

FROM GREEN VALUES TO ELECTRIC JOURNEYS: HOW SUSTAINABILITY BELIEFS, DESTINATION IDENTITY, AND INSTITUTIONAL TRUST SHAPE TOURIST MOBILITY CHOICES

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Abstract: The study aims to examine how sustainability beliefs, destination identity, and institutional trust interact in shaping tourists' readiness to adopt electric mobility as part of sustainable tourism transitions. It seeks to identify the psychological, perceptual, and governance factors influencing pro-environmental travel intentions, using Slovenia as a model of a cross-border "green corridor" within Central Europe. Data were collected from 613 international travelers transiting through or visiting Slovenia between May and August 2025. A structured questionnaire based on Value-Belief-Norm, Place Identity, and Institutional Trust theories was administered online and on-site. Exploratory and confirmatory factor analyses validated four latent constructs—Green Values, Destination Identity, Institutional Confidence, and E-Mobility Intention—while structural equation modelling tested hypothesised relationships and mediation effects. Although the four-factor model exhibited strong reliability and validity, the hypothesized relationships among values, identity, trust, and intention were weak or nonsignificant. The findings reveal a persistent attitude-behaviour gap, indicating that pro-environmental beliefs do not automatically translate into behavioral adoption. Institutional confidence failed to mediate behavioral readiness, suggesting limited influence of governance credibility in tourists' decision-making. Sustainable mobility adoption depends less on moral conviction than on contextual salience—visible infrastructure, convenience, and normative cues. Strengthening these conditions may bridge the gap between ecological aspiration and real behavioral change.

Keywords: sustainable tourism, electric mobility, environmental values, destination identity, institutional trust, behavioral intention, Slovenia, Serbia, policy transfer

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INTRODUCTION

Sustainable mobility represents one of the most pressing frontiers in the transformation of contemporary tourism systems (Magnusson et al., 2023). As global policy frameworks increasingly advocate decarbonization and the electrification of transport, the behavioral foundations of this transition remain only partially understood (Bojović et al., 2024). Tourism, as an industry fundamentally dependent on movement, embodies a central paradox: destinations position themselves as sustainable, yet the accessibility and convenience that underpin their competitiveness still rely on high-emission infrastructures and private vehicle use (Knežević et al., 2025). This discrepancy between symbolic sustainability and actual mobility practices exposes a critical gap between rhetoric and behavior, highlighting that ecological awareness does not necessarily translate into concrete behavioral adoption (Craig-Scheckman et al., 2024; Huang et al., 2025). While the literature on sustainable tourism has evolved considerably (Khosravi et al., 2025; Vujko et al., 2025), it remains dominated by research conducted in technologically advanced and institutionally stable contexts—where electric mobility infrastructures are mature, governance systems are trusted, and sustainability norms are socially embedded. By contrast, transitional and developing destinations operate under markedly different structural and perceptual conditions (Jørgensen et al., 2024). Here, the diffusion of sustainable behavior is shaped not only by individual values but also by infrastructural availability, governance credibility, and social learning processes (Khuadthong et al., 2025). The interplay of these factors is seldom linear: pro-environmental attitudes may coexist with habitual dependence on carbon-intensive mobility due to institutional uncertainty or lack of feasible alternatives (Huseynov et al., 2025). Consequently, existing behavioral models, developed primarily in high-income contexts, fail to capture the complexity of sustainable mobility in emerging economies (Kühnemann et al., 2021).

This research addresses that blind spot by situating sustainable mobility within the broader socio-psychological and institutional realities of developing tourism systems. It posits that the transition to electric mobility is not simply a matter of

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technological substitution but a systemic transformation that depends on the alignment of three interrelated dimensions—moral commitment (values), symbolic meaning (destination identity), and structural reliability (institutional trust). Understanding how these dimensions interact is essential for explaining the persistent attitude–behavior gap that continues to undermine the efficacy of sustainability interventions in tourism. The relevance of this inquiry extends beyond theoretical refinement. For Serbia, as a country in economic and infrastructural transition, sustainable mobility is both an environmental necessity and a developmental imperative. The Zlatibor–Beograd corridor, one of the most dynamic tourist routes in the Western Balkans, epitomizes this duality: intense vehicular traffic and seasonal congestion coexist with emerging initiatives promoting low-emission travel and rural connectivity. Examining tourists’ readiness to adopt electric mobility along this route thus provides an empirically grounded basis for designing evidence-based transport and destination policies capable of reconciling growth with sustainability.

By integrating behavioral theories of environmental psychology with institutional and governance perspectives, this study contributes to a more context-sensitive understanding of how values become action in tourism. Its contribution lies in reframing the debate from whether tourists care about sustainability to the conditions under which such care becomes behaviorally realized. Through empirical validation of a multidimensional model comprising Green Values, Destination Identity, Institutional Confidence, and E-Mobility Intention, the research provides both theoretical advancement and practical guidance. It offers policymakers insights into the psychological and infrastructural levers that can facilitate electric mobility adoption, positioning routes such as Zlatibor–Beograd as exemplars of regional sustainability transition and as living laboratories for integrating technology, governance, and behavioral change in developing tourism contexts. This study therefore seeks to elucidate the mechanisms through which individual sustainability beliefs, destination identity perceptions, and institutional trust converge—or fail to converge—into behavioral readiness for electric mobility. By empirically modeling these relationships within the context of an emerging tourism system, the research aims to reveal why pro-environmental values often remain aspirational rather than actionable. The central premise is that sustainable mobility adoption arises not solely from moral conviction but from the synergy of psychological commitment, infrastructural visibility, and governance credibility. In doing so, the study advances the theoretical understanding of the value–trust–behavior nexus in tourism and provides practical guidance for developing destinations such as Serbia, where aligning ecological ambition with infrastructural and behavioral realities remains a decisive frontier of sustainable transformation.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The growing emphasis on sustainability in tourism has led to a shift from isolated behavioral analyses toward integrative models that account for value systems, destination perceptions, and institutional contexts influencing pro-environmental decision-making. Drawing on value–belief–norm theory (VBN), place identity theory, and trust-based models of behavioral intention, the present study conceptualizes a four-dimensional framework encompassing *Green Values*, *Destination Identity*, *Institutional Confidence*, and *E-Mobility Intention*. Together, these constructs capture the cognitive, affective, and normative foundations of sustainable travel behavior within the transition toward electric mobility.

