

THE MATURING RESEARCH FIELD OF RESOURCE USE IN TOURISM

– THE CONCEPT OF DATA CLOTTING IN RESEARCH

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TOURISM'S UNSUSTAINABLE RESOURCE USE



OFFICES
OR
HOMES

DESIGN + USERS
AS SOLUTION



Consumes
242 MJ
energy per
night



Emits 27 kg
CO₂-e per
night



Uses 660
litres of
water per
night

**This study looks at the
evolution of experimental
research on reducing resource
use in hotels**





Methods

Comprehensive search of the literature for

- experimental studies
- in tourist accommodation
- on water savings as PEB
- measuring actual behaviour

Reported on

- the authors & year,
- location of the study,
- theoretical underpinnings,
- outcome variables

FRAMEWORK: DATA CLOTTING

Related to the Domestication Theory in technology: where human agents learning to digest and appropriate a technology: 'a taming of the wild and a cultivation of the tame'

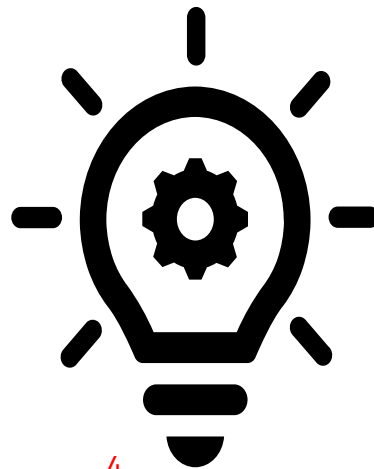
Smart tech in hotels need to be domesticated first – how to use it, and why, and what to do with it/about it

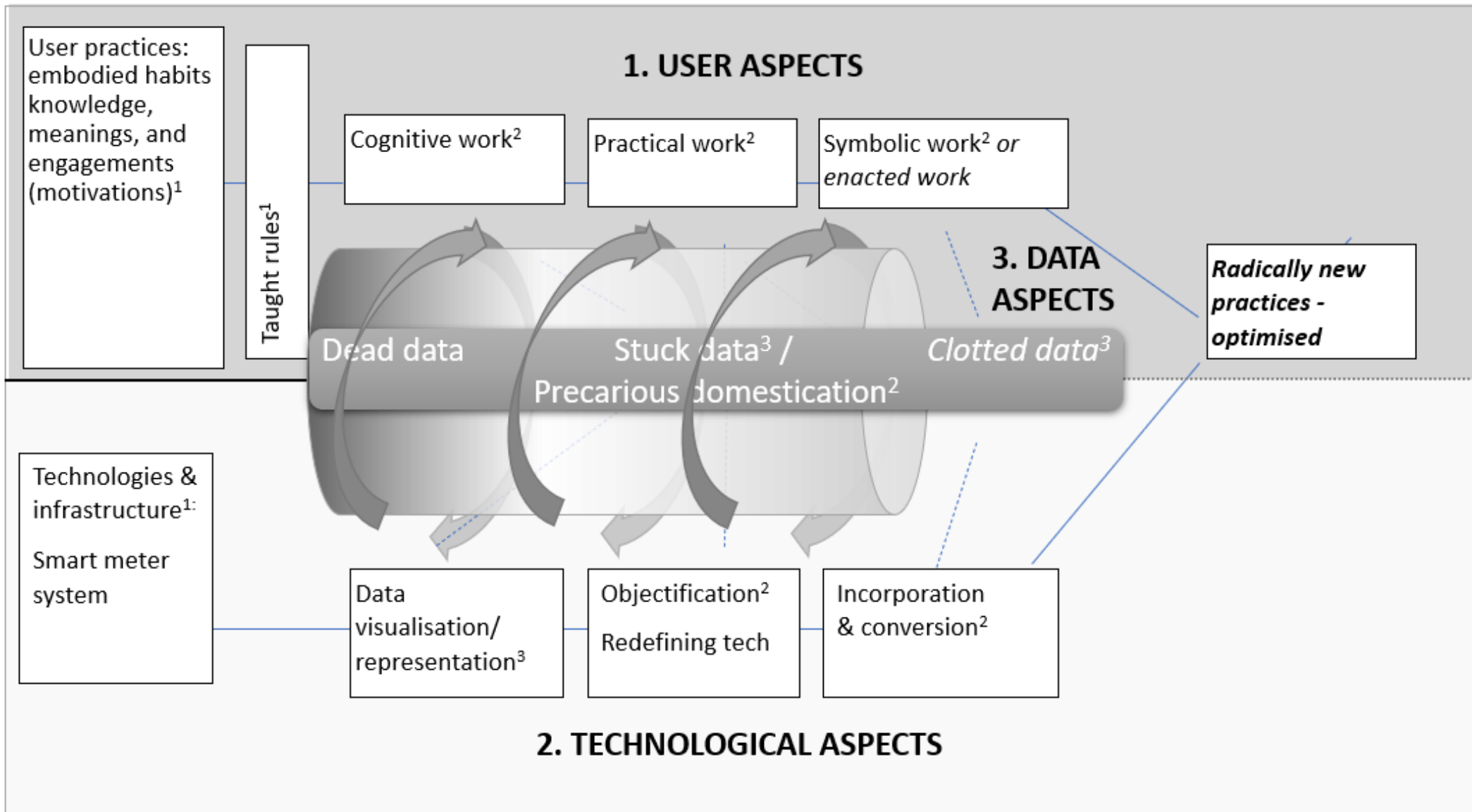
CLOTTING – refers to what happens to the smart tech data

