", "to", "from", "up", "down", "in", "out", "on", "off", "over", "under",
    "again", "further", "then", "once", "here", "there", "when", "where", "why",
    "how",
    "all", "any", "both", "each", "few", "more", "most", "other", "some", "such",
    "no",
    "nor", "not", "only", "own", "same", "so", "than", "too", "very", "s", "t",
    "can",
    "will", "just", "don't", "should", "now", "the", "a", "an", "australia", "australian",
    "zealand", "melbourn", "sydney", "also", "queensland", "said", "one", "well",
    "costa", "lenard", 'amp', 'ver', 'arrow', 'af', 'bar', 'fetch', 'family', 'mice',
    'mod', 'clearfix', 'resources', 'und', 'post_type', 'noopener', 'description',
    'fid',
    'noreferrer', 'property', 'ba', 'options', 'status', 'dc', 'event', 'close',
    'transition', 'mk', 'banner',
    'fa', 'sf', 'fff', 'external', 'callback', 'media', 'central', 'mobile', 'events',
    'search',
    'aria', 'category', 'moz', 'ee', 'site', 'ed', 'df', 'ui', 'zm', 'wp', 'themes',
    'date', 'auto',

```

```

'fb', 'timestamp', 'index', 'related', 'normal', 'cc', 'sticky', 'widgets', '
ff', 'es', 'el',
'fluid', 'thumbnail', 'alternate', 'st', 'global', 'mp', 'init', 'first', 'md
', 'cookies', 'trigger', 'theme', 'aa',
'get', 'nbsp', 'flag', 'ac', 'de', 'post', 'bf', 'ab', 'filter', 'heading', '
sites', 'safe_value', 'sm', 'visitestonia',
'rica', 'estonia', 'lt', 'org', 'xs', 'elementor', 'estonia', 'file', 'org',
'visitlaos', 'slovenia', 'targettype',
'filename', 'uri', 'rdf_mapping', 'guanacaste', 'tid', 'fusion', 'ubermenu',
'malawitourism', 'filesize', 'sp', 'filemime',
'filesize', 'pcp', 'path', 'visitdenmark', 'taxonomy_term', 'visittheusa', 'm
odules', 'field', 'ict', 'fr', 'column', 'visitfinland',
'ffffff', 'caribbean', 'visit', 'gtm', 'puntarenas', 'sv', 'gt', 'cp', 'mysw
itzerland', 'mega', 'lg', 'us', 'dexp', 'ss', 'consent',
'gdlr', 'gtm', 'ca',
]

```

```

df['text'].map(lambda x: re.sub('[,\.\!?\']', '', x))
df['text'].map(lambda x: re.sub('<\s*style[^\>]*>.*?<\s*/\s*style\s*>', '', x))
df['text'].map(lambda x: re.sub('<\s*script[^\>]*>.*?<\s*/\s*script\s*>', '', x))
df['text'].map(lambda x: re.sub('<[^<]+?>', '', x))
df['text'].map(lambda x: x.lower())

```

```

stop_words = stopwords.words('english')
stop_words.extend(other_stop_words)
stop_words.extend(js_stop_words)
stop_words.extend(html_stop_words)

```

```

def sent_to_words(sentences):
    for sentence in sentences:
        # deacc=True removes punctuations
        yield(gensim.utils.simple_preprocess(str(sentence), deacc=True))
def remove_stopwords(texts):
    return [[word for word in simple_preprocess(str(doc))
             if word not in stop_words] for doc in texts]

```

```

data = df.text.values.tolist()
data_words = list(sent_to_words(data))
# remove stop words
data_words = remove_stopwords(data_words)
# Create Dictionary
id2word = corpora.Dictionary(data_words)
# Create Corpus
texts = data_words
# Term Document Frequency
corpus = [id2word.doc2bow(text) for text in texts]
# View

```

```
print(corpus[:1][0][:30])

# number of topics
num_topics = 5
# Build LDA model
lda_model = gensim.models.LdaMulticore(corpus=corpus,
                                       id2word=id2word,
                                       num_topics=num_topics)

# Print the Keyword in the 5 topics
print(lda_model.print_topics())
doc_lda = lda_model[corpus]
```

APPENDIX D

Proposed Label Design

Positive framing

Neutral framing

Non-anthropomorphic

APPENDIX E

Questionnaire – Label Pretest

5/24/2021

Qualtrics Survey Software

Intro

Dear Participant,

This letter is a request for you to take part in a research project to assess consumer perceptions of a brand logo. This project is being conducted by Ms. Elvira Kizilova, a Marketing PhD Candidate at West Virginia University under the supervision of Dr. Michael F. Walsh. Your participation in this project is greatly appreciated and will take approximately 5 minutes to fill out the attached questionnaire.

