

Why?

The communication of sustainable products also pursues the classic communication goals:

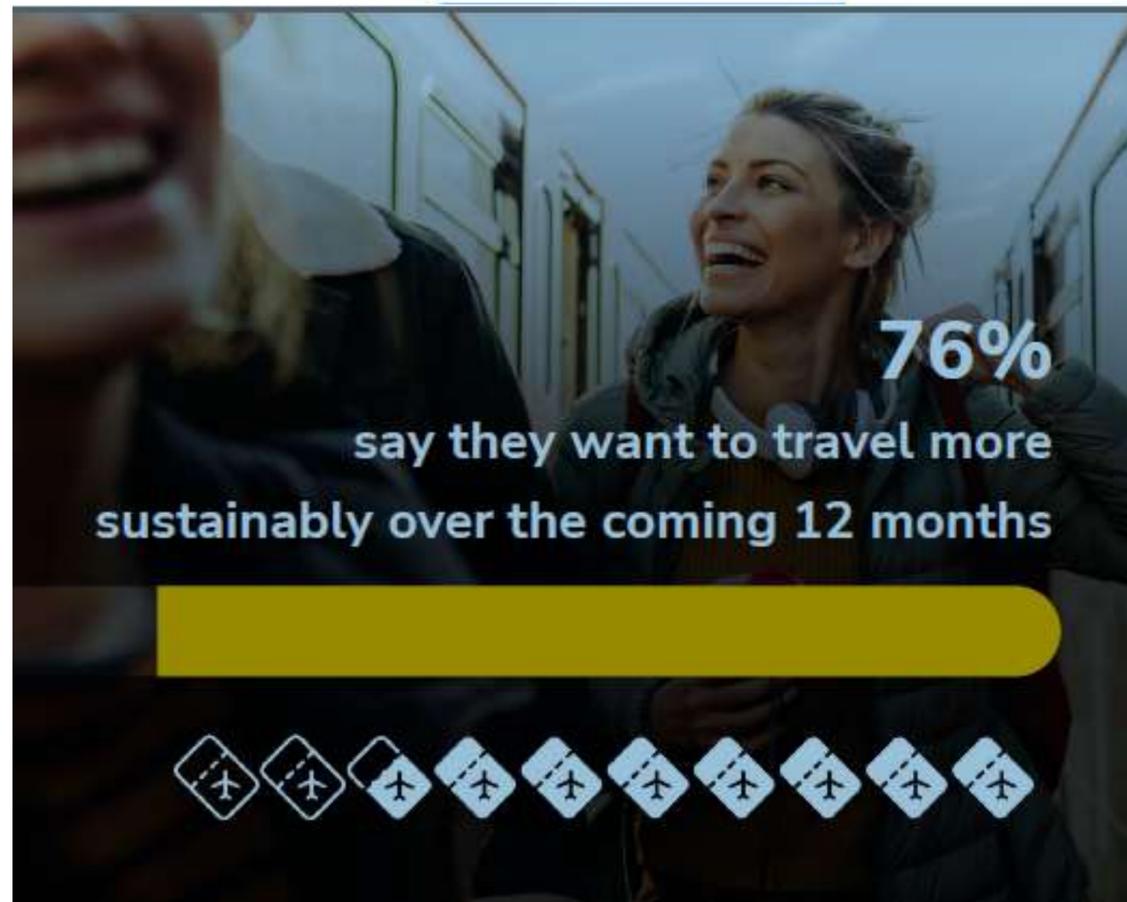
- Conveying information
 - influencing attitudes
 - and triggering actions
-
1. To increase brand awareness and reputation
 2. To create interest and to generate sales
 3. To make customers feel good and come back
 4. To raise awareness and change behaviour

To make a...



KNOW YOUR TARGET GROUPS

Awareness increases



In response, the travel industry must adapt to meet the changing expectations of these more conscious travelers, and make strides to gain their trust:

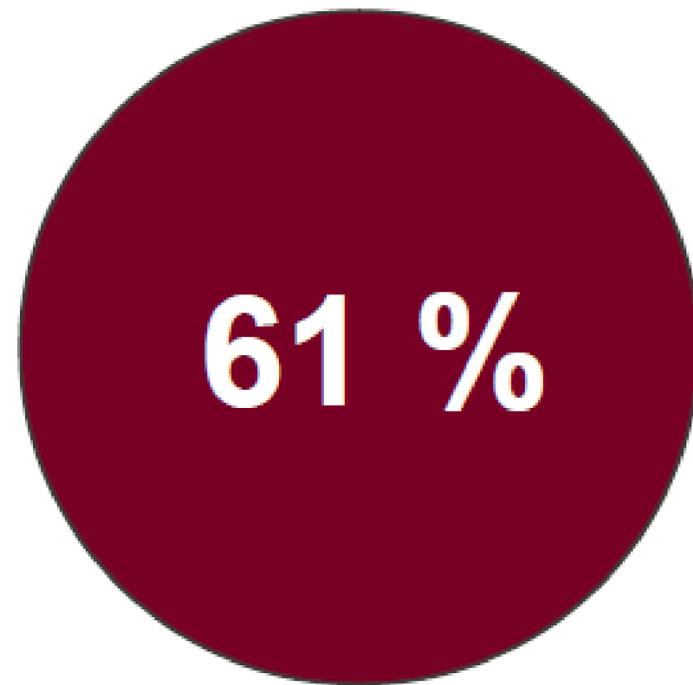
30% are always on the lookout for brands that promote sustainability



Booking.com Sustainable Travel Report 2023

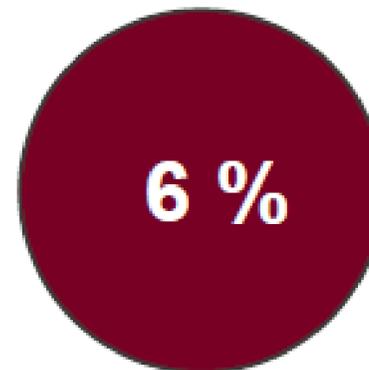
Attitude–Behaviour Gap

Attitude

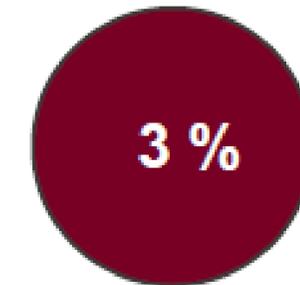


My holiday should be as socially acceptable and/or environmentally friendly as possible

