



DECKBLATT

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SDG-Kategorie²:

- SDG 1:** **Armut** in all ihren Formen und überall beenden
- SDG 2:** Den **Hunger** beenden, **Ernährungssicherheit** und eine bessere **Ernährung** erreichen und eine nachhaltige **Landwirtschaft** fördern
- SDG 3:** Ein **gesundes Leben** für alle Menschen jeden Alters gewährleisten und ihr Wohlergehen fördern
- SDG 4:** Inklusive, gleichberechtigte und hochwertige **Bildung** gewährleisten und Möglichkeiten **lebenslangen Lernens** für alle fördern
- SDG 5:** **Geschlechtergerechtigkeit** erreichen und alle Frauen und Mädchen zur Selbstbestimmung befähigen
- SDG 6:** Verfügbarkeit und nachhaltige Bewirtschaftung von **Wasser und Sanitärversorgung für alle** gewährleisten
- SDG 7:** Zugang zu bezahlbarer, verlässllicher, nachhaltiger und moderner **Energie** für alle sichern
- SDG 8:** Dauerhaftes, breitenwirksames und nachhaltiges **Wirtschaftswachstum**, produktive **Vollbeschäftigung** und **menschenwürdige Arbeit** für alle fördern
- SDG 9:** Eine widerstandsfähige **Infrastruktur** aufbauen, breitenwirksame und nachhaltige **Industrialisierung** fördern und Innovationen unterstützen
- SDG 10:** **Ungleichheit** in und zwischen Ländern **verringern**
- SDG 11:** **Städte und Siedlungen** inklusiv, sicher, widerstandsfähig und nachhaltig gestalten
- SDG 12:** Nachhaltige **Konsum- und Produktionsmuster** sicherstellen
- SDG 13:** Umgehend Maßnahmen zur **Bekämpfung des Klimawandels** und seiner Auswirkungen ergreifen
- SDG 14:** **Ozeane, Meere und Meeresressourcen** im Sinne nachhaltiger Entwicklung erhalten und nachhaltig nutzen
- SDG 15:** **Landökosysteme** schützen, wiederherstellen und ihre nachhaltige Nutzung fördern, **Wälder** nachhaltig bewirtschaften, **Wüstenbildung bekämpfen**, **Bodendegradation beenden** und umkehren und dem Verlust der **biologischen Vielfalt** ein Ende setzen
- SDG 16:** **Friedliche und inklusive Gesellschaften** für eine nachhaltige Entwicklung fördern, allen Menschen **Zugang zur Justiz** ermöglichen und leistungsfähige, rechenschaftspflichtige und inklusive **Institutionen** auf allen Ebenen aufbauen
- SDG 17:** **Umsetzungsmittel stärken** und die Globale Partnerschaft für nachhaltige Entwicklung mit neuem Leben erfüllen

Haupt-SDG der Arbeit: 12

3-5 **Keywords**³: Nachhaltiger Tourismus, Jugendtourismus, Reiseverhalten, Europäischer Tourismus, Covid-19

¹ Die Angabe dieser Information steht Ihnen frei. Sie ermöglicht dem Interessenten mit Ihnen in Kontakt zu treten.

² Welchem der 17 SDG's kann diese Arbeit zugeordnet werden? Bitte kreuzen Sie alle Ziele an, zu denen Ihre Arbeit einen wesentlichen Bezug herstellt und geben Sie darüber hinaus jenes SDG an, das von der Arbeit am meisten betroffen ist.

³ Zentrale Begriffe zur inhaltlichen Erfassung der wesentlichen behandelten Aspekte.

BACHELOR'S THESIS

SUSTAINABLE TOURISM

A Review of the State of the Art:

“Identifying the key obstacles that prevent Austrian students from travelling more sustainably across Europe”

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Abstract

The European travel industry currently faces the considerable challenge of becoming more sustainable. Young adults are highly receptive to driving change. This paper aims to contribute to a better understanding of young people's travel behaviour by examining possible barriers to Sustainable Tourism. In a qualitative study, experts identified numerous potential obstacles, which were evaluated through quantitative research. Austrian students expressed their attitude towards Sustainable Tourism. Research suggests that the Covid-19 pandemic has the potential of becoming pivotal in the development of Sustainable Tourism. Empirical research into Austrian students' travel behaviour shows an increasing tendency towards Sustainable Tourism in recent years. The study highlights a significant discrepancy between the travel behaviour and attitudes towards Sustainable Tourism. Although Austrian students support the idea of Sustainable Tourism, their actions are not in keeping with their ideals. Regarding the examined obstacles, the data suggests that a lack of knowledge hinders Sustainable Tourism activities. Furthermore, Sustainable Tourism offers must be associated with positive emotions and reflect the values of individual tourists. The effect sizes of the listed variables are rather low in some areas. In recent years, there have been definite trends towards more Sustainable Tourism across Europe.

Keywords: Sustainable Tourism, Youth Tourism, Travel behaviour, European tourism, Covid-19

Kurzfassung

Die europäische Reisebranche steht derzeit vor der großen Herausforderung, nachhaltiger zu werden. Junge Erwachsene sind in hohem Maße sensibilisiert, den Wandel voranzutreiben. Diese Arbeit verfolgt das Ziel, zu einem besseren Verständnis des Reiseverhaltens junger Menschen beizutragen, indem es mögliche Hindernisse für nachhaltigen Tourismus untersucht. In einer qualitativen Studie identifizierten Expertinnen und Experten potenzielle Hindernisse, welche durch quantitative Forschung evaluiert wurden. Österreiche Studierende brachten ihre Haltung zum nachhaltigen Tourismus zum Ausdruck. Untersuchungen legen nahe, dass die Covid-19-Pandemie das Potential hat, eine Wende in Richtung nachhaltigeren Tourismus einzuleiten. Empirische Untersuchungen stellen eine zunehmende Tendenz zu nachhaltigem Tourismusverhalten österreichischer Studierender in den letzten Jahren fest. Die Ergebnisstudie hebt ferner hervor, dass eine signifikante Diskrepanz zwischen dem Reiseverhalten während der letzten Jahre und der Einstellung zu nachhaltigem Tourismus besteht. Obwohl österreichische Studierende die Idee des nachhaltigen Tourismus befürworten, entspricht ihr Handeln dieser Absicht nicht. In Bezug auf die untersuchten Hindernisse deuten die Daten darauf hin, dass auch ein Mangel an Wissen nachhaltige Tourismusaktivitäten verhindert. Nachhaltige Tourismusangebote müssen zudem mit positiven Emotionen verbunden sein und die individuellen Werte der Touristinnen und Touristen widerspiegeln. Die Effektgrößen der angeführten Variablen sind in einigen Bereichen gering. In den letzten Jahren sind eindeutige Tendenzen in Richtung eines nachhaltigeren Tourismus innerhalb Europas deutlich erkennbar.

Schlüsselwörter: Nachhaltiger Tourismus, Jugendtourismus, Reiseverhalten, Europäischer Tourismus, Covid-19

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List of Abbreviations

a	Significance Criteria
CO ₂	Carbon dioxide
EC	European Commission
ES	Effect size
ETIS	European Tourism Indicator System
EU	European Union
EUR	Euro
GDP	Gross Domestic Product
m	Arithmetic Mean
N	Sample Size
para(s)	Paragraph(s)
p. or pp.	Page(s)
p-value/ p	Statistical Significance
SDGs	Sustainable Development Goals
UN	United Nations
UNWTO	United World Tourism Organisation

1. Introduction

Tourism plays a crucial role in the economic activities of European countries (World Travel and Tourism Council, 2020, p. 10). One of the most relevant changes in recent times is the shift towards a more Sustainable Tourism development (Ferrer-Roca et al., 2020, p. 190). Sustainable Tourism is versatile and involves multiple challenges that must be faced. Crucial aspects include the preservation of cultural and natural reserves and reducing the negative impact of tourism activities (European Commission, n.d., para. 13). These aspects influence the different dimensions of Sustainable Tourism. More specifically, the socio-cultural, the environmental, and the economic impact (Santander, 2019, pp. 648–649). According to Buckley (2012), Sustainable Tourism can only be achieved by applying the main elements of sustainability to the touristic sector (Buckley, 2012, p. 529). This means that the term is directly linked to the general understanding of sustainability and cannot be independently created for the tourism industry (Blancas, Lozano-Oyola, & González, 2015, p. 39). However, there is no single standardized framework of rules that need to apply to officially refer to a touristic business as ‘sustainable’ (Kim Lian Chan, 2010, p. 31).

The response to the Covid-19 crisis presents a unique opportunity for European countries and regions to rebuild the tourism sector more sustainable (European Parliament, 2021, p. 3,9; Mínguez, Martínez-Hernández, & Yubero, 2021, p. 1; Gössling, Scott, & Hall, 2021, p. 15). The nations must overcome the obstacles that stand in the way of developing successful Sustainable Tourism regions (Blancas et al., 2015, p. 39).

Worldwide, one of the most relevant groups of travellers are young people. In 2015, they were responsible for nearly a quarter of all tourist travels (UNWTO, 2016, p. 5; Buffa, 2015, p. 14042). Young travellers spend a significant part of their budget on local businesses and are less risk-averse than the general population. Therefore, they represent a great potential for touristic destinations

(World Tourism Organization, 2008, pp. 6–7). It also indicates, that this share of the population is imperative to the development of a more sustainable way of travelling (UNWTO, 2016, p. 5; Buffa, 2015, p. 14042).

1.1 Research questions

This basis for this thesis presents the following central research question:

- What are the most relevant obstacles that prevent Austrian students from travelling more sustainably across Europe?

To answer the central research questions, the following sub questions are addressed.

- What is the state of the Art of Sustainable Tourism across Europe? (Sub1)
- Which problems are identified by experts that prevent higher rates of Sustainable Tourism of the youth? (Sub2)

1.2 Structure

To get a better understanding about Sustainable Tourism and Youth Tourism, the beginning of this paper is based on secondary research. Based on the literature, the empirical research is conducted. The explanation of the methodology is addressed in the chapters 7.1 to 7.3. Subsequently, qualitative research is applied to gain new insights about potential obstacles to Sustainable Youth Tourism from experts in the field of Sustainable Tourism. The analysis of the qualitative research provides the basis for the quantitative research. Hypotheses are derived from experts' opinions and previous research before they are explained and tested. Then, the findings of the quantitative research are discussed according to the reviewed literature and the qualitative data. Before the conclusion is presented in chapter 8, the limitations and future research directions are addressed.

2. Explanation of Central Concepts

To provide an introduction to tourism, this chapter includes a definition of the term, outlines the main characteristics and the fields of activity within the tourism industry. It further highlights the complexity of the economic sector.

The official definition of tourism was published by the United World Tourism Organization (UNWTO). According to their glossary on tourism terms, tourism refers to the phenomenon that involves a person staying at another destination than their everyday environment by travelling to another country or region. Core elements of tourism include the duration of stay, the chosen destination and the motivation to travel (OECD, 2002, para. 1). In this regard, a tourist is a person who stays at a destination outside one's habitual residence for at least one night but less than twelve months. Therefore, any person who does not stay at the destination overnight, is not considered a tourist but rather a same-day visitor (UN & UNWTO, 2010a, p. 10). As a tourist is further considered a traveller (Collins Englischer Thesaurus, n.d., para. 2), the term will be used synonymously in this paper. The main motivation to travel can be related to either personal or professional reasons (UNWTO, n.d.-b, para. 1). Tourism includes all actions and behaviours that a person undertakes during their time of travelling (Balaš & Strasdas, 2019, p. 30). This incorporates the accommodation, purchases, sports and cultural events, and the means of transportation. Both the transportation to the destination and the local transport at the destination are considered. Any other expenses made while travelling are also regarded as tourism activities or products (UN & UNWTO, 2010a, p. 42).

Tourism can be sub-divided into different categories. In literature, differentiations are based on the type of activity, the destination, the age group, or the number of travellers. One popular classification is based on the initial motivation to travel (Tureac, 2008, pp. 94–95) which as previously mentioned can either be related to personal reasons or business purposes (UNWTO, n.d.-b,

para. 1). While business travels are related to one's work, personal reasons to travel are unrelated to professional commitments. Main motivations include family visits, educational purposes, healthcare or holidays (UN & UNWTO, 2010b, p. 25). Leisure tourism involves a multitude of activities such as sightseeing, going to events, sports activities, and actions that increase the well-being apart from medical treatments (UN & UNWTO, 2010a, p. 25).

Tourism is a complex phenomenon that is influenced by many different sub-disciplines. Political decisions, economic developments, individual preferences, societal values, the ecology, and leisure activities can have a direct impact on the development of the tourism sector (Freyer, 2015, pp. 49–50). The trend towards individualized tourism has been around for decades (Hyde & Lawson, 2003, p. 13) and its popularity is still increasing. Existing research suggests that a gradually increasing need for personalized treatment and hands-on care by experts has emerged in the tourism sector (Pitters, 2015, p. 1). The growing demand for individualized service means that the market activity must increasingly concentrate on the specific interests of numerous niche groups instead of a large homogenous group (ECORYS SCS Group, 2009, p. 156). Businesses have to recognize and respond to this trend to distinguish themselves from their competition (Pitters, 2015, p. 1).

The tourism industry is influenced by numerous developments and reflects general trends of the society. With the establishment of a general understanding of the topic, the following chapter will focus on the sustainable development of this complex industry.

