

Lisa Sitnikow

A study of eco-labelling in Spain and tourism decision making

The German experience

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Abstract

This dissertation deals with the importance of eco-labelling during the tourism decision making of German tourists travelling to Spain. The tourism eco-labelling process is explained with a focus on the Blue Flag, an eco-label which is especially widespread at Spanish coastal areas. The German tourist's perception and knowledge of eco-labels is discussed, supported by previously conducted studies. After analysing the current situation in the German market by the conduct of a questionnaire, this study showed that the eco-labelling process is not market driven and many tourists would not consider supporting the process. However, eco-labels are perceived as being helpful in communicating environmental issues. Even though more than one third of all respondents were aware of tourism eco-labelling it was apparent from this study that eco-labelling in tourism is a tool that is not yet important during the tourism decision making process.

Keywords: eco-labelling; Blue Flag; tourism decision making

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“I confirm that this dissertation is my own work and no part of it has been previously published elsewhere or submitted as part of any other module assessment”.

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