Sustainability Beliefs and Green Values

The construct of Green Values reflects the deep-seated moral, cognitive, and affective orientations that guide individuals’ environmental judgments and actions. Rooted in the Value–Belief–Norm (VBN) theory of pro-environmental behavior (Eskandari & Fatemi, 2025), these values represent the psychological foundation upon which sustainable attitudes and behavioral intentions are built. The VBN framework posits that pro-environmental behavior arises when individuals (1) hold strong biospheric or altruistic values, (2) are aware of environmental consequences, and (3) feel a personal moral obligation to act (Lee et al., 2023). Within tourism contexts, these mechanisms translate into a willingness to prioritize ecological considerations over convenience or cost efficiency when making travel-related decisions (Pan & Zhou, 2024). Empirical evidence demonstrates that tourists who internalize sustainability as a personal and moral responsibility are more inclined to evaluate travel alternatives through an ethical and normative lens (Eskandari & Fatemi, 2025). Studies show that travelers’ pro-environmental values significantly influence their support for low-carbon destinations, their willingness to pay premiums for eco-certified services, and their acceptance of alternative mobility systems (Juvan & Dolnicar, 2017; Park et al., 2022). Such tourists do not merely perceive sustainability as a social expectation but as an expression of personal identity and moral self-consistency. The perception that “choosing sustainable transport means doing the right thing” indicates a shift from externally driven behavior to internally motivated moral action, aligning with the “self-determination” perspective (Yang et al., 2024) often integrated into the VBN model.

From a psychological standpoint, Green Values function as higher-order cognitive schemas that influence two distinct yet interconnected domains of tourist decision-making. First, they shape the way travelers construct and interpret Destination Identity—that is, destinations emphasizing sustainability are perceived as more authentic, modern, and trustworthy (Manthiou et al., 2025). Second, these values inform the degree of Institutional Confidence, as tourists with strong environmental orientations are more likely to trust public authorities and organizations that promote sustainable mobility initiatives (Hibbs et al., 2025). The logic follows that moral congruence between personal values and institutional actions fosters legitimacy perceptions, which in turn enhance trust. Moreover, in tourism settings where sustainable transport infrastructures (e.g., electric charging networks, low-emission public transport) are visible, Green Values not only affect attitudinal evaluation but also strengthen the belief that sustainable travel behavior is both feasible and desirable (Cândido et al., 2024). Thus, the internalization of sustainability principles operates as a distal antecedent that indirectly shapes behavioral intention through perceptual and institutional mechanisms. In this conceptualization, Green Values serve

as the normative and motivational foundation of sustainable mobility adoption, bridging individual ethics with collective governance frameworks. Their influence is expected to manifest both in how tourists perceive destinations that signal ecological integrity and in how they appraise the credibility of the institutions that manage sustainable tourism transitions.

H1: Stronger Green Values are positively associated with a more favorable Destination Identity, indicating that tourists who internalize sustainability principles are more likely to perceive destinations promoting sustainable mobility as authentic and responsible.

H2: Green Values positively influence Institutional Confidence, suggesting that individuals with strong environmental orientations exhibit higher trust in institutions, regulations, and infrastructures supporting sustainable tourism and electric mobility.

Destination Image and Identity

The construct of Destination Identity emerges at the intersection of place identity theory (Proshansky et al., 1983; Zumbrunn et al., 2025) and destination image research (Echtner & Ritchie, 1991; Tan et al., 2025), both of which emphasize the emotional, cognitive, and symbolic relationships travelers form with places. In sustainable tourism contexts, destination identity extends beyond aesthetic appeal or functional attributes to encompass perceived authenticity, moral alignment, and ecological integrity (Hao et al., 2025). It represents how tourists cognitively interpret and emotionally internalize the destination's sustainability narrative—whether they view it as a genuinely responsible place, committed to green innovation and low-emission practices (. From a theoretical standpoint, destination identity is not merely a marketing construct but a psychological and moral schema through which travelers evaluate a destination's credibility and distinctiveness (Tang et al., 2025). When a destination integrates sustainability into its brand and operational practices—through clear green branding, eco-mobility initiatives, and transparent environmental communication—it fosters a perception of identity coherence. This coherence, defined as consistency between communicated values and observed actions (Dockendorff et al., 2025), strengthens visitors' belief that the destination's sustainability claims are authentic rather than symbolic. Such identity coherence serves multiple psychological functions.

First, it promotes affective attachment—a feeling of emotional closeness or belonging to a place that embodies one's own values (Waitt & Harada, 2023). Second, it enhances perceived moral congruence between the tourist and the destination, leading to trust and behavioral alignment (Sommers et al., 2025). Third, a clearly defined and credible destination identity acts as a heuristic cue for institutional reliability: if a place is perceived as authentically sustainable, it implies competent governance, reliable infrastructure, and credible public institutions (Huang et al., 2025).

Empirical evidence reinforces this conceptual link between destination identity and trust. Studies indicate that when tourists perceive environmental responsibility as part of a destination's core identity, their institutional trust and behavioral commitment rise significantly. In sustainable mobility settings, destinations that visibly integrate electric transport solutions into their identity—such as Slovenia's "Green and Smart Mobility"—signal both technological advancement and ethical modernity (Petrović et al., 2018). This, in turn, shapes visitors' expectations of reliable infrastructure, transparent governance, and environmental stewardship. The relationship between destination identity and behavioral intention is also grounded in self-congruity theory (Rasool et al., 2023), which posits that individuals prefer places that reflect and reinforce their own self-concept. When travelers perceive a destination's green identity as congruent with their personal environmental values, they experience symbolic alignment, which increases the likelihood of pro-environmental behavior, including the adoption of electric mobility (Wang et al., 2025). Therefore, destination identity functions as both a cognitive appraisal (how the destination is understood) and an affective bond (how it is felt), jointly contributing to trust in institutions and intention to act sustainably. In summary, Destination Identity represents a mediating perceptual layer that connects personal values with behavioral outcomes (Liu et al., 2025). It operates as a filter through which tourists interpret institutional trustworthiness and envision their role in the sustainable transformation of mobility. A destination perceived as authentically green and well-governed not only enhances emotional connection but also increases confidence in the institutional systems supporting sustainable mobility transitions.

H3: A stronger perception of Destination Identity positively influences Institutional Confidence, indicating that destinations perceived as authentically sustainable and environmentally coherent enhance tourists' trust in institutional systems and infrastructure supporting sustainable mobility.

