## Pro-environmental Transformation of Hurtigruten's Guests

Hurtigruten's guests are aware of consequences of cruising, like CO2 emissions and the use of fuel, before they embark.

Only norms predict willingness to change.

By acting upon their personal values combined with Hurtigruten Expeditions' norms, guests are more likely to implement more proenvironmental actions at home.

Only when participating in scientific activities, like science centre sessions, guests got cognitively stimulated leading to higher environmental consciousness.

**DUAM** 

Most interviewees have higher environmental awareness. However, they don't know how to **translate** it into specific actions after the cruise.

Pre-travel Ascription of Awareness of Behaviour Norms Consequences Responsibility based on Schwartz (1977) Norm-Activation-Model

Stimuli on

Hurtigruten Expeditions

environmental behaviour?'

Post-travel

Transformation

Pro-environmental Behavioural Change

based on Pung et al. (2020) Tourism Transformation Theory

Interviewees feel a tension between wanting to be able to travel, while leaving no negative footprint.

Guest take different sustainable actions at home already: recycling, repairing renovating, etc.

Depending on the level of reflection, some interviewees have **higher intentions** to change their behaviour.

Reflection

Most interviewees are inspired and intent to change their behaviour. One took specific action, while others encountered barriers to change: price, availability & daily routines.

'How do the sustainable measures onboard of Hurtigruten Expeditions transform passengers towards more pro-

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