3. Sustainable Tourism

In the second half of the 20th century the global tourism industry experienced a steep rise of tourist numbers (Meyer, 2009, p. 6). Better living standards which resulted from higher wages and prosperity after the second World War enabled more people to travel (Zimmermann, 2016, p. 176). The sharp increase of touristic activities resulted in the phenomenon known as “mass tourism”. This sudden rise of touristic activities caused negative implications and was a critical part of the development of more sustainable ways of travelling (Meyer, 2009, p. 6). Over the years, first definitions and approaches of Sustainable Tourism were developed (Zimmermann, 2016, p. 188). One of the most relevant approaches is the concept of eco-tourism. It focuses on nature-oriented destinations by enabling tourists to experience the nature surrounding the location of their travels. The objective is a decrease of the negative impact of tourism activities on the environment and socio-culture while improving the income of locals (Strasdas, 2001, p. 6). The introduction of soft tourism presented a further development of eco-tourism. It presents the countermovement to mass tourism. In contrast to eco-tourism, which is only applicable in nature focused areas, soft tourism can be applied at any destination. In addition to preserving the nature, fundamental components of soft tourism are a minimal use of technology and motorization (Zimmermann, 2016, pp. 186–188).

Over the last decades the term “Sustainable Tourism” has experienced many distinct interpretations which caused a fundamental confusion and ambiguity. This prevented successful implementations (Shaw, Williams, & Dinan, n.d., p. 2; Garrod, 1998, p. 210; McKercher, 1993, p. 131). The expression Sustainable Tourism is deducted from the general principle of sustainability (Garrod, 1998, p. 199) which refers to the idea of using and preserving available resources without compromising future generations (World Tourism Organization, n.d., para. 2). This definition of sustainability was introduced with

the publication of the Brundtland Commission report in 1987 (Brundtland, 1987, p. 137) and has been a popular reference point ever since (Gruber, n.d., para. 1; Johnston & Tyrrell, 2007, p. 328). The increased awareness of the concept of sustainability led to an expansion of the research on the matter (Bautista Puig, Casado, & Mauleón, 2021, p. 356).

The current predominant definition of Sustainable Tourism comes from the UNWTO (Balaš & Strasdass, 2019, p. 19). In 2005, the organization defined the concept of Sustainable Tourism as “Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. It applies to all forms of tourism” (WTO & UNEP, 2005, pp. 11–12). The objective is to attain lasting economic, social and environmental sustainability by diminishing the negative impact that standard tourist activities cause (Pan et al., 2018, p. 455). Sustainable development not only serves individuals but also reduces environmental damage and increases monetary assets (Dieterich, 2017, p. 2). Businesses that incorporate sustainable actions experience instantaneous benefits which fuel the motivation to do even more and thereby establish the ideal environment for long-term success (Bonini & Swartz, 2014, p. 12). All touristic activities are harmful in some ways. The aim is therefore to minimize the negative implications (Zimmermann, 2016, p. 197). In the past, Sustainable Tourism approaches were often only practiced in niche markets (Balaš & Strasdass, 2019, p. 16). Some people continue to support this approach to Sustainable Tourism (Rauschelbach, 2003, p. 136) which implies that sustainability in tourism is only relevant for a small part of the tourism industry (Bâc, 2014, p. 138) instead of accepting it as an integral part of the industry (UNWTO & UNEP, 2005, p. 11). Balas and Strasdass (2019) highlight the need to focus on applying the general principles of sustainability to the tourism sector instead of only concentrating on the definition of Sustainable Tourism (Balaš & Strasdass, 2019, p. 30).

Criticism over the fundamental idea of Sustainable Tourism has been expressed by Sharpley (2000), who argues that the fundamental idea of Sustainable Tourism is contradictory. While the concept of sustainability implies a preservation of existing cultures, resources, and further values, the tourism sector is highly relevant for economic progression which requires continuous development and growth (Sharpley, 2000, p. 14). When looking at phenomena such as mass tourism, the idea of Sustainable Tourism may seem contradictory because this type of tourism focuses, among other aspects, on a reduction of costs while enabling profit maximization (Zimmermann, 2016, p. 194). However, Sustainable Tourism should be seen as a continuous process instead of a permanent state (Zimmermann, 2016, p. 197; UNWTO & UNEP, 2005, p. 12) and its flexibility towards change must be considered (Padin & Svensson, 2013, pp. 214–215). All forms of advancement towards sustainability can be considered as sustainable development. In this regard, sustainable development can be found in mass tourism (Zimmermann, 2016, p. 194).

3.1 Role of Tourism for SDGs

Tourism plays a crucial part to further the agenda of all 17 Social Development Goals (SDGs) (UNWTO, 2015, pp. 1–2). The Agenda 2030 for Sustainable Development was introduced by the United Nations (UN) in 2015. The numerous goals aim to increase global living standards, ensure prosperity, prevent any harm to the planet, and create peaceful societies through a worldwide collaboration (UN, 2015, pp. 3–8). According to the UNWTO (2015) tourism has a great potential to further the SDGs. The organization argues that the most direct impact can be achieved on SDG 8 (decent work and economic growth), SDG 12 (responsible consumption and production), and SDG 14 (life below water). As previously mentioned, tourism provides a high number of jobs globally. By creating better workplaces and ensuring sustainable, lasting economic growth, the industry can promote sustainable development goals

(UNWTO, 2015, pp. 1–2). Two years after the publication of the new agenda, the UN declared 2017 as the “International Year of Sustainable Tourism for Development”. This initiative was launched to promote changes in federal policies, emphasize the significance of business practitioners and address customers choices. The tourism industry was chosen because of its economic magnitude and prominent role in the social well-being of many people (UNWTO, n.d.-a, paras 1–7). Sustainability in tourism has become a focal point for businesses (Palazzo, Gigauri, Panait, Apostu, & Siano, 2022, p. 1). Numerous institutions including governments and international organizations endorse sustainable developments (Zhu, Zhan, & Li, 2021, p. 66).

For a better understanding of the complexity of Sustainable Tourism, the next part of this paper will explore the different dimensions of sustainability in tourism.

3.2 Dimensions of Sustainable Tourism

The concept of Sustainable Tourism is based on three pillars. The environmental sustainability, the social sustainability and the economic sustainability (A. I. N. Nugraheni, Priyambodo, Sutikno, & Kusworo, 2019, p. 264).

3.2.1 Environmental Sustainability

The environment and tourism have a reciprocal bond. The environment is vital for the success of tourism destinations because it is often a central motivation of tourists and encourages them to return. At the same time, tourism has the potential to create substantial environmental damages that harm natural resources (European Parliament, 2017, p. 2). The concept of environmental sustainability is based on a responsible interaction with nature and its resources. Natural resources should be used in harmony with their renewability and energy use should be limited (Österreich Werbung, 2012, p. 5). This approach enables

tourists to visit unique natural sights without permanently harming the environment (Johnston & Tyrrell, 2007, p. 329).

3.2.2 Social Sustainability

The social dimension of tourism is extensive (A. Nugraheni, Priyambodo, Sutikno, & Kusworo, 2020, p. 7) and plays a crucial part in the development of local communities. It provides millions of jobs to people across the world, is a driver for innovation and draws attention to the diversity of different cultures and beliefs (Misrahi, Jus, Royds, & Gallagher, 2021, pp. 1–4). Social sustainability involves a respectful way of dealing with locals at the tourist destination, ensuring fair working conditions, preserving regional identities and encouraging the involvement of regional businesses in future ventures (Österreich Werbung, 2012, p. 5). Actions focus on providing a just distribution of the revenues, respecting human rights and eliminating poverty (UNWTO & UNEP, 2005, p. 9).

3.2.3 Economic Sustainability

The objective of economic sustainability is to ensure a lasting economic viability and profitability of tourism businesses (UNWTO & UNEP, 2005, p. 9). Governments must provide the right policies and regulations for optimal business functionality. The regulations can further be used to encourage travellers' choices towards greater sustainability. Creating customer awareness through educational efforts and marketing campaigns can promote sustainable travel behaviour (UNWTO & UNEP, 2005, pp. 68–69).

The three pillars of sustainability are interdependent (A. I. N. Nugraheni et al., 2019, p. 264). It is important to create an optimal balance between the economic viability, environmental aspects, and social compatibility (UNWTO & UNEP, 2005, p. 9) and ensure that no aspect is disregarded (Österreich Werbung, 2012, p. 5).

Understanding the three pillars of Sustainable Tourism and their objectives is vital to grasp the complexity and broadness of the topic. The key challenges in Sustainable Tourism will be explored in the following paragraphs.

3.3 Challenges of Sustainable Tourism

Achieving sustainability proves a difficult challenge (Casagrandi & Rinaldi, 2002, p. 15). Natural surroundings are often destroyed, cultural heritages are permanently altered (Juganaru, Juganaru, & Anghel, n.d., p. 802), regional communities are disregarded and the business profitability is sensitive to market changes (UNWTO, 2013, p. 17). The aim of Sustainable Tourism practices is therefore, to preserve social values, maintain cultural and environmental reserves while achieving an economic profit for tourism destinations (EC, 2017, p. 7; Office for National Statistics, 2011, pp. 2–3). However, need for economic growth often causes people to disregard the negative implications on the environment and social constructs (Pulido-Fernández & Rivero, 2009, p. 279). Reorienting the tourism sector towards a more sustainable future is a highly complex task (Tosun, 2001, p. 289) and the industry must consider numerous aspects to ensure that a sustainable development can be achieved (EC, 2016, p. 10). Businesses often focus on short term development which sacrifices long term results (Kim, Bansal, & Haugh, 2019, p. 607).

Nearly all touristic endeavours can have a negative outcome on the environment (Peeters et al., 2016, p. 19). While travelling, the water usage is exceptionally high and produced waste is often processed irresponsibly (Pan et al., 2018, p. 457). Various types of pollution such as littering and noise pollution further harm the environment (Sunlu, 2003, pp. 263–265). Additionally, the activities of tourists cause a high use of energy and generate an increasing amount of greenhouse gases such as carbon dioxide (CO₂) (Pan et al., 2018, p. 457). Global tourism accounts for nearly five percent of the world's total CO₂ emissions. By far, the most emissions in tourism are generated through means of

transport. The most harmful being air transportation (Peeters & Dubois, 2009, pp. 452–454). This presents a challenge as travelling by plane has significantly increased in popularity in recent years. Across Europe, trips with a short duration have become more common while air travel has become more affordable (UNWTO, 2018, pp. 20–21). Literature explores numerous other factors (e.g. climate change) on how touristic actions cause harm to the environment (Peeters et al., 2016, p. 20; Pan et al., 2018, p. 457). To reduce the negative consequences of tourism and prevent the permanent harm of the environment, definite efforts to reduce pollution and preserve the biological diversity must be made (UNWTO & UNEP, 2005, p. 9).

In many regions worldwide, touristic activities are characterized by a strong seasonal demand which only provides jobs for a few months per year. Apart from unstable employment, people working in the tourism sector earn low wages while working difficult time schedules (LaCombe & Monshausen, 2011, para. 4; Peeters et al., 2016, p. 56). A sudden increase of tourists in certain areas and the opposed interests of travellers and locals can be a reason for social disruption (McKercher, n.d., p. 4).

Locals working for the tourism sector are oftentimes not educated about sustainable practices (Pan et al., 2018, p. 457). A lack of clear direction and cooperation between institutional policies and the innovation on a regional level have been reported. To prevent this, responsibilities must be defined unambiguously (Wanner, Seier, & Pröbstl-Haider, 2020, p. 11). A key player to successfully implement strategies will be young people. Their characteristics and preferences in tourism (see chapter 6.2) make them a unique stakeholder in future developments (Vukic, Kuzmanovic, & Kostic-Stankovic, 2014, p. 1).

To enable a successful Sustainable Tourism market, it is crucial to make sustainable ways of travelling more attractive (Giorgio & Stanojlovic, 2011, p. 13). The development of a worldwide trend towards sustainable practices can have a

positive influence on the demand for such offers. Encouraging sustainable practices and ensuring they satisfy the needs of tourists, locals and tourism practitioners is vital (Trišić et al., 2021, p. 11).

4. Tourism in the European Economy

To grasp the importance of the tourism sector to the European Union, it is important to understand the role it plays in the economic activities of this region. Therefore, this chapter will highlight statistical data of the tourism industry in Europe.

The growth of tourism through increased competitiveness has been a focal point of discussion across Europe following the publication of the Lisbon Treaty in 2007. In the Treaty, a consensus was reached, that a new framework should be developed to encourage competitiveness across the European tourism sector. Article 195 of the Treaty urges organs of the European Union (EU) to take action (European Union Law, 2016, paras 1–5). Based on this development, the European Commission (EC) published a model for a successful implementation across the member states of the EU. A main objective for the member states was the progression towards a sustainable, reliable and high-standard tourism sector (EC, 2010, p. 7). Sustainable Tourism can only be achieved by focussing efforts into all forms of tourism. Niche markets such as eco-tourism are not popular enough to induce a change of the whole market (Peeters et al., 2016, p. 55).

In 2017, the European tourism sector employed 11,7 million people. This represents nine percent of employments in the non-financial business sector. Over 2 million companies delivered all or a significant part of their commercial activities to the tourism industry (Eurostat, 2020, para. 2). Few other industries report a higher rate of growth (UNWTO, n.d.-c, para. 12) and play such a vital role for social change. Tourism increases business revenues, generates new workplaces, and provides resources for new investments. The earnings

associated with tourism can create profits in other economic sectors. Across the EU, touristic activities create a sense of unity and strengthen the common identity (Santander, 2019, p. 648).

