

Behavioral economics for tourism: behavior-based innovation for a more sustainable industry

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Outline

about behavioral economics

behavioral economics for tourism business

behavioral economics for tourism sustainability



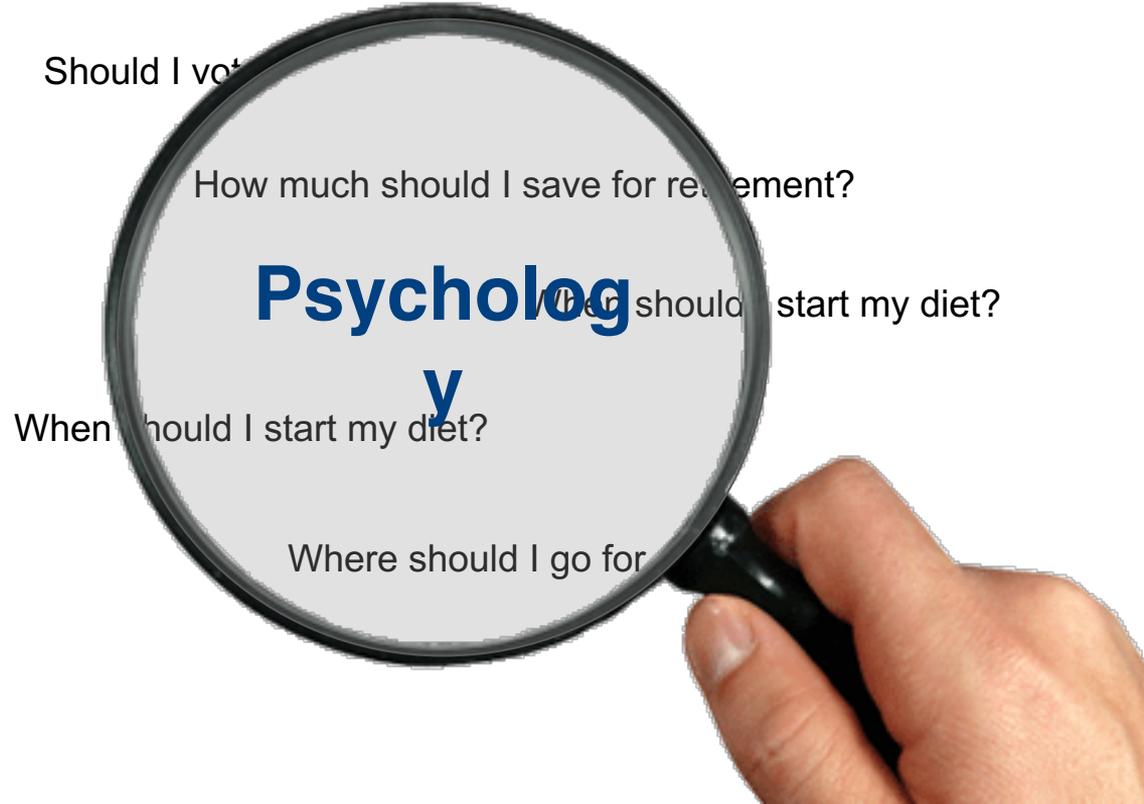
realizing the importance of psychology

**HAPPINESS ISN'T
SOMETHING YOU
EXPERIENCE; IT'S
SOMETHING YOU
REMEMBER.**

Oscar Levant

PICTUREQUOTES.COM

what is behavioral economics?



Should I vote?

How much should I save for retirement?

Psychology

When should I start my diet?

When should I start my diet?

Where should I go for...

what is behavioral economics?

HOMO ECONOMICUS

Highly analytical

Extensive information seeking

Fully rational



what is behavioral economics?