Institutional Trust and Infrastructure Confidence

The construct of Institutional Confidence captures tourists' perceptions of the credibility, transparency, and reliability of the institutional and infrastructural systems that support sustainable mobility. Rooted in institutional trust theory (Mayer et al., 1995; Hansson & Popov, 2025) and extended through the literature on social trust and governance legitimacy (Tortosa-Edo & López-Navarro, 2025), this dimension reflects the belief that public and private institutions act competently and ethically in managing sustainability transitions. In the context of tourism, institutional confidence bridges the macro-level (governance quality, policy consistency, infrastructural investment) and the micro-level (individual behavioral readiness), functioning as a mechanism that translates perceived systemic reliability into personal behavioral commitment. From a theoretical perspective, institutional trust emerges when institutional arrangements are perceived as competent, benevolent, and predictable. These perceptions are reinforced by consistent policy implementation, transparency in environmental communication, and the visible performance of infrastructure (e.g., charging networks, electric transport accessibility, and regulatory reliability). In tourism settings, travelers' willingness to adopt innovative or eco-friendly mobility solutions depends strongly on whether they believe that institutions will provide safe, efficient, and dependable systems to support those choices

(Román et al., 2025). Thus, trust operates as both a risk-reduction mechanism and a behavioral facilitator, minimizing uncertainties associated with adopting unfamiliar or technology-dependent transport options (Kottala et al., 2025).

Institutional Confidence also reflects the alignment between public governance and destination identity. When sustainable mobility initiatives are coherently integrated into a destination's strategic vision and visibly supported by public investment, tourists interpret such efforts as credible signals of institutional reliability (Sun et al., 2025). Conversely, inconsistency between promotional claims and infrastructural realities undermines trust and weakens behavioral intention. This link is especially pronounced in sustainability-oriented tourism, where the gap between rhetoric and implementation is often scrutinized by environmentally conscious visitors. Empirical studies underscore that perceived institutional reliability enhances pro-environmental behaviors by legitimizing policy goals and fostering moral endorsement (Nunkoo et al., 2012). Tourists who trust that public authorities and tourism organizations will uphold environmental commitments exhibit greater openness to behavioral adaptation, including the use of low-emission transport or participation in carbon-reduction programs. In electric mobility adoption, institutional confidence reduces perceived technological barriers (e.g., range anxiety, charging availability) and conveys the assurance that sustainable travel choices are not only desirable but also feasible (Wang et al., 2025). From a behavioral modeling perspective, Institutional Confidence represents the most proximal determinant of E-Mobility Intention, linking the moral–cognitive antecedents (Green Values, Destination Identity) with the behavioral outcome. It operationalizes the notion that sustainable action in tourism requires more than awareness or intention—it requires trust in systems that enable those actions to occur effectively. When travelers perceive tourism institutions as credible, capable, and transparent, their willingness to participate in sustainable mobility practices increases accordingly.

H4: Institutional Confidence positively influences E-Mobility Intention, indicating that tourists' trust in governance structures, regulatory reliability, and infrastructural adequacy enhances their readiness to adopt electric mobility as part of sustainable tourism practices.

Behavioral Intention toward Electric Mobility

The construct of Behavioral Intention toward Electric Mobility (E-Mobility Intention) represents the conative dimension of sustainable behavior—an individual's conscious and motivational readiness to engage in electric mobility options during travel. Rooted in the Theory of Planned Behavior (TPB) (Ajzen, 1991; Gong et al., 2025), behavioral intention is conceptualized as the most immediate antecedent of actual behavior, reflecting a synthesis of attitudinal, normative, and control-based appraisals. Within sustainability-oriented frameworks, however, intention extends beyond rational evaluation to include moral, affective, and contextual determinants (Verma & Chandra, 2018). In the context of tourism mobility, this construct captures a traveler's willingness to use, recommend, and plan around electric mobility alternatives—such as e-vehicles, e-bikes, or low-emission public transport—when these options are perceived as reliable, accessible, and congruent with personal and destination-level values (Román et al., 2025). Prior studies indicate that behavioral intention toward sustainable mobility is not merely a function of instrumental convenience but rather the outcome of value alignment, emotional connection, and institutional assurance (Sun et al., 2025). From a cognitive–affective standpoint, tourists internalize sustainability messages through two reinforcing channels. First, cognitive pathways involve evaluating the functional performance and environmental benefits of electric mobility, shaped by Green Values and Institutional Confidence (Mustafa et al., 2024). Second, affective pathways involve emotional resonance with destinations that embody environmental responsibility—captured through Destination Identity (Escobar-Farfán et al., 2024). When both dimensions are satisfied, behavioral intention is strengthened through a sense of moral coherence (“this is the right choice”) and experiential satisfaction (“this feels aligned with what I value”).

Institutional Confidence, in particular, plays a critical facilitating role by transforming positive attitudes into actionable commitment. Trust in policy consistency, infrastructure reliability, and governance transparency reduces perceived barriers (e.g., range anxiety, technological unfamiliarity) and reinforces the belief that adopting electric mobility is both safe and feasible. As such, intention operates as the culminating link in the causal chain connecting values, perceptions, and trust (Xie & Tsang, 2025). Empirically, the construct is reflected through behavioral indicators such as future adoption, recommendation intention, and experience enhancement, all of which demonstrate how tourists envision their participation in sustainable transport systems as part of a broader contribution to responsible travel (Baptista & Pereira, 2025). High factor loadings on these items underscore that electric mobility is perceived not only as a mode of transport but as a symbol of ethical modernity and sustainable progress (McBain et al., 2023). Conceptually, this study situates E-Mobility Intention as the dependent construct that integrates the normative (values), perceptual (identity), and institutional (trust) components of sustainable behavior into a coherent motivational framework. It reflects the point at which belief-based awareness and trust-based assurance converge into action-oriented commitment—the readiness to choose, promote, and normalize electric mobility within the tourism experience.

H5: E-Mobility Intention is positively influenced by Destination Identity and Institutional Confidence, indicating that tourists who perceive destinations as authentically sustainable and trust the supporting institutional framework are more likely to adopt and promote electric mobility as part of their travel behavior.

Mediating Role of Institutional Confidence

Within the proposed conceptual framework, Institutional Confidence operates as the central mediating mechanism that translates individual-level sustainability orientations and destination-level perceptions into concrete behavioral outcomes.

Drawing on trust mediation theory (Mayer et al., 1995; Juhaidi et al., 2024) and extended through the lens of sustainability governance models (Nunkoo et al., 2012; Ayhan et al., 2025), this construct captures how confidence in

institutions—comprising perceptions of policy reliability, infrastructural adequacy, and transparent communication—facilitates the transformation of moral intentions into action. The mediation process unfolds along a psychologically and contextually coherent chain. Individuals who hold strong Green Values tend to evaluate destinations through an ethical frame and are predisposed to view institutional systems that promote sustainability as legitimate and trustworthy.

