ELECTROMOBILITY AND CUSTOMER BEHAVIOR IN TOURISM - CASE OF THE CZECH REPUBLIC

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Abstract

Purpose – Road transport, especially individual car transport, significantly affects domestic and international tourism over shorter distances. Electromobility is vital for transitioning to sustainable transport within tourism, aligning with environmental demands and global initiatives like the European Green Deal. This study presents findings on the ecological aspects of consumer behaviour influencing car transport in Czech tourism, where interest in electromobility has grown. It examines consumer attitudes toward purchasing electric vehicles and factors affecting electromobility in tourism
Methodology – The study uses the Theory of Planned Behaviour (TPB), analysing how attitudes, subjective norms, and perceived behavioural control shape intentions. Data were collected via a survey questionnaire and analysed using regression analysis and structural equation modelling with IBM SPSS Statistics and Amos Graphics software
Findings – Comfort, flexibility, and speed are key factors influencing consumer behaviour in car transport for vacations. Environmental impact plays a significant role in choosing transport methods. While most respondents do not plan to reduce car travel due to environmental concerns, 37.1% expressed willingness to do so. Positive perceptions of electric vehicles include lower operating costs and environmental friendliness, but practical barriers like charging station availability remain significant.
Contribution – The study highlights growing consumers' willingness to adopt sustainable practices, such as using electric cars, but emphasises the need for better infrastructure, reduced costs, and consumer education. Governments, travel providers, and destination organisations must collaborate to reduce tourism's carbon footprint and support electromobility.
Keywords transport, electromobility, consumer behaviour, sustainable tourism, Czech Republic

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INTRODUCTION

Consumer behaviour is changing significantly in the 21st century. Around the world, people consume a large number of goods and services, which are increasingly accessible today thanks to modern technology and globalisation (Ma et al., 2023). This trend is also reflected in tourism, with crowded destinations emerging, and overtourism is no longer just an urban phenomenon (Peeters et al., 2018; Gössling et al., 2020). This unsustainable lifestyle is detrimental to the environment, which is affected not only by deforestation and water pollution but also by air pollution from emissions. The largest producer of emissions is passenger car transport, which is showing a constantly increasing trend (European Parliament, 2023). Therefore, supporting public transport and electromobility is a hot topic.

Transport is a fundamental component of tourism (Indrová et. al, 2009; Gúčik, 2010; Orieška, 2010; Lindnerová, 2015, Holloway and Humphreys, 2022; and others). Currently, the most popular means of transportation are cars and aeroplanes. Both modes of transport are also the most environmentally demanding (Becken et al., 2003; Dolnicar et al., 2010; Gudmundsson et al., 2016).

In the tourism sector, studies have explored the feasibility of electric car rental services, which are perceived as an environmentally friendly alternative to traditional rental cars. Electric vehicle (EV) adoption rates remain dependent on infrastructure and consumer perception of EV reliability during long-distance travel (Insan et al., 2022). There are studies concerning e-mobility and sustainable transport in respective destinations or attractions which emphasize the role of management of public transport, active modes (pedestrian and bike traffic) and e-mobility solutions to guarantee and possibly increase the sustainability of tourism destinations (Brady and O´Mahony, 2010; Formahl and Werner, 2015; Fournier et al., 2018; DellaValle and Zubaryeva, 2019; Scuttari and Isetti, 2019, Thimm, 2022) and also the role of different stakeholders, private and public in this process (Cohen and Kietzmann, 2014; Lesteven and Leurent, 2016). Recent research (Nogueira et al., 2023) exploring consumers´ behaviour regarding sustainable mobility options shows that attitudes toward sustainable mobility, subjective norms, perceived behaviour control, and egoistic values influence the likelihood of choosing sustainable mobility options. However, environmental attitudes, altruistic and biospheric values, do not impact this choice. Anastasiadou and Gavanas (2022) identify motivators and barriers regarding EV adoption by consumers, with the conclusion that the environmental aspects are less important for consumers than anticipated, despite the concerns about climate change and renewable energy transitions. Another big research study (Hoon, 2023) based on 5,070 qualified responses from six markets (US, UK, Germany, France, Italy and Spain) showed regarding transport that travellers are more likely to choose a method of transport for carbon footprint than for convenience (50%), but only 10% did it. In this research, 21 in-depth interviews with different tourism stakeholders pointed out obstacles facing industry participants in tackling issues around sustainable travel. As a result of this research, many improvements can be made to impact consumer behaviour.