HOMO SAPIENS

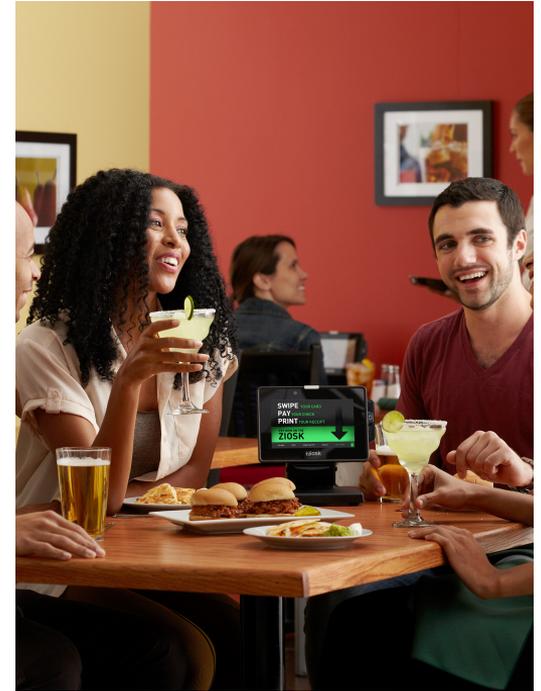
Emotional and adaptable

Not seeking (ignoring) information

Seeking shortcuts to decisions



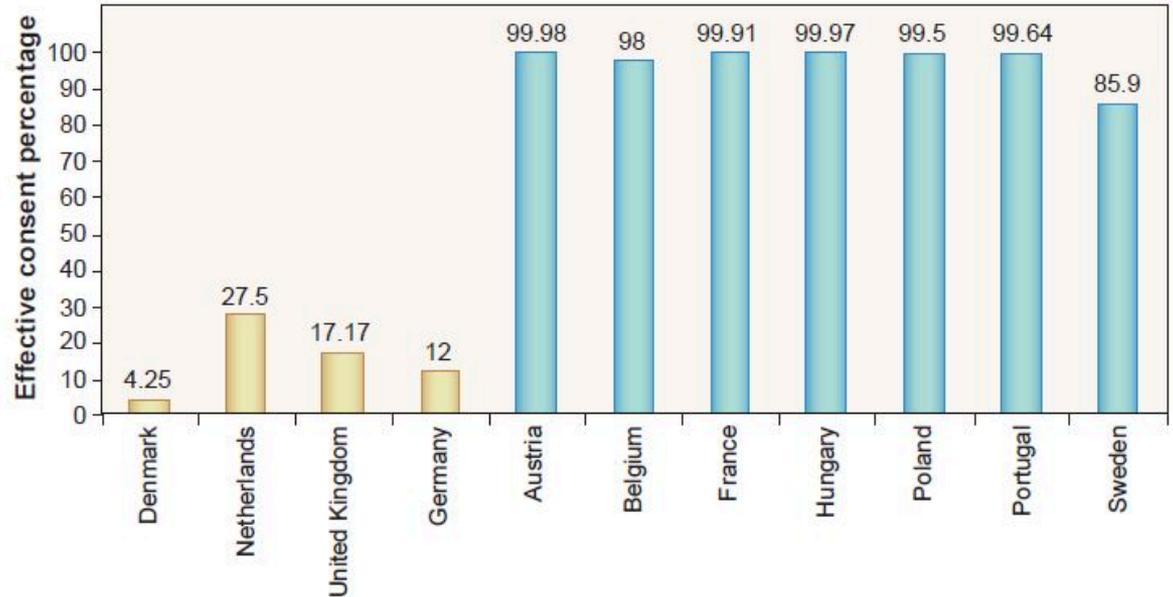
shortcuts: going along with the choice of others



shortcuts: going along with available information



shortcuts: going along with the default option



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

behavioral economics explains decisions



traveller behavior, marketing and sustainability



marketing: choice architecture for easy decisions

1) limit alternatives to simplify choice

More is not better

Offer smaller number of options

If portfolio is large, organize in small subsets





4* Mauritius
from **£1249 pp**

La Pirogue
Standard room
7 nights, HB
2 - 29 May 2012
Save up to £942
Tour ref: IO0215
Flights based on
Emirates from
Gatwick



5* Mauritius
from **£1299 pp**

Sugar Beach Resort
Standard room
7 nights, HB
2 - 14 May 2012
Save up to £997
Tour ref: IO0217
Flights based on
Emirates from
Gatwick



5* Mauritius
from **£1299 pp**

Long Beach
Standard Seaview
7 nights, HB
2 - 29 May 2012
Save up to £1165
Tour ref: IO0704
Flights based on
Emirates from
Gatwick