Similarly, tourists who perceive destinations as authentically sustainable—where green identity is integrated into the brand and spatial experience—develop stronger trust in the governance structures that uphold these practices. Institutional Confidence, in this sense, functions as a cognitive filter and behavioral catalyst, reinforcing the credibility of sustainable claims and reducing the perceived risks of adopting innovative mobility solutions (Rodríguez-Rad et al., 2023).

From a governance perspective, trust bridges the divide between normative beliefs (what people think should happen) and behavioral feasibility (what people believe can realistically be done). Trust in competent institutions assures tourists that sustainable mobility systems—charging infrastructure, regulations, and accessibility—will function effectively and reliably, thereby converting ethical willingness into actionable intention (Eccarius & Chen, 2024). This process is consistent with social exchange theory, which posits that trust mediates the relationship between perceived fairness and behavioral cooperation (Jiang et al., 2025). In the sustainability domain, such cooperation manifests as active participation in pro-environmental behaviors, including the adoption of electric mobility. Empirical studies in environmental psychology and tourism behavior consistently support the mediating role of institutional trust. According to Kitt et al., (2021), confidence in environmental governance has been shown to strengthen the translation of ecological concern into participation in carbon-reduction programs and to increase tourists' compliance with sustainability guidelines.

In mobility contexts, perceived institutional reliability mitigates barriers related to cost, information asymmetry, and technological uncertainty, allowing personal values and destination perceptions to manifest as behavioral intention. Consequently, Institutional Confidence serves as the mechanism through which Green Values and Destination Identity exert their influence on E-Mobility Intention. It ensures that pro-environmental beliefs and positive destination images are grounded in realistic expectations of systemic support and governance competence. This mediating relationship emphasizes that sustainable action is not driven by values alone, but by the perceived institutional capacity to sustain those values in practice.

In summary, this conceptualization integrates individual-level morality (values), destination-level meaning (identity), and system-level assurance (trust) into a unified framework explaining tourists' sustainable mobility behavior. The model postulates that Institutional Confidence transmits the effects of Green Values and Destination Identity to E-Mobility Intention, forming the structural backbone of the research model. This integration provides a comprehensive theoretical foundation for the confirmatory factor and structural equation modeling that follows, offering both conceptual coherence and empirical testability.

MATERIALS AND METHODS

This research adopts a post-positivist epistemological orientation, grounded in the assumption that social phenomena—such as tourists' sustainability beliefs and behavioral intentions—can be empirically observed and statistically modeled, yet never captured in absolute or value-free terms. Knowledge is understood as probabilistic rather than deterministic, recognizing that human attitudes and behaviors are shaped by contextual, psychological, and institutional contingencies. Constructs such as Green Values, Destination Identity, and Institutional Confidence are treated as latent psychological realities that can be inferred through validated measurement instruments and analyzed using structural equation modelling (SEM). This position reflects the post-positivist view that reality exists independently of the observer but can only be approximated through theoretical framing and empirical testing.

Simultaneously, the study acknowledges the interpretive dimension of meaning, particularly in how travellers conceptualise sustainability and institutional trust within tourism contexts. While quantitative in design, the research is informed by elements of critical realism, assuming that underlying causal structures—values, trust, and governance—shape observable behavior, though these mechanisms may manifest differently across socio-cultural environments. This epistemological grounding enables a mixed-theoretical synthesis combining behavioral frameworks from environmental psychology (Value-Belief-Norm theory; Theory of Planned Behavior) with governance-based perspectives (Institutional Trust Theory), positioning sustainable mobility as both a psychological and structural process of value enactment.

Data were collected between May and August 2025 through a combination of online and on-site survey administration. The online survey targeted international travelers planning to transit through or visit Slovenia, disseminated via travel-related forums, cross-border EV user groups, and social media communities promoting sustainable mobility. The on-site component was conducted at high-traffic transit points, including motorway rest areas near Ljubljana and Maribor, electric vehicle charging stations along the A1 and A2 corridors, and selected railway and bus terminals. Participation was voluntary and anonymous, with no financial incentives offered. Respondents were informed about the study's purpose, confidentiality, and approximate completion time (7–10 minutes).

Eligibility criteria required participants to be 18 years or older and to be travelling either in transit or temporarily staying in Slovenia. The final sample comprised 613 respondents, demonstrating balanced gender representation (51.2% men, 48.8% women), which aligns with European travel mobility data. The largest age group was 35–44 years (27.1%), followed by 25–34 (21.9%) and 45–54 (21.5%), reflecting the economically active, mobility-intensive population segment. Educational attainment was high—over 93% had completed at least secondary education, and 44% held a university degree or higher—indicating a well-informed and environmentally conscious traveller cohort.

A dominant 75.9% of participants identified as transit travellers, while only 24.1% were staying visitors, underscoring Slovenia's role as a connective corridor within Central and Southern Europe. The main travel purposes were transit (40.3%), visiting friends and family (22.8%), and business (20.1%), with leisure accounting for just 11.7%. Regarding

transport modes, electric cars represented 39.8% of all reported vehicles, exceeding internal combustion cars (25.9%) and public modes such as buses (11.7%) and trains (9.8%). Nearly all respondents (98%) had previously used an electric vehicle, positioning the sample as a population of early adopters and mobility innovators. Country-of-origin data confirmed this transnational profile: respondents primarily came from Germany (21.7%), Italy (19.4%), Austria (17.5%), Hungary (14.7%), and the ex-Yugoslav region (23.5%). This distribution reflects the geographic logic of European transport corridors and validates the selection of Slovenia as a model case for cross-border sustainable mobility. The demographic structure thus represents a technologically literate and sustainability-oriented population, offering a relevant empirical base for testing behavioral and institutional determinants of e-mobility adoption.

The questionnaire was designed to capture the multidimensional nature of tourists' readiness to adopt electric mobility within the context of sustainable tourism transitions. Respondents evaluated statements on a five-point Likert scale from strongly disagree (1) to strongly agree (5). The conceptual framework integrates insights from environmental psychology, destination identity, and institutional trust theory, capturing how personal morality, affective attachment, and governance credibility interact in shaping sustainable behavioral intentions. The instrument was informed by the Value–Belief–Norm (VBN) theory (Stern, 2000), emphasizing moral obligation as the foundation of pro-environmental action. Empirical studies confirm that perceived moral duty and value alignment predict sustainable transport behavior (Han, 2021; Higham et al., 2021; Juvan & Dolnicar, 2017). This perspective was complemented by place identity and destination image theory, which frames destinations as symbolic contexts for self-expression (Proshansky et al., 1983; Stylidis, 2020; Prayag et al., 2025).