Behaviour

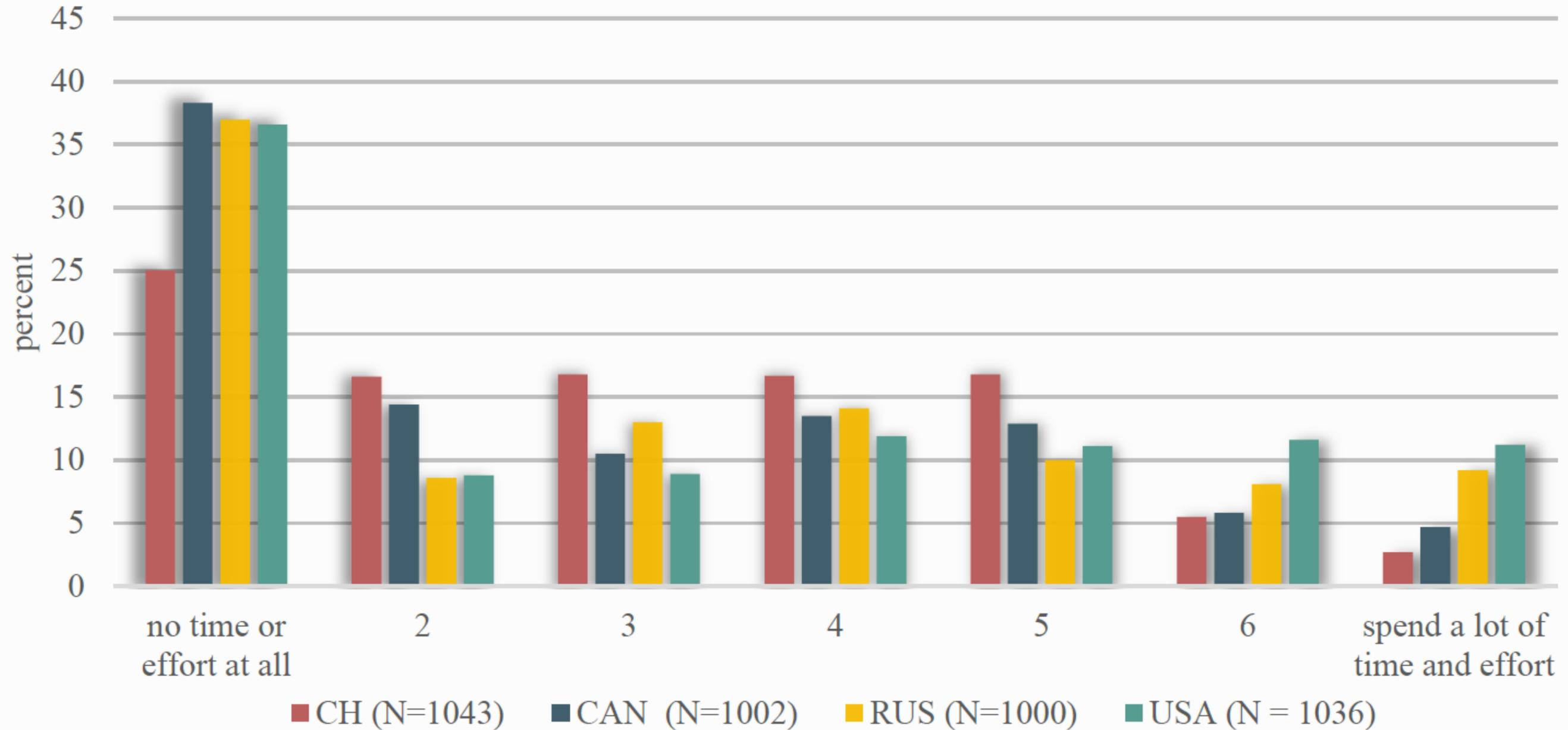


Sustainability label of accommodation or tour operator

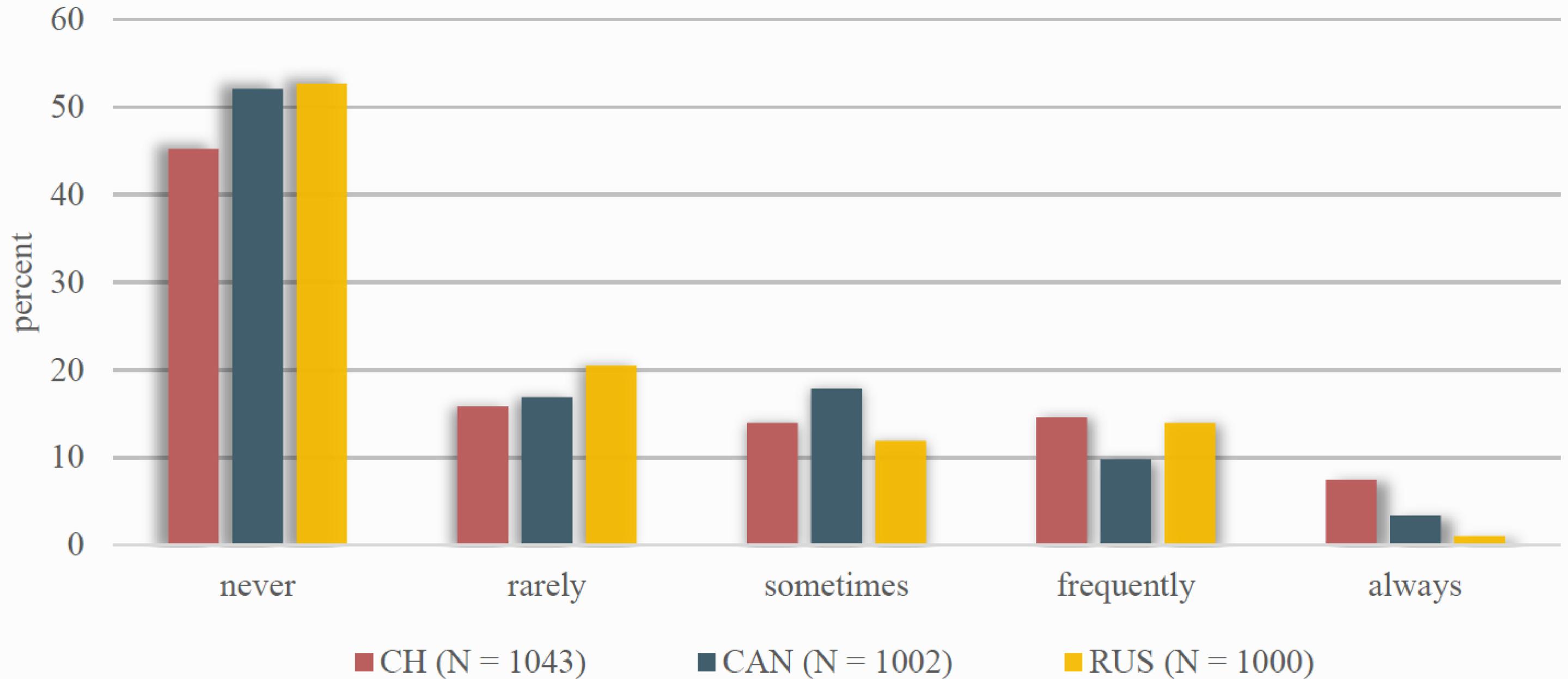


Co2 offsetting for arrival/departure or holiday stay

Searching for information about sustainable tourism products & services



Frequency of checking service provider for certification

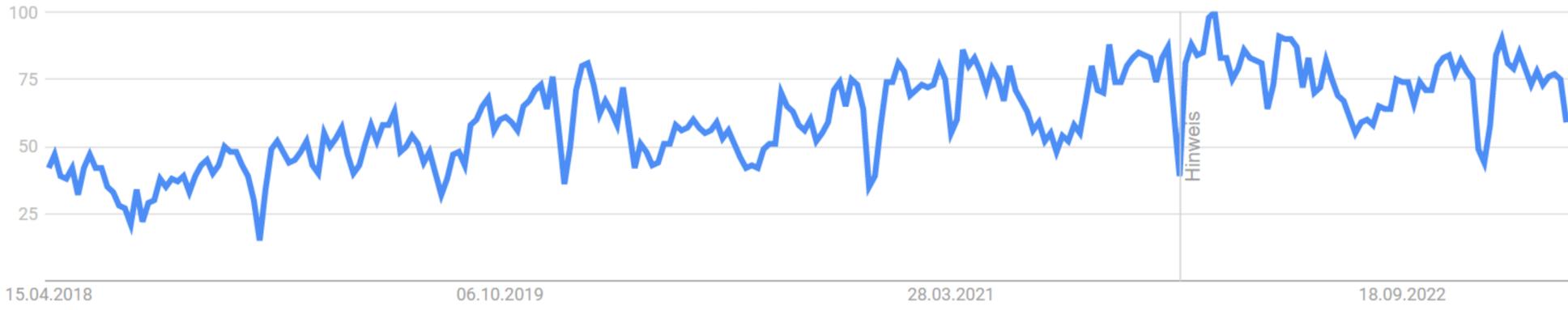


Google trend: «Sustainability»