5* Mauritius
from **£1499 pp**

Le Touessrok
Deluxe room
7 nights, HB
2 - 29 May 2012
Save up to £706
Tour ref: KU9425
Flights based on
Emirates from
Gatwick



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Standard room
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7 nights, HB
2 - 29 May 2012
Save up to £706
Tour ref: KU9425
Flights based on
Emirates from
Gatwick



5* Maldives
from **£1799 pp**

Kanuhura Resort
Beach villa
7 nights, RB
2 - 29 May 2012
Save up to £1444
Tour ref: KU9341
Flights based on
Emirates from
Gatwick



5* Mauritius
from **£1339 pp**

Sugar Beach Resort
Standard room
7 nights, HB
18 - 21 May 2012
Save up to £1260
Tour ref: IO0217
Flights based on
Emirates from
Manchester



5* Mauritius
from **£1339 pp**

Long Beach
Standard seaview
7 nights, HB
9 - 21 May 2012
Save up to £1085
Tour ref: IO0704
Flights based on
Emirates from
Manchester



5* Mauritius
from **£1565 pp**

Le Touessrok
Deluxe room
7 nights, HB
9 - 21 May 2012
Save up to £1042
Tour ref: KU9425
Flights based on
Emirates from
Manchester



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from **£1339 pp**

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Standard room
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EXPLORE • YOUR WAY

HIGHLIGHTS

More Places to Visit



RIO DE JANEIRO



SALVADOR



JERICOACOARA



FLORIANÓPOLIS

2) categorize and organize into sets

Consumer look to compare and look for reference points

If you do not provide the reference point, they will compare on their own (out of your control)

Choice is simple when in sets



2) categorize: structure and organize into sets

■ Choose Your Trip Type



Small-Ship Voyages

Take to the sea aboard one of the eight ships of the National Geographic-Lindblad fleet and explore Alaska, Galápagos, and more with a team of experts.



Land Trips

Our land trips are designed to immerse you in fascinating cultures and draw out the uniqueness of each destination through enriching and authentic experiences.



Photography

Improve your photography skills with the guidance of a National Geographic photographer— whether you're traveling through Japan or heading out on shoots during an intensive weekend workshop in New York City.





Find your Travel Style

3) make it easy to imagine

Difficulty imagining future events

Intangible experiences are difficult to compare and assess

Provide visuals to facilitate imagination

Use similar characters



3) incorporate videos to make imagining easy

The right tour for the right traveller

All G Adventures tours share a common love of adventure, but life-altering experiences come in a variety of flavours. Travel Styles collect tours based around common themes together. No matter what kind of traveller you are, we've got a tour (or a dozen) that'll fit you just right.



An unbeatable mix of uncommon experiences, insider access, cultural contact, and all the must-sees and -dos, Classic is adventure perfected.



National Geographic Journeys offer greater hands-on exploration and insider access, all with upgraded accommodations and more inclusions than other G Adventures tours.



Why just see the world when you could bike, hike, kayak, and multi-sport it? Why, indeed. Active tours keep travellers who like to move on the move.

3) use similar characters in visuals



Tanzania Family Expedition

- **Trip Type:** Family
- 9 Days | Round-trip Arusha
- Group Size: Max 25

[Request a Reservation](#)
Click to see dates



Italy Family Expedition

- **Trip Type:** Land
- 10 Days | Rome to Venice
- Group Size: Max 25

[Request a Reservation](#)
Click to see dates

4) condition for complexity: move gradually from simpler to more complex choice

Buyers can handle complexity but when it is gradual

Move decision from simple to more complex a step at a time

Phases and steps add excitement



Auris

Хечбек 5 врати Light

1.8L (бензин / хибрид) (136 к.с.)

Безстепенна автоматична трансмисия (CVT)

 Вашата конфигурация

 Променете модела



 Увеличи автомобила

Цветове

Колела



Неметалик



Бяло (040)
390,00 лв.

Металик



Червен (3R3)
890,00 лв.



Син деним (8U6)
890,00 лв.



Син (8T5)
890,00 лв.



Тъмна стомана (1H2)
890,00 лв.



Сив метал(1G6)
890,00 лв.