Destinations perceived as “green” and authentic reinforce the consistency between personal identity and behavioral engagement. The institutional trust dimension draws on Mayer et al.'s (1995) model of institutional reliability, incorporating competence, integrity, and benevolence as antecedents of trust. Within tourism, institutional credibility and infrastructure transparency are critical to behavioral acceptance (Nunkoo et al., 2012; Chien et al., 2024). Finally, the Theory of Planned Behavior (Ajzen, 1991) provides a behavioral lens linking attitudes, perceived control, and social norms to intention, supported by recent findings on sustainable transport behavior (Chen et al., 2023). The final model operationalizes four latent constructs: *Green Values*, *Destination Identity*, *Institutional Confidence*, and *E-Mobility Intention*.

The empirical analysis followed a multi-stage quantitative sequence to ensure statistical rigor and theoretical coherence. Preliminary diagnostics confirmed data suitability for multivariate analysis through Kaiser–Meyer–Olkin (KMO) and Bartlett's Test of Sphericity. To uncover latent dimensions, an Exploratory Factor Analysis (EFA) was performed using Maximum Likelihood extraction with Varimax rotation, identifying coherent factor structures aligned with theoretical expectations. Subsequently, a Confirmatory Factor Analysis (CFA) tested the fit between the hypothesized four-factor model and the observed data using Maximum Likelihood estimation. Model fit was evaluated through multiple indices, including CMIN/DF, GFI, AGFI, RMR, CFI, TLI, IFI, and RMSEA, alongside PCLOSE and Hoelter's critical N, following the criteria established by Hair et al. (2021). Reliability and validity were tested through Composite Reliability (CR) and Average Variance Extracted (AVE), ensuring internal consistency and convergent validity. Discriminant validity was confirmed using the Fornell–Larcker criterion and Heterotrait–Monotrait (HTMT) ratio (Henseler et al., 2015), ensuring empirical distinctness of constructs. Finally, Structural Equation Modeling (SEM) was employed to test the hypothesized causal pathways among latent variables, assessing both direct and indirect effects. The potential mediating role of Institutional Confidence was examined using the Baron & Kenny (1986) approach. Model parsimony and residual diagnostics were evaluated to ensure the robustness of estimation. This systematic progression—from exploratory to confirmatory modeling—ensured the methodological reliability of findings and the validity of theoretical inferences concerning tourists' readiness to adopt electric mobility in sustainable tourism contexts.

RESULTS

Preliminary statistical diagnostics confirmed the dataset's high suitability for multivariate analysis. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.926, indicating excellent factorability of the data.

The Bartlett's test of sphericity produced a statistically significant result ($\chi^2 = 10,140.994$; $df = 595$; $p < 0.001$), rejecting the null hypothesis that the correlation matrix is an identity matrix.

These findings confirm that the variables are sufficiently intercorrelated, supporting the application of exploratory and confirmatory factor analyses to identify latent constructs related to sustainable mobility in tourism. Table 1 presents the results of the exploratory factor analysis using Maximum Likelihood extraction and Varimax rotation. The analysis identified a clear four-factor structure with eigenvalues greater than 1.0, explaining 51.68% of the total variance.

Table 1. Total Variance Explained (Varimax Rotation)

Note: Extraction Method: Maximum Likelihood. Rotation Method: Varimax with Kaiser Normalization

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.508	15.736	15.736	5.023	14.350	14.350	4.806	13.732	13.732
2	5.150	14.713	30.450	4.662	13.321	27.671	4.701	13.432	27.164
3	5.013	14.321	44.771	4.537	12.963	40.634	4.549	12.997	40.161
4	4.304	12.298	57.069	3.820	10.914	51.548	4.031	11.523	51.684
5	0.719	2.055	59.124	—	—	—	—	—	—

After rotation, the distribution of explained variance across the four components was balanced: Factor 1 (13.73%), Factor 2 (13.43%), Factor 3 (13.00%), and Factor 4 (11.52%). The total variance explained exceeds the recommended 50% threshold commonly applied in behavioral and tourism studies, confirming that the extracted factors capture a substantial portion of shared variance among the observed items. The even distribution of variance among factors indicates that the measurement model reflects a multidimensional yet stable construct system, without over-dominance of any single factor. These results support the theoretical four-dimensional framework encompassing Sustainability Beliefs and Green Values (Green Values), Destination Image and Identity (Destination Identity), Institutional Trust and Infrastructure Confidence (Institutional Confidence), and Behavioral Intention toward Electric Mobility (E-Mobility Intention), providing a robust empirical foundation for subsequent confirmatory factor and structural modeling. Table 2 presents the rotated factor matrix obtained from the exploratory factor analysis. The results supported a coherent and theoretically grounded four-dimensional framework capturing key psychological and perceptual determinants of sustainable mobility behavior.

The first factor, Sustainability Beliefs and Green Values (Green Values), represents the respondents' internalized pro-environmental orientations, moral commitment, and value-driven responsibility toward ecological preservation.

High loadings on items such as Environmental Priority, Clean Transport, and Moral Satisfaction indicate that tourists' sustainability beliefs are not merely attitudinal but reflect deeply held normative convictions influencing their travel preferences. The second factor, Destination Image and Identity (Destination Identity), encompasses perceptions of authenticity, modernity, and environmental integrity associated with destinations that actively promote sustainable mobility. Strong associations with variables such as Green Branding, Eco Promotion, and Modern Responsibility demonstrate that respondents perceive the use of low-emission transport as part of a destination's authentic and progressive identity. The third factor, Institutional Trust and Infrastructure Confidence (Institutional Confidence), captures the perceived reliability of regulatory frameworks, transparency of communication, and adequacy of electric mobility infrastructure. High factor loadings on items such as Policy Credibility, Charging Availability, and Public Investment confirm that institutional performance and governance credibility play a central role in shaping tourists' confidence in sustainable tourism systems. Finally, the fourth factor, Behavioral Intention toward Electric Mobility (E-Mobility Intention), reflects the respondents' readiness to engage in and advocate for the use of electric mobility options.

The strongest indicators—Future Adoption, Experience Enhancement, and Sustainability Vision—suggest that behavioral intention is not limited to practical convenience but is framed within a broader vision of tourism's sustainable future. Together, these four latent dimensions explain over half of the total variance and provide a robust empirical foundation for confirmatory factor analysis and subsequent structural modeling, allowing for a comprehensive examination of how personal values, destination perceptions, and institutional trust collectively drive tourists' pro-environmental mobility intentions.