To qualify for this study, you must be 18 years of age or older to participate.

Your involvement in this project will be kept as confidential as legally possible. All data will be reported in the aggregate. I will not ask any information that should lead back to your identity as a participant. Your participation is completely voluntary. You may skip any question that you do not wish to answer and you may discontinue at any time. West Virginia University's Institutional Review Board acknowledgment of this project is on file.

I hope that you will participate in this research project, as it could be beneficial in understanding the consumers' perceptions of a brand logo. Thank you very much for your time. Should you have any questions about this letter or the research project, please feel free to contact me at enk0001@mix.wvu.edu.

Thank you for your time and help with this project.

Sincerely,

Elvira Kizilova
PhD Candidate
Marketing Department

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West Virginia University

I agree

I disagree

Logo Evaluation

Section 1. This is a logo that is used by companies and organizations who promote and practice sustainable tourism. The logo would appear in advertisements and brochures.

Please look at the logo. The questions in this study are related to this logo.

Have you ever seen this logo before?

https://wvu.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_cSneKILzg2kRonY&ContextLibraryID=UR_e3... 2/7

Definitely not

Probably not

Might or might not

Probably yes

Definitely yes

Please write in your own words what does this logo communicate to you:

After 30 seconds, you may proceed. (The "NEXT" button will be on the lower right-hand side of your screen.)

Please indicate your agreement with the following statements

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I think this logo is realistic	☐	☐	☐	☐	☐
The logo seems like the kind of logo designs companies often make	☐	☐	☐	☐	☐
The logo looks professional	☐	☐	☐	☐	☐

Now think about how the present logo would make you feel. To what extent would you feel:

Negative	☐	☐	☐	☐	☐	Positive
Sad	☐	☐	☐	☐	☐	Happy
Angry	☐	☐	☐	☐	☐	Upbeat
Annoyed	☐	☐	☐	☐	☐	Pleased
Disappointed	☐	☐	☐	☐	☐	Satisfied

Please rate the overall design of this logo:

Poor ☐ ☐ ☐ ☐ ☐ Excellent

Demographics

Section 2. These last questions are designed for classification purposes only.

Are you:

Male

Female

Other

In what year were you born?

Please type the 4-digit year.

In order to insure that data is being collected correctly please disregard the following question and select "none of the above" below.

From what sources do you get your news?

Network TV

Cable TV

Radio

Newspapers

On-line news

On-line blogs

Podcasts

Magazines

Word of Mouth

Social networking sites

None of the above

What is your combined annual household income (for 2020)?

- less than 30K
- 30,000 – 49,999
- 50,000 – 69,999
- 70,000 – 99,999
- 100K or more

What is the highest level of education you have completed?

- Less than 7th grade
- Less than High School
- High School Graduate / GED
- Some College
- 2-year College Degree
- 4-year College Degree
- Completed Graduate Degree

What is your Mechanical Turk worker ID?

Are there any other thoughts or comments you would like to share with us? We read every single comment and greatly value your insight and opinions.

This is not a required question.

IMPORTANT: In order for your responses to be recorded, you must click on the "SUBMIT" button (example shown below):

You have successfully submitted your responses when you see the following screen:

Again, in order for any of your responses to be recorded you must click on the "SUBMIT" button on the next page.

Here is your completion code:
7562KEY

thank you 😊

Thank you very much for your help with this survey.
We greatly appreciate your time and effort.

Please click on the "submit" button (lower right-hand side) to submit your answers.

