



# MAKING AND BREAKING SUSTAINABILITY HABITS: BEHAVIOURAL INSIGHTS FOR SUSTAINABLE TOURIST BEHAVIOUR

WORKSHOP PROGRAMME

29 APRIL 2026



UNIVERSITY OF  
**SURREY**



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The Institute of Advanced Studies (IAS) at the University of Surrey sponsors workshops and Fellowships at the 'cutting edge' of science, engineering, social science and the humanities. Through this scheme the Institute fosters interdisciplinary collaborations and encourages a flow of international scholars to visit, enjoy their stay at Surrey and leave behind excellent ideas and innovations.

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The School of Psychology is advancing the state of knowledge surrounding creativity, perception, behaviour and the very processes involved in thinking itself.

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Surrey Hospitality & Tourism Management has been pioneering research and teaching in hospitality, tourism and events management for over 60 years.

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Green Tourism have been at the forefront of championing sustainable tourism for more than 28 years.

As a world-leading sustainability certification for travel, tourism and hospitality businesses they aim to help embed responsible, sustainable and environmentally friendly practices across businesses and the wider tourism sector.

[green-tourism.com](http://green-tourism.com)



# INTRODUCTION

Most unsustainable behaviour in tourism and hospitality is not driven by deliberate choices, but by habit. Everyday actions, such as how guests use water and energy, how staff clean rooms, how food is selected and consumed, are largely automatic, shaped by familiar routines and operational defaults. These “autopilot” behaviours cause a substantial share of emissions, waste, and resource use across the tourism and hospitality industry, and often explain why well-intentioned sustainability initiatives achieve only short-term impact before fading.

This workshop brings together industry leaders, behavioural scientists, and tourism researchers to explore a more effective approach: designing for habit change. Rather than relying on messaging or repeated nudges, a habit-based approach focuses on reshaping environments, routines, and defaults so that sustainable behaviour becomes the easiest and most natural way of operating. For organisations, this offers more predictable reductions in energy use, water consumption, and waste, alongside improved returns on sustainability investments and reduced reliance on ongoing campaigns or compliance monitoring.

## **Project Lead:**

Dr Marion Karl, Surrey Hospitality and Tourism Management

## **Organising committee:**

Professor Benjamin Gardner, School of Psychology

Dr Pablo Pereira Doel, Surrey Hospitality and Tourism Management

Professor Xavier Font, Surrey Hospitality and Tourism Management

## **Administrative support:**

Sofie Voss, Surrey Hospitality and Tourism Management

Louise Jones, Institute of Advanced Studies



# PROGRAMME

**WEDNESDAY 29 APRIL**

**33 MS 01 AND 34 MS 01, RIK MEDLIK BUILDING**

(BST)

- |               |  |
|---------------|--|
| 09.30 – 10.00 | Arrival and Registration   |
| 10.00 – 10.10 | Welcome and Introduction - Marion Karl   |
| 10.10 – 10.25 | <b>Intention-Behaviour Gap:</b> Why do Good Sustainability Intentions so Rarely Become Consistent Action in Hospitality? - Marion Karl & Xavier Font |
| 10.25 – 11.40 | <b>Habit and Behaviour Change:</b> How do Habits Form and Shape Behaviour? - Benjamin Gardner  |
| 11.40 – 12.00 | <b>Drafting the Action Plan:</b> Industry-Research Collaboration - Xavier Font   |
| 12.00 – 13.30 | <b>Networking and Idea Development Lunch</b><br>Tourism and Hospitality Research Showcase  |
| 13.30 – 15.30 | <b>Making and Breaking Habits:</b> How can Sustainable Behaviours Become Routine Rather than Effortful? - Benjamin Gardner & Phillippa Lally         |
| 15.30 – 16.00 | <b>Final Action Plan:</b> Turning Workshop Insights into Actions - Xavier Font & Marion Karl   |
| 16.00 – 17.00 | Networking Drinks  |



## WORKSHOP HOSTS

**PROFESSOR BENJAMIN GARDNER**



***School of Psychology***

Ben's work examines how habits shape everyday actions and how they can be changed, with applications spanning health and environmentally relevant behaviours. As co-founder of the Habit Application and Theory group, he brings deep expertise in designing habit-based interventions, offering valuable insight into how behavioural science can support sustainable change in hospitality and tourism.

**DR MARION KARL**



***Surrey Hospitality and Tourism Management***

Marion specialises in tourist decision-making and behaviour change. Her work focuses on how emotions, risk, and context shape choices, with a strong emphasis on sustainability. She applies behavioural insights to design practical strategies that encourage more sustainable actions across hospitality and tourism settings, working closely with industry partners.



## PROFESSOR XAVIER FONT



### *Surrey Hospitality and Tourism Management*

Xavier researches and advises on sustainable tourism production and consumption, with a focus on sustainability marketing, communication, and the use of evidence to inform policy. His work focuses on how evidence-based approaches can influence industry practices and consumer behaviour. With significant experience delivering industry training and leading major funded projects, he brings practical insight into driving pro-environmental behaviour across the hospitality and tourism sector.

## DR PHILLIPPA LALLY



### *School of Psychology*

Pippa's research focuses on habit formation and behaviour change, with applications in health and sustainability. She has led and contributed to major funded projects, including trials of habit-based interventions to support physical activity and long-term health outcomes. Co-leading the Sustainability through Behaviour Change programme, she brings expertise in designing practical, theory-driven interventions to support lasting pro-environmental behaviour change.



## DR PABLO PEREIRA-DOEL



### *Surrey Hospitality and Tourism Management*

Pablo examines how everyday resource-use behaviours can be measured and redesigned to support sustainability. Using behavioural science, sensor technologies, and real-world experiments, he studies how context shapes behaviour. Working closely with industry and policy partners, he develops practical, evidence-based solutions to support sustainable behaviour change across hospitality and tourism.

## SOFIE VOSS



### *Surrey Hospitality and Tourism Management*

Sofie's work focuses on designing and testing practical ways to encourage more sustainable behaviour in tourism and hospitality. Using behavioural science and real-world experiments, she studies how habits shape everyday resource use and how small changes to environments can support lasting behaviour change. She also works as a Policy Advisor to the UK Government, helping translate evidence into practical insight for policy and decision-making.



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