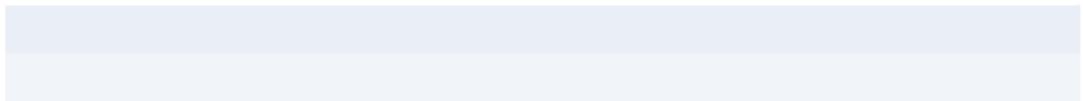
Deutschland ▾ Letzte 5 Jahre ▾ Alle Kategorien ▾ Websuche ▾

Interesse Im Zeitlichen Verlauf ⓘ

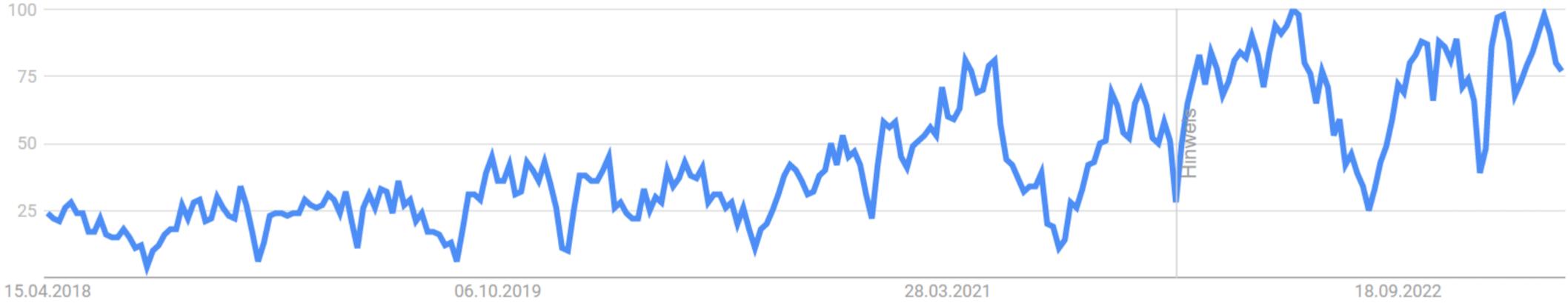
↓ <> ↻



Web:bsuche ▾



↓ <> ↻



Google trend: «Sustainable hotel»

Österreich ▼

Letzte 5 Jahre ▼

Alle Kategorien ▼

Websuche ▼

Interesse Im Zeitlichen Verlauf 

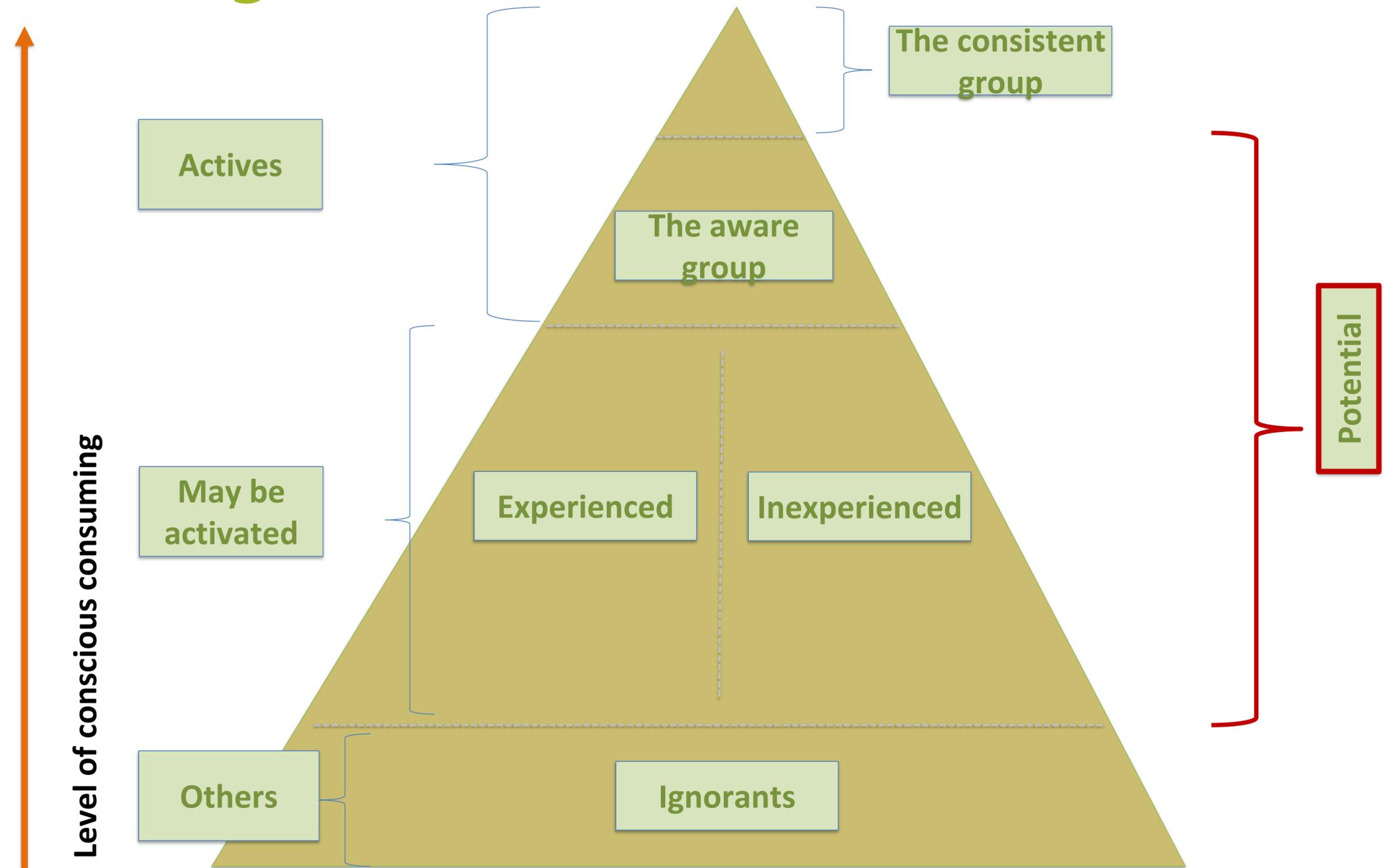


Ihre Suche enthält nicht genügend Daten.

Vergewissern Sie sich, dass alles richtig geschrieben ist, oder geben Sie einen allgemeineren Begriff ein.

Your search does not contain enough data.

