PANEL 4:

MARKETING OF SUSTAINABILITY: DRIVING CHANGE IN AN ERA OF ‘EMPOWERED TOURISTS’

Understanding behaviour science for sustainable tourism: ‘empowerment and fun’

Christopher Warren, Director, International Centre for Responsible Tourism – Australia and Middle East
Understanding behaviour science for sustainable tourism

Christopher Warren
Sources: Crystal Creek Meadows
Spiralling Influence
Sustained Reciprocation

Host
- Appreciation
- Feedback
- Presentation
- Meet ‘n’ Greet
- Commitment
- Gaining
- Sequential Influence
- Interpersonal Transition

Guest
- Contentment
- Adoption & Learning
- Applying ‘House Rules’
- Personal circumstances
- State
- Empathy
- Reciprocation
- Helpfulness
- Satisfaction
Commitment through intimacy

Sources: Crystal Creek Meadows
Politeness Theory
Negative Face  -  Positive Face

Sources: Crystal Creek Meadows
Learning together

Sources: Crystal Creek Meadows
Working together

Sources: Crystal Creek Meadows
Guests’ appreciation positively influences host’s motivation.

Guests’ contentment with staff & facilities positively influences attribute satisfaction.

Context of Weather

Sustained Reciprocation

Resource Saving

Feedback

Adoption & Learning

Applying ‘House Rules’

Presentation

Spiralling Influence

Needs

Values

Practicalities

Personal Circumstances

Commitment Gaining

Flexibility

Politeness

Credibility

“Why happy to receive feedback?”
Perspective, Social intelligence

Self regulation, Prudence, Judgement, Curiosity

Spirituality, Hope,

Zest, Citizenship, Kindness, Integrity, Bravery

Passive Participation

Active Participation

Immersion

Echidna Walkabout
Don’t be scared, positively involve them....

- Knowledge – key to target sustainability issues and empower guests

- Politeness and Integrity – key to persuade

- Fun involvement – key to build satisfaction
Empowerment & Fun

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IF WE ARE TO BECOME GUARDIANS OF NATURE, CLIMATE, WASTE, WATER, COMMUNITY

HOW DO WE GET ACCELERATE OUR WORK MARKETING SUSTAINABILITY INFORMING, ENGLIGHTING, INSPIRING, INFLUENCING