

## **Boosting Sustainable Food Choice with Carbon Labels in Tourism Destination Restaurants - A Field Experiment**

### **Proposal and Originality**

Food consumption in tourism is a key contributor to the tourism industry's carbon footprint. Yet, empirically tested interventions aimed at nudging tourists towards more sustainable food choices are lacking.

By conducting a field experiment in a restaurant at a major Swedish winter destination, we study how food service providers in tourism can boost sustainable food choices of consumers via carbon labels. Our findings contribute to knowledge on the drivers of sustainable tourist behaviour. This has practical implications for providers aiming to trigger sustainable behaviour.

### **Methodology**

We ran two workshops with restaurant staff to design an intervention (CO<sub>2</sub>e labels) aimed at triggering sustainable food choices of consumers. A field experiment tested the intervention over 6 weeks using an A-B-A experimental design. In the analysis, 9 menu items and 1449 data cases were used.

### **Results and Implications**

Theoretical implications concern the advancement of knowledge on the behavioural factors that drive sustainable food choices of tourists and the challenges and opportunities tourism providers face in facilitating more sustainable food choices.

Practical implications concern new knowledge on the design of effective interventions and how these can reduce providers' carbon footprint with sustained or increased profitability. Methodologically, we contribute with new understandings of field experiments designed in collaboration with restaurant managers and staff.

### **Research Limitations**

The study was conducted in only one restaurant. Other factors that might influence consumers' food choices (price, taste, personal disposition etc) were not measured.

### **References**

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- Gössling, S., Garrod, B., Aall, C., Hille, J., & Peeters, P. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint'. *Tourism Management*.
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