Whereas a large body of research is available for electric cars and the purchase motivation, a certain gap was identified in research on consumer behaviour in using electric cars for travelling for holidays. A broadly spread argument against travel with electric cars is the limitations given by availability of charging stations in destinations and the additional time consumption while charging. Despite this fact, electric cars´ popularity is growing. In the Czech Republic, the number of electric cars increases each year. By the end of 2024, a total of 36,364 electric cars were registered (Čistá doprava, 2025a).

The authors' research focused on identifying the factors that are important to consumers in the Czech Republic when buying an electric car and how important their environmental attitudes are in this regard. It examines the role the general environmentally responsible behaviour (GEB) plays. Furthermore, it also focused on electromobility use in tourism and how environmental attitudes influence consumers' approach to electric vehicles when travelling on holidays. Authors were searching for answers to two questions: what are the motivators and barriers for consumers to purchase an electric car, and what is the relation between the environmental attitudes of consumers and with negative facts associated with the use of electric vehicles in tourism. The data were collected online, in the Czech Republic, using a questionnaire. The statistical analysis varies from descriptive statistics to structural equation modelling.

1. ELECTROMOBILITY

1.1. Electromobility in Tourism

Automobile transport is a key contributor to environmental externalities, particularly in the context of sustainable tourism. The transition towards electromobility has been widely discussed as a tool to mitigate these environmental impacts. The adoption of electric vehicles (EVs) and their role in tourism are an important part of the discussion.

Numerous studies highlight the negative environmental impacts of traditional automobile transport, including greenhouse gas emissions, air pollution, and noise pollution (Gudmundsson et al., 2016). These externalities contribute to climate change, reduced air quality, and total ecological degradation. The European Green Deal (European Commission, 2019) and other international initiatives emphasise the need for sustainable transport solutions to counteract these negative effects.

Studies suggest that electrification of transport, improved public transportation infrastructure, and promotion of alternative mobility solutions (e.g., carsharing, cycling, and walking) could significantly reduce the environmental footprint of automobile transport (European Commission, 2024). Furthermore, the impact of automobile transport on tourism destinations has been a growing concern, as high vehicle usage in tourist hotspots exacerbates air and noise pollution, contributing to over-tourism-related environmental degradation (Scott and Gössling, 2018).

The basic prerequisites for electromobility that need to be met are technological (higher penetration of electric vehicles among users, network of charging stations, etc.), economic (e.g. affordability of electric vehicle, energy prices), environmental, and also in terms of changes in consumer behaviour (e.g. different travel algorithm with an electric vehicle, change in approach to purchasing a means of transport, emphasis on more environmentally friendly behaviour). According to empirical studies, environmental concerns are a significant factor influencing consumer attitudes toward EVs. However, practical barriers such as high initial costs, limited charging infrastructure, and concerns over battery life often hinder widespread adoption. Research also indicates that incentives, such as government subsidies and infrastructure development, play a critical role in increasing EV adoption rates.

Additional studies utilising the Theory of Planned Behaviour (TPB) in the context of electromobility in tourism highlight how personal attitudes and social norms shape consumer decisions. Research by Wu et al. (2022) finds that tourists' intention to rent EVs is significantly influenced by subjective norms, with perceived social pressure playing a crucial role. Another study by Li et al. (2020) explores the role of perceived behavioural control, concluding that consumers are more likely to use EVs in tourism when charging stations are widely available and convenient. Moreover, the study by Wu et al. (2022) indicates that prior exposure to pro-environmental campaigns increases positive attitudes towards electromobility, reinforcing TPB's assumption that knowledge and awareness influence behavioural intentions.

The availability of charging infrastructure is a crucial determinant of EV adoption. Studies show that countries with extensive charging networks, such as the Netherlands and Germany, have higher EV adoption rates than countries with limited infrastructure (European Commission, 2024). Policy measures, including tax incentives, grants, and urban low-emission zones, effectively encouraged consumers to transition to electric mobility. According to Chinoracky et al. (2022), the range of issues related to electromobility is relatively broad. It is generally reported to be an area of transport with strong dynamics. In tourism, government and private-sector investments in charging stations at tourist destinations are essential for promoting electromobility in travel. Research also highlights the importance of integrating EV infrastructure with hotels and travel hubs, ensuring tourists' access to convenient charging points (Zorn and Suni, 2019).