One of the most relevant indicators of economic growth and well-being is the gross domestic product (GDP). It measures the financial value added through the production of goods and services within a country or economy over a specific time-period (Callen, 2020, paras 4,12). The EU is one of the greatest economies worldwide (UNWTO, 2018, p. 9) and its GDP per capita was nearly EUR 30 000 in recent years (Eurostat, 2022, fig. 1). In 2019, this amounted to EUR 2,191 billion (Statista Research Department, 2021b, para. 1). According to the EC, the tourism industry is directly responsible for around five percent of EU's GDP. However, considering products and services that are related to tourism in a wider sense, this number is even higher. When including the indirect contributions of other sectors, tourism is responsible for more than ten percent of the EU's GDP. The substantial contribution illustrates the relevance of tourism to the European economy (Juul, 2015, p. 5).

Over the last decade, Europe has consistently experienced the highest share of international tourists worldwide. Between 2010 and 2019 a rapid growth was registered. Europe continued to be the global leader of international tourist arrivals in 2020 (Statista Research Department, 2021a, para. 1). During the beginning months of the Covid-19 pandemic which caused a sharp decline in total numbers of tourists worldwide, Europe reported the highest numbers globally (Statista Research Department, 2021a, para. 1; Jus & Misrahi, 2021, p. 13). Various reasons factor into the success of tourism across Europe. They include the cultural and natural diversity (EC, 2010, p. 2; EUROPARC Federation, 2015, p. 2), historical heritages, wide-ranging tourism services and products, functioning transport systems, and an excellent reputation (Committee of the Regions, 2006, pp. 21–22).

The Covid-19 crisis potentially presents a pivotal point for Sustainable Tourism (AECIT, 2020, p. 9). It enables a shift in tourists perception and awareness of Sustainable Tourism (Palacios-Florencio, Santos-Roldán, Berbel-Pineda, & Castillo-Canalejo, 2021, p. 1006). This provides the unique opportunity to transform the industry (Higgins-Desbiolles, 2020, p. 620). According to a study requested by the EC, nearly 80 percent of people living in the EU expect that the pandemic will permanently change their travel behaviour (Ipsos European Public Affairs, 2021, p. 9).

The central role of the tourism industry to Europe's economy highlights the need for a sustainable development. The next chapter will outline the current conditions of European Tourism.

4.1 Review of the State of the Art of Sustainable Tourism in Europe

The rising need for Sustainable Tourism (UNWTO & UNEP, 2005, p. 2) and the numerous challenges this transformation involves (Tosun, 2001, p. 289) questions the current status quo. To investigate the present state of the art, it is necessary to take a step back and analyse previous research. The findings will then be compared to the latest developments across Europe.

In 1999, Butler (1999) conducted a comprehensive examination to define the current state of the art of Sustainable Tourism. The key findings demonstrated that a thorough understanding, and definition of the subject matter is necessary but not sufficient to guarantee a transformation of the tourism sector. The cooperation and willingness of governments and other stakeholders of the tourism industry to act in harmony with sustainable principles are needed. He highlighted that a lack of accurate and reliable indicators only allows to judge whether a business complies with the state of the art in hindsight. Additionally, Butler stated that a lack of noticeable benefits, both short and long term, will prevent tourists from gravitating towards sustainable options. Another

issue were businesses who declared their tourism offers as sustainable based on the mere fact that their business involved some form of environmental or cultural focus (Butler, 1999, pp. 19–20).

4.1.1. Measuring Sustainable Tourism

As stated above, measuring sustainability is a complex task (Butler, 1999, p. 20). The challenge of developing a reliable way of assessing Sustainable Tourism lies in the plurality of issues which must be examined. The three dimensions of sustainability have extensive underlying aspects (SF-MST, 2018, pp. 31-35,64). The economic, environmental and social dimensions must all be considered respectively (Modica, Capocchi, Foroni, & Zenga, 2018, p. 1). Liu (2003) argues, that the theoretical understanding of measuring Sustainable Tourism activities is not enough. A practical framework is required to assess practices in the real world (Liu, 2003, p. 472). A highly useful tool to identify the implementation and function of Sustainable Tourism practices are indicators (Ivars-Baidal, Vera-Rebollo, Perles-Ribes, Femenia-Serra, & Celdrán-Bernabeu, 2021, p. 1). According to a study published in 2014, an indicator is “the operational representation of an attribute (quality, characteristic, property) of a given system, by a quantitative or qualitative variable (for example numbers, graphics, colors, symbols) (or function of variables), including its value, related to a reference value” (Waas et al., 2014, p. 5520). The evaluation process of sustainability in other economic sectors has highlighted the difficulty of measurement. Indicators that are considered in measuring sustainable practices are highly sophisticated and assigning a weight to enable calculations is tricky (Boiral & Henri, 2017, pp. 310–311). Even so, the measurement of Sustainable Tourism plays a vital role to further the popularity of Sustainable Tourism activities. It helps to accurately investigate and compare Sustainable Tourism practices. This, in turn provides a better understanding of the state of the art of European tourism. Quantifying and classifying the practices of a business plays a key role in growing interest and

increasing investments towards Sustainable Tourism practices (Wehrli, Egli, Lutzenberger, Pfister, & Stettler, 2011, p. 50).

In 2013, the European Commission introduced the European Tourism Indicator System (ETIS). It provides tourism businesses with a unified way to self-assess their level of sustainability. This management tool presents the means to close the gap between authorities' policies and successful implementations by local businesses (EC, 2017, p. 3). First, a seven-step roadmap was developed to navigate the process. Subsequently, the chosen indicators (43 main core indicators and additional supplementary indicators) which measure the criteria were allocated into four categories. The indicators enable businesses to compare their results and benchmark between locations across the union (EC, 2017, pp. 19–22). The ETIS management tool was reviewed through two phases of testing which were conducted in cities and regions across Europe. Results of the tests identified several issues. The need for a greater flexibility of the ETIS to implement it at any destination was recognized. Additionally, the frequency of measurements of individual indicators should be reviewed. For some it will be sufficient to measure every few years which is more cost-effective. The test phases stressed the involvement of political institutions. Their cooperation is instrumental to the success (Interreg MED, 2018, p. 6). Other issues were the difficulty of gathering data for the measurements, a need for regular reviews of the information (Tudorache, Simon, Frenț, & Musteată-Pavel, 2017, p. 9,11) as well as a greater involvement of the destination manager (Modica et al., 2018, p. 15). The ETIS has played a central role in the increase of knowledge about the current sustainability status across Europe (Font et al., 2021, p. 18). At the same time, it highlighted the need to simplify the system of indicators to enable reliable comparisons and successful implementations (Modica et al., 2018, p. 15).

Apart from the ETIS, several other options to measure Sustainable Tourism have been developed. Instead of promoting the implementation of sustainable practices, measurements tools often caused confusion and led to inaction. A

study published in 2017 analysed nearly 30 papers which focused on Sustainable Tourism indicators and dimensions to identify the most important aspects. Researchers highlighted the need to focus on a smaller set of indicators which are applicable in all sectors of the tourism industry. They found seven key indicators to measure Sustainable Tourism: employment, profitability of businesses, life satisfaction, water and waste management, water quality, conservation of energy and preservation of the integrity of regional groups. The indicators be assessed through different measures. The waste management for example can be estimated by looking at recycling efforts (Agyeiwaah, McKercher, & Suntikul, 2017, pp. 26–31).

4.1.2 Sustainable Tourism Labels

In the review of the state of the art of Sustainable Tourism in 1999, a lack of noticeable benefits of sustainable practices has been identified (Butler, 1999, pp. 19–20). Nowadays, businesses often use labels to highlight their involvement in sustainable practices (Naturefriends International, Arbeitskreis Tourismus & Entwicklung, ECOTRANS e. V., Bread for the World - Protestant Development Service, 2016, pp. 3–5). The labels assist tourists to select sustainable products and services and present a motivation for businesses to take action (Font & Tribe, 2001, p. 9).

The existing number of labels to certify the sustainability of a tourism activity or service is excessive. Globally, the figure surpasses 150 labels. Depending on the institution that grants the label, the flexibility and focus on the dimensions of sustainability vary. Ideally, a label should consider as many aspects of sustainability as possible. The requirements to obtain a label should be transparent and reviewed by an outside party to ensure credibility. Globally as well as on European level, some of the most relevant labels include the EU Ecolabel, the Green Globe and the Austrian ecolabel (Naturefriends International,

Arbeitskreis Tourismus & Entwicklung, ECOTRANS e. V., Bread for the World - Protestant Development Service, 2016, pp. 6–8, 16–26).

The EU Ecolabel was introduced in 1992 by the EC. It was developed to help the consumer in the identification process of environmentally friendly and healthy products and services (EC, n.d., para. 1). This label is not solely applied in the tourism industry. Products from other sectors such as personal care items, clothes, or cleaning products hold the label. As of September 2021, around 450 tourist accommodations have been awarded with the EU Ecolabel (EC, 2021b, p. 1). While the EU Ecolabel is applied in multiple industries, the Green Globe International Standard for Tourism focuses only on the tourism industry. It was developed in the 1990s and has been an integral part of the development of Sustainable Tourism ever since (Green Globe, n.d.-b, paras 2–3). It focuses on the different dimensions of sustainability which are represented in 44 criteria. Depending on the individual business characteristics, relevant indicators to measure the criteria are applied (Green Globe, n.d.-a, paras 1–2). The organization incorporates the SDGs in the certification process to ensure that the approved businesses work towards the Agenda 2030 (Green Globe, 2021, p. 2).

To ensure that labels encourage customers' choice towards more sustainable products and services, it is necessary to rationalize the existing efforts. Due to the high number of existing labels, customers have difficulties in recognizing the labels and their meanings (Font & Tribe, 2001, pp. 9–19).

4.1.3 Demand for Sustainable Tourism

To make a transformation of the tourism sector possible, an existing demand for Sustainable Tourism is crucial (Cavagnaro & Staffieri, 2015, p. 5). Without the cooperation of consumers, a sustainable development will never become reality (Byrd, 2007, p. 12; Tasci, 2017, p. 388; Pulido-Fernández & López-Sánchez, 2016, p. 14; Battaglia, 2017, p. 131).

It is important to mention that a difficulty in the research on this topic are the diverse interpretations of sustainable behaviour (Pulido-Fernández & López-Sánchez, 2016, p. 3) which cause many authors to only investigate a specific aspect of sustainable behaviour and disregard other dimensions (Gilg, Barr, & Ford, 2005, p. 1). As previously mentioned, Butler (1999) found that a lack of knowledge about sustainability in tourism prevents a successful development of this economic sector (Butler, 1999, p. 20). According to a study conducted in 2019 this issue is still relevant. A poll with nearly 20 000 international participants found, that over a third of the participants are not aware of ways to make their travels more sustainable. Contrary to the results of this study (Lock, 2019, fig. 1), the awareness towards Sustainable Tourism in the EU is higher. Over 80 percent of people reported a willingness to change their travel behaviour towards a more sustainable development. Especially actions related to the consumption of regional products as well as the decrease of waste and water use were identified. The respondents further stated that they are willing to travel outside of high seasons and avoid mass tourism destinations. Around a third of the participants in the study are prepared to travel with more environmentally friendly transportations modes (Ipsos European Public Affairs, 2021, p. 24). Several other authors further reported an inclined interest of consumers towards purchasing more sustainable products (Wehrli et al., 2011, p. 1; Miller, 2010, p. 17). Especially people with a greater degree of environmental awareness are likely to purchase products and services that align with their values (Barboza, Cardoso, & Arruda Filho, 2017, p. 291). Tourists are fond of the idea of experiencing their travel destination as genuinely as possible (Wang, 1999, pp. 365–366; Tasci, Uslu, Stylidis, & Woosnam, 2021, p. 19). They often link sustainable behaviour with actions that have a positive effect on the environment. The benefits on the environment can have a direct impact on economic growth (Cerina, 2007, pp. 575–576).

A conflict arises when it comes to the application of the expressed values. Many consumers advocate for ethical businesses but refrain from changing their actions when they involve personal inconveniences (Carrigan & Attalla, 2001, p. 575). Xu and Fox (2014) argue that the individual outlook on nature is directly related to their views on Sustainable Tourism (Xu & Fox, 2014, p. 150). If consumers do not see any benefits compared to standard tourism, they will not comply with the sustainable policies and decline such tourism offers (Butler, 1999, p. 20). Without clear measures that prove the sustainability of a tourism product, tourists are not willing to pay more money for it. This presents a clear gap between the interest in sustainability and the actions and willingness to pay for it (Wehrli et al., 2011, p. 2). Experts suggested that positive aspects of sustainability should be highlighted. This could be achieved through desired standards which can be displayed by businesses through certificates (Tasci, 2017, p. 386) and labels (Miller, Rathouse, Scarles, Holmes, & Tribe, 2010, p. 642). According to recent studies, special emphasis should be directed towards young tourists as they possess a lot of promise towards a change in travel behaviour. The consumption behaviour of the younger generations is directly connected with their increased awareness towards aspects of sustainability (Buffa, 2015, p. 14042).

The illustration below presents the results that could be gathered through the literature review concerning the current state of the art of Sustainable Tourism across Europe (see Table 1)

State of the Art of Sustainable Tourism across Europe			
Aspects	Measurements through indicators	Sustainable Tourism labels	Demand for Sustainable Tourism
Approaches	ETIS	EU Ecolabel Green Globe Austrian Ecolabel	Analysis of tourist behaviour
Challenges	Application of fewer indicators Communication with tourists	Unification of existing labels Communication with tourists	Overcoming the gap between interest and actions concerning Sustainable Tourism

Table 1 State of the Art of Sustainable Tourism (own illustration)

5. Austrian Travel Behaviour

The following paragraphs will outline the travel habits of the Austrian population. The role of sustainability during travels will be explored. Thus, the relevance of Austrian travel behaviour towards a sustainable European tourism sector will become apparent.