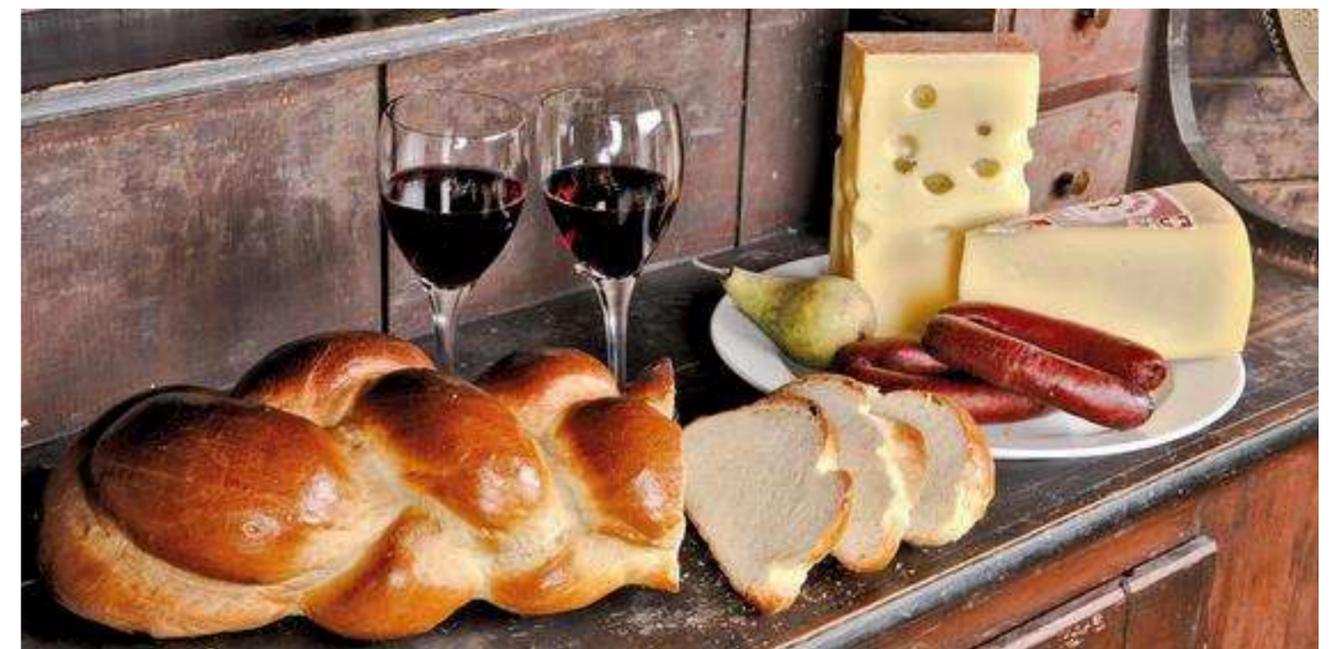
Conscious consuming

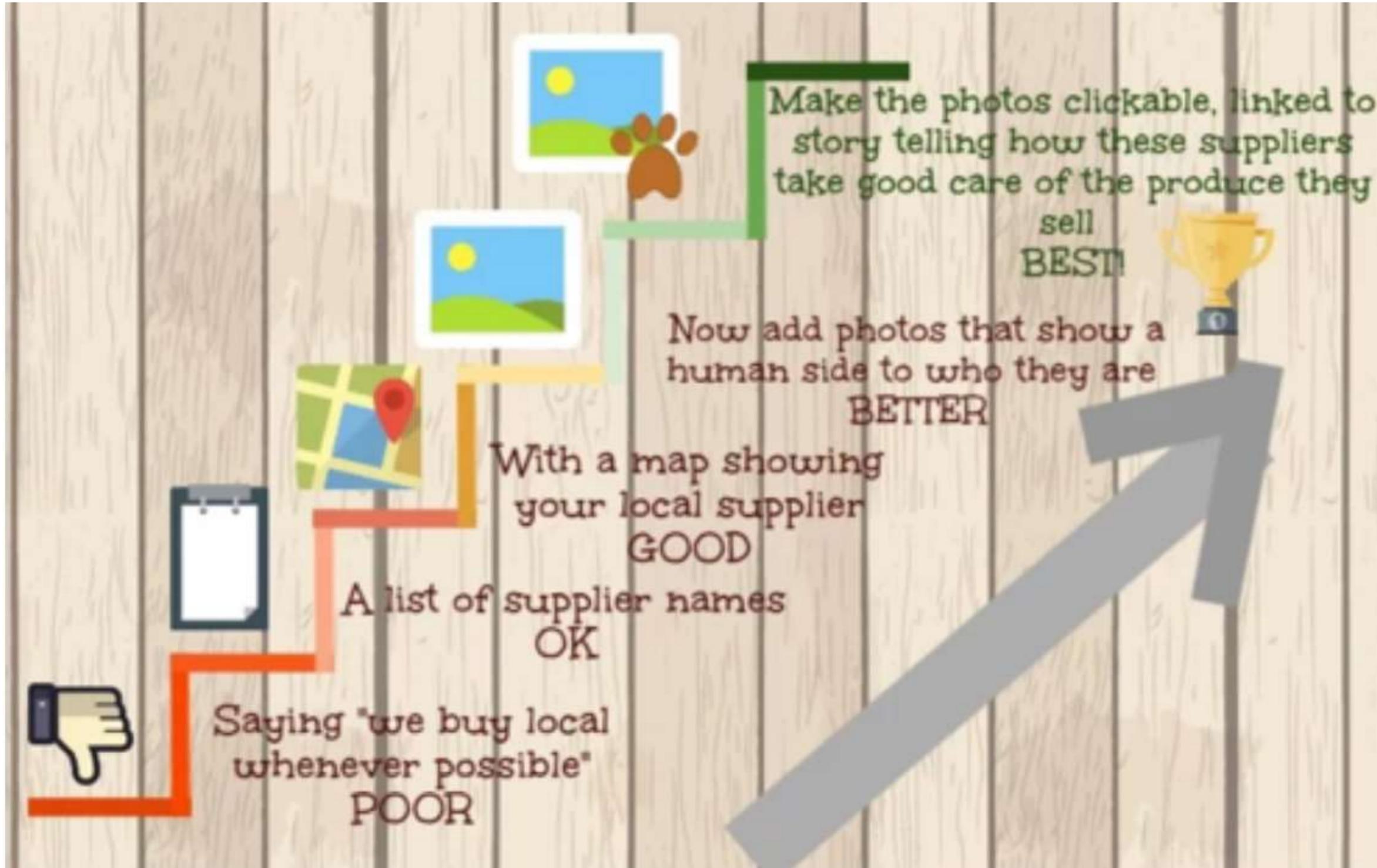




**A STRONG PRODUCT
IS THE BEST MARKETING**

Make it an experience!





Make it easy!

The image shows a screenshot of a hotel website. At the top, there is a dark wood-textured navigation bar with icons for a calendar, shopping cart, map, search, and a 'MENU' button. Below this, a large blue banner contains the text 'Public transport inclusive' in white. The main content area is partially obscured by a white modal window. The modal window has a search icon and a hamburger menu icon. It features two images: a snowy mountain landscape on the left and a blue bicycle with orange wheels leaning against a white brick wall on the right. Overlaid on the mountain image is the text 'Baggage Sp' and 'Luggage tra' in white, and 'accommod' in white. Below the mountain image, there is blue text: 'Any trips', 'vacation', 'country s', 'Moritz lo', and 'Phantia'. To the left of the modal, there is a vertical sidebar with the text 'ÖV-A' and 'Ab zwei Na'. On the right side of the modal, a dark grey box contains the text 'With your booking:' followed by 'Secure your room now and enjoy exclusive benefits'. Below this are two green-bordered boxes with green text: 'Free Geneva Public transport city card' and 'Free available bikes for our guests (upon availability)'. At the bottom of this box is an orange button with the text 'Complete your reservation'.



**MAKE YOUR ENGAGEMENT VISIBLE
AT ALL TOUCHPOINTS!**

Make it visible!



Klimaschutz ganz einfach bei der Erholung in den gemütlichen Zimmern

Make it visible!