Table 2. Rotated Factor Matrix

	Factor			
	Institutional Confidence	Destination Identity	Green Values	E-Mobility Intention
Environmental Priority	-.003	-.036	.713	-.033
Price Willingness	.006	.013	.706	-.036
Clean Transport	-.022	-.007	.720	.031
Green Innovation	-.041	-.051	.701	-.028
Moral Satisfaction	.031	-.008	.728	.001
Value Alignment	.039	-.019	.714	-.008
Destination Affinity	-.025	.004	.732	.001
Place Connection	.024	.735	-.002	-.039
Green Experience	.009	.711	-.036	-.069
Modern Responsibility	.040	.732	-.003	-.038
National Commitment	.051	.734	-.023	.038
Green Branding	.014	.711	.017	-.019
Nature Association	.016	.707	-.015	-.034
Eco Promotion	.018	.733	-.027	-.013
Environmental Trust	.022	.733	-.010	-.070
Institutional Trust	.709	-.017	-.033	.004
Regulatory Reliability	.704	-.003	.006	-.007
Transparency Communication	.716	.013	-.073	-.037
Public Investment	.713	.028	.033	.032
Policy Credibility	.758	-.008	.047	-.015
Charging Availability	.740	.060	.034	-.006
Information Access	.719	.052	.029	.020
Mobility Convenience	.719	.010	.003	.006
Travel Compatibility	.739	.029	-.023	.044
Public Connectivity	.000	-.050	-.035	.730
Behavioral Flexibility	.056	-.074	-.024	.700
Future Adoption	.028	-.017	-.002	.733
Recommendation Intention	.014	.033	.008	.718
Experience Enhancement	.003	-.042	-.045	.725
Sustainability Vision	.005	-.040	.012	.740

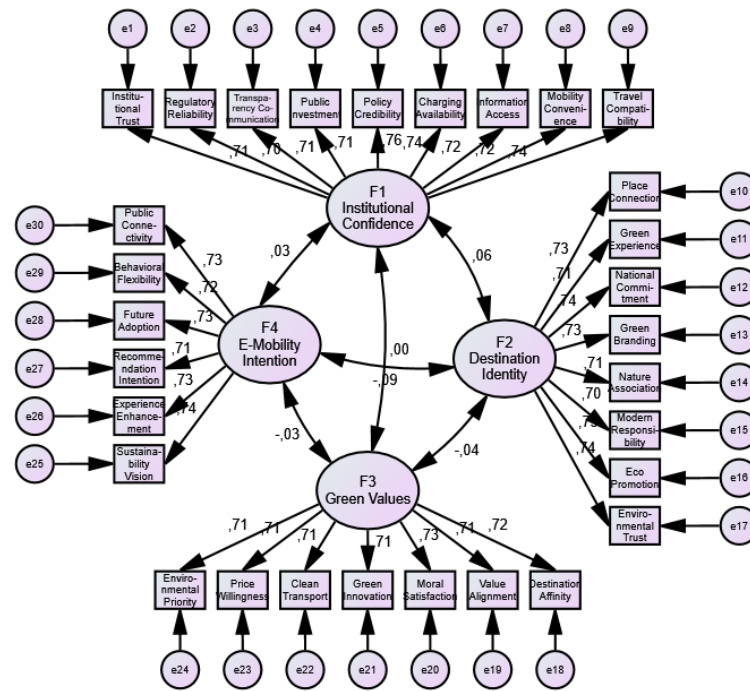


Figure 1. Measurement and Structural Model of Sustainable Mobility Intentions

Figure 1 presents the measurement and structural model consisting of four latent constructs: Institutional Confidence, Destination Identity, Green Values, and E-Mobility Intention. Rectangles denote observed indicators, circles denote latent variables, and the coefficients shown on the paths represent standardized factor loadings obtained through confirmatory factor analysis. As illustrated in Figure 1, the proposed measurement and structural model demonstrated excellent overall fit.

The χ^2/df ratio of 1.104 is well below the recommended upper limit of 3.0, indicating minimal discrepancy between the observed and estimated covariance matrices. Absolute fit indices further confirm the robustness of the model, with GFI = 0.956, AGFI = 0.948, and RMR = 0.031, all reflecting a high level of correspondence between the model and empirical data. Incremental fit indices, including NFI = 0.949, IFI = 0.995, TLI = 0.994, and CFI = 0.995, substantially exceed the 0.90 threshold, providing strong evidence of comparative fit quality relative to the null model. The RMSEA value of 0.013 (PCLOSE = 1.000) indicates an excellent absolute fit, confirming that the residuals fall within acceptable limits and that the model's approximation error is negligible. Parsimony-adjusted indices (PNFI = 0.870; PCFI = 0.913) and the Hoelter critical N values (621 @ $p < 0.05$) further affirm the model's stability and adequacy of sample size. Collectively, these results validate that the measurement model is statistically sound, theoretically coherent, and suitable for subsequent structural equation modeling (SEM). As shown in Table 3, all constructs demonstrated satisfactory levels of internal consistency and convergent validity. The composite reliability values ranged from 0.869 to 0.909, exceeding the 0.70 benchmark, while AVE values ranged from 0.513 to 0.527, surpassing the 0.50 threshold. These results confirm that the measurement model exhibits robust psychometric properties suitable for confirmatory factor analysis and subsequent SEM estimation. Discriminant validity was evaluated using both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. As shown in Tables 4 and 5, the square roots of the AVE values (ranging from 0.716 to 0.726) were greater than the corresponding inter-construct correlations, confirming that each latent construct shared more variance with its indicators than with other constructs. This satisfies the Fornell–Larcker criterion and establishes the distinctiveness of the four latent dimensions.

