

Programme for Workshop

Making and Breaking Sustainability Habits: Behavioural Insights for Sustainable Tourist Behaviour

MBA Rooms

April 29th, 9:30-16:00

April 29th		
9:30-10:00	Arrival & Registration	
10:00-10:15	Introduction and Welcome	Marion Karl
10:15-10:25	Introduction to the problem	Xavier Font
10:25-11:40	HABIT DIAGNOSTIC Why do good sustainability intentions so rarely become consistent action?	Benjamin Gardner
11:40-12:00	Keynote	Green Tourism (TBC)
12:00-13:00	Networking Lunch	
13:00-13:30	Tourism and Hospitality Research Showcase	
13:30-14:45	HABIT MAPPING How do we turn sustainable behaviour from effortful intention into an everyday routine?	Benjamin Gardner
14:45-15:00	Coffee Break	
15:00-15:45	HABIT REDESIGN How can we redesign the system so the sustainable choice becomes the automatic one?	Benjamin Gardner
15:45-16:00	Conclusion	Marion Karl
16:00-17:00	Networking Reception (TBC)	