Photo by Jason Jarrach on Unsplash



Photo by Jasmin Brunner on Unsplash

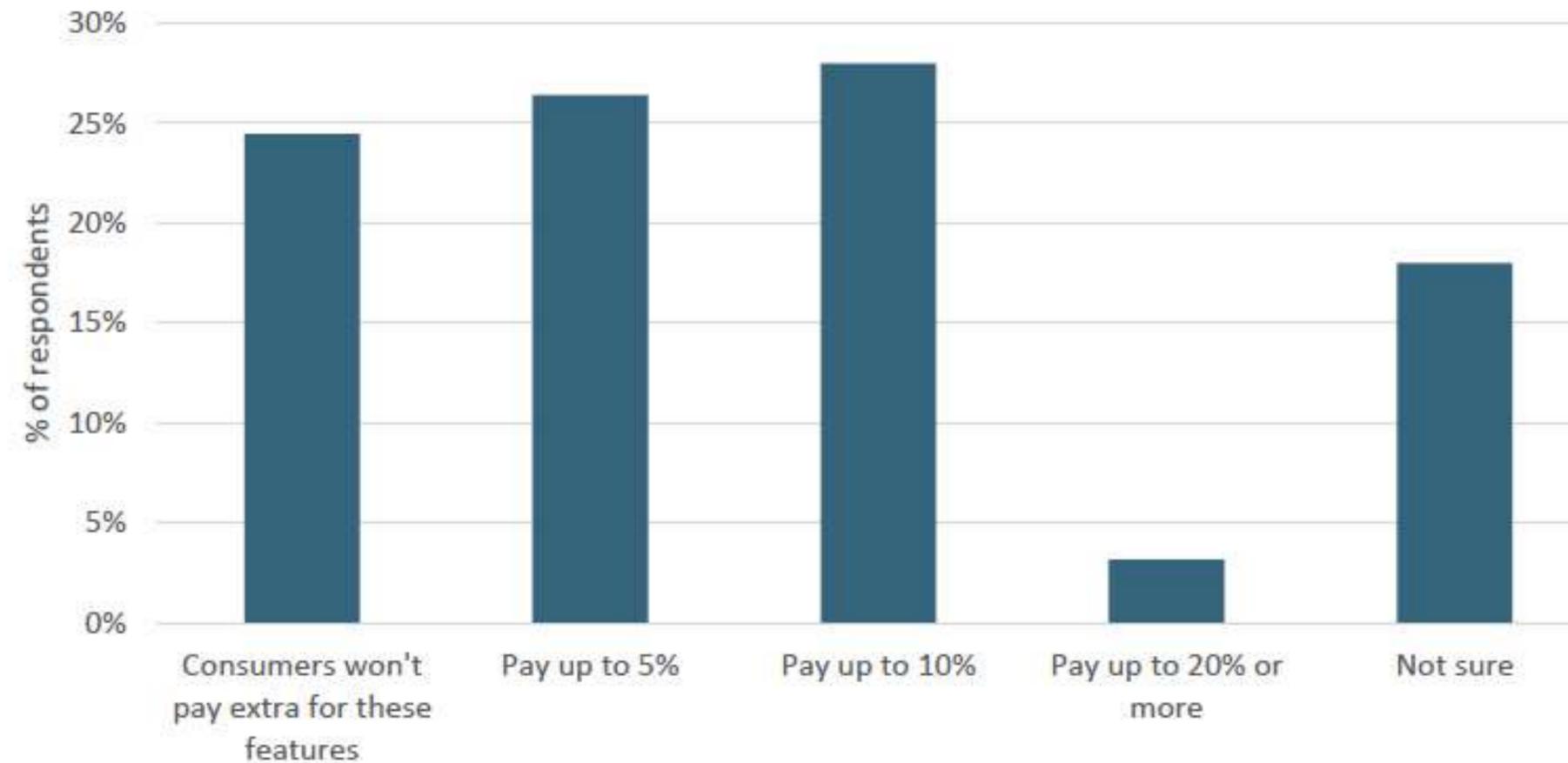




**PEOPLE PAY FOR EXPERIENCES,
NOT FOR SUSTAINABILITY!**

Willingness to pay for sustainability

Willingness to Pay More for Sustainable Travel Products and Services



Source: Euromonitor International Voice of the Industry: Travel Survey, fielded in April 2022 (n = 705)

Question: How much do you think your customers would be willing to pay more for travel products and services with sustainability features?



Booking.com Sustainable Travel Report 2023

Willingness to pay
0 – 20 %

Willingness to pay is higher...

- if the key quality, location and convenience attributes are met
- the better the product (value added)
- the more the customer know about the product (and where the money goes)
- if it makes the guests feel good





BE HONEST AND POSITIVE!

Be sure to avoid greenwashing!

→ the exaggeration of the environmental performance or benefits of products with the aim of misleading consumers. The term greenwashing was coined to describe sustainability communication without the underlying and necessary sustainability practices.

Red Flags:

- Unclear & vague
- Omits important information
- No evidence for claims
- Irrelevant
- False claims



Take the risk of communicating!

Greenhushing - The opposite of greenwashing

- Businesses are not aware
- Businesses think no one cares
- Businesses don't know how
- Businesses are afraid



Be positive and make your guests proud!



Gutes Tun

Soziales Engagement liegt uns sehr am Herzen! Zudem tragen wir Sorge zur Umwelt, gehen mit Ressourcen verantwortungsvoll um und bevorzugen Produkte, hinter deren Produktionsmethoden und Lieferanten wir stehen können.

[Mehr erfahren →](#)

Positivity works

Negativity doesn't work



Involve your guests!

Whether you are a resident, a guest or a service provider, share with us your vision of Arosa 2030. How should Arosa develop in terms of sustainability over the next ten years?

Get involved now!

The screenshot shows the Arosa website interface. At the top, there are three tabs: 'Skigebiet', 'Arosa', and 'Lenzerheide'. The 'Arosa' tab is active. Below the tabs, there is a navigation bar with icons for home, information, video, search, and a shopping cart. The main content area features the title 'Unsere Vision, Werte und Arosa 2030' and a paragraph of text about the destination's future strategy. Below this, there is a section titled 'IHR Arosa 2030 – #Arosa2030' with a call to action for users to share their vision. At the bottom of the survey area, there is a blue button labeled 'Anliegen eingeben'.

Skigebiet **Arosa** **Lenzerheide**

☀️ ⓘ 📺 🔍 **Arosa** 🛒 🛒

Unsere Vision, Werte und Arosa 2030

Arosa überlässt die Zukunft nicht dem Zufall. Mit Arosa 2030, der ganzheitlichen Destinationsstrategie, wird der eingeschlagene Weg der Nachhaltigkeit, mit dem Ziel einmal mehr touristischer Pionier im Alpenraum zu werden, konsequent weiterverfolgt. Nachhaltigkeit heisst dabei: Bewusster Umgang mit den vorhandenen Ressourcen und gleichzeitiger Fokus auf ökologische, ökonomische sowie soziale Aspekte – damit auch zukünftige Generationen die notwendigen Ressourcen zur Verfügung haben und die beeindruckende Naturvielfalt erleben können.

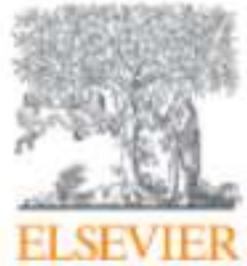
IHR Arosa 2030 – #Arosa2030

Ob Einwohner:in, Gast oder Leistungsträger – Teilen Sie mit uns Ihre Vorstellung von Arosa 2030. Wie soll sich Arosa im Hinblick auf Nachhaltigkeit in den nächsten zehn Jahren entwickeln?

Wirken Sie jetzt mit!

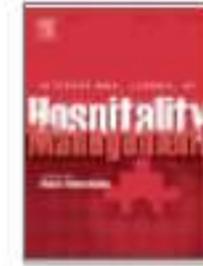
Anliegen eingeben

Make use of guest reviews!