5.1 Travel Behaviour

Statistics highlight that the majority of Austrian citizens greatly enjoy travelling. Apart from 2020, where the Covid-19 pandemic caused the cancellation of many travels, the industry experienced an increase over the last decade. Between 2010 and 2019 more than half of the Austrian population took at least one trip with more than three overnight stays per year (Mohr, 2021, fig. 1). The travel intensity varied depending on the age group. In 2019, nearly 90 percent of Austrians between 15 and 24 and 83,9 percent of 25- to 34-year-old

people travelled. Compared to other age groups, the younger part of the population had a greater tendency to travel (Statistik Austria, 2020, p. 19).

5.2 Travel Destinations and Modes of Transportation

Austrians' favourite destinations to spend holidays are European countries. In recent years, main holidays were spent in Austria, Germany and southern member states of the European Union such as Italy, Croatia and Spain (Statistik Austria, 2021, para. 4; WKO, 2020, p. 1). The most common mode of transportation were personal cars. However, when travelling abroad, nearly a quarter of Austrian travellers chose to use an airplane (Statistik Austria, 2021, para. 6).

5.3 Role of Sustainability in Austrian Tourism

Compared to the average European citizen, Austrians pay special attention to activities at the tourism location. The natural surroundings at the destination and the price play a central role in their decision-making. When it comes to sustainability, various aspects could be identified. People partaking in the study were asked to point out in which ways they are willing to change their habits towards a more sustainable way of travelling. Austrians highlighted the consumption of local products, natural surroundings, waste reduction and stated that they are inclined to change their time of travelling to less popular seasons. What stands out is the fact that only six percent of Austrian citizens in the study were not willing to change their ways of travelling. This highlights that Austrians are inclined to travel more sustainable (EC, 2021a, pp. 1–2). Research further emphasises that Austrians who value sustainability in tourism, have greater tourism expenditures. This increases the revenue for businesses in this economic sector (Dolnicar, 2004, p. 10).

6. Youth Tourism

Young people are expected to play a crucial role in the development of Sustainable Tourism (WYSE Travel Confederation, 2018, p. 15). The following chapter will identify characteristics of young travellers and explore their potential towards a lasting change of the tourism industry. Before diving deeper into the topic, the meaning of Youth Tourism will be explored.

6.1 Definition of Youth Tourism

Although there has been extensive research into the idea of “Youth Tourism”, there is still no consensus regarding the official definition (T Demeter & Bratucu, 2014, p. 115). In a broad sense, the term Youth Tourism includes all independent travels which are shorter than twelve months. Young people travel because of their desire to explore other countries and cultures, learn and/or experience life in a foreign environment. However, there is a controversy regarding the age scope of Youth Tourism. In the existing literature the age varies between a minimum age of 15 and a maximum of 35 years. Some definitions relate the term to specific types of travels such as study holidays, backpacking, and adventure travels. The following definition of the WYSE will be used as a basis for this paper. It is in line with the general meaning of tourism (see chapter 3). According to the WYSE Travel Confederation (2008):

Youth travel includes all independent trips for periods of less than one year by people aged 16-29 which are motivated, in part or in full, by a desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside one’s usual environment. (World Tourism Organization, 2008, p. 1)

6.2 Importance and Characteristics of Youth Tourism

Over the last few years the number of young travellers has increased significantly (Ghete, 2015, p. 688). By 2015, people belonging to this target group represented nearly a quarter of all touristic travellers worldwide. This makes Youth Tourism one of the most rapidly growing tourism sectors. The substantial increase of young travellers has highlighted the potential this market segment represents for the tourism industry (UNWTO, 2016, pp. 5–11). Young tourists have the opportunity to play a central role in economic and socio-cultural developments (World Tourism Organization, 2008, p. 1). In 2017, roughly half of the European youth tourists were between 20 and 25 years old and their highest academic level was a bachelor degree (WYSE Travel Confederation, 2019, p. 10). Understanding the motivations and characteristics of young travellers is fundamental to ensure that the tourism sector adapts accordingly (Buffa, 2015, p. 14042).

The main motives of young travellers are the immersion into foreign cultures, enthusiasm for travelling and a desire to learn (Richards & Wilson, 2003, p. 2). Young people enjoy discovering new languages or being active during their travels. Meanwhile, a part of this market segment prefers to relax (Moisă, 2010, p. 575) or work during their time abroad (World Tourism Organization, 2008, p. 8). The desire to increase one's knowledge during travelling aligns with the tendency to travel with a clear purpose. Contrary to previous times, young people yearn to use their time outside their natural environment for self-development. This can be achieved through different forms of travelling such as volunteering (UNWTO, 2016, p. 12).

The growth of this tourist segment is of significant economic importance. The travel expenditure of young travellers has risen in line with the increase of travel activities (Richards, 2011, p. 7). Generally, young people attach considerable importance to the costs (Timea Demeter, Brătucu, & Palade, 2015,

p. 104). However, a study revealed that due to the longevity of their trips, young people are prone to spend more money than the average tourist during their travels (UNWTO, 2016, p. 5). Commonly, the monetary costs amount to EUR 2 867 (WYSE Travel Confederation, 2018, p. 13). In Europe, a clear spending difference between multi-country trips and travels to only one nation can be identified. Young people who visit more than one country during their travels spend EUR 1 530 on average. The expenses are nearly twice as high as for single country trips (WYSE Travel Confederation, 2019, p. 28). In contrast to other global regions, a key feature of young travellers from European countries is the comparatively short duration of a trip. Despite this, the yearly costs of European travellers are higher because young people from Europe travel more regularly. According to a study published in 2010, nearly half of the travel budget of young tourists is allocated towards transportation. As transportation is an important cost factor (Moisă, 2010, p. 577), the decreasing costs of air travel make this mode of transit increasingly relevant for young people. Globally, travelling by airplane became the most popular means of transportation for the youth by 2017 (WYSE Travel Confederation, 2018, p. 14). In Europe, using buses and trains still domineered airborne travel. However, air travel still played a significant role as nearly half of the young travellers used this type of transportation at some point during their travels (WYSE Travel Confederation, 2019, p. 15). Around 20 percent of the travel budget is spent on accommodation, followed by meal expenses. The rest of the monetary means is spent on various other expenses including enjoyable activities (Moisă, 2010, p. 577). The desire to experience the life of the local community is reflected in the accommodation choices. Young people choose options that allow an immersion and interaction with locals. Low budget accommodations and cheap transportation enable this market segment to spend more money on other expenses (WYSE Travel Confederation, 2018, pp. 13–14). The desire to get immersed in the culture of the visiting nation influences the money allocation of young people. They spend more money on regional products

and services than other age groups. This results in a stronger financial and cultural impact on the destination and residents of the country that young people visit (UNWTO, 2016, p. 12).

A case study published in 2020 suggests that this generation of travellers is much more independent than previous ones. They value the functionality of a destination which requires businesses to offer better infrastructure and independent activities to attract young travellers. Similar to other market segments, young people search for high-value products and services during their travels (Caber, Albayrak, & Crawford, 2020, pp. 7–8). Another important feature of this target group is their calm demeanour in times of crisis. While other age groups choose to refrain or cancel a trip during uncertain circumstances, young people continue travelling (UNWTO, 2016, p. 5; Richards, 2008, p. 38). Regarding the Covid-19 pandemic, Youth Tourism was not expected to be impacted as severe as other tourism sectors (Asan, 2021, p. 1). Young people were foreseen to get back to travelling faster than other tourists (Chen, Enger, Yu, & Zhang, 2020, para. 6). In contrast to other target groups, younger tourists prefer to explore remote locations to fully experience the local culture and environment. Many young travellers are not keen to spend a lot of time around famous tourist attractions (UNWTO, 2016, p. 5). The need to discover secluded destinations leads to an increased level of mobility during the travels (Moisă, 2010, p. 576). Young people cherish adventures during their travels more than physical objects of value (WYSE Travel Confederation, 2018, p. 13). Contrary to this opinion, a study conducted by Cosmin Nicolae, Sârbu and Nistoreanu (2021) found that young people are more interested in exploring popular tourism destinations (Cosmin Nicolae et al., 2021, p. 78). Across Europe, a majority of the available time is spent in popular cities and smaller towns. Only a third of young people's travels are enjoyed in more natural areas (WYSE Travel Confederation, 2019, p. 20).

The immense growth of Youth Tourism (Moisă, 2010, p. 575; Dzikiti & Leonard, 2016, p. 1; Caber et al., 2020, p. 6) indicates that this part of the population plays a crucial role in the development of Sustainable Tourism (Buffa, 2015, p. 14042).

6.3 Relevance of Sustainable Tourism to the Youth

There is still little research conducted concerning Sustainable Tourism of the youth (Cavagnaro & Staffieri, 2015, p. 5). Understanding the young travellers grasp of sustainability is necessary to attract this customer segment and implement suitable measures (Buffa, 2015, p. 14042; Caber et al., 2020, p. 1). The need for the incorporation of the youth in the Sustainable Tourism development has been highlighted with the announcement of the first Global Youth Tourism Summit which will take place during the summer of 2022 (UNWTO, 2022, p. 1).

A key feature that makes Youth Tourism more sustainable than other forms of tourism is the steady demand throughout the whole year (Asan, 2021, p. 19). A study conducted by the WYSE Travel Confederation (2019) found that sustainability plays a significant role during young people's travels. Across Europe, trips where more than one country is visited have a high potential for sustainability. Travelling between bordering nations is often done without air travel (WYSE Travel Confederation, 2019, p. 28). This is important because air travel causes a tremendous harm on the environment (see chapter 3.3) (Peeters & Dubois, 2009, pp. 452–454). Young people who visited multiple countries during a trip displayed a greater interest in travelling sustainably. They further demonstrated a desire to support local people and businesses. Nevertheless, a significant part of the respondents expressed only little interest or stated that supporting sustainable businesses plays no role during their travels (WYSE Travel Confederation, 2019, p. 28). A variation of interest in sustainability of the youth is not unexpected (Buffa, 2015, p. 14055). Personal circumstances such as the educational background influence how students value the various dimensions of

sustainability (Arrobes, Ferreira, Brito-Henriques, & Fernandes, 2020, p. 10). Research from Cini and Passafaro (2019) suggests that young people without experiences in Sustainable Tourism concepts have an unfavourable view of it. They presume that it does not measure up to their holiday expectations. Meanwhile, positive outlooks on Sustainable Tourism were expressed by young people that believed to have experienced it previously. Additionally, a lack of knowledge about the different aspects of sustainability was reported (Cini & Passafaro, 2019, p. 130).

Cosmin Nicolae et al. (2021) argue that various preferences such as the tendency to visit popular tourist attractions and unplanned decisions indicate that young people are not necessarily supporters of Sustainable Tourism. However, the authors also highlight the need to consider that the behaviour of young people is not always consistent. The possibility that young people are inclined to travel more sustainable should not be ruled out (Cosmin Nicolae et al., 2021, p. 78). A high interest in Sustainable Tourism offers by young people has been found in a study by Staffierei and Cavagnaro (2021). In light of the Covid-19 pandemic, the findings present a motivation to focus efforts into providing Sustainable Tourism offers for young people.

Young people have the potential to play a vital role in a transformation towards a Sustainable Tourism sector. A significant part of young Europeans expressed a desire to support sustainable practices. Meanwhile, several studies identified a lack of knowledge about the fundamental aspects of sustainability among young travellers. Discovering relevant obstacles that prevent young people in Austria from travelling more sustainably is essential for the development of the tourism industry. The previous findings about Youth Tourism will be used as a basis for the empirical research of this paper.

7. Empirical Part

The following part of this thesis deals with empirical research. Firstly, the methodology and research design will be explained. Subsequently, the results will be analysed and discussed.

7.1 Methodology

The first part of this paper is based on secondary research. The results were generated from existing literature (Rennhak & Opresnik, 2016, p. 43). Following the analysis of previous research, primary data was collected to examine the research problem (Malhotra & Birks, 2006, p. 41). Data can either be obtained through qualitative or quantitative research methods (Magerhans, 2016, p. 70). The most popular methods of qualitative research are focus groups and interviews (Hennink, Hutter, & Bailey, 2020, p. 118) In focus groups, a moderator leads a discussion with a few participants. Such events usually last for approximately one and a half to two hours (Malhotra & Birks, 2006, pp. 132, 153–161). In an expert interview, an individual person with extensive knowledge in the field of research provides information about the research topic (Kuß & Eisend, 2010, p. 35). While qualitative research methods focus on gathering new insights by questioning a small number of participants (Magerhans, 2016, pp. 167–168), quantitative research techniques aim to identify findings which can be applied to a wider population (The Open University of Hong Kong, 2012, pp. 151–152). Hypotheses can be answered by quantifying data and analysing it through statistical means (Malhotra & Birks, 2006, pp. 132–133, 254). A common approach to quantitative research is to conduct written surveys enabling the acquisition of data from many participants at distant locations. Participants can contemplate the questions and their anonymity can be ensured (Magerhans, 2016, p. 119).

This bachelor's thesis applies a mixed-methods approach. Qualitative and quantitative research techniques are used to gather data (Kuckartz, 2014, p. 33). This method provides the means to better understand the complex issue of hindrances in Sustainable Tourism for young people. The qualitative and quantitative research is conducted in a sequential order (see Figure 1). The studies are of equal priority (Kuckartz, 2014, p. 81). Firstly, the focus group and interview are carried out to provide new perspectives on Youth Tourism across Europe. Based on the results of the qualitative research, a questionnaire is developed to validate the findings in a quantitative study (Greene, Caracelli, & Graham, 1989).