Tourists´ electromobility is closely linked to sustainable tourism since it affects issues related to the local economies and the environment in the tourist destination (Nikiforiadis et al., 2022). Promoting electric cars (EVs) can lead to greener mobility. Kosmidis et al. (2023) study explores the relationship between environmental beliefs, attitudes, and travel behaviour. These research results confirm that pro-environmental beliefs have a „spillover effect" on EV use. It is essential to improve the alternatives, not just restricting car traffic, when promoting car use reduction and more sustainable travel options.

The existing literature underscores the significant environmental impacts of traditional automobile transport and the potential of electromobility as a sustainable alternative. Consumer behaviour towards EV adoption is influenced by environmental attitudes, perceived economic benefits, and infrastructural support. However, barriers such as cost, charging infrastructure, and range anxiety continue to impede large-scale adoption. The tourism industry presents a unique opportunity for expanding EV usage through targeted policies and infrastructure improvements. Further research, particularly using the TPB framework, is necessary to better understand the psychological determinants of EV adoption and facilitate the transition towards sustainable transportation in tourism.

From the point of view of some research and consulting companies on one side, the tourism of the future focuses on electric mobility (GEWISS, 2021), on the other side, concerning electric cars, consumers have high expectations as well as many doubts (Varalda, 2024).

1.2. Electromobility in the Czech Republic

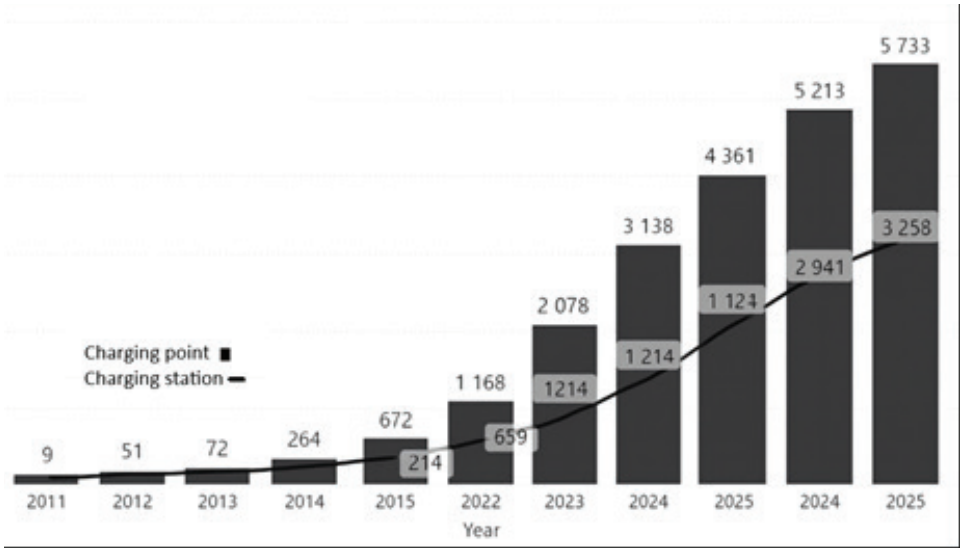
The Czech Republic has ideal conditions for electromobility to be applied both in domestic and outbound tourism oriented towards neighbouring countries. According to data from the Czech Statistical Office (CSU, 2024b), individual car transport still plays a predominant role in domestic and outbound tourism (in 2023, it accounted for 68%). In 2023, Czechs most often travelled to Croatia, Slovakia and Italy. Croatia has long been the No. 1 destination (CSU, 2024a).

The development of electromobility in the Czech Republic is predicted by the National Clean Mobility Action Plan (MPO, 2015; MPO, 2024). The number of electric vehicles by 2030 is expected to be between 220,000 and 500,000 battery-powered vehicles. The upper limit for the number of electric cars is set by the EV30@30 campaign, which the Clean Energy Ministerial sponsors. The goal is to achieve a 30% share of electric vehicle sales by 2030. (Clean Energy Ministerial, 2024). Subsidies are to contribute to achieving the goal.