International Journal of Hospitality Management

Volume 85, February 2020, 102342



Article

Green Marketing Strategies on Online Platforms: A Mixed Approach of Experiment Design and Topic Modeling

epark ¹, Junehee Kwon ² and Sung-Bum Kim ^{3,*}

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- ² Department of Hospitality Management, Kansas State University, Manhattan, KS 66506, USA; jkwon@ksu.edu
- ³ College of Business Administration, Inha University, Incheon 22212, Korea
- * Correspondence: kimsungb@inha.ac.kr

Abstract: This study aimed to examine the effects of two types of green information conveyed via online platforms and the moderating role of environmental consciousness on customers' green perceptions, positive attitudes, and behavioral intentions. This study performed a 2 (firm-initiated green information: absent, present) × 2 (customer-generated green information: absent, present) experiment. These mixed methods were further implemented by using both open-ended surveys and structured measurements. Open-ended survey answers were analyzed with structural topic modeling to discover customers' green perceptions. **The results highlighted the importance of customer-generated green information to support firm-initiated green marketing,** consequently leading to enhanced customer satisfaction and behavioral intentions. Although displaying green information generated by both the company and its customers is effective in enhancing green perceptions, customers may react differently depending on their levels of environmental consciousness.

Keywords: green; restaurants; experimental design; online intervention; consciousness

ark
E.; Kwon, J.; Kim,
rketng Strategies on

Do consumers care about CSR in their online reviews? An empirical analysis

David D'Acunto ^a, Annamaria Tuan ^b, Daniele Dalli ^a, Giampaolo Viglia ^c, Fevzi Okumus ^d

Articles

Sustainability Management of Hotels: How Do Customers Respond in Online Reviews?

Karolina Brazytė, Fabian Weber & Dorothea Schaffner

Pages 282-307 | Published online: 14 Dec 2016

Download citation <https://doi.org/10.1080/1528008X.2016.1230033>



Make use of guest reviews!

«The hotel is a pearl, a jewel!

It's like Agatha Christie's Hotel Bertram, but without an affair :-)
Everything was tip-top and more!»

Clear Channel

SCHLÜSSEL
Boutique-Hotel ****
Beckenried/Lake Lucerne

4,8 Hervorragend | 206 Rezensionen
Google

5.0 Ausgezeichnet | 718 Bewertungen
Tripadvisor

Hervorragend 9,3
118 Bewertungen
Booking.com

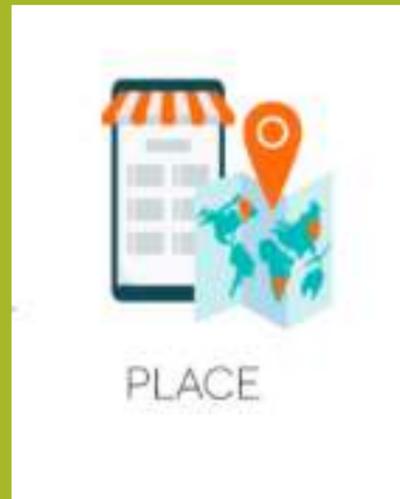
Herzlichen Dank für eure feedbacks!
Dank euch lieben wir unseren Job!

www.schluessel-beckenried.ch

«Das Hotel ist ja aber eine Perle, ein Juwel!
Das ist wie das Hotel Bertram von Agatha Christie aber ohne eine Affäre :)
Alles war tip-top und mehr!» *NIEMERT WÜT DAS*

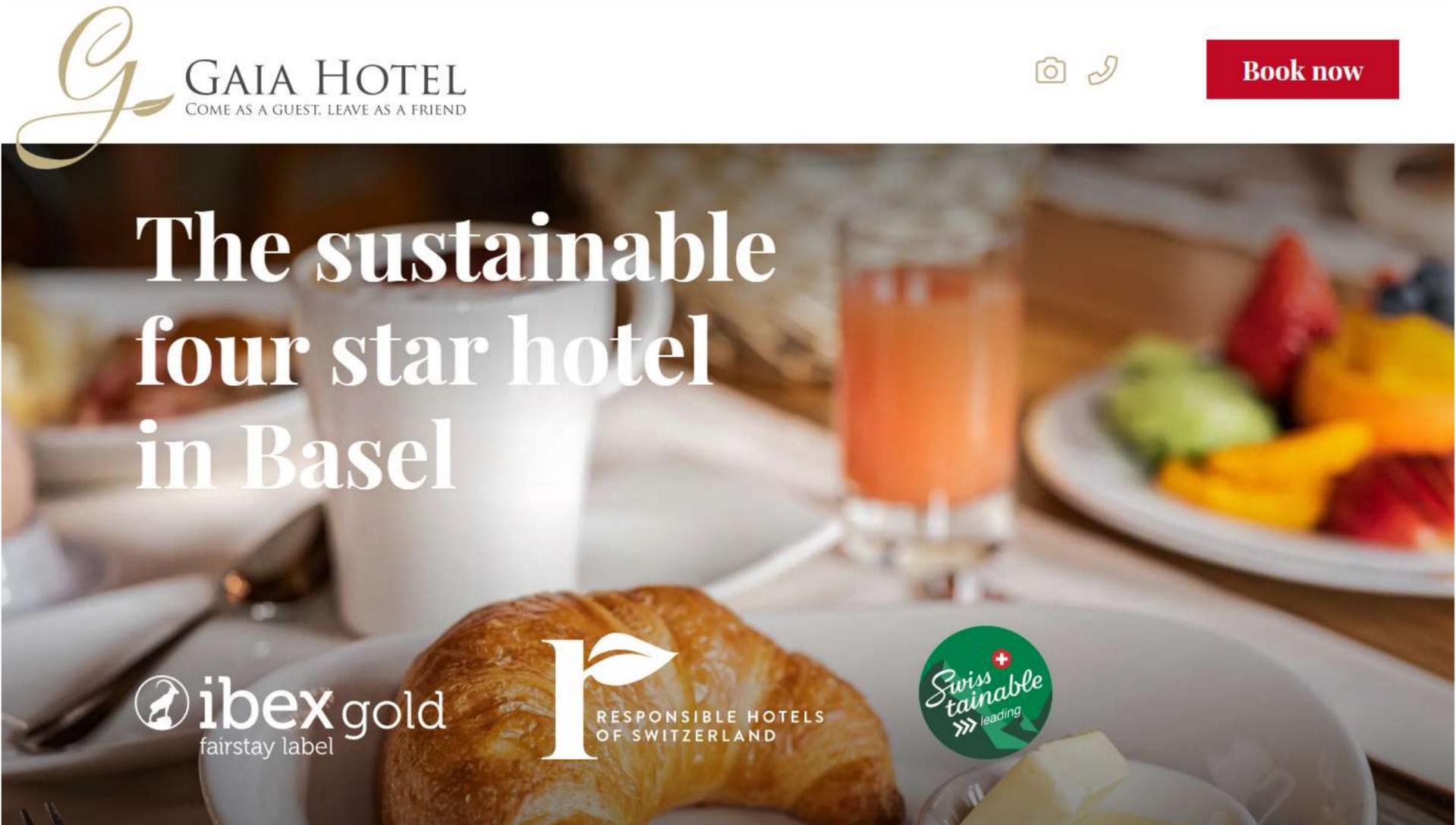
Bewertung von Magdalena für das Team des Boutique-Hotel Schlüssel auf booking.com

www.schluessel-beckenried.ch



BE ON THE RIGHT CHANNELS!

Use certifications & reporting for B2B!