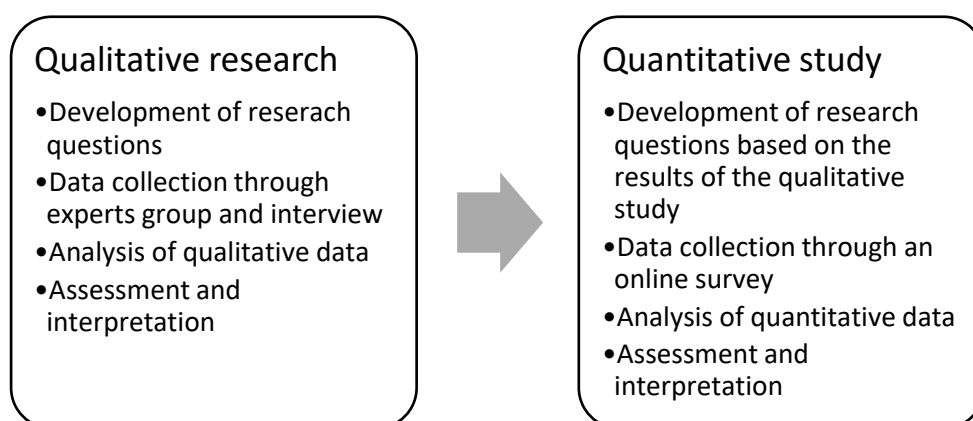


Figure 1 Research Method adopted from (Kuckartz, 2014, p. 94)

7.2 Qualitative Research

The objective of the qualitative research is to obtain new insights about Sustainable Youth Tourism and potential obstacles through discussions and interviews (Kuß & Eisend, 2010, p. 53). Relevant aspects about Youth Tourism which were discussed in the literature part of this paper provide the basis for the qualitative research.

7.2.1 Methodology of Qualitative Research

The following chapter will explain the qualitative research approach. Information about the chosen methods and selection of participants in the qualitative study is provided. Subsequently, the preparation process,

performance and post-processing of the focus group and interview are described. Before examining the results, the applied analysis model is explained.

7.2.1.1 Expert Focus Group and Expert Interview

To obtain new perspective about obstacles in Youth Tourism across Europe, an expert focus group and expert interview were conducted. To structure the discussions a guideline was developed (Magerhans, 2016, pp. 167–180). It contains questions about the topics that should be discussed. To encourage an open discussion, participants are asked a broad question related to the field of research at the beginning. Subsequently, more precise questions are addressed (Malhotra & Birks, 2006, pp. 164, 180). The moderator steers the discussions but remains impartial (Magerhans, 2016, pp. 175–176).

7.2.1.2 Selection of Study Participants

The participants of the study were specifically selected (Kuckartz, 2014, p. 85). To gather high-quality data about the research topic, the focus group and interview were carried out with experts in the field of Sustainable Tourism (Kuß & Eisend, 2010, p. 35). The participants were approached through university connections and recommendations of previously selected experts. Additionally, researchers who published studies relevant for the secondary research of this paper were contacted by the author. The experts who participated in the study were Prof. Prof. Dr. Baumgartner, FH-Prof. Diplom-Betriebswirtin Brucker, FH-Prof. Mag. Mag. Dr. Friedl, Dipl.-Ing. Dr. techn. Schaller. In addition, to the focus group, an expert interview with Dr. Elena Cavagnaro was conducted. Every participant in the qualitative research has extensive knowledge about Sustainable Tourism and was expected to provide valuable insights.

7.2.1.3 Structure and Content of the Guideline

The guideline which was used in the focus group and the interview contained twelve questions. The first question served as an introduction of the participants. It was followed by ten specific questions related to the research

topic. The last question allowed for any additional remarks that did not arise previously. The selection of the question guaranteed a structured procedure and prevented a digression from the central topics. The questions were developed based on the literature which was analysed in previous chapters.

With the announcement of the first Global Youth Tourism Summit, the UNWTO drew attention to the importance of including younger tourists in the development of Sustainable Tourism (UNWTO, 2022, p. 1). Cavagnaro and Staffieri (2015) emphasize the lack of research regarding Sustainable Youth Tourism (Cavagnaro & Staffieri, 2015, p. 5). To gain new insights into the relevance of Youth Tourism for a transformation of this economic sector, the first part of the guideline addresses this issue. Subsequently, the influence of the Covid-19 pandemic on the travel behaviour of young people is explored as research suggests that the pandemic is pivotal in advancing Sustainable Tourism (AECIT, 2020, p. 9). The final aspect of discussion are the obstacles preventing the development of a Sustainable Tourism sector. In summary, the following concerns are addressed in the guideline:

- Importance of Sustainable Youth Tourism
- Relevance of the Covid-19 pandemic
- Obstacles for Sustainable Youth Tourism across Europe

The complete version of the guideline with all questions can be found in the Appendix A (see chapter 10.1).

7.2.1.4 Preparation and Realisation of the Qualitative Research

To recruit potential participants for the study, an email with general information about the research topic was sent to experts in the field. The date and duration were determined in advance to enable an efficient process. The guideline with relevant information about the research topic, the questions, an explanation about the data collection and processing was developed. The

consent to record the meetings (focus group and interview) and use of data for the bachelor's thesis was obtained either at the beginning of the meeting or through a signed declaration.

The focus group and interview with the experts were both carried out on the same day through online meetings. The participants received general information about the meetings in advance. The interview was conducted separately because of a scheduling conflict. The focus group lasted for nearly two hours and the interview lasted for 31 minutes.

7.2.1.5 Transcription

The transcription is the transfer of the audio recording into written form. It is the link between the recording and interpretation of the data (Hugl, 2013, p. 87). The transcript provides a traceable connection between the gathered insights and their interpretations. It is of great relevance because scientific research must be verifiable (Przyborski & Wohlrab-Sahr, 2014, pp. 163–164). The meetings were transcribed using the literal transcription technique (Reinders, Ditton, Gräsel, & Gniewosz, 2015, p. 111). The transcripts of the focus group and interview can be found in the Appendix A (see chapter 10.2).

7.2.2 Qualitative Analysis

The transcripts of the focus groups and interview provide the foundation of the qualitative analysis. The large volume of data is reviewed to evaluate the material (Mayring, n.d., pp. 602, 607). The data is analysed using a systematic approach (Reinders et al., 2015, p. 113). The transcripts are analysed following the summary technique of Mayring (2010). With this method, the data is reduced to its fundamental components. The findings reflect the main content. The analysis is performed in multiple steps which allow a systematic summary of the data (Mayring, 2010, pp. 65–70). Categories are developed using the inductive technique (see chapter 10.3). This approach is commonly used in qualitative research (Mayring, 2010, p. 83). The categories address the central concerns of

the guideline (see chapter 7.2.1.3). The detailed process and application of the analysis model can be found in the Appendix A (see chapter 10.4 and 10.5). To enable efficiency in the following parts of this thesis, each expert participating in the qualitative study is assigned a letter

- Prof. Prof. Dr. Baumgartner (A)
- FH-Prof. Diplom-Betriebswirtin Brucker (B)
- FH-Prof. Mag. Mag. Dr. Friedl (C)
- Dipl. Ing. Dr. techn. Schaller (D)
- Dr. Elena Cavagnaro (E)

7.2.3 Answers to the Questions

In the following paragraphs the responses of the experts who participated in the qualitative study are summarized. Due to conflicting time schedules some experts of the focus group were not present for the whole duration. Therefore, not every question was addressed by every expert.

Please share your name, profession and how you started working in the field of sustainability / Sustainable Tourism.

All experts participating in the qualitative study teach sustainability courses at universities in Europe. They have been working in this field of research for numerous years and have extensive knowledge about sustainability. The experts A, B, C and E focus on the sustainable development of the tourism industry. Expert A and Expert D have consultancies focusing on different aspects of sustainability.

What makes the market of young travellers so significant for a sustainable development in the tourism sector?

The participants of the study highlighted various aspects that make people between 16 and 29 significant for a sustainable transformation of the tourism industry. One aspect that was mentioned by most experts was the keen interest of young people in sustainability. Experts A and E addressed the fact that people

in the age group considered as youth tourists will be able to travel for many years to come. Another aspect considered in the focus group and the interview by Experts B and E was the ability to purchase sustainable products. Young people have the monetary means to travel sustainably. Expert E further mentioned that young people represent a significant part of the population. Certain travel characteristics such as a greater resilience in times of crisis makes this market segment a role model for other travellers.

Which type of tourism (mass tourism or rural tourism) is more relevant to young travellers?

Concerning the relevance of different tourism types, Expert A and Expert E pointed out that they are equally relevant for young people. Expert A further mentioned that the different travel choices are not contradictory, and young people may choose a mass tourism destination for one holiday and a remote option the next. The influence of the individual circumstances on the choice of travel destination was emphasized by Experts A and B. Personal preferences and travel companions potentially impact the chosen form of tourism. According to Experts B and D the need for individualization is reflected in the travel behaviour of young people. Concerning this change, expert B also highlighted the need for authentic experiences.

Are the three dimensions (environmental, social & economic dimension) of sustainability equally important and recognized by young travellers?

The participants shared valuable insights into the perception of the various dimensions of sustainability in tourism. Two statements are especially noteworthy as multiple experts agreed on them. Experts B, D and E mentioned that young people especially focus on the environmental dimension. They have more knowledge about the different aspects that are related to the environment (B). Especially topics related to the climate (Expert A) and the orientation towards nature-experiences (D) were recognized. The second issue that was brought up

by multiple experts (B; C; D) is related to the economic dimension. Although it involves various aspects, what is most relevant for young people are travel expenses. The offers must be affordable for young people. Expert C mentioned that satisfying all dimensions is a highly difficult task. Young people often disregard the social dimension (C) as understanding the various underlying aspects is more complex (D). Nevertheless, Experts B and C stated that for some people belonging to the Youth Tourism group, the social dimension is especially important. Expert E highlighted that understanding the interrelation of the three dimensions of sustainability is crucial. Knowing how the dimensions are connected helps young people grasp the different roles they play in achieving sustainability.

Do you think the Covid-19 pandemic has altered the attitude and willingness of young people to travel more sustainable?

Experts B, D and E find it unlikely that the travel behaviour of young people will change after the Covid-19 pandemic. Expert C stated that while it is probable that the attitude of young people has changed, this does not guarantee that the actions are in line with recent developments. The increase of awareness was also recognized by Expert B. According to Expert A, it is premature to speculate on the consequences of the pandemic. Findings of a preliminary study that was brought up by Expert E indicate that it currently remains unclear whether the travel behaviour of young people will change after the pandemic.

Have recent events made young travellers more sensitive towards sustainable ways of travelling?

Expert A stated that an increase of sensitivity and awareness can be identified in young people. According to Expert B, it is not possible to generalize the level of increased awareness. Depending on individual circumstances, young people have explored Sustainable Tourism with different intensity. Their increase of awareness of sustainability in tourism increased accordingly. This means that

some people are still not very sensitive towards the topic. Expert E mentioned that some young people do not question whether their travel behaviour is sustainable.

Could a lack of knowledge about Sustainable Tourism practices be hindering young people from travelling more sustainable?

The experts' opinions regarding this question differed. Expert E stated that young people are not completely unfamiliar with the topic and know about Sustainable Tourism practices. Contrary to this, other experts (B; D) identified a lack of knowledge about sustainability. The level of knowledge is often influenced by the personal background. Factors such as the field of education (C) affect the individual comprehension of Sustainable Tourism. Young people with a better knowledge about sustainable practices are more likely to purchase sustainable products (C). This statement from Expert C highlights the opinion of Expert E who stated that knowledge is essential to Sustainable Tourism.

Does the potential extra cost that is often associated with sustainable products and services hinder sustainable travels of this market group?

The high expenses regarding Sustainable Tourism were recognized by Experts C and E. Expert B and C both mentioned that the price of sustainable practices is crucial to young people. Expert E explicitly acknowledged the high costs of sustainable transportation. Compared with other means of transportation, sustainable options are more expensive.

Are the existing offers not attractive enough?

Experts B, C and E highlighted that Sustainable Tourism products and services need to be associated with positive emotions such as happiness and fun. Experts C and E highlighted that the offers must reflect the values of young people. Other obstacles related to Sustainable Tourism are the complexity of the search process (D), difficult booking methods (E), and the lack of information

about sustainable offers (B). According to Expert B there is an insufficiency of sustainable offers. Another issue are the marketing measures. Young travellers often do not see their values reflected in the existing offers (E).

Which other obstacles should not be overlooked?

Expert E recognized that sustainable forms of transportation are unattractive due to longer travel times and higher prices. Moreover, customers perceive sustainable products as inferior to other offers on the market. Experts C and D identified an inconsistency between societal and sustainable values as a source of difficulty towards increasing Sustainable Tourism activities. Further obstacles that were acknowledged by Expert B were a too ideological approach and the fact that sustainability is often not an integral part of a product but rather an add-on. The expert further mentioned that there is a general lack of understanding of sustainability in tourism. Expert D highlighted the need to maintain one's lifestyle when opting for sustainable offers.

Do you think a common definition and /or quality standard would increase the number of sustainable youth travels across Europe?

The right number of labels indicating Sustainable Tourism is crucial. Expert E stated that a single label is not feasible, and the promotion of existing standards should be increased. Expert D stated that the demands to obtain a label are too specific which means that they are only applicable for a small fraction of businesses. Experts D and E agreed that the communication of the sustainability level is vital for success.

7.2.4 Results of the Qualitative Interview Analysis

The answers of the experts were summarized into appropriate categories as proposed by Mayring (2010). In a second reduction, the previous results were generalized (Mayring, 2010, pp. 69–70). The findings are representative of the experts' opinions and reflect their assessment of Youth Tourism. The results of

the qualitative study reflect findings from previous literature and provide new insights from experts. The identified obstacles about Sustainable Youth Tourism will provide the basis for the quantitative study. The findings of the analysis are listed below (see Table 2).