Перлен цвят



Черен (209)



Среббист (1F7)



Бяла перла (070)



Детска седалка Duo Plus

Повече информация 
1 040,54 лв.



Детска седалка G0+
Повече информация 
654,25 лв.



Детска седалка G2 Kid
Повече информация 
509,37 лв.



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Europe



Denmark and Norway Family Expedition

9 Days

TRIP TYPE: Land
ACTIVITY LEVEL: Light
Price from \$6,590



France Family Expedition

7 Days

TRIP TYPE: Land
ACTIVITY LEVEL: Light
Price from \$5,390



Greece Family Expedition

10 Days

TRIP TYPE: Land
ACTIVITY LEVEL: Light
Price from \$5,590



Greece: Wonders of an Ancient Empire

11 Days

TRIP TYPE: Land
ACTIVITY LEVEL: Light/Moderate
Price from \$6,695

Denmark and Norway Family Expedition

- **Trip Type:** Land
- 9 Days | Copenhagen to Bergen
- Group Size: Max 25

[Request a Reservation](#)
Click to see dates



5) provide price reference points

\$....?



Blackberry Pearl

\$199

5) provide price reference points



~~\$600?~~

\$400?

5) provide price reference points



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Experience Lima: An Evening at the Larco Museum with Dinner

★★★★★ 32 Reviews

Lima, Peru
3 hours

👑 Top Insider's Pick

From USD
\$98.99
~~\$117.70~~ Save \$18.71



sustainability: nudging rather than educating



1) make sustainable options default



2) eliminate unsustainable options



3) make element of the experience



COOKING CLASS · AMSTERDAM

**Syrian cuisine cooking workshop with
refugee chef**

\$95 per person

★★★★★ 39

key takeaways

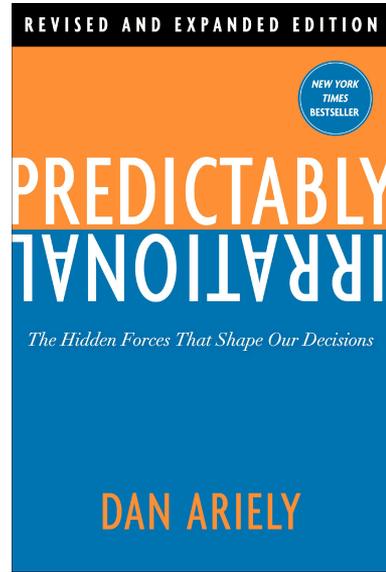
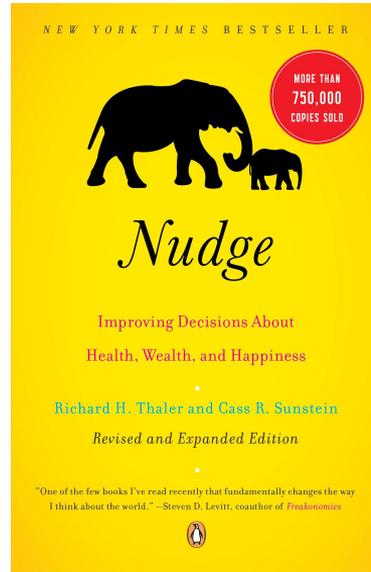
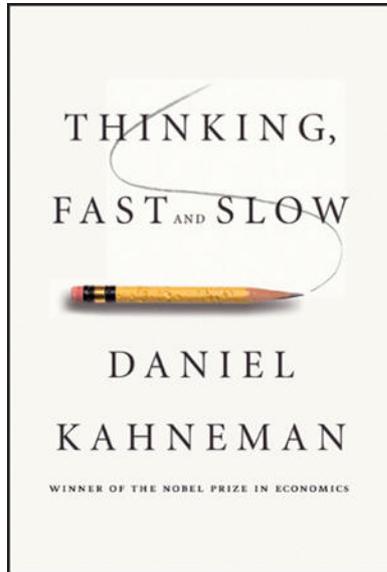
Behavioral economics explains **how people make decisions** and **offers tools** that align with choice process

Using **choice architecture** can help simplify the decision making journey for travelers and **strengthen market success** of companies

Applying **behavioral thinking** can lead to more effective and **lower cost solutions to sustainability** problems



Some resources



Thank you!

