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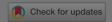
Original Articles

Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland

Logi Karlsson 🔽 & Sara Dolnicar

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Abstract

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ernative for

investigations of tourist purchase decisions. It leads to more reliable results because it is based on the observation of actual displayed behaviour, thus avoiding a range of answer biases. Other eco-certified products now need research on similar lines. **Q** Keywords: eco certification eco label quasi-experiment Acknowledgements We thank Perla Gronvold for assisting with data collection and Emil Juvan for his feedback on previous versions of the survey used in this study. We also thank Homa Hajibaba and Kylie Brosnan for feedback on previous versions of the manuscript. Early work on this paper was undertaken during the first author's affiliation with the X Disclo author. The rese Addit Fundin

This research was financially supported by the Australian Research Council (ARC) through Discovery Grant DP110101347.

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Logi Karlsson is a postdoctoral researcher at The University of Queensland (UQ) Business School. He holds a PhD degree in marketing and a Master degree in business administration from University of Wollongong, and a Bachelor's degree in psychology from University of Iceland. Previously he worked as a marketing manager for Arctic Adventures, the largest adventure tour operator in Iceland.

Sara Dolnicar

Sara Dolnicar is a research professor of tourism at The University of Queensland. She holds degrees in business administration and psychology. Sara's research interests are the improvement of market segmentation methodology and measures used in social science research. She applies her work primarily to tourism, but also social marketing challenges, such as environmental volunteering, foster care and public acceptance of recycled water. Sara is an ARC Queen Elizabeth Fellow and an elected fellow of the International Academy for the Study of Tourism and the International Association of Scientific Experts in Tourism (AIEST).

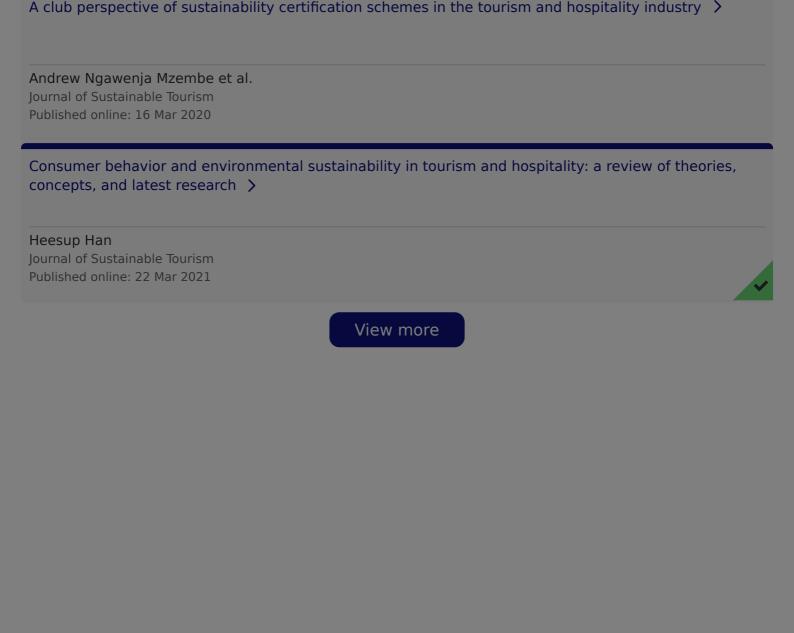
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