- Does it die because no one understands it?
- Does it get stuck because no one knows what to do with it?

or

- Does it clot as people make connections with infrastructure and/or practices, and can see pathways to change outcomes?





Taken from Coghlan, Becken & Warren (2022): Modelling a smart user tech journey towards decarbonising tourist accommodation. *Journal of Sustainable Tourism*, <https://doi.org/10.1080/09669582.2022.2030344>⁵

	Authors/year	Setting	Theory	PEB
1	Goldstein et al., 2007	USA hotel	Norms	Towel reuse
2	Goldstein et al., 2008	USA hotel	Norms	Towel reuse
3	Shultz et al., 2008	Resort	Norms	Towel reuse
4	Mair & Bergin-Seers, 2010	Aus Motels	Norms & incentives	Towel reuse
5	Beca-Motes et al., 2012	USA hotel	Commit & signals	Towel reuse
6	Bohner & Schluter, 2014	German hotel	Norms	Towel reuse
7	Terrier & Marfaing, 2015	Swiss hotel	Norms & commit.	Towel reuse
8	Reese et al., 2015	Alpine resorts	Commit. & persuasive comm.	Towel reuse
9	Morgan & Chompreeda, 2015	Thai Resort	Norms & incentives	Towel reuse
10	Dolnicar et al., 2017	Slovenian Ecohotel	Appeals, humour, cognitive dissonance	Towel reuse & electricity
11	Warren et al., 2017	Aus rural self-cater.	Norms & incentives Pers. comm. & feedback	Cottage water use
12	Joo et al., 2018	Korean hotel	Norms & incentives	Room water use
13	Perreira-Doel et al., 2019	Spanish hotel	Feedback	Shower time
14	Tiefenbeck et al, 2019	Swiss hotels	Feedback	Towel reuse & linen change
15	Gössling et al., 2019	Spanish hotels	Norms	Towel reuse & linen change
16	Leon & Arana, 2020	Hol. Apart-ments	Personal comm.	Towel reuse & linen change
17	Dolnicar et al., 2019	Slovenian hotel	Equity theory & VBN	Room cleans
18	Kenzevic Cvelbar et al., 2021	Slovenian hotel	VBN & default settings	Room cleans

RESULTS



Progression of research & types of work?

Towel reuse
2007 -2015



simple./single
behaviour

Towels
(& electricity?)
2017



Energy/water
nexus?

Whole room/
cottage water
use
2017 - 2018



Holistic guest beh.