In the central register of the Ministry of Transport, as of December 31, 2023 (MD. 2024), 34,031 electric cars were registered in the Czech Republic, of which almost 22,451 electric cars fell into the category of passenger cars with up to eight passengers. The most popular private electric cars in 2024 are Tesla, followed by Škoda and Volkswagen and there were 36.364 electric cars (Čistá doprava, 2024b). According to the Automotive Industry Association (AutoSAP, 2022), 75% of personal electric cars are purchased by companies that receive incentives for their purchase. In connection with electromobility in the Czech Republic, the issues of safety of vehicle charging in public garages and cooperation between the automotive, energy and distribution sectors are mainly addressed.

The Czech Republic ranked 13th in the number of public charging points within the EU. The largest number of charging points is registered in the Netherlands (23%), Germany (19%) and France (19%); together, these three countries account for 61% of all charging points in the European Union (Čistá doprava, 2025). In the Czech Republic, there are an average of 6.7 passenger electric vehicles per public charging point (UNECE, 2024). Regarding charging infrastructure, the Ministry of Transport plans to put 6,200 charging points into operation in 2025, according to the National Clean Mobility Action Plan (Čistá doprava, 2025). In 2030, if the lower limit is reached with 220,000 electric cars in operation, this number should increase to 19,000 charging points, while in a scenario with 500,000 electric cars, 35,000 charging points should be available.

Chart 1: Development of the number of public charging points and station in the Czech Republic from 2011 to 2025



Source: Čistá doprava, 2025a

The development of public charging infrastructure in the Czech Republic between 2011 and 2025 shows a significant transformation from a marginal network to a system in line with European trends. In the first years (2011–2015), growth was very slow, the number of charging points was in the low tens and the infrastructure was mainly of a demonstration nature. The turning point occurred after 2016, when energy companies began to invest more in construction and the first larger subsidy programs appeared. The number of charging points increased from 175 to 672 in four years and in 2020 exceeded one thousand for the first time. The most rapid expansion occurred between 2021 and 2024. The number of public points increased from 2,078 to more than 5,200, reflecting both the rapid growth of electromobility and EU regulatory pressure. Not only the number of locations is growing, but also their capacity - multi-point charging hubs are increasing, and the share of fast DC stations is increasing. Overall, the Czech charging infrastructure has moved from an experimental phase to a stage of systematic development in twelve years. The most significant dynamics came in the period after 2019, when a combination of investments, support policies and a growing number of electric vehicles created the conditions for an exponential increase in available charging options (Čistá doprava, 2025a).

2. METHODOLOGY AND DATA

The research aims to assess the influence of consumers´ environmental attitudes on electromobility choice and the role of general environmental behaviour (GEB). It deals with the consumer behaviour of Czechs who use automobile transport for their daily and holiday trips. The theoretical framework of the research is based on the Theory of Planned Behaviour (TPB), which describes the relationships between individual variables included in the behavioural process. This is based on the Theory of Reasoned Action, which consists of the assertion that behaviour is always preceded by a certain behavioural intention, which is influenced by two factors, namely personal attitude and subjective norms. TPB adds behavioural control as a further factor.

The first research question aims to specify factors important to consumers when buying an electric car and how significant the environmental issues are. The second research question focuses on using electromobility in tourism and determines how environmental attitudes influence consumers' approach to using electric cars when travelling on holidays. The following hypotheses and research questions were set:

RQ1*:* What motivates consumers in the Czech Republic to purchase an electric car, and what are the barriers? How important are their environmental attitudes?

H1: Economic factors, especially operating costs, have a positive effect on purchasing an electric car, and it outweighs the role of environmental impact.

H2: Pro-environmental behaviour of consumers in the Czech Republic positively influences intentions to purchase an electric car.

H3: The environmental impact of transport positively influences the intention to purchase an electric car.

RQ2**:** How do pro-environmental attitudes influence the perception of negative facts associated with using electric vehicles in tourism?

H4: The pro-environmental attitude positively affects (e.g. reduces) irritation with planning the journey based on the charging stations and waiting for an electric car to be charged.

H5: A pro-environmental attitude implies the willingness for destination choice due to charging station density.

