Designing for sufficiency in tourism mobility:

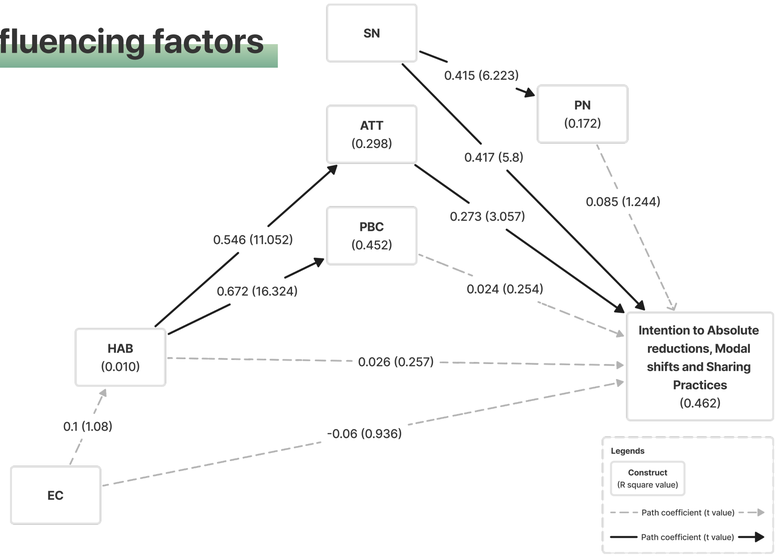
From understanding sufficient behaviors to facilitating future practices

Background

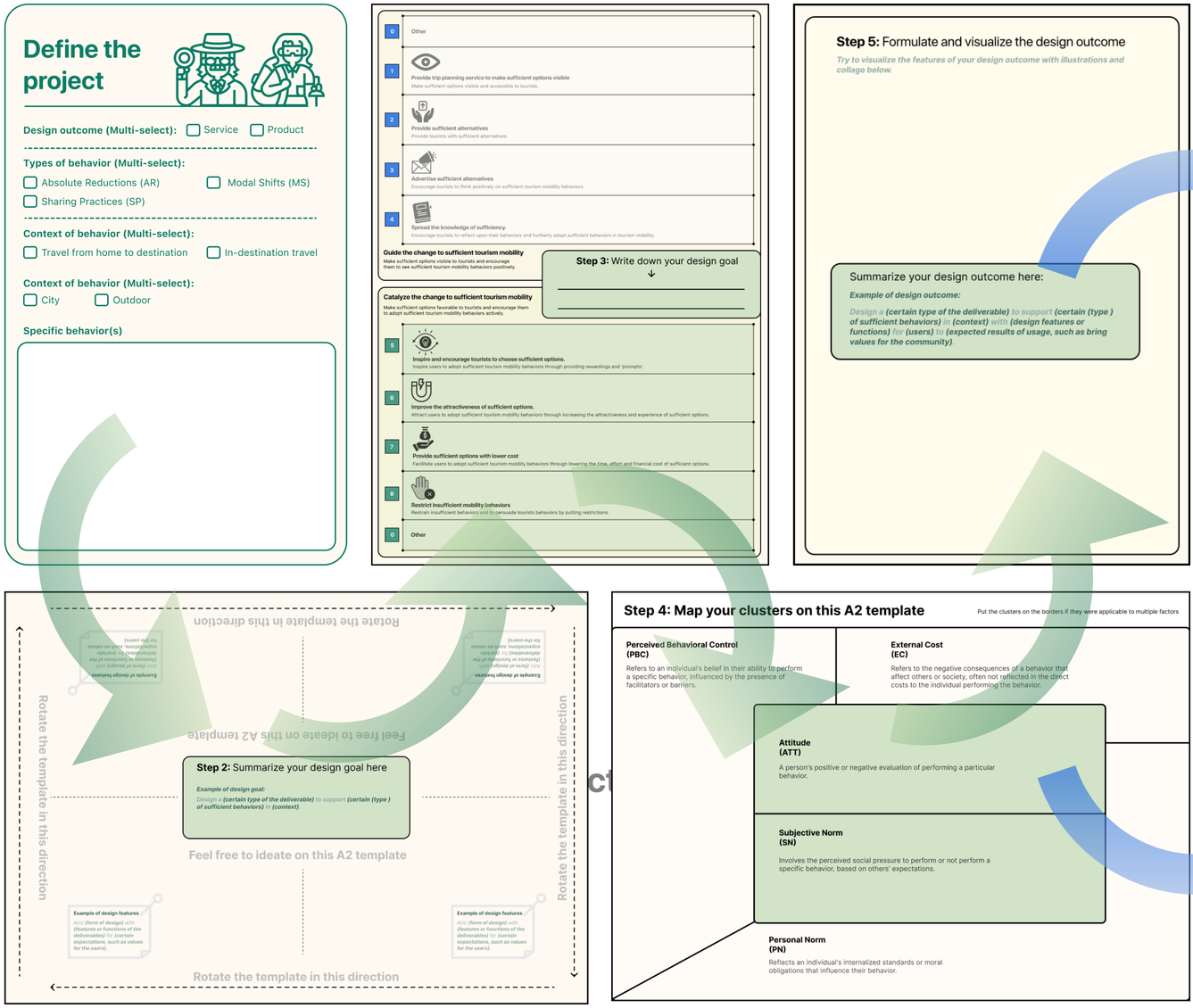
This thesis investigates sufficiency and sufficient behaviors within tourism mobility, ultimately leading to the development of a design toolkit aimed at facilitating future projects. The research identifies three types of sufficient tourism mobility—absolute reductions, modal shifts, and sharing practices—alongside associated specific behaviors. A conceptual model integrating the Theory of Planned Behavior (TPB), Norm Activation Model (NAM), and external costs was created to predict these behaviors. Analysis of 191 responses through Partial Least Squares Structural Equation Modeling (PLS-SEM) revealed that subjective norms and attitudes are significant drivers of sufficient tourism mobility behaviors.

To translate these insights into actionable outcomes, a toolkit was developed through iterative design processes, supported by a co-creation session to identify intervention strategies. This toolkit provides resources for designers and stakeholders to foster sufficient tourism mobility behaviors effectively. While the findings primarily reflect European contexts, they offer a foundation for further exploration of sufficiency in tourism mobility design and may inform similar initiatives in other mobility domains.

Influencing factors



Toolkit of Designing for sufficiency in tourism mobility



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