Table 3. Composite Reliability (CR) and Average Variance Extracted (AVE) for the Measurement Model (Note: CR = Composite Reliability; AVE = Average Variance Extracted. All constructs exceed the recommended thresholds (CR > 0.70, AVE > 0.50), confirming internal consistency and convergent validity)

Faktor	CR	AVE
F1 – Institutional Confidence	0.909	0.525
F2 – Destination Identity	0.899	0.527
F3 – Green Values	0.880	0.513
F4 – E-Mobility Intention	0.869	0.526

Table 4. Fornell–Larcker Criterion for Discriminant Validity (Note: Diagonal elements represent the square roots of Average Variance Extracted (\sqrt{AVE}), and off-diagonal elements represent the latent correlations between constructs. Discriminant validity is established when each construct's \sqrt{AVE} exceeds its inter-construct correlations)

Construct	F1	F2	F3	F4
F1 – Institutional Confidence	0.724	0.06	0.00	0.03
F2 – Destination Identity	0.06	0.726	0.04	0.09
F3 – Green Values	0.00	0.04	0.716	0.03
F4 – E-Mobility Intention	0.03	0.09	0.03	0.725

Table 5. Heterotrait–Monotrait (HTMT) Ratios for Discriminant Validity (Note: All HTMT ratios are well below the conservative threshold of 0.85 (Henseler et al., 2015), confirming discriminant validity and demonstrating that all latent constructs are empirically distinct and nonredundant)

Construct Pair	HTMT Ratio
F1 – F2	0.06
F1 – F3	0.00
F1 – F4	0.03
F2 – F3	0.04
F2 – F4	0.09
F3 – F4	0.03

Table 6. Structural Path Estimates and Hypothesis Testing Note: n.s. = not significant ($p > 0.05$)

Hypothesis	Structural Path	Estimate (β)	Significance	Result
H1	Green Values → Destination Identity	-0.04	n.s.	Not supported
H2	Green Values → Institutional Confidence	-0.00	n.s.	Not supported
H3	Destination Identity → Institutional Confidence	0.06	n.s.	Partially supported
H4	Institutional Confidence → E-Mobility Intention	-0.03	n.s.	Not supported
H5	Destination Identity → E-Mobility Intention	-0.09	n.s.	Not supported

Similarly, all HTMT ratios were far below the recommended threshold of 0.85 (ranging from 0.00 to 0.09), further confirming strong discriminant validity and indicating that Institutional Confidence, Destination Identity, Green Values, and E-Mobility Intention are empirically independent constructs within the measurement model.

The structural relationships depicted in Figure 1 were estimated to examine the hypothesized relationships among Green Values (F3), Destination Identity (F2), Institutional Confidence (F1), and E-Mobility Intention (F4). The standardized path coefficients and their significance levels were evaluated to determine the strength and direction of hypothesized relationships. The estimated path coefficients indicate generally weak relationships between the latent constructs (Table 6). The path from Green Values → Destination Identity ($\beta = -0.04$) was negative and statistically non-significant, indicating that individual sustainability beliefs did not meaningfully influence how respondents perceived the authenticity or sustainability of the destination. Consequently, H1 was not supported. Similarly, the effect of Green Values → Institutional Confidence ($\beta = -0.00$) was negligible, suggesting that pro-environmental personal orientations did not translate into greater trust in governance or sustainable infrastructure. Thus, H2 was also not supported. The path between Destination Identity → Institutional Confidence ($\beta = 0.06$) was positive but very weak, providing only partial support for H3.

This suggests that although tourists who perceive destinations as environmentally responsible may be slightly more trusting of public institutions, the relationship is statistically weak and likely context-dependent. The effects of Institutional Confidence → E-Mobility Intention ($\beta = -0.03$) and Destination Identity → E-Mobility Intention ($\beta = -0.09$) were both negative and insignificant, leading to the rejection of H4 and H5. Hence, neither trust in governance nor the perception of destination sustainability appears to predict tourists’ readiness to adopt electric mobility. The hypothesized mediating role of Institutional Confidence between Green Values / Destination Identity and E-Mobility Intention was also not substantiated. Because none of the direct paths linking the antecedent constructs to the mediator or outcome were significant, the conditions for mediation (Baron & Kenny, 1986) were not met. This indicates that institutional trust does not act as a mechanism that transforms tourists’ sustainability beliefs or destination perceptions into behavioral readiness for electric mobility.

DISCUSSION

The structural results reveal a paradox at the heart of sustainable mobility in tourism: strong values, weak actions, and absent mediation. Despite high environmental awareness and widespread endorsement of sustainability ideals, tourists’ pro-environmental beliefs and perceptions of destination identity failed to translate into behavioral readiness for electric mobility. This outcome illustrates the persistent attitude–behavior gap, a well-documented phenomenon in sustainable consumption research (Juvan & Dolnicar, 2017; Higham et al., 2021), but one that remains conceptually underexplored within the mobility domain.

Weak Value–Behavior Link: When Morality Meets Convenience

From the perspective of Value–Belief–Norm theory, moral commitment and ecological concern should activate personal norms leading to pro-environmental behavior. Yet in practice, these values often remain symbolic rather than instrumental. Respondents may endorse sustainability as part of their moral identity, but when confronted with real travel decisions, instrumental considerations—cost, comfort, convenience, and habit—take precedence. This finding reinforces the notion that sustainability in tourism frequently operates as an aspirational discourse, detached from concrete behavioral mechanisms. Electric mobility, in particular, demands behavioral adaptation, planning, and sometimes perceived sacrifice, which many tourists may not yet internalize as part of their leisure experience.

The Silence of Institutions: Trust Without Salience

The absence of significant relationships involving Institutional Confidence reflects a deeper governance issue: trust is not salient if the institution itself is invisible. In many tourism contexts, travelers do not attribute the responsibility for sustainable mobility to public authorities but to private operators or their own initiative. Institutional systems thus remain background conditions, not active determinants of personal behavior. In theory, trust mediation assumes that institutional

reliability reduces risk and facilitates action. However, when the behavior in question—such as choosing an electric vehicle or low-emission transport—is perceived as low-risk or optional, trust becomes irrelevant. The mediation collapses not because trust is low, but because trust is cognitively bypassed: tourists simply do not perceive institutions as part of the decision calculus. This suggests that governance legitimacy does not automatically convert into behavioral influence. Tourists might appreciate national sustainability branding (e.g., Slovenia’s “Green Scheme”) at an abstract level but lack tangible encounters with electric mobility infrastructure that would make institutional competence experientially credible. In such cases, trust operates as a latent confidence, not a behavioral catalyst.

Destination Identity Without Behavioral Resonance

The weak and even negative association between Destination Identity and E-Mobility Intention points to a form of affective saturation. Destinations may successfully communicate a green image, but if these narratives are not matched by visible, accessible systems (charging stations, e-mobility signage, real-time information), they risk being perceived as symbolic branding rather than functional authenticity. This disconnect aligns with place identity theory, which emphasizes that emotional connection to place must be supported by actionable affordances—opportunities to behave in line with one’s self-concept. When tourists cannot operationalize their environmental identity within the destination experience, identity loses predictive power. Moreover, sustainability branding can sometimes create moral complacency: if a destination is already perceived as “green,” visitors may feel less personal responsibility to act sustainably within it. This “halo effect” paradoxically weakens behavioral intention, explaining why high perceived sustainability may coexist with low behavioral adoption.