<p>C'1 Youth tourists are relevant because they:</p> <ul style="list-style-type: none"> • are the future travellers • have the monetary means to travel • play a vital part in the industry's development • are a significant part of the population • are more resilient • are a role model for other travellers 	<p>C'6 Youth Tourists knowledge about Sustainable Tourism:</p> <ul style="list-style-type: none"> • Lack of knowledge about sustainability • Is influenced by personal background • Varies between young people • Correlates positively with purchase of sustainable products • sustainable actions often unclear • Knowledge existing • is essential to Sustainable Tourism
<p>C'2 Types of Tourism:</p> <ul style="list-style-type: none"> • Are equally relevant to young people • Choices influenced by individual circumstances • Authenticity of offers relevant to all types 	<p>C'7 General obstacles of Sustainable Youth Tourism:</p> <ul style="list-style-type: none"> • Fair price essential • Understanding about sustainability in tourism crucial • Values do not match sustainable behaviour • Lifestyle maintenance essential • Ideological approach problematic • Sustainability only add-on • Sustainable products are perceived as inferior • Sustainable transportation inferior
<p>C'3 Dimension of sustainability:</p> <ul style="list-style-type: none"> • Focus on environmental dimension • Environmental aspects highlighted • Focus on social aspects • Economic orientation on price • Social dimension complex • Social dimension disregarded • Satisfaction of all dimensions challenging • Knowledge about interrelation essential 	

<p>C´4 Changes due to Pandemic:</p> <ul style="list-style-type: none"> • Probability of change • Actions do not match values • Travel behaviour unaltered • Increased awareness of sustainability • Impact assessment premature • Sustainable behaviour after Covid questionable 	<p>C´8 Obstacles related to offers:</p> <ul style="list-style-type: none"> • Association with positive emotions necessary • Lack of knowledge about offers • Lack of offers • Search process too complex • Offers need to match individual values • Booking process too complex
<p>C´5 Alteration of awareness due to Covid-19:</p> <ul style="list-style-type: none"> • Heightened awareness • General increase not verifiable • Changes in behaviour questionable • Sustainability not perceived as important 	<p>C´9 Significance of labels:</p> <ul style="list-style-type: none"> • Unclearity about level of sustainability • Communication of sustainable level crucial • Single standard not feasible • Promotion of existing standards essential

Table 2 Results of the qualitative study (own illustration)

7.3 Quantitative Research

7.3.1 Methodology of Quantitative Research

The objective of this quantitative study is the generalization of the outcomes of the qualitative study (Kuckartz, 2014, p. 82). The most relevant obstacles of Sustainable Youth Tourism that were identified by the experts participating in the qualitative study were used to develop a questionnaire.

The following chapter will explain the research method used for the quantitative study. An illustration of the hypotheses tested is presented. As the sample size influences the validity of statistical tests, the required number of participants is discussed. Additionally, the data collection method, the design of the questionnaire and the pre-test are explained.

7.3.1.1 Research Design

A research design is the foundation of a research project and highlights the required steps to obtain results (Malhotra & Birks, 2006, p. 63). The following graphic illustrates the various topics of this paper and provides a better overview of relevant issues and correlations. The hypotheses H1-H7 can be seen below (see Figure 2). The arrows represent the variables which are tested for correlations and differences with suitable statistical methods.

The green coloured background represents the frame of the study. The research solely investigates Austrian students' travel behaviour across Europe. This group of the population is represented by students studying at universities in Graz. Based on the previous findings, hypotheses are established to test assumptions.

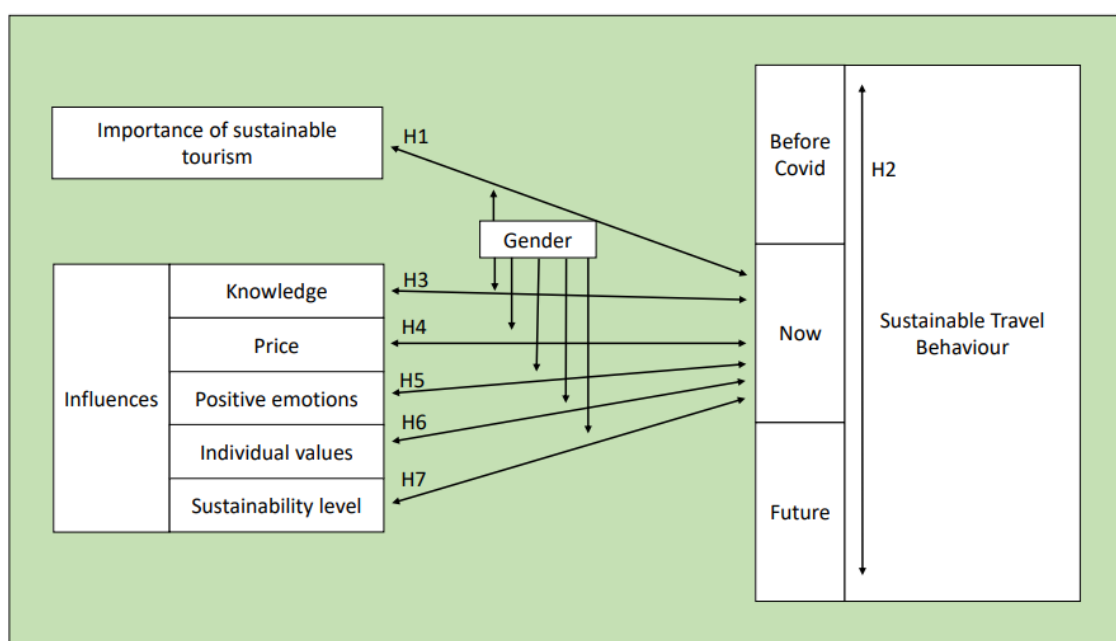


Figure 2 Research framework (own illustration)

Previous research suggests that women have a greater interest in sustainable developments (Sabina & Nicolae, 2013, p. 442). Therefore, this study will investigate whether the gender has an influence on the outcomes of the statistical tests H1 and H3-H7.

7.3.1.2 Hypotheses

To investigate the opinions towards Sustainable Youth Tourism, unproven statements about a certain condition are made (Malhotra & Birks, 2006, p. 47). They can reveal information about the judgement of the sample group (Sarstedt & Mooi, 2019, p. 407). A null hypothesis is a claim anticipating no difference or impact. An alternative hypothesis is tested against a null hypothesis. Therefore, an alternative hypothesis reveals an effect (Everitt & Skrondal, 2010, p. 307; Malhotra & Birks, 2006, p. 453). Both the null hypotheses and the alternative hypotheses are listed below. The hypotheses which are tested using an online survey are based on the results of the qualitative study. The factors that are investigated are always related to the context of Sustainable Youth Tourism. Remarks from the transcript of the expert focus group are marked “a” (e.g. Z11a) and those belonging to the transcript of the expert interview are marked “b” (e.g. Z11b). The experts provided numerous statements about obstacles that prevent young people from travelling more sustainably. The most frequently mentioned issues will be tested using hypotheses.

As mentioned in Chapter 6, young travellers play a vital role in the development of a Sustainable Tourism sector (WYSE Travel Confederation, 2018, p. 15). Previous literature reveals that the growing number of young people that are travelling make this part of the population increasingly relevant for the tourism industry (Ghete, 2015, p. 688). This aspect was also addressed in the interview (Z22b). Experts participating in the qualitative study further emphasized that young people are interested in sustainable aspects (Z545-546a; Z44-46b). The findings align with previous research (WYSE Travel Confederation, 2019, p. 28). However, both previous publications and experts opinion highlighted that the interest varies (Buffa, 2015, p. 14055; Z426-427a). This poses the question whether young people’s interest is reflected in their actions. The following hypothesis will be tested:

H1-0: There is **no significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainably**.

H1-A: There is **a significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainably**.

The Covid-19 pandemic has the potential to create a shift towards more sustainable travel behaviour (Palacios-Florencio et al., 2021, p. 1006). In the context of the qualitative study, experts' statements concerning the impact of the Covid-19 pandemic on young people's travel behaviour were gathered. Various experts reported an increase of young people's awareness towards Sustainable Tourism (Z324-328a; Z335a; Z374-375a). There are doubts whether the increased awareness had an impact on the travel behaviour. Experts in the focus group and interview predicted that the pandemic did not alter the travel behaviour of most young people (Z324-328a; Z336-337a; Z109-111b; Z114-115b). This assumption will be tested in the hypothesis:

H2-0: There is **no significant** difference of the sustainable travel behaviour **before the pandemic, during the last two years** and in the **future**.

H2-A: There is **a significant** difference of the sustainable travel behaviour **before the pandemic, during the last two years** and in the **future**.

The focus of the qualitative study was the identification of potential obstacles that prevent young people from travelling more sustainably across Europe. Relevant insights could be obtained. The most frequently mentioned aspects will be tested in the quantitative study. The first issue that will be investigated is the level of knowledge about Sustainable Tourism. Several experts identified a lack of knowledge (Z268-269a; Z447a; Z458-459a) among people belonging to the Youth Tourism segment. Therefore, the third hypothesis is:

H3-0: There is **no significant** correlation between the **perception of knowledge** about Sustainable Tourism and **sustainable travel behaviour**.

H3-A: There is **a significant** correlation between the **perception of knowledge** about Sustainable Tourism and **sustainable travel behaviour**.

The monetary means of young people make them a relevant group for Sustainable Tourism practices. Literature analysing the behaviour of young tourists shows that expenses are a key factor in travel decisions (Timea Demeter et al., 2015, p. 104). Nearly all participants in the qualitative study mentioned that the price plays a key role in choosing travel options (246a; Z263-264a; Z271-272a; Z527a; Z528-529a; Z548a; Z220-221b). Based on the previous findings the following hypothesis will be tested:

H4-0: There is **no significant** correlation between **the satisfaction of the price** of Sustainable Tourism offers and **sustainable travel behaviour**.

H4-A: There is **a significant** correlation between the **satisfaction of the price** of Sustainable Tourism offers and **sustainable travel behaviour**.

Another issue that was addressed in the focus group and expert interview was the association of sustainable offers with positive emotions. Various experts highlighted the need to relate sustainable products with feelings such as happiness, joy, and fun (Z657-658a; Z679a; Z168b). The hypothesis will test whether positive emotions have an impact on sustainable travel decisions:

H5-0: There is **no significant** correlation between the **association** of Sustainable Tourism offers **with positive emotions** and **sustainable travel behaviour**.

H5-A: There is **a significant** correlation between the **association** of Sustainable Tourism offers **with positive emotions** and **sustainable travel behaviour**.

Additionally, to the previously mentioned obstacles, experts identified that sustainable offers must reflect the individual values (Z524-525a; Z672-674a; Z206-207b). Therefore, the following hypothesis is tested:

H6-0: There is **no significant** correlation between the **reflection of individual values** in Sustainable Tourism offers and the **sustainable travel behaviour**.

H6-A: There is a **significant** correlation between the **reflection of individual values** in Sustainable Tourism offers and **sustainable travel behaviour**.

A common approach that allows customers to identify sustainable products are labels. These standards assist people in selecting Sustainable Tourism offers (Font & Tribe, 2001, p. 9). In the qualitative study, two participants addressed the issue that the level of sustainability of tourism offers is unclear and should become more transparent (Z625a; Z724-725a; Z247-248b). It is therefore relevant to test whether the satisfaction with the communication of the sustainability level influences sustainable travel behaviour. This correlation will be tested in the following hypothesis:

H7-0: There is **no significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

H7-A: There is a **significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

7.3.1.3 Sample Size & Sample

The sample size refers to the number of participants in a study (Everitt & Skrondal, 2010, p. 376). It is crucial for the accuracy of the statistical findings (Cohen, 1988, p. 7). Four parameters play a central role to identify the significance of the survey: significance criteria (α), sample size (N), power, and the effect size (ES). The parameters are interrelated (Cohen, 1988, p. 14). Using α , the effect size index d and the power of the statistical test, the sample size N can be identified. The individual steps that are required to calculate the sample size can be found in the Appendix B (see chapter 11.3). Cohen (1988) provides the tables to define the required sample size in his book "Statistical power analysis for the behavioral sciences". Taking the defined parameters into account ($\alpha=0,05 / d=0,3 / (1 - \beta) = 0,80$), the table suggests a sample size of 175 participants (Cohen, 1988, p. 55). The required responses for the study were reached with 177 participants.

7.3.1.4 Data Collection Method

The quantitative study was conducted using an online survey. This method of research provided the means to collect high quality data within a relatively short period of time (Kuß & Eisend, 2010, p. 123). The online questionnaire was designed with the software QuestionPro. To recruit study participants, the link to the study was shared via mailing lists to students at various universities of Applied sciences and personally distributed by the author among students at universities in Graz. 177 students belonging to the age group of Youth Tourism as defined by the WYSE Travel Confederation (see chapter 6.1) answered the questionnaire. The results of the study were gathered between 21. March 2022 and 3. April 2022.

Relevant information about data protection, the topic and duration of the survey, the target group and contact information for questions were communicated in a note before the beginning of the survey. The note is attached in the Appendix B (see chapter 11.1).

7.3.1.5 Design of the Questionnaire

The questionnaire that was used for the quantitative research contains nine questions and is split into three parts. It includes several forms of structured questions that provide participants with pre-specified options to respond (Malhotra & Birks, 2006, p. 335). Detailed information about the structure of the questionnaire and the type of questions can be found in the Appendix B (see chapter 11.2).