Powered by Qualtrics

APPENDIX F

Questionnaire – Travel Destination Name Pretest

3/2/2021

Qualtrics Survey Software

Intro

Dear Participant,

This letter is a request for you to take part in a research project to consumer perceptions of a travel destination. This project is being conducted by Ms. Elvira Kizilova, a Marketing PhD Candidate at West Virginia University under the supervision of Dr. Michael F. Walsh. Your participation in this project is greatly appreciated and will take approximately 5 minutes to fill out the attached questionnaire.

To qualify for this study, you must be 18 years of age or older to participate.

Your involvement in this project will be kept as confidential as legally possible. All data will be reported in the aggregate. I will not ask any information that should lead back to your identity as a participant. Your participation is completely voluntary. You may skip any question that you do not wish to answer and you may discontinue at any time. West Virginia University's Institutional Review Board acknowledgment of this project is on file.

Thank you very much for your time. Should you have any questions about this letter or the research project, please feel free to contact me at enk0001@mix.wvu.edu.

Thank you for your time and help with this project.

Sincerely,

Elvira Kizilova
PhD Candidate
Marketing Department
West Virginia University

https://wvu.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_3Ux7soJwoC6Asl0&ContextLibraryID=UR_e3... 1/6

I agree

I disagree

Extra Credit

Thank you very much for your help with this survey.
We greatly appreciate your time and effort.

thank you 😊

You will now be asked to complete the information needed to get your extra credit.

Please know that your personal information will not be associated with your responses to this survey.

Please click on the following link to proceed:

https://wvu.qualtrics.com/jfe/form/SV_8eIYPKdfPyVBL7M

Name Evaluation

Section 1. This study is designed to measure attitudes to a potential travel destination within the United States.

The name of the destination is **GRINAMONTE**

As you contemplate the name **GRINAMONTE**, please answer the following questions:

Have you ever heard of this travel destination before?

Definitely yes Probably yes Might or might not Probably not Definitely not

Does this name sound like a travel destination you are familiar with?

Definitely yes Probably yes Might or might not Probably not Definitely not

Only knowing just the name of this travel destination, what other thoughts and associations come to your mind?

After 30 seconds, you may proceed. (The "NEXT" button will be on the lower right-hand side of your screen.)

Demographics

Section 2. These last questions are designed for classification purposes only.

Are you:

Male

Female

Other

In what year were you born?

Please type the 4-digit year.

In order to insure that data is being collected correctly please disregard the following question and select "none of the above" below.

From what sources do you get your news?

Network TV

Cable TV

Radio

Newspapers

On-line news

On-line blogs

Podcasts

Magazines

Word of Mouth

Social networking sites

None of the above

What is your combined annual household income (for 2019)?

less than 30K

30,000 – 39,999

40,000 – 49,999

50,000 – 59,999

60,000 – 69,999

70,000 – 79,000

80,000 – 89,000

90,000 – 99,999

100K or more

What is the highest level of education you have completed?

- Less than 7th grade
- Less than High School
- High School Graduate / GED
- Some College
- 2-year College Degree
- 4-year College Degree
- Completed Graduate Degree

IMPORTANT: In order for your responses to be recorded, you must click on the "SUBMIT" button (example shown below):

You have successfully submitted your responses when you see the following screen:

Again, in order for any of your responses to be recorded you must click on the "SUBMIT" button on the next page.

APPENDIX G

Proposed Website Design

Pricing

\$1500.00

per person/5 nights, all inclusive

HELPING HAND

Visitors are introduced to the culture and people through community visits and interactive activities.

Holidays are tailored to each individual group and person to create a perfect getaway. This tour combines hiking with camping in the forest, folk concerts, playing with children at local school, or organizing groups to help locals planting trees before relaxing in the luxury of the Green Lake.

\$1300.00

per person/5 nights, all inclusive

SURF & TURF

Have fun and explore all types of water and land activities with experienced local guides. This tour combines boat and hiking tours and/or snorkeling, bird and animal watching. You will be introduced to the Grinamonte's endemic flora and fauna and will relax at the beach.

