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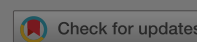
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# Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland

Logi Karlsson & Sara Dolnicar

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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.

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Keywords:

- eco certification
- eco label
- whale watching
- quasi-experiment
- intention-behaviour gap
- tourist behaviour

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# Additional information

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## Notes on contributors

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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 include the role of emotions in decision making, method effects, and the role of social norms in decision making. She has published her work on a range of topics including the role of emotions in decision making, environmental decision making, and the role of social norms in decision making. She is a past president of the International Association for Consumer Research (IACR).



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