7.3.1.6 Pre-Test

A pre-test to review the developed questionnaire was conducted. Participants were asked to provide feedback about the survey to obtain information about the adequacy of the duration, structure, and comprehensibility. The pre-test enabled an optimization of the questionnaire

(Kuß & Eisend, 2010, p. 111). Based on the feedback from the participants, minor adaptations of the questionnaire were performed.

7.3.1.7 Objectivity, Reliability & Validity

The quality of an empirical study is of utmost importance. The main quality criteria are objectivity, reliability and validity (Rammstedt, 2010, pp. 239–240). The criteria have a specific correlation. Reliability is only possible given objectivity. Validity is impossible unless reliability exists. This means that without objectivity neither reliability nor validity are possible (Berekoven, Eckert, & Ellenrieder, 2006, p. 90). A lack of the criteria means that the results are not meaningful because they do not reflect reality (Kuß & Eisend, 2010, p. 41). As the participants of this study are independent from the researcher, objectivity is given. The computation of the Crombach's alpha for each item resulted in a value above 0,6 This confirmed the reliability of this study (Malhotra & Birks, 2006, p. 214). The validity of this study is not further considered as a scale that is objective and reliable does not necessarily have to be valid (Rammstedt, 2010, p. 250). The Appendix B contains detailed information about the quality criteria (see chapter 11.3).

7.3.2 Analysis of the Findings

To analyse the results of the online survey, the statistical program Jamovi was used. The data which was gathered through QuestionPro was exported into the statistical program. Before conducting the analysis, inappropriate, irrelevant, and incomplete answers were removed.

To begin, a descriptive analysis of every question was conducted to gain an overview of the responses. For questions with a Likert-scale, the mode and arithmetic mean were calculated. While the mode represent the most common value, the arithmetic mean (m) is the average value (Kuß, Wildner, & Kreis, 2018, p. 237). As the scales rank from strongly agree (1) to strongly disagree (5), lower numbers represent a more positive response. The rating scales in question two

can be classified as metric values. Thus, the distances between the results can be interpreted (Berekoven et al., 2006, p. 75). The scales rank from 0 (not important) to 10 (very important). Therefore, the lower the value, the less important the dimension of sustainability. For the rating scales, the arithmetic mean is of particular importance (Kuß et al., 2018, p. 236). To provide a better comprehension of the results, diagrams are presented when suitable. The paper only discusses the most relevant results of the descriptive analysis. The complete version can be found in the Appendix B (see chapter 11.4).

7.3.3 Results of the Quantitative Study

The following chapter will explore the results of the quantitative study. First, the descriptive analysis depicting the most relevant findings is presented. It contains demographic data of the study participants and an overview of the answers. Subsequently, the results of the hypotheses tests are displayed. The analysis of the data does not include responses from participants that were older than 29 years as they are above the relevant age of Youth Tourism (see chapter 6.1).

7.3.3.1 Descriptive Analysis

Question 1

To gain an overview of the attitude towards Sustainable Tourism, participants rated the importance of travelling sustainable. The outcome of $m=2,25$ lies between “agree” and “neutral”. The value represents a positive tendency. The most frequent response was “agree” (2) which was selected by 77 participants. 37 people were strongly in favour of this statement (1) while only two people completely disagreed (5).

Question 2

The participants were asked to rate the importance of the three dimensions of sustainability. The differences between the dimension are depicted in the box plots below (see Figure 3). A comparison of the arithmetic means (m) of the different aspects provides an overview of the views of the study participants. The environmental sustainability ($m=7,60$) was ranked the highest followed by the social sustainability ($m=7,16$). On average, the economic sustainability was rated the least important of the three ($m= 6,41$). The mode of the social and environmental sustainability is identical. The findings show that the various dimensions of sustainability are not perceived as equally important by the sample of this study (see Figure 3)

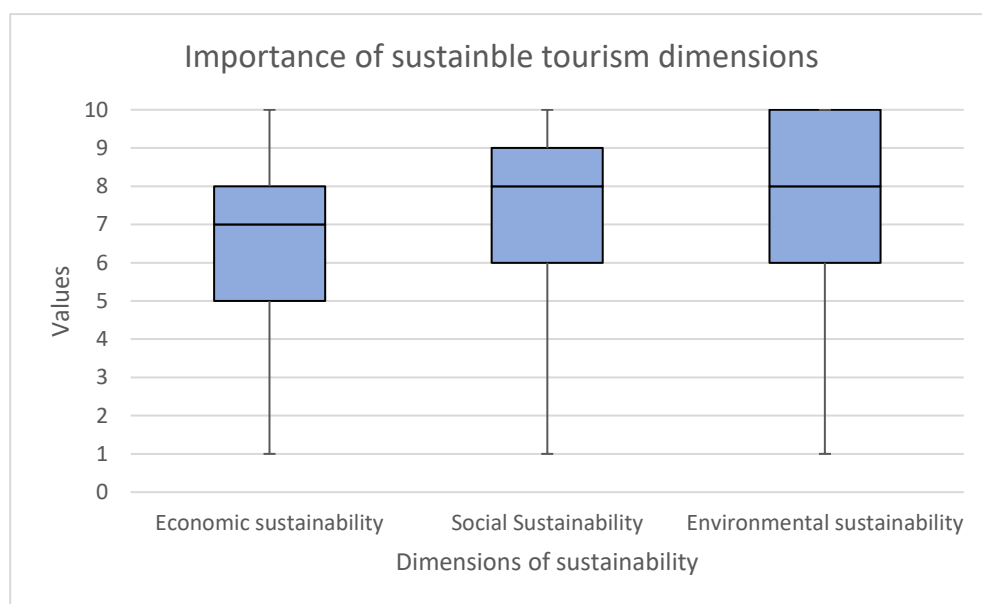


Figure 3 Comparison of the dimensions of sustainability (own illustration)

Question 3

The answers of the study reveal a weak trend ($m=2,68$) towards Sustainable Tourism in recent travels. Around 50 percent of the participants either “strongly agree” (1) or “agree” (2) that they paid conscious attention to choosing sustainable options during recent travels. Around a fifth of the participants have a neutral attitude towards the statement and neither agree nor

disagree. 26 percent of respondents stated that Sustainable Tourism did not play a central role in their travel decisions.

Question 4

The participants of the study were asked to evaluate the role of Sustainable Tourism in their travels before the outbreak of the Covid-19 pandemic. The distribution of frequencies displays that the most common answers were “agree” (2) with 52 responses and “disagree” (4) with 49 responses. The average answer value (m) of 2,96 lies between “agree” (2) and “neutral” (3). This implies that no clear tendency towards sustainability in tourism before the Covid-19 pandemic can be detected.

Question 5

This question is similar to the questions three and four. This time participants were asked to state their opinion towards choosing Sustainable Tourism offers in future travels. The by far most common answer which was selected by 51,4 percent of the respondents was “agree” (2). This is reflected in the average value of $m=2,08$. The findings reveal a clear tendency. Young people will pay attention to choosing sustainable options in their upcoming travels. Only three of the 177 respondents stated that they strongly disagree with this statement.

Question 6

To evaluate potential obstacles of Sustainable Tourism for young travellers, this question addressed four aspects about Sustainable Tourism offers. Namely, the subjective knowledge, the price, the association with positive emotions and the reflection of individual values. The comparison of the average values (m) shows the most respondents see their individual values reflected in the existing tourism offers ($m=2,26$). They further associate the offers with positive emotions ($m=2,4$). Most participants consider themselves somewhat

informed about Sustainable Tourism (m=2,49). A clear dissatisfaction with the price of Sustainable Tourism offers can be identified (m=3,42).

Question 7

Additionally, to the aspects explored in question 6, the potential obstacle of a lacking communication of Sustainable Tourism offers was explored. The statement “I am satisfied with the communication of the sustainability level of tourism offers” was evaluated. The arithmetic mean of m=3,21 shows that students partaking in the study are not content with the current situation.

In the table below, the response frequencies of the aspects addressed in questions six and seven are depicted. This enables a direct comparison between the answers reflecting potential obstacles of Sustainable Youth Tourism.

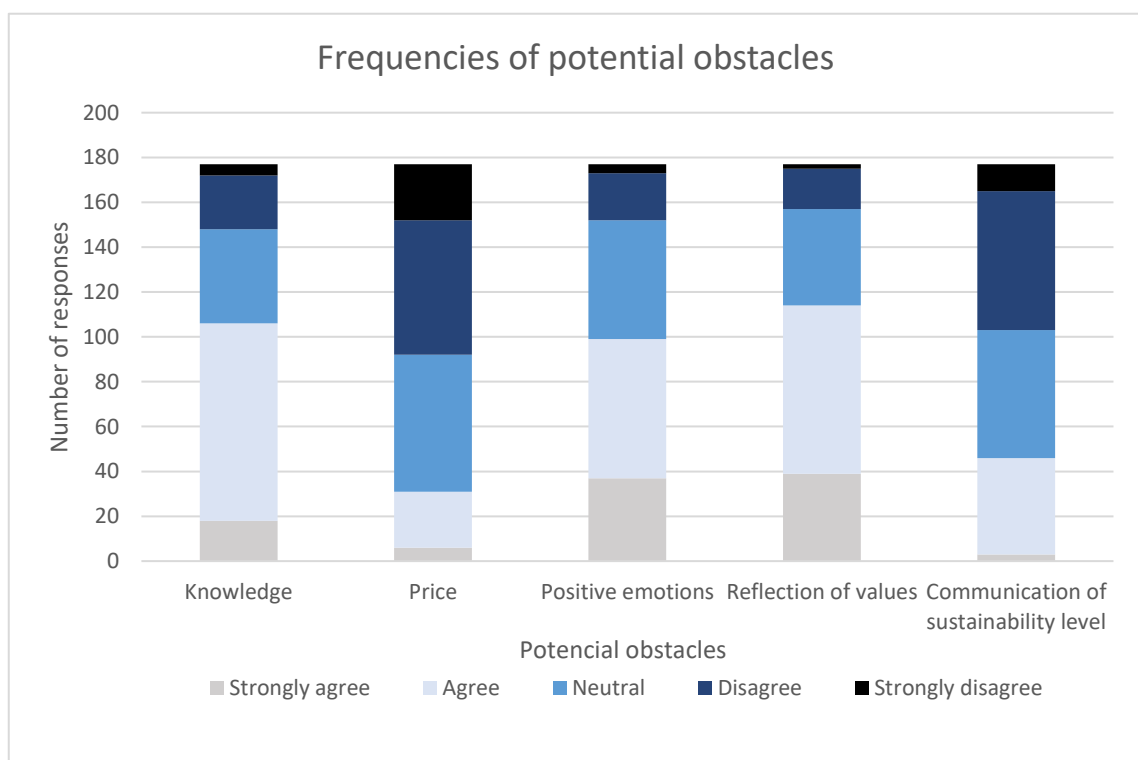


Figure 4 Comparison of the answers to the questions 6 & 7 (own illustration)

Question 8

To understand the composition of the study, participants were asked to state their age. Participants that selected the option “older than 29” were

eliminated from the descriptive analysis as they are not considered young tourists. The detailed distribution is shown below (see Table 3).

Age group	Counts	% of total
under 18	5	2,8%
18-21	55	31,1%
22-25	83	46,9%
26-29	34	19,2%
Total	177	100%

Table 3 Age distribution (own illustration)

Question 9

The participants of the study were asked to state which gender they most identify with. The majority of the 177 participants were women (64%). Only roughly a third of the sample size identified themselves as male. Twelve people did not want to disclose their gender.

7.3.3.2 Hypothesis Testing

In this chapter, the findings of the hypotheses tests will be presented. To evaluate whether a hypothesis is accepted or rejected, the significance level (α) is instrumental. For this paper, the significance level is defined with $\alpha = 0,05$. When the value (p) is higher than 0,05 the null hypothesis is accepted, and the alternative hypothesis is rejected. A significance (p) below this value means that the null hypothesis is rejected, and the alternative hypothesis is accepted (Malhotra & Birks, 2006, pp. 456–457). For hypotheses H1, the effect size Cohen's d which measures the arithmetic means of two variables is given to interpret the results (0,1 = weak; 0,5 = moderate; 0,8 = strong) (Cohen, 1988, pp. 25–26). For the hypotheses H3, H4, H5, H6, and H7, the correlation strength is presented. The interpretation is based on the table below (see Table 4) Comprehensive information about the different methods which are used to test the hypotheses can be found in the Appendix B (see chapter 11.5).

Strength	Correlation (negative positive)
Very strong	-1,0 to -0,9 0,9 to 1,0
Strong	-0,9 to -0,7 0,7 to 0,9
Moderate	-0,7 to -0,4 0,4 to 0,7
Weak	-0,4 to -0,2 0,2 to 0,4
Negligible	-0,2 to 0 0 to 0,2

Table 4 Classification of the correlations adopted from (Navarro & Foxcroft, 2022, p. 288)

Hypothesis H1

To test the first hypothesis, the importance of travelling sustainable and the behaviour of consciously choosing sustainable options during recent travels were compared. The paired samples T-Test with a $t = 6,51$, and a mean difference of 0,429 resulted in a $p = < 0,001$. As the significance (p) is below the previously defined significance level (α), the alternative hypothesis is accepted. The effect size (Cohen's $d = 0,490$) represents a moderate effect.

Hypothesis H2

In the second hypothesis the attitude towards Sustainable Tourism before Covid-19, now (spring 2022) and in the future was compared. The repeated-measures ANOVA showed that there is a significant difference in the attitude over time $F(2-352) = 94.4$, $p = < 0,001$. Therefore, the alternative hypothesis is accepted.