The authors used the multivariate statistical method "structural equation modelling" (SEM) to analyse structural relationships. Structural equation modelling is based on a combination of factor analysis and multiple regression analysis, which examines the relationships between measured and latent variables and interdependence between variables and ratings. This combination of methods will provide the user with a comprehensive explanation of the interrelationships of all the variables and further specify whether the factors under investigation are significant. The IBM SPSS Statistics program was used for factor analysis of the collected data and calculation of Cronbach alpha. The obtained data are uploaded into the IBM SPSS Amos Graphics software, which determines the degree of dependence of individual variables and models corresponding structural diagrams. The significance of correlations and relationships between variables is tested at the 99% significance level, $\alpha = 0.01$.

The data were collected from February to May 2024 with a questionnaire reflecting factors identified in existing literature. For evaluation, a Likert scale was used where 1 means the least intensity and 5 is the highest intensity of the factor.

The research was conducted using the CAWI method and was realised in the first half of 2024. The questionnaire survey had 167 respondents, the majority of whom were men (55.7%). Age structure: 41.3% of respondents fell into the 18-29 age category. In the research, only car drivers participated, and 18 years is the age limit for driving a car in the Czech Republic. The other two age groups, 30-44 years and 45-59 years, are represented almost equally, approximately 25%. The least represented age group was respondents over 60, who were 6.6%. Within the sample, 30% of respondents owned an electric car and mostly stated that they also used it for shorter holiday trips. The sample is not representative, however, the surplus of younger generation is not necessarily a negative fact, as they are the future users and travellers and their attitudes shape the future.

3. RESEARCH RESULTS

When examining consumer attitudes, it was found that 94.6% of respondents consider environmental protection important and believe that everyone should behave in an environmentally friendly manner. At the same time, in the age cohort 59+, a full 69% of respondents claim that car transport harms the environment, but only 37.1% of respondents stated in their intentions that they would be willing to reduce their car trips for the sake of the environment. 57.5% of respondents consider electric cars a more environmentally friendly form of transport, and 37.7% would like to buy an electric car.

3.1. Research question 1

Regarding the significance of factors influencing the choice of transport for holiday trips, speed is the most crucial element, followed by comfort and flexibility. On the contrary, the least important factor when choosing a means of transport for holiday travel was the environmental impact. For tourism participants who use electric vehicles, compared to travellers who do not use electric vehicles, the environmental impacts are more significant, with an average rating of 2.96 compared to 2.35.

Table 1: **The importance of factors for choosing a means of transport**

Factors	Value
Speed	3.74
Comfort	3.72
Flexibility	3.44
Accuracy	3.40
Environmental impact	2.43

Source: own research

When choosing the means of transport used by respondents when travelling short and medium distances up to 400 km (e.g. domestic tourism or travel to nearby countries), respondents stated that they most often use a car. Train and bus transport show similar values, but respondents use the train slightly more often.

From the perspective of purchasing an electric car, respondents cited as relevant factors such as low operating costs, an available network of charging stations, the driving characteristics of the vehicles, and the fact that the electric car is suitable for their operating type (as shown in Table 2).

Table 2: **Factors for purchasing an electric car**

Factor	Mean
Operating costs	3,84
Available network of charging stations	3,79
Vehicle driving characteristics	3,57
It is suitable for our type of operation	3,56
Zero local emissions	3,38
Good experience	3,20
Benefits of owning it	3,04
Design	2,72
Interesting news	2,07

Source: own research

On the other hand, the arguments that electric cars are an interesting novelty, a vehicle design, and a good experience from the area turned out to be the least important. On the other hand, the most important factors against purchasing an electric car were the purchase price, battery life and the issue of its disposal, the shorter driving distance per charge, and the lack of charging stations (as presented in Table 3).

Table 3: **Factors against purchasing an electric car**

Factor	Mean
Purchase price	3,95
Driving distance	3,61
Lack of charging stations	3,52
Battery life and disposal	3,51
The need for trip planning	3,29
Small selection on the market	2,73
Vehicle driving characteristics	2,67
I don´t want to buy a car at all	2,37
Bad experience	2,30
Vehicle design	2,18

Source: own research

We can verify h1 using descriptive statistical methods and confirm this hypothesis based on the average values of individual factors. Operating costs reached an average factor of 3.84. At the same time, economic factors also form a fundamental barrier in the form of the purchase price.