\$150.00/night

per person, Bed & Breakfast

If you prefer flexibility and do not want a packaged tour, this option is for you. Come and barbeque with friends, listen to local musicians, and enjoy the scenery.

APPENDIX H

Qualtrics Questionnaire – Website Pretest

3/18/2021

Qualtrics Survey Software

Intro

Dear Participant,

This is an invitation to take part in a research project to assess consumer perceptions of a travel destination website. This project is being conducted by Ms. Elvira Kizilova, a Marketing PhD Candidate at West Virginia University with supervision of Dr. Michael F. Walsh. Your participation in this project is greatly appreciated and will take approximately 10-15 minutes to fill out the attached questionnaire.

To qualify for this study,

- You must be 18 years of age or older to participate.
- You must NOT take the survey on your smart phone.

Your involvement in this project will be kept as confidential as legally possible. All data will be reported in the aggregate. I will not ask any information that should lead back to your identity as a participant. Your participation is completely voluntary. You may skip any question that you do not wish to answer and you may discontinue at any time. West Virginia University's Institutional Review Board acknowledgment of this project is on file.

I hope that you will participate in this research project, as it could be beneficial in understanding the consumers' perceptions of a travel destination website. Thank you very much for your time. Should you have any questions about this letter or the research project, please feel free to contact me at enk0001@mix.wvu.edu.

Thank you for your time and help with this project.

Sincerely,

Elvira Kizilova

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PhD Candidate
Marketing Department
West Virginia University

I agree

I disagree

Website Evaluation

Section 1. This is the website of a hypothetical travel destination that will be open for tourists after the COVID-19 pandemic. Please browse the website. While this place does not actually exist, we ask you to imagine you are considering this as a potential place to visit. Imagine that this destination is a 2-3 hour drive from where you live. The link below will take you to the website and you should spend several minutes viewing the pages. After viewing the website, please return to the survey and complete the survey questions.

When you click on the link below, it will open in a new tab. Please DO NOT close the Qualtrics tab. To get compensated, you will have to return to the Qualtrics survey and complete it.

<https://grinamonte.squarespace.com/>

Have you ever seen this website before?

Definitely not Probably not Might or might not Probably yes Definitely yes

Does this website familiar?

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

Please indicate your agreement with the following statements

https://www.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_3XPJY0vrdIMub4&ContextLibraryID=UR_e35... 2/6

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I think this website is realistic	☐	☐	☐	☐	☐
The website seems like the kind of websites travel destinations often make	☐	☐	☐	☐	☐
The website looks professionally designed	☐	☐	☐	☐	☐
This is an attention check. The answer is "Disagree"	☐	☐	☐	☐	☐

Now think about how you felt viewing the website. Did you feel:

Negative	☐	☐	☐	☐	☐	Positive
Sad	☐	☐	☐	☐	☐	Happy
Angry	☐	☐	☐	☐	☐	Upbeat
Annoyed	☐	☐	☐	☐	☐	Pleased
Disappointing	☐	☐	☐	☐	☐	Satisfactory

Please rate the overall design of this website:

Poor ☐ ☐ ☐ ☐ ☐ Excellent

Demographics

Section 2. These last questions are designed for classification purposes only.

Are you:

Male

Female

Other

In what year were you born?

Please type the 4-digit year.

What is your combined annual household income (for 2020)?

- less than 30K
- 30,000 – 49,999
- 50,000 – 69,999
- 70,000 – 99,999
- 100K or more

What is the highest level of education you have completed?

- Less than 7th grade
- Less than High School
- High School Graduate / GED
- Some College
- 2-year College Degree
- 4-year College Degree
- Completed Graduate Degree

What is your Mechanical Turk worker ID?

Are there any other thoughts or comments you would like to share with us? We read every single comment and greatly value your insight and opinions.

This is not a required question.

IMPORTANT: In order for your responses to be recorded, you must click on the "SUBMIT" button (example shown below):

You have successfully submitted your responses when you see the following screen:

Again, in order for any of your responses to be recorded you must click on the "SUBMIT" button on the next page.

