

*Presentation of
Industrial PhD
Project*

**TOWARDS A SUSTAINABLE CRUISE
TOURISM INDUSTRY:
ORGANISATIONAL COMMUNICATION,
TOURIST BEHAVIOUR AND COMMUNITY
WELL-BEING IN THE PORTS OF
GREENLAND**

Project aim: to develop and implement strategies to encourage cruise tourists in Greenland to behave in more sustainable ways

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AECO (Association of Arctic
Expedition Cruise Operators)*

Destination Arctic Circle



Photo by Mads Pihl – Visit Greenland

What kind of strategies are you talking about?

The strategies will be concrete changes that will be put in place on cruise ships and in cruise destinations in Greenland. They will have been tested and proven to influence tourist behaviour towards the kind of behaviour that has been identified to be desirable and sustainable by stakeholders.

Project start: 1st April 2020

Project end: 31st March 2023

I will develop the strategies by applying theories of behavioural science to tourism. Behavioural science is the study of how people make decisions. And behavioural scientists have found that people's decisions can be guided using 'nudges'.

What's a nudge?

A nudge is an alteration to a decision-making environment that makes the desired outcome the easiest one. Nudges are traditionally used to encourage behaviour that is good for personal or societal welfare. A simple example of a nudge is placing fruit in a café at eye level (rather than unhealthy snacks), so customers are more likely to notice it and buy it.

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What might nudges look like in tourism?

There aren't that many nudges being used in tourism at the moment, so there's lots of room to be creative and experiment with all different kinds. But an example of a nudge that has been proven to be effective in hotels is changing the wording of the sign that asks guests to reuse their towel. Individuals are more likely to act in a certain way if they can identify with others who have done the same thing. So using the phrase *75% of hotel guests re-use their towel* is more effective than *Please re-use your towel*. What works even better than that is *75% of guests in this room re-use their towel*.

What even is sustainable behaviour, anyway?

Exactly. This is what I need to find out. Different people define sustainable behaviour in different ways, so part of the project will be finding out what sustainable behaviour means for the project's stakeholders. By stakeholders, I mean cruise operators, local tourism operators and other local businesses, local residents, municipal bodies, and tourists - so not just the industry, but anyone who has an interest in or is affected by cruise tourism in Greenland.

Why are you doing this?

Cruise tourism is important to Greenland, but it can be conducted more responsibly. Greenland is a special and fragile destination, and we want cruise tourists to enjoy it in a way that benefits local communities, the tourism industry and the tourists themselves. Now more than ever, it is important to focus on building a cruise tourism industry that is safe, responsible and sustainable.

Why should I get involved?

Nudges have been proven to result in significant savings for companies and huge benefits for personal and environmental welfare. They are also designed to be low-cost and easy to implement. In other words, it's a small effort for a big outcome. This will not be a financial burden for your company and it has the potential to make your operations significantly more sustainable, more profitable and more satisfactory for your customers.

How can I get involved?

Become an industry partner:

I'm looking for **local Greenlandic tourism operators** and **international cruise operators** who are interested in working with me to test low-cost nudging strategies.

Be an interviewee:

Do you have an opinion on sustainable tourism / the future of cruise tourism in Greenland / anything else relevant? Then get in touch to be a confidential interviewee. You do **not** have to work in the tourism industry to be an interviewee.

Stay in the loop: Write to me to be added to the mailing list for bi-annual industry reports (the first will be sent in November 2020).

Get in touch:

If you'd like to hear more about the project, get involved, or sign up for industry updates, please write to me:

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