G GAIA HOTEL
COME AS A GUEST. LEAVE AS A FRIEND

📷 📞

Book now

The sustainable four star hotel in Basel

ibex gold
fairstay label

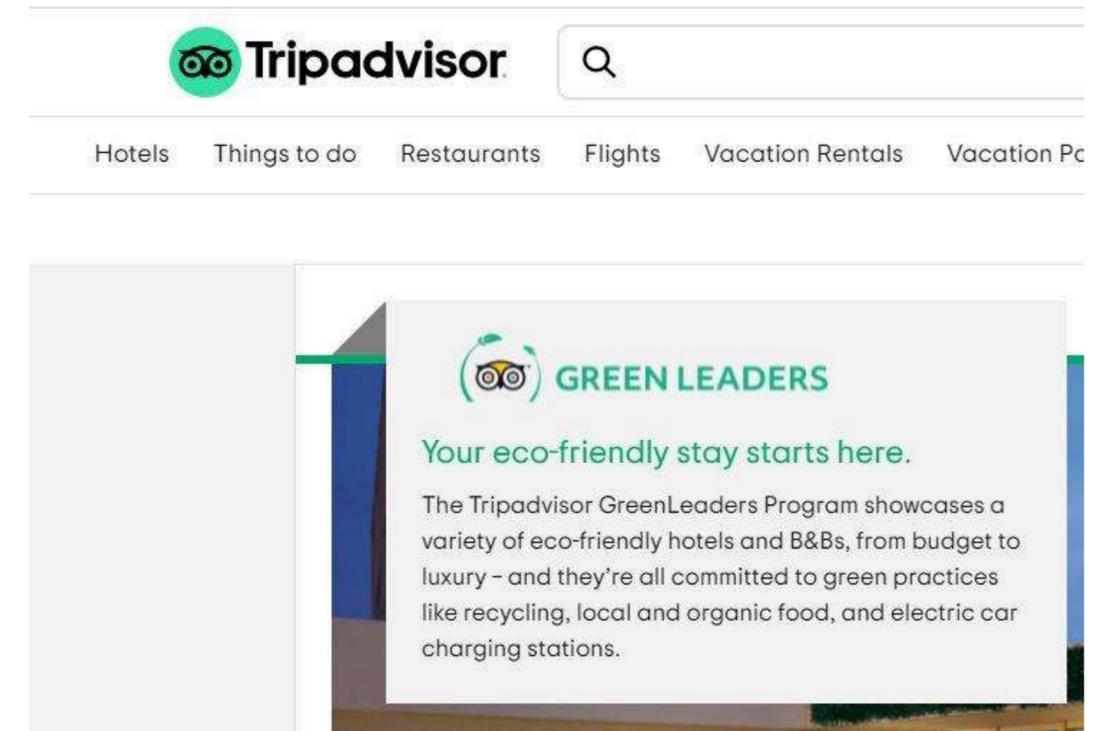
RESPONSIBLE HOTELS OF SWITZERLAND

Swiss tainable
leading

Increase visibility of your efforts!



**Travel
Sustainable**



Hotel Glockenhof Zürich ★★★★★
City Centre, Zürich · [Show on map](#)
🌿🌿🌿 Travel Sustainable Level 2

The Glockenhof Hotel Zürich is located next to the central Bahnhofstrasse shopping street, 500 metres from Zurich Main Station.

Fabulous 8.6
986 reviews

Location 9.6

[Show prices](#)

The listing includes a photo of the hotel building with a heart icon in the top right corner. A circular badge in the bottom left of the photo reads 'Swiss tainable committed' with a Swiss flag icon.

Meet your target groups where they are!

eco bnb Blog Offers Reconnect English Gift Card Host? List your place! Login/Register



ECOHOTELS.COM



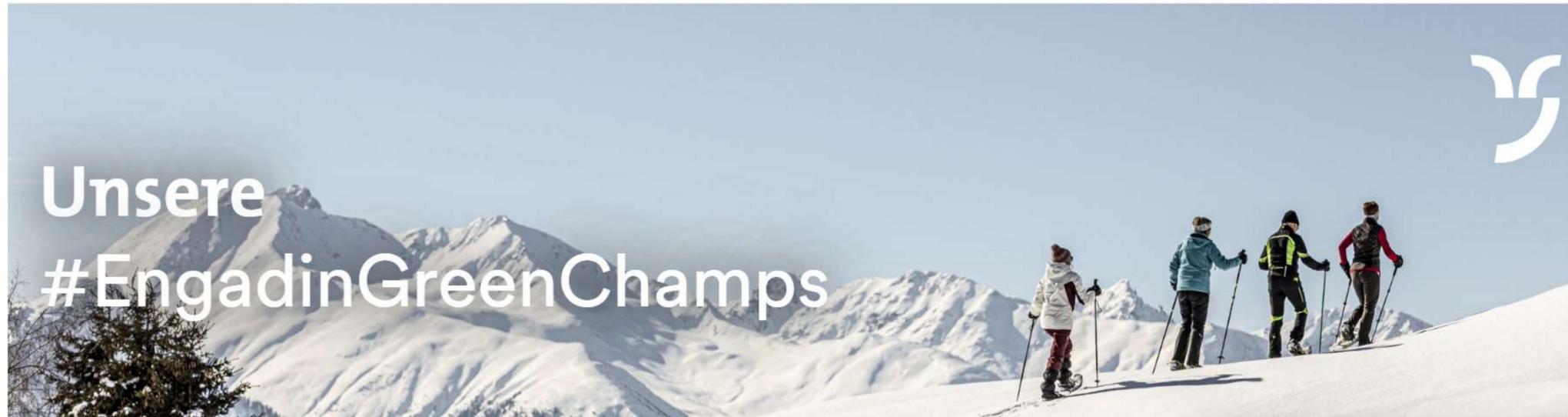


**YOUR STAFF IS CRUCIAL IN
MARKETING AND COMMUNICATING
SUSTAINABILITY!**

Make it personal!



Engadin Scuol Zernez



“Recycling –Enthusiast”
Marianne



«Die Recycling-Enthusiastin»
Marianne Werro

Marianne achtet streng auf eine korrekte Abfalltrennung. Auch in ihrer Ferienwohnung hat sie in der Hausordnung so genau wie möglich notiert, wie, was, wo entsorgt werden kann. Ihre Gäste dürfen Glas, PET, Blech, Plastik, Papier oder Karton sogar in der Wohnung zurücklassen, es gibt dafür extra vorgesehene Behältnisse.

“Ski tour developer”

Sven



«Skitourenentwickler» Sven
Berchtold

Sven sorgt mit der Erfassung von Skitouren im Unterengadin für Inspiration für die nächste oder erste Skitour. In Zusammenarbeit mit den lokalen Bergführern und den Wildhütern werden dabei nur Skitouren erfasst, welche nebst rechtsverbindlichen Wildruhezonen auch die empfohlenen Wildruhezonen respektieren. Die Natur soll möglichst geschont werden, damit auch die nachfolgenden Generationen die intakte Natur genießen können.



«Die Klimafreundliche
Druckqueen» Michelle
Zbinden

Michelle sorgt zum einen für hilfreiche Informationen, um sich in der Ferienregion einfach und inspiriert zurecht zu finden. Zum anderen ist sie bestrebt, Flyer und Broschüren in der Region und klimaneutral drucken zu lassen. Bei der beliebten Ferientipps-Broschüre schaut sie mit strengem Blick drauf, dass alle Angebote mit dem öV erreichbar sind.

“The climate-friendly print
queen”
Michelle

Share your philosophy to attract employees!

Housekeeping 100% (m/w/d), Tailormade Hotel LEO St. Gallen

[Schatz AG](#)

6004 Luzern, LU
100%

Erstellen Sie ein Indeed-Konto, bevor Sie zur Website des Unternehmens weitergeleitet werden.

[Weiter zur Bewerbung](#)



Restaurant, einem kleinem Spa sowie einem Co-Working Space den St.Galler Markt bereichern. Wir legen grössten Wert auf Persönlichkeit, Nachhaltigkeit sowie neueste Technik.