Here is your completion code:
ELL173

Thank you very much for your help with this survey.
We greatly appreciate your time and effort.

thank you 😊

Please click on the "submit" button (lower right-hand side) to
submit your answers.

Powered by Qualtrics

APPENDIX I

Qualtrics Questionnaire – Website Pretest

6/1/2021

Qualtrics Survey Software

Intro

Dear Participant,

This letter is a request for you to take part in a research project to assess consumer attitudes and choices of travel destinations. This project is being conducted by Ms. Elvira Kizilova, a Marketing PhD Candidate at West Virginia University with supervision of Dr. Michael F. Walsh. Your participation in this project is greatly appreciated and will take approximately 20 minutes to fill out the attached questionnaire.

To qualify for this study,

- You must be 18 years of age or older to participate.
- You must NOT take the survey on your smart phone.
- You must have some tourism experience in the past.
- You must be willing and able to travel within the next 12 months after the COVID-19 pandemic is over.

Your involvement in this project will be kept as confidential as legally possible. All data will be reported in the aggregate. You will not be asked any information that should lead back to your identity as a participant. Your participation is completely voluntary. You may skip any question that you do not wish to answer and you may discontinue at any time. West Virginia University's Institutional Review Board acknowledgment of this project is on file.

I hope that you will participate in this research project, as it could be beneficial in understanding consumer attitudes and choices of travel destinations. Thank you very much for your time. Should you have any questions about this letter or the research project, please feel free to contact me at enk0001@mix.wvu.edu.

Thank you for your time and help with this project.

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Sincerely,

Elvira Kizilova
PhD Candidate
Marketing Department
West Virginia University

I agree

I disagree

Screening

Before starting the survey, we need to know a little bit about you. **Please respond to the following questions to see if you qualify for this study.**

Prior to the COVID-19 pandemic, have you traveled (at least once in the last 3 years?)

Yes

No

Assuming the COVID-19 pandemic is over and health authorities permit traveling, are you willing to travel (to spend at least once within the next 12 months?)

Yes

No

Assuming the COVID-19 pandemic is over and health authorities permit traveling, are you able to travel (to spend at least once within the next 12 months?)

Yes

No

Cell 1: Anthro label, positive framing**Section 1:**

This is the website of a travel destination that will be open for tourists after the COVID-19 pandemic. Please browse the website. We ask you to imagine you are considering this as a potential place to visit. Imagine that this destination is a 2-3 hour drive from where you live.

The link below will take you to the website and you should spend several minutes viewing the pages. After viewing the website, please return to the survey and complete the survey questions. We ask that you make this choice as naturally as you would in real setting.

Please read these instructions CAREFULLY!

1. Look at the travel destination website using the link below. Most of the questions that follow are related to this destination.

*When you click on the link below, it will open in a new tab. Please **DO NOT close the Qualtrics tab**. To get compensated, you will have to return to the Qualtrics survey and complete it.*

2. When you finish browsing the website please **enter your mTurk ID in a box** located at the bottom of the website:

3. Go back to the Qualtrics tab and complete the survey.

You will only be compensated if you fulfil all the requirements mentioned above.

Please proceed to the website by clicking on the following link:

<http://grinamonte-ap.squarespace.com>

Cell 2: Anthro label, neutral framing

Section 1:

This is the website of a travel destination that will be open for tourists after the COVID-19 pandemic. Please browse the website. We ask you to imagine you are considering this as a potential place to visit. Imagine that this destination is a 2-3 hour drive from where you live.

The link below will take you to the website and you should spend several minutes viewing the pages. After viewing the website, please return to the survey and complete the survey questions. We ask that you make this choice as naturally as you would in real setting.

Please read these instructions CAREFULLY!

1. Look at the travel destination website using the link below. Most of the questions that follow are related to this destination.

When you click on the link below, it will open in a new tab. Please **DO NOT close the Qualtrics tab**. To get compensated, you will have to return to the Qualtrics survey and complete it.