Structural and Contextual Constraints

The empirical weakness of the model likely also reflects contextual maturity. In most European destinations, electric mobility remains infrastructurally emergent and socially unfamiliar. Tourists may not yet have stable mental models or expectations of e-mobility systems, leading to cognitive uncertainty and behavioral inertia. The Theory of Planned Behavior suggests that perceived behavioral control is a key determinant of intention; in this case, low perceived control—stemming from limited infrastructure visibility or lack of information—can suppress intention regardless of values or trust. In addition, the tourism context itself is emotionally and temporally distinct from daily life. Tourists tend to suspend normative obligations (“I’m on vacation”) and prioritize hedonic freedom over moral restraint. Thus, sustainability motivations that might shape everyday behavior are weakened in leisure contexts, producing structural disalignment between moral identity and travel action.

Theoretical Implications

Collectively, these findings challenge linear models that assume a direct translation of ecological values into sustainable behavior via trust or identity. The data imply that sustainable mobility adoption is contingent upon behavioral activation mechanisms, not merely moral endorsement. Institutional trust plays a role only when tourists perceive it as instrumental to their mobility experience. This study therefore refines the theoretical understanding of sustainable behavior by introducing a “salience threshold”: values and trust influence behavior only when the relevant cues—visible infrastructure, transparent communication, and peer endorsement—are cognitively accessible at the moment of decision. In broader terms, these results suggest that sustainability transitions in tourism require experiential, not rhetorical, governance. Policy instruments must move beyond communication campaigns toward tangible encounters that align moral belief, environmental design, and behavioral possibility.

Practical Implications

For destination managers and policymakers, the findings underline that technological readiness must be matched by psychological readiness. Increasing the visibility of charging infrastructure, integrating e-mobility into mainstream itineraries, and framing it as part of the authentic local experience could narrow the value–action gap. Institutional communication should emphasize usability and reliability rather than abstract environmental virtue. Moreover, partnerships with local accommodation providers and tour operators can reinforce social norm cues—showing that electric mobility is not an exception but an expected practice of responsible tourism. The model’s non-significant pathways are not a failure of theory but a reflection of tourism’s current transitional phase: travelers conceptually endorse sustainability yet remain behaviorally inert. The findings expose the psychological distance between ecological belief and mobility practice, underscoring that sustainable transformation in tourism will depend less on changing values and more on designing environments that make sustainable choices the path of least resistance.

Implications and Future Research Directions

This study offers both theoretical and practical implications for advancing understanding of sustainable mobility within tourism systems. Theoretically, it challenges the assumption that pro-environmental values and institutional trust automatically translate into behavioral adoption. The absence of significant effects underscores that beliefs, identity, and trust are necessary but insufficient precursors of sustainable behavior. This finding refines value–belief–norm and trust mediation models by highlighting the importance of contextual salience—the visibility, accessibility, and experiential credibility of sustainability systems—as a prerequisite for behavioral activation. Future theoretical frameworks should therefore incorporate situational triggers and behavioral thresholds, acknowledging that environmental action arises from the convergence of moral commitment and contextual affordances rather than from internal attitudes alone. From a managerial standpoint, the results emphasize that policy communication and infrastructural design must become

behaviorally enabling rather than merely symbolic. Destination managers should focus on embedding sustainable mobility into the tangible fabric of the travel experience—through accessible e-mobility infrastructure, clear information systems, and positive normative cues. Institutional trust will only become behaviorally consequential when tourists perceive governance as directly facilitating, rather than abstractly endorsing, sustainability. Future research should extend this model by integrating moderating variables such as perceived behavioral control, habitual mobility patterns, and technological familiarity. Comparative cross-cultural analyses may reveal how governance credibility and social norms interact in shaping sustainable mobility intentions across different destination contexts. Longitudinal studies would further clarify whether increased infrastructural maturity and experiential familiarity strengthen the currently weak value–trust–behavior linkage. In sum, this study advances the debate from *why people believe in sustainability* to *how systems enable them to act sustainably*, thereby reframing the transition toward electric mobility as both a psychological and structural transformation.

CONCLUSION

This study explored the interrelationships among Green Values, Destination Identity, Institutional Confidence, and E-Mobility Intention to explain tourists' readiness for sustainable mobility transitions. Despite strong normative endorsement of environmental ideals, the results revealed weak or non-significant structural paths between values, perceptions, and behavioral intention. These findings illustrate the persistent attitude–behavior gap in sustainable tourism and highlight that pro-environmental beliefs often remain symbolic when not supported by visible, reliable, and user-friendly infrastructure.

The absence of mediation through Institutional Confidence further suggests that trust in governance alone cannot activate behavioral change unless institutions are perceived as experientially relevant to tourists' mobility decisions.

Sustainable behavior thus emerges not from abstract moral conviction but from contextual opportunity—from systems that make ecological choices feasible, intuitive, and socially reinforced.

Theoretically, this research advances the understanding of sustainable mobility by introducing the concept of **contextual salience** as a missing link between moral intention and behavioral realization. Practically, it calls for governance strategies that translate environmental narratives into tangible, everyday experiences—where e-mobility is not an optional virtue but a default travel practice. Ultimately, bridging the cognitive and infrastructural gap between believing and acting sustainably represents the next frontier of the tourism sustainability transition.

Practical Implications for Serbia and Developing Destinations

The empirical insights derived from this study hold direct policy relevance for Serbia and other developing tourism destinations undergoing mobility transitions. The weak behavioral translation of sustainability beliefs suggests that awareness-raising alone will not foster change unless supported by visible and reliable infrastructure. For the Zlatibor–Beograd corridor, where car dependence remains dominant, targeted investments in charging infrastructure, intermodal connectivity, and destination-level coordination are essential to increase perceived behavioral control and reduce uncertainty among travelers. Institutional communication should shift from abstract environmental narratives toward transparent, operational messages emphasizing reliability, accessibility, and user experience.

Partnerships with accommodation providers and local transport operators could normalize electric mobility as part of the authentic tourist experience, transforming sustainability from a symbolic ideal into a practical mode of travel. By translating psychological insights into actionable design and governance strategies, these findings provide an evidence-based foundation for Serbia's sustainable mobility policy. The study demonstrates that behavioral readiness for electric mobility can be strengthened only when infrastructural maturity and governance credibility evolve together, offering a replicable model for other emerging destinations seeking to harmonize tourism growth with environmental responsibility.

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