We attach the greatest importance to personality, sustainability and the latest technology.

Service Supervisor Sommersaison 2023 (m/w/d)

[Tschuggen Hotel Group AG](#)

7050 Arosa, GR

Erstellen Sie ein Indeed-Konto, bevor Sie zur Website des Unternehmens weitergeleitet werden.

[Weiter zur Bewerbung](#)



Schön einfach - einfach schön

Sie schätzen die Herausforderung und noch dazu in einem nachhaltigen Hotelbetrieb?

Modern, chic und inmitten der Bündner Berglandschaft? Das alles zeichnet das Valsana Hotel Arosa aus.

Unsere Mitarbeitenden strahlen aufgrund ihrer positiven Lebenseinstellung Vitalität, Freude und Energie aus. Der persönliche Kontakt steht im Vordergrund – wir sind Gastgeber mit Charme und Charakter.

You appreciate the challenge and on top of that: in a sustainable hotel business

Sustainability of Hotel, How Does Perceived Corporate Social Responsibility Influence Employees' Behaviors?

by Haiyan Kong ^{1,2} , Naipeng (Tom) Bu ^{1,2,*} , Yue Yuan ^{1,2} , Kangping Wang ^{1,2} and YoungHee Ro ³

¹ Business School, Shandong University, Weihai 264209, China

² International Institute of Tourism Science, Shandong University, Weihai 264209, China

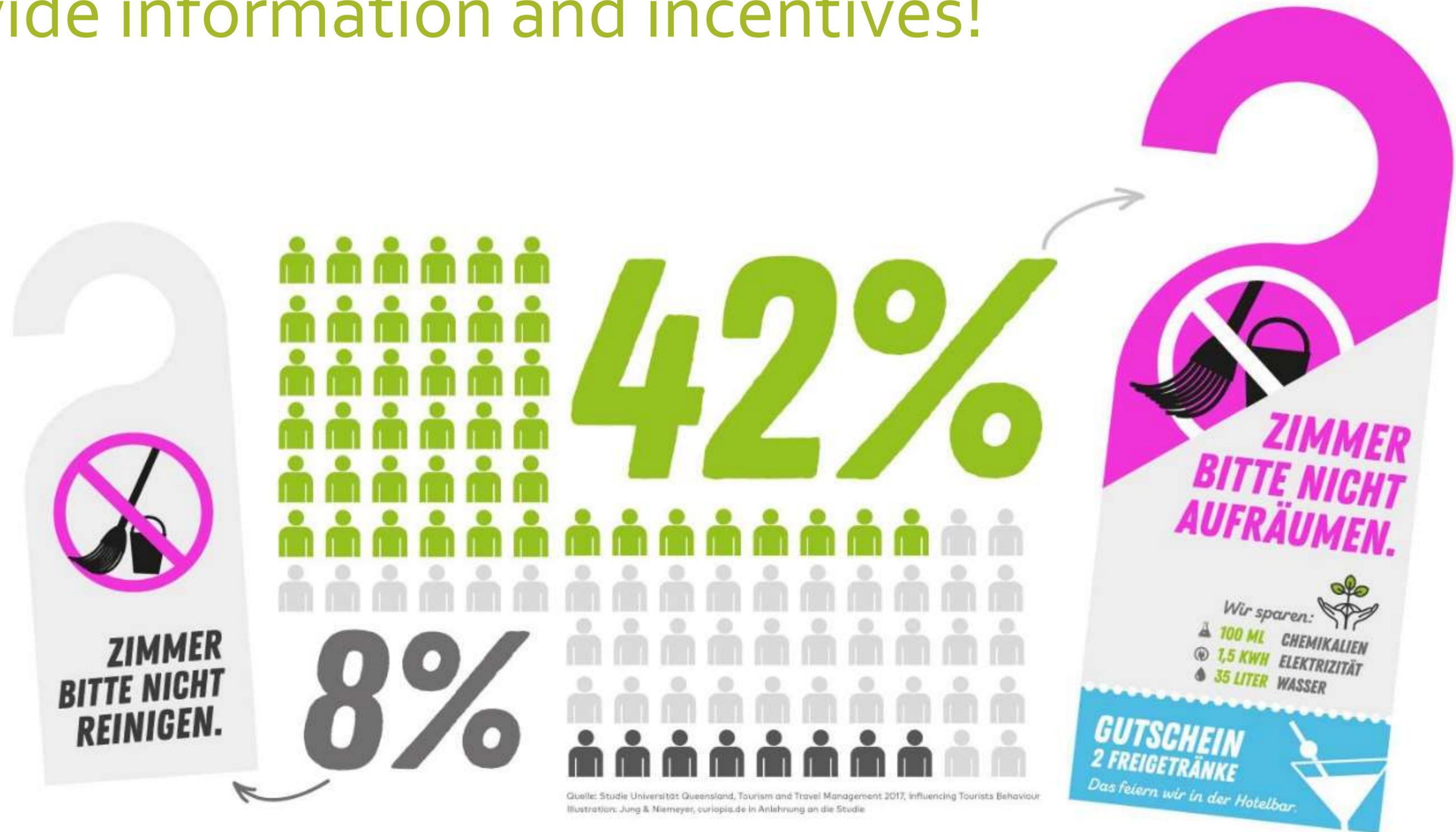
³ School of Conflict Analysis & Resolution, George Mason University Korea, Incheon 21985, Korea

CHANGE BEHAVIOUR WITH NUDGES!

Use social norms!



Provide information and incentives!



Quelle: Studie Universität Queensland, Tourism and Travel Management 2017, Influencing Tourists Behaviour
Illustration: Jung & Niermeyer, curlapis.de in Anlehnung an die Studie

Simplify sustainable decisions!



Beste Hinflüge

Nach Preis und Komfort sortiert ⓘ Preise beinhalten erforderliche Steuern und Gebühren für 1 Erwachsenen. Es können optionale Gebühren und Gepäckgebühren anfallen.

Sortieren nach: ↑↓

	07:20 – 09:00 SWISS	1 h 40 Min. ZRH-AMS	Nonstop	84 kg CO ₂ -25 % Emissionen ⓘ	231 CHF Hin und zurück
	10:35 – 14:55 Lufthansa - Durchgeführt von Lufthansa CityLine, ...	4 h 20 Min. ZRH-AMS	1 Stopp 2 h MUC	197 kg CO ₂ +72 % Emissionen ⓘ	276 CHF Hin und zurück
	15:05 – 19:15 Austrian	4 h 10 Min. ZRH-AMS	1 Stopp 55 Min. VIE	224 kg CO ₂ +96 % Emissionen ⓘ	279 CHF Hin und zurück
	12:3 SWISS	✦ Wählen Sie Ihre Extras		Nein, danke →	286 CHF in und zurück



Auto Schweiz
CHF 5.00
pro Zimmer / Aufenthalt

Details

Auto Europa
CHF 15.00
pro Aufenthalt

Details

Flug Europa
CHF 25.00
pro Erwachsener / Aufenthalt

Details

Flug Übersee
CHF 145.00
pro Erwachsener / Aufenthalt

Details

WRAP-UP

Summary

1. Make sustainability an experience
2. Be transparent, credible and authentic - avoid greenwashing
3. Take the risk of communicating. Be honest and positive
4. Engage your customers
5. Chose the right message and channel for your target groups
6. Make it personal
7. Share your philosophy to attract employees
8. Make it easy
9. Embrace experiments

Educate – Inspire – Motivate!



Thank you!



Lucerne School of Business
Institute of Tourism and Mobility ITM
Prof. Dr. Fabian Weber
Lecturer

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