2. When you finish browsing the website please **enter your mTurk ID in a box** located at the bottom of the website:

A screenshot of a website footer. At the top, white text on a dark background reads: "After you complete browsing the website please enter your mTurk ID number in the box below:". Below this is a light gray rectangular input field. Above the input field, smaller text says "Please enter your MTurk ID here *". Below the input field is a gray "Submit" button. At the very bottom, small text provides an address: "123 Demo Street, New York, NY 10001 (212) 456-7890" and a URL: "http://grinamonte-an.squarespace.com".

After you complete browsing the website
please enter your mTurk ID number in the box below:

Please enter your MTurk ID here *

Submit

123 Demo Street, New York, NY 10001 (212) 456-7890 | <http://grinamonte-an.squarespace.com>

3. Go back to the Qualtrics tab and complete the survey.

You will only be compensated if you fulfil all the requirements mentioned above.

Please proceed to the website by clicking on the following link:

<http://grinamonte-an.squarespace.com>

Cell 3: Non-anthro label**Section 1:**

This is the website of a travel destination that will be open for tourists after the COVID-19 pandemic. Please browse the website. We ask you to imagine you are considering this as a potential place to visit. Imagine that this destination is a 2-3 hour drive from where you live.

The link below will take you to the website and you should spend several minutes viewing the pages. After viewing the website, please return to the survey and complete the survey questions. We ask that you make this choice as naturally as you would in real setting.

Please read these instructions CAREFULLY!

1. Look at the travel destination website using the link below. Most of the questions that follow are related to this destination.

When you click on the link below, it will open in a new tab. Please **DO NOT close the Qualtrics tab**. To get compensated, you will have to return to the Qualtrics survey and complete it.

2. When you finish browsing the website please **enter your mTurk ID in a box** located at the bottom of the website:

**After you complete browsing the website
please enter your mTurk ID number in the box below:**

Please enter your MTurk ID here *

3. Go back to the Qualtrics tab and complete the survey.

You will only be compensated if you fulfil all the requirements mentioned above.

Please proceed to the website by clicking on the following link:

<http://grinamonte-na.squarespace.com>

Cell 4: No label (control)

Section 1:

This is the website of a travel destination that will be open for tourists after the COVID-19 pandemic. Please browse the website. We ask you to imagine you are considering this as a potential place to visit. Imagine that this destination is a 2-3 hour drive from where you live.

The link below will take you to the website and you should spend several minutes viewing the pages. After viewing the website, please return to the survey and complete the survey questions. We ask that you make this choice as naturally as you would in real setting.

Please read these instructions CAREFULLY!

1. Look at the travel destination website using the link below. Most of the questions that follow are related to this destination.

When you click on the link below, it will open in a new tab. Please **DO NOT close the Qualtrics tab**. To get compensated, you will have to return to the Qualtrics survey and complete it.

2. When you finish browsing the website please **enter your mTurk ID in a box** located at the bottom of the website:

A screenshot of a dark-themed website footer. At the top, white text reads: "After you complete browsing the website please enter your mTurk ID number in the box below:". Below this is a light gray rectangular input field. Above the input field, in small white text, is the label "Please enter your MTurk ID here *". Below the input field is a gray "Submit" button. At the very bottom of the footer, in small white text, is the address "123 Grinmont Street, New York, NY 10001 | (203) 456-7890 | info@grinmonte-conf.com".

After you complete browsing the website
please enter your mTurk ID number in the box below:

Please enter your MTurk ID here *

Submit

123 Grinmont Street, New York, NY 10001 | (203) 456-7890 | info@grinmonte-conf.com

3. Go back to the Qualtrics tab and complete the survey.

You will only be compensated if you fulfil all the requirements mentioned above.

Please proceed to the website by clicking on the following link:

<http://grinamonte-conf.squarespace.com>

DVs

Section 2: Regarding the information you saw in the previous section, please respond **carefully** to the following questions.

Based on the travel destination's website you have seen, please indicate if you would consider visiting Grinamonte in future

Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
---------------	----------	-------------------	---------	-----------------	--------	-------------

Please explain why you made this choice

After 30 seconds, you may proceed (the "NEXT" button will be on the lower right-hand side of your screen)

How likely are you to say positive things about Grinamonte to other people?

Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
---------------	----------	-------------------	---------	-----------------	--------	-------------

I will recommend Grinamonte as a vacation destination to someone who seeks my advise

Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
---------------	----------	-------------------	---------	-----------------	--------	-------------

I will encourage friends and relatives to visit Grinamonte

Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
---------------	----------	-------------------	---------	-----------------	--------	-------------

Weekly packaged tours to Grinamonte are typically priced between \$1,000 and \$3,000 per person. How much would you be willing to pay for your tour?

1000 1200 1400 1600 1800 2000 2200 2400 2600 2800 3000
Price, USD

Mediators

As you think about Grinamonte, please rate the following statements:

	Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
Grinamonte reflects who I am	☐	☐	☐	☐	☐	☐	☐
Grinamonte is congruent with my lifestyle	☐	☐	☐	☐	☐	☐	☐
It seems that Grinamonte can speak for me	☐	☐	☐	☐	☐	☐	☐
I identify with the image of Grinamonte	☐	☐	☐	☐	☐	☐	☐

As you think about Grinamonte, please rate the following statements:

	Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
I and Grinamonte have different goals	☐	☐	☐	☐	☐	☐	☐
I and Grinamonte have compatible goals.	☐	☐	☐	☐	☐	☐	☐
I and Grinamonte support each other's objectives	☐	☐	☐	☐	☐	☐	☐
I and Grinamonte share the same goals in the relationship	☐	☐	☐	☐	☐	☐	☐

Moderators

Section 3: This next set of questions pertains to your general interests

Please rate the following statements:

	1 Not at all	2	3	4	5	6	7 Very much
I often think about the harm we are doing to our environment.	☐	☐	☐	☐	☐	☐	☐
The whole environmental issue is very important to me.	☐	☐	☐	☐	☐	☐	☐
I am a person who cares about the environment.	☐	☐	☐	☐	☐	☐	☐
I really don't spend much time thinking about the environment.	☐	☐	☐	☐	☐	☐	☐
I think of myself as an environmentalist.	☐	☐	☐	☐	☐	☐	☐
I often worry about the effects of pollution on myself and my family.	☐	☐	☐	☐	☐	☐	☐
I am really not interested in environmental issues.	☐	☐	☐	☐	☐	☐	☐
Pollution control measures have created unfair burdens on industry.	☐	☐	☐	☐	☐	☐	☐
Let future generations solve their own problems.	☐	☐	☐	☐	☐	☐	☐
The benefits of modern consumer products are more important than the pollution that results from their production and use.	☐	☐	☐	☐	☐	☐	☐

	1 Not at all	2	3	4	5	6	7 Very much
The positive benefits of economic growth far outweigh any negative environmental impact.	☐	☐	☐	☐	☐	☐	☐
To make sure you are paying attention to the survey please check number 5 for this question	☐	☐	☐	☐	☐	☐	☐
The current attention to the environment is basically raised by the media and we don't really need to do anything about it.	☐	☐	☐	☐	☐	☐	☐
Such problems as water pollution, air pollution, ozone depletion, deforestation, wildlife extinction, and global warming are extremely serious and need to be addressed immediately.	☐	☐	☐	☐	☐	☐	☐

Please rate how the following statements describe you:

	1 Not at all	2	3	4	5	6	7 Very much
I am concerned about the environment	☐	☐	☐	☐	☐	☐	☐
The condition of the environment affects the quality of my life	☐	☐	☐	☐	☐	☐	☐
I am willing to make sacrifices to protect the environment	☐	☐	☐	☐	☐	☐	☐
My actions impact the environment	☐	☐	☐	☐	☐	☐	☐

Covariates

More than once a year
Annually
Every 2-3 years
Very rarely (once in 5-10 years)
Never

How often do you travel for vacation purposes?

More than once a year
Annually
Every 2-3 years
Very rarely (once in 5-10 years)
Never

How likely is it that you have heard about Grinamonte before:

1 2 3 4 5 6 7
Not at all Very much

Which major political party do you belong to?

Democrat
Republican
Independent

Other

Decline to disclose

To what extent is (are)...

	Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
the desert lethargic?	☐	☐	☐	☐	☐	☐	☐
the average computer active	☐	☐	☐	☐	☐	☐	☐
the average cloud good-looking?	☐	☐	☐	☐	☐	☐	☐
the average amphibian lethargic?	☐	☐	☐	☐	☐	☐	☐
pets useful?	☐	☐	☐	☐	☐	☐	☐
the average robot good-looking?	☐	☐	☐	☐	☐	☐	☐
the average camera lethargic?	☐	☐	☐	☐	☐	☐	☐
a tree active?	☐	☐	☐	☐	☐	☐	☐
a river useful?	☐	☐	☐	☐	☐	☐	☐
the average kitchen appliance useful?	☐	☐	☐	☐	☐	☐	☐
technology—devices and machines for manufacturing, entertainment, and productive processes (e.g., cars, computers, television sets)—durable?	☐	☐	☐	☐	☐	☐	☐
the average cat active?	☐	☐	☐	☐	☐	☐	☐
the forest durable?	☐	☐	☐	☐	☐	☐	☐
a tortoise durable?	☐	☐	☐	☐	☐	☐	☐
the average dog good-looking?	☐	☐	☐	☐	☐	☐	☐

To what extent do (does)...

Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
---------------	----------	-------------------	---------	-----------------	--------	-------------

	Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely
technology—devices and machines for manufacturing, entertainment, and productive processes (e.g., cars, computers, television sets)—have intentions?	☐	☐	☐	☐	☐	☐	☐
the average fish have free will?	☐	☐	☐	☐	☐	☐	☐
the average mountain have free will?	☐	☐	☐	☐	☐	☐	☐
a television set experience emotions?	☐	☐	☐	☐	☐	☐	☐
the average robot have consciousness?	☐	☐	☐	☐	☐	☐	☐
cows have intentions?	☐	☐	☐	☐	☐	☐	☐
a car have free will?	☐	☐	☐	☐	☐	☐	☐
the ocean have consciousness?	☐	☐	☐	☐	☐	☐	☐
the average computer have a mind of its own?	☐	☐	☐	☐	☐	☐	☐
a cheetah experience emotions?	☐	☐	☐	☐	☐	☐	☐
the environment experience emotions?	☐	☐	☐	☐	☐	☐	☐
the average insect have a mind of its own?	☐	☐	☐	☐	☐	☐	☐
a tree have a mind of its own?	☐	☐	☐	☐	☐	☐	☐
the wind have intentions?	☐	☐	☐	☐	☐	☐	☐
the average reptile have consciousness?	☐	☐	☐	☐	☐	☐	☐

Demographics

Section 4: These last questions are designed for classification purposes only.

Which **logo** did you see on the travel destination website?

None of them

I don't remember

Do you recall seeing the TripAdvisor **logo** earlier in this survey?

Yes

No

I don't remember

Are you:

Male

Female

Other

Prefer not to answer

In what year were you born?

Please type the 4-digit year.

What is the highest level of education you have completed?

Less than 7th grade

Less than High School

High School Graduate / GED

Some College

2-year College Degree

4-year College Degree
Completed Graduate Degree

What is your ethnicity (choose all that apply):

White
Black or African American
American Indian or Alaska Native

Native Hawaiian or Pacific Islander
Latino or Hispanic
Other

Asian

What is your marital status?

Single, never married
Married or domestic partnership
Widowed
Divorced
Separated

What is your combined annual household income (for 2020)?

less than 30K
30,000 – 49,999
50,000 – 69,999
70,000 – 99,999
100K or more

What is your Mechanical Turk worker ID?

Are there any other thoughts or comments you would like to share with us? We read every single comment and greatly value your insight and opinions.

This is not a required question.

Final block

IMPORTANT: In order for your responses to be recorded, you must click on the "SUBMIT" button (example shown below):

You have successfully submitted your responses when you see the following screen:

Again, in order for any of your responses to be recorded you must click on the "SUBMIT" button on the next page.

Here is your completion code:
SUST6275

thank you 😊

Thank you very much for your help with this survey.
We greatly appreciate your time and effort.

*Please click on the "submit" button (lower right-hand side) to
submit your answers.*

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