The TPB model was applied to verify the validity of hypothesis h2. The consistency of all factors was verified using the Cronbach Alpha factor. The most consistent item was intentions, with a Cronbach's alpha of 0.756. It was followed by attitudes with a Cronbach´s alpha of 0.733. Surprisingly, the lowest level of response consistency was for the environmental protection item, which was only 0.415. Together with subjective norms, where the Cronbach Alpha value is 0.467, these two items indicate a low level of internal consistency.

Furthermore, the interrelationship of individual factors from the TPB model was examined using correlation coefficients.

Table 4: **Pearson's correlation coefficient**

Pearson's correlation coefficient				
	Attitudes	Subjective norms	Perceive control	Intentions
Attitudes				
Subjective norms	0.564**			
Perceived control	0.283**	0.098		
Intentions	0.549**	0.375**	0.347**	
Environmental Behaviour (GEB)	0.249**	0.209**	0.086	0.193**

Source: own research

The Pearson correlation matrix shows that attitudes are most correlated with subjective norms, and with intentions (0.564). The correlation between GEB and attitudes is also statistically significant (0.249) but shows a lower level of correlation. GEB shows relatively low values for all variables.

Furthermore, the influence of pro-environmental behaviour (GEB) on the TBP is examined. GEB is an exogenous factor here, and its influence on all parts of the TPB except behaviour is studied.

Table 5: **TPB modelling**

	Estimate	S.E	C.R.	PLabel
Attitudes ← GEB	0.365	0.082	4.426	***
Control ← GEB	0.178	0.096	1.854	0.064
Subjective norms ← GEB	0.280	0.069	4.067	***
Intentions ← Attitudes	0.497	0.076	6.564	***
Intentions ← Control	0.230	0.065	3.523	***
Intentions ← Subjective norms	0.155	0.091	1.706	0.088
Intentions ← GEB	0.071	0.093	0.760	0.447

Source: own research

It has been confirmed that intentions are primarily influenced by individuals' attitudes and their perceived sense of control. The value of the estimate of the variable in the regression is 0.50 for attitudes and 0.23 for control, with both variables being statistically significant. GEB as an external factor does not have a statistically significant direct effect on intentions. Environmental protection has a statistically significant impact on attitudes (0.37) and subjective norms (0.28). The highest measured value of the estimate of the variable in the SEM model is in the relationship between attitudes and intentions (0.497). Hypothesis h2 was thus rejected, and the direct effect of GEB on the intention to purchase an electric car is not confirmed. However, an indirect effect mediated by attitudes and their impact on intention is obvious.

The impact of factors like speed, comfort, punctuality, flexibility, and environmental impact on transportation choices was examined to assess hypothesis h3.

Table 6: **The importance of individual characteristics of means of transport influencing intentions**

	Estimate	S.E	C.R.	Plabel
Intentions ← environmental impact	0.338	0.049	6.938	***
Intentions ← speed	-0.64	0.049	-1.285	0.199
Intentions ← accuracy	-0.012	0.052	-0.238	0.812
Intentions ← flexibility	-0.099	0.050	-1.976	0.048
Intentions ← comfort	0.188	0.052	3.603	***

Source: own research

Table 6 shows that two factors are statistically significant for intentions, namely environmental impact (0.34) and comfort (0.19). Hypothesis h3 was therefore not rejected, and the importance of environmental impact when choosing a means of transport has a statistically significant positive effect on intentions to purchase an electric car.

3.2. Research question 2

Attitudes of electric car owners and their influence on holiday travel in this vehicle were modelled. Only responses from electric car owners are included in this evaluation.

Table 7**: Confirmation of facts related to the use of electric vehicles in tourism**

Attitude	Value
I will save on fuel	4.50
I am environmentally friendly	4.28
I also use an electric car for winter vacations.	4.26
I benefit from benefits such as free parking or free access to highways	3.89
I adapt my choice of destination to the quality and frequency of charging stations	3.05
I hate having to plan my trip around charging stations and waiting for my electric car to charge.	2.22

Source: own research

Electric vehicle users most often confirm that using an electric vehicle for travel saves fuel and contributes to environmental protection. Respondents also confirm the use of benefits related to using an electric vehicle, such as free parking or the use of the motorway network without fees. To a lesser extent, they confirm that they adapt their choice of destination to the quality and frequency of charging stations. They do not perceive planning a trip according to the presence of charging stations and the time spent at them as negative.

