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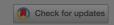
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# Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland

Logi Karlsson 🔀 & Sara Dolnicar

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## **Abstract**

Eco labelling of tourism services has been studied extensively in the past. Yet, there is no agreement on two key points: (1) whether or not eco certification increases tourist demand for a product among the general tourist population, and (2) whether or not there is a specific market segment whose purchase decisions are influenced by eco

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earch Accept All lely on resent study **Essential Onl** d on actual 1) eco Settings che market e tourist 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 whale watching quasi-experiment intention-behaviour gap tourist behaviour

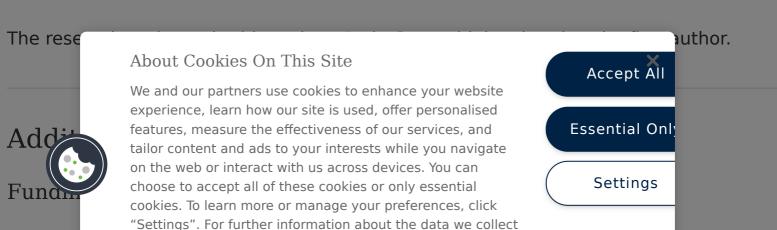
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## Disclosure statement

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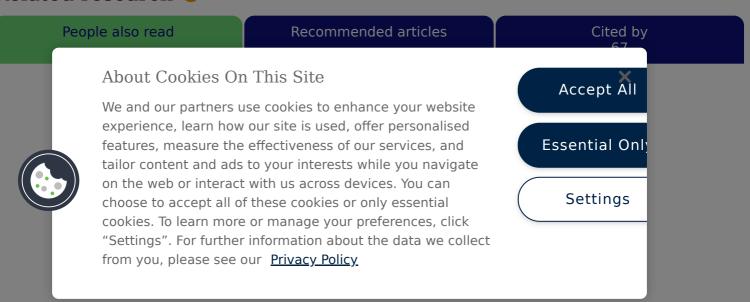
#### Logi Karlsson

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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