

# Fans Behaviour for The Selection of Green Accommodation

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## Abstract

Sport tourism has become an increasingly popular global phenomenon, merging the allure of sport events with the adventure of travel. Given the scale of such events and the transient spike in population they induce, it is crucial to consider sustainable practices, particularly in choosing accommodations. Green accommodations emerge as a key solution in mitigating the environmental footprint associated with sport tourism. This study investigates the behaviour of sports fans in selecting green accommodations, highlighting the increasing preference for environmentally responsible travel options in the context of sport tourism. Utilizing the Theory of Planned Behaviour as a framework, the research assesses how attitudes, subjective norms, and perceived behavioural control influence fans' decisions towards eco-friendly lodging. Data collected from a questionnaire distributed across diverse media platforms in Italy reveal that while environmental sustainability is not always the primary factor in accommodation choice, there is a notable consciousness towards eco-friendly living among sports tourists. Key findings suggest that the actual booking of green accommodations often falls short of initial intentions due to factors like limited availability, higher costs, and insufficient information. The study proposes strategies for event organizers and policymakers to bridge this intention-behaviour gap, such as enhancing the visibility of green accommodations on booking platforms and offering incentives to promote sustainable choices. This research contributes to a deeper understanding of consumer behaviour in sustainable tourism and underscores the need for integrated efforts to facilitate more environmentally conscious decisions in sport-related travel.

**Keywords:** Sustainability, Climate Change, Theory of Planned Behaviour, Sustainable Development, Management