The relationship between these facts and the respondents´ attitudes is further assessed. The regression analysis is presented in the following table.

Table 8: **The attitudes´ influence on the perception of electric vehicle use in tourism**

	Estimate	S.E	C.R.	PLabel
I am environmentally friendly ← attitudes	0.340	0.154	2.199	0.028
I am taking advantage of the benefits ← attitudes	-0.372	0.260	-1.432	0.152
I hate the need for trip planning ← attitudes	-0.610	0.280	-2.179	0.029
I will save on fuel ← attitudes		0.192	1.001	0.317

	Estimate	S.E	C.R.	PLabel
I adapt the choice of destination to the frequency of charging stations ← attitudes	-0.492	0.267	-1.844	0.065
I use an electric car during my winter vacation ← attitudes	0.061	0.234	0.260	0.795

Source: own research

The regression analysis results do not show any of the attitudes of electric car owners to be statistically significant at the 99% significance level. If the confidence level for this question is reduced to 90%, it will greatly affect how individuals view their contributions to the environment and the need for more careful trip planning regarding charging stations and similar considerations. In the second case, the regression coefficient is negative, i.e. attitudes reduce the negative perception of this fact.

Based on these results, h4 and h5 are rejected at the 99% significance level, but they can be accepted as valid at the 90% significance level.

CONCLUSION AND DISCUSSION

This study explored consumer behaviour toward electromobility in Czech tourism, focusing on the environmental and economic factors influencing electric vehicle (EV) adoption, using the Theory of Planned Behaviour (TPB). The findings revealed that while environmental protection is highly valued by 94.6% of respondents, only 37.1% were willing to reduce car travel due to environmental reasons. Comfort, flexibility, and speed were identified as the most critical factors influencing holiday transport choices, while environmental impact played a secondary role. Although respondents appreciated the lower operating costs and environmental benefits of EVs, barriers such as high purchase prices and limited charging infrastructure hindered broader adoption, which is in line with the existing literature (Anastasiadou and Gavanas, 2022; Hoon, 2023). These findings are partly consistent with the aforementioned study, which states that the adoption rate of electric vehicles (EVs) remains dependent on infrastructure and consumers' perceptions of EV reliability when traveling long distances (Insan et al., 2022). Similar conclusions are reached in another study, which points out that strategic placement of charging stations in tourist destinations can increase the attractiveness of a region for EV users (Insan et al., 2022).

The study contributes to the scientific literature by validating TPB in the context of EV adoption, emphasising the mediating role of attitudes and subjective norms in shaping behavioural intentions. From a managerial perspective, the findings underscore the need for targeted policies to promote electromobility in tourism (GEWISS, 2021; European Commission, 2024). Governments should prioritize the expansion of charging infrastructure and offer subsidies to make EVs more accessible. Additionally, they could establish a system of tax incentives for tourism businesses installing charging stations or electrifying their vehicle fleets. Targeted EV promotion campaigns should not focus solely on providing subsidies but should instead place greater emphasis on topics such as convenience, economic benefits of operation, and modern image. These campaigns should also incorporate greater use of influencer marketing, building on endorsements from public figures, testimonials from satisfied users, and customer reviews. Providers of travel services and destination organizations can play a key role by integrating EV-friendly services, such as charging stations at hotels and tourist centres, partner discounts for EV users, and the inclusion of charging points in destination information system maps. These efforts could reduce uncertainty and enhance perceived behavioural control. In parallel, they could expand educational activities through their websites and mobile apps, informing users about sustainable mobility options in the region — for example, by offering recommended EV routes or carbon footprint calculators.

However, this research has limitations. The sample size (n=167) was not large and skewed toward younger demographics, as future users of electric cars. Additionally, the study focused solely on Czech consumers. Comparative studies across different especially European countries, could provide valuable insights into regional differences in EV adoption (compare the attitude in Sweden, Norway, Switzerland, ...) as different factors may play role and come into effect in different societal and economical situations. Furthermore, investigating "spillover effects" between other pro-environmental values and EV usage could deepen understanding of sustainable mobility patterns.

This study highlights the potential for electromobility to contribute to sustainable tourism but emphasises that systemic support is essential to bridge the gap between consumer intentions and actual behaviour. Governments, businesses, and destination organisations must collaborate to create an environment where sustainable mobility becomes a practical and attractive choice for travellers.

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