Towel reuse &
linen change
2019 – 2020



Guest beh. +
supply chain

Shower time
2019

Room cleans
2019 – 2021

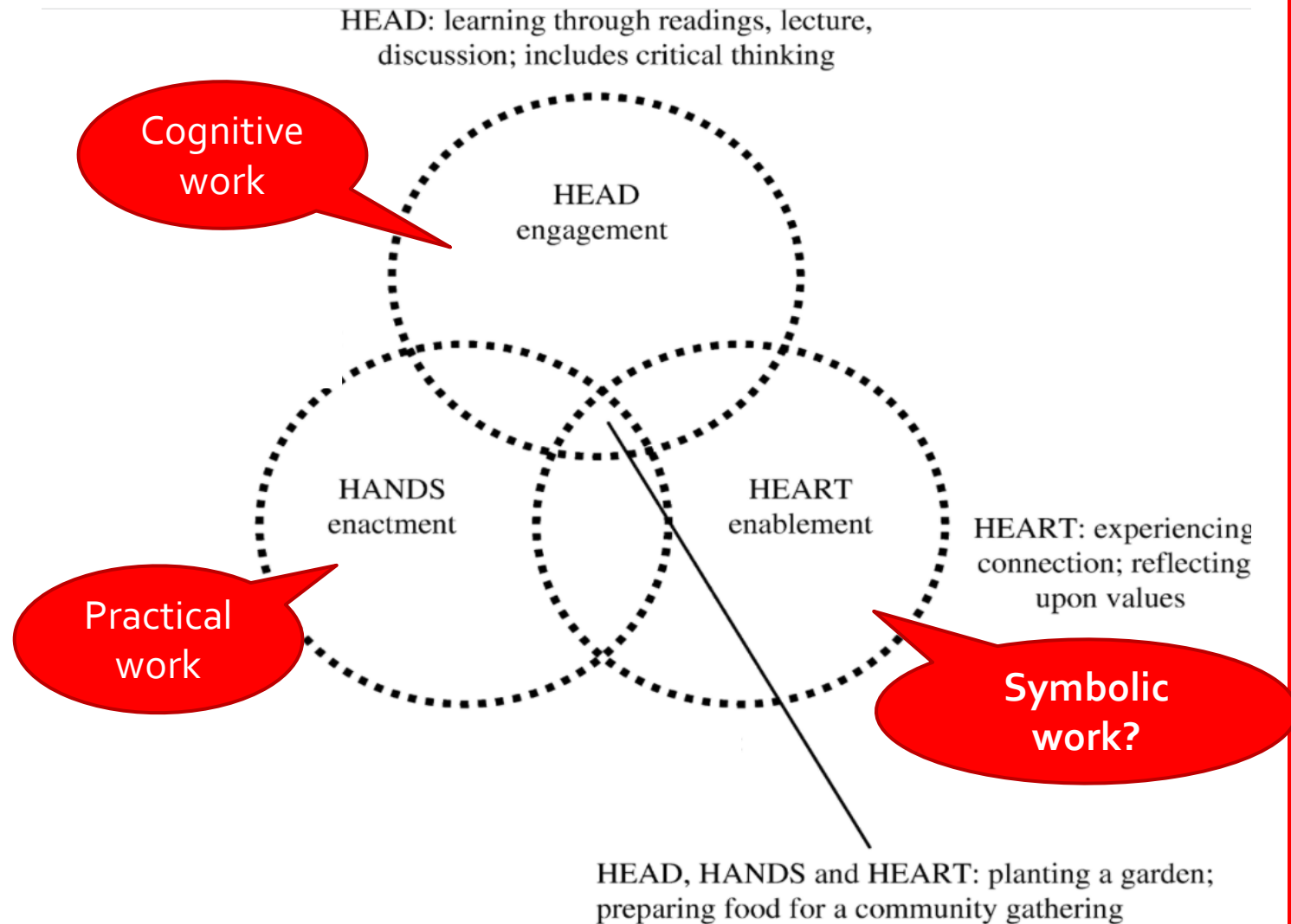


All of the
preceding +
staff

Symbolic work:

incorporating the data into the researchers' identities, e.g. moving from a reductionist approach to measurement to one that understands the holistic system of production and consumption.

This highest level of work represents a significant shift and might involve how the researchers approaches the question of data and knowledge and what these can tell us to make necessary changes.



Taken from Sipos et al. (2008)

Why does symbolic work matter?



**TELL US WHAT
YOU THINK
SYMBOLIC WORK
LOOKS LIKE**

Guest information on sustainable experiences?

Lighting versus natural light

Opportunities for recycling

Low flow shower head and advice so have short shower?

Is the air conditioning manually controllable

Extra blankets for cold nights

Use of fridge and jug

Energy rating of appliances, switch off sign

Does the window open for air flow?

Don't change the sheet