The computation revealed that there were significant differences ($p = < 0,05$) between the various measurements. The results are depicted in the figure below (see Figure 5).

Comparison		Mean Difference	SE	df	t	Ptukey
RM Factor 1	RM Factor 1					
Before Covid-19	- Now	0.277	0.0656	352	4.22	< .001
	- Future	0.881	0.0656	352	13.43	< .001
Now	- Future	0.605	0.0656	352	9.21	< .001

Figure 5 Comparison of travel behaviour over time (own illustration)

Hypothesis H3

The Spearman's rank correlation was computed to assess the relationship between sustainable travel behaviour and the subjective perception of knowledge about sustainable travel options. The assessment resulted in a significance of $p = < 0,001$ which means that the alternative hypothesis is accepted. The Spearman's rho of 0,280 represents a weak positive correlation.

Hypothesis H4

The computation of the hypothesis resulted in a $p = 0,244$. Therefore, there is no correlation between sustainable travel behaviour and the satisfaction with the price of Sustainable Tourism options. The null hypothesis is accepted.

Hypothesis H5

Concerning the relationship between Sustainable Tourism behaviour and the association with positive emotions, a significant correlation can be reported ($p = < 0,001$). The Spearman's rho with a value of 0,360 implies a weak positive correlation. For H5, the alternative hypothesis is accepted.

Hypothesis H6

For H6, the correlation between Sustainable Tourism behaviour and the reflection of individual values in Sustainable Tourism offers was assessed. The computation of the Spearman's rank test showed a significant correlation ($p = < 0,001$). In comparison to H3 and H5, the Spearman's rho of 0,453 was stronger. It represents a moderate positive correlation. The results of the calculation lead to the acceptance of the alternative hypothesis

Hypothesis H7

In the last hypothesis, the relationship between Sustainable Tourism behaviour and the satisfaction with the communication of the sustainability level of tourism offers was measured. The results show that no significant correlation

between the two variables can be identified ($p = 0,582$). Therefore, the null hypothesis is accepted, and the alternative hypothesis is rejected.

An illustration of the results is presented below (see Table 5).

Hypotheses	Accepted Hypotheses
H1	H1-A: There is a significant difference between the behaviour of consciously choosing sustainable options and the importance of travelling sustainably .
H2	H2-A: There is a significant difference of the sustainable travel behaviour before the pandemic, during the last two years and in the future .
H3	H3-A: There is a significant correlation between the perception of knowledge about Sustainable Tourism and sustainable travel behaviour .
H4	H4-0: There is no significant correlation between the satisfaction of the price of Sustainable Tourism offers and sustainable travel behaviour .
H5	H5-A: There is a significant correlation between the association of Sustainable Tourism offers with positive emotions and sustainable travel behaviour .
H6	H6-A: There is a significant correlation between the reflection of individual values in Sustainable Tourism offers and sustainable travel behaviour .
H7	H7-0: There is no significant correlation between the satisfaction of the communication of the sustainability level and the sustainable travel behaviour .

Table 5 Accepted Hypotheses (own illustration)

Influence of the Gender on the Findings

To evaluate whether the gender has an influence on the outcome of the hypotheses, the tests were computed for both genders individually. When it comes to the correlation hypotheses, various discrepancies could be identified.

The computations of H1 suggest that there is a significant difference between the importance of travelling sustainably and the travel behaviour. For men, the difference between the two variables is greater (mean difference = 0,519) than for women (mean difference = 0,381). The effect size (d) is slightly more moderate for men ($d = 0,530$) than for women ($d = 0,443$). The Spearman's rank tests for H3 show that the gender does not strongly influence the strength of the correlation as both correlations are considered weak positive correlations. For H4, there is a significant correlation between the two variables for male answers which could not be detected in responses from females. This means that for male students from Austria there is a weak positive correlation (Spearman's $\rho = 0,281$) between the satisfaction with the price of sustainable offers and sustainable travel actions. Although the computation of both genders in H5 shows a significant correlation, the correlation for men is stronger (Spearman's $\rho = 0,458$) than for women (Spearman's $\rho = 0,341$). Contrary to this result, in H6, the correlation from female answers is slightly stronger (Spearman's $\rho = 0,459$) than from the men's responses (Spearman's $\rho = 0,389$). H7 revealed that no correlation between the two tested variables could be detected for both genders ($p > 0,05$). The computation of the quantitative results and a chart comparing the differences between the genders can be found in the Appendix B (see chapter 11.6 to 11.7).

7.4 Discussion

The following part of the thesis will deal with the interpretation of the quantitative results. The most relevant findings will be highlighted. Subsequently, theoretical implications and limitations of the study are discussed.

7.4.1 Interpretation of the Findings

Previous literature and the experts' opinions highlight that Youth Tourism is highly relevant for the development of a Sustainable Tourism sector across Europe (Buffa, 2015, p. 14042; UNWTO, 2022, p. 1; Z84-85a; Z157a; Z160-161a; Z22b; Z24b; Z32-33b; Z35-36b; Z38b; Z44-46b). The results of the quantitative study show that travelling sustainable is important to most Austrian students (62,4%). However, a significant discrepancy between the behaviour during recent travels and the attitude towards Sustainable Tourism could be identified (H1). This outcome acknowledges that Austrian students do not act in line with the relevance they assign to Sustainable Tourism. The finding supports previous research which suggests that different factors lead to an inconsistency between the interest in Sustainable Tourism offers and purchase behaviour (Wehrli et al., 2011, p. 2).

The Covid-19 pandemic presents the opportunity to enable a shift towards Sustainable Tourism (AECIT, 2020, p. 9). However, experts did not anticipate that the travel behaviour of young people has changed due to the pandemic (Z324-328a; Z336-337a; Z109-111b; Z114-115b). The differences between the travel behaviour before the outbreak of the Covid-19 pandemic, in recent times, and in the future were tested in the quantitative study. The results reveal significant differences over time. A comparison of the distinct time periods demonstrates that Austrian students pay more attention to sustainable options now than before the outbreak of the Covid-19 pandemic. What is more, an increase of such behaviour can be expected in the future. The concept to view the Covid-19

pandemic as a motivation to strengthen Sustainable Tourism actions (Mínguez et al., 2021, p. 1; Gössling et al., 2021, p. 15) is supported by the findings of this paper.

The main part of this study contributes to the understanding of obstacles that hinder young people from travelling sustainably across Europe. The choice of variables represents the views of experts in the field of Sustainable Tourism. The findings suggest that multiple factors influence the travel behaviour of Austrian students.

The computation of H3 revealed that there is a positive correlation between the perception of knowledge and Sustainable Tourism behaviour. This indicates that students who feel better informed travel more sustainably. The result is not surprising as Butler (1999) found that a thorough understanding plays a central role for Sustainable Tourism (Butler, 1999, p. 20). Not too much weight should be assigned to the finding as the correlation is considered as weak.

The relevance of associating Sustainable Tourism offers with positive emotions such as joy and happiness (Z657-658a; Z679a; Z168b) was addressed in question six. The analysis of responses showed that nearly a third of Austrian students did not have a distinct opinion regarding this issue. Nevertheless, a positive correlation between this viewpoint and sustainable travel behaviour could be identified (H5). As with the previous hypothesis, the correlation is weak and should not be overly interpreted.

Experts further identified that Sustainable Tourism offers must be in line with individual values (Z524-525a; Z672-674a; Z206-207b). The findings support this approach as a moderate correlation between the students travel behaviour and the association of sustainable offers with their principles was computed. Therefore, a lacking reflection of one's values in the existing offers represents an obstacle to Sustainable Youth Tourism.

The study further revealed that the satisfaction of Austrian students with the price of sustainable products does not influence their travel behaviour (H4). Although experts mentioned that the price is crucial for sustainable products and services (246a; Z263-264a; Z271-272a; Z527a; Z528-529a; Z548a; Z220-221b), the evidence of this study suggests that it does currently not pose an obstacle to sustainable travel habits.

Font and Tribe (2001) acknowledge that labels support travellers in the selection of sustainable products and services (Font & Tribe, 2001, p. 9). Experts participating in the qualitative study expressed concerns about the communication of the sustainability level (Z625a; Z724-725a; Z247-248b). The study revealed that the travel habits of Austrian students are not influenced by their satisfaction with the communication of sustainability levels concerning tourism offers (H7).

7.4.2 Limitations & Future Research Directions

This research offers new insights into obstacles that prevent Sustainable Youth Tourism across Europe. It contributes to the understanding of young tourists' behaviour. The study considered responses from students attending universities in Graz. The findings may not apply to other sectors of the Youth Tourism segment. Moreover, the research only investigates travels across Europe. To generalize the findings, further studies need to be conducted.

This study found that travel behaviour is influenced by several aspects. The variables tested represent individual opinions of experts. More comprehensive studies potentially reveal other factors that hinder sustainable travel behaviour.

Finally, this paper was written in a specific time frame. Since the data was collected towards the end of the pandemic, the answers may be influenced by travel constraints and other relevant factors.

8. Conclusion

In this chapter, the results of the thesis will be discussed. The sub-questions will be addressed before the central research question is answered.

The first question Sub1 “What is the state of the Art of Sustainable Tourism across Europe?” was addressed in chapter 4. The literature review highlighted that in recent years, numerous measures to induce sustainable practices across the European tourism industry have been developed. Various labels enable tourists to identify sustainable products and services. Institutions have introduced comprehensive approaches to measure sustainability. The literature review showed that existing methods to measure and label sustainable practices will need to be unified. Research suggests that tourists expressed an inclination to change their travel behaviour but are not willing to spend more money on sustainable practices unless they can identify distinct advantages. In the process, the adaptability to individual characteristics and appropriate communication to tourists will be essential. By illustrating the concrete benefits of Sustainable Tourism, tourists can be assured that their choices are valuable. To facilitate further developments of the tourism sector towards greater sustainability, the cooperation of institutions, businesses, and tourists is vital.

The answer to Sub2 “Which problems are identified by experts that prevent higher rates of Sustainable Tourism of the youth?” was obtained through a focus group and interview with experts in the field of Sustainable Tourism (see chapter 7.2). The analysis of the gathered data revealed numerous potential hindrances of Sustainable Tourism for the youth. The most frequently mentioned aspects for Sustainable Tourism offers were young people’s knowledge, the price, the association with positive emotions, the reflection of individual values, and the satisfaction with the communication of the sustainability level.

The central research question “What are the most common reasons that hinder Austrian students from travelling more sustainably across Europe?” was addressed in the quantitative research (see chapter 7.3). The study reveals that students with a poor level of knowledge travel less sustainably. Thus, a better understanding contributes to increased sustainable travel activities. An association with positive emotions and sustainable travel activities was found. This confirms that a lack of fun, happiness and similar feelings in tourism offers presents an obstacle to Sustainable Tourism. Both the perception of knowledge and association with positive emotions are weak correlations. Therefore, they should not be identified as momentous hindrances to Sustainable Tourism. The research further revealed that Austrian students’ travel behaviour is influenced by the reflection of individual values in existing offers. As this correlation is moderate, a missing reflection of personal standards in tourism offers presents a hindrance for sustainable travel activities.

In summary, the paper emphasizes relevant developments concerning Sustainable Tourism across Europe. It highlights that there is an inconsistency between the perception of Sustainable Tourism and the behaviour of Austrian students. Nevertheless, a tendency towards increased sustainable actions while travelling could be identified. Numerous factors influence sustainable travel behaviour. The study highlights that none of them present a tremendous obstacle to Sustainable Tourism.

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10. Appendix A - Qualitative study

10.1 Guideline Focus Group and Expert Interview

Guideline Expert-Focus-group and Interview

The focus group serves as a qualitative acquisition of knowledge about the topic "Sustainable Youth Tourism". The guideline includes questions which have been developed in advance. They encourage experts to share their opinion and structure the discussion.

The expert focus group will be hosted and recorded by the initiator. The transcript will be transmitted to the participants before publication. This prevents any misperceptions and allows the participants to add remarks when necessary.

The consent to record (video and audio) the meeting will be collected at the beginning of the meeting.

The data collected in the meeting will be used for the following actions:

- Transcription of the meeting (participant will be able to review the document before publication)
- Further processing of the data to develop a questionnaire for Austrian students (the existing literature and insights from the experts will be quantified through students opinions)

The data will not be used for any actions unrelated to the Bachelor's thesis unless officially authorized by participants.

	Topic	Questions	Time
	Introduction		15 min
	Informed Consent Short presentation of the participants and the aim of the discussion/ interview	Please share your name, profession and how you started working in the field of sustainability / Sustainable Tourism	
	1) Importance of Sustainable Youth Tourism		20 min
	Exchange of opinions about the importance of sustainable youth Tourism	What makes the market of young travellers so significant for a sustainable development in the tourism sector?	

		<p>Which type of tourism (mass tourism or rural tourism,) is more relevant to young travellers?</p> <p>Are the three dimensions (environmental, social & economic dimension) of sustainability equally important and recognized by young travellers?</p>	
2)	Relevance of the Covid-19 pandemic		15 min
	<p>Discussion about the impact of the pandemic on the travel attitudes and behaviour of young travellers</p>	<p>Do you think the Covid-19 pandemic has altered the attitude and willingness of young people to travel more sustainable?</p> <p>Have recent events made young travellers more sensitive towards sustainable ways of travelling?</p>	
3)	Obstacles		25 min
	<p>Debate about obstacles that prevent young people from travelling more sustainable</p>	<p>Could a lack of knowledge about sustainable tourism practices be hindering young people from travelling more sustainable?</p> <p>Does the potential extra cost that is often associated with sustainable products and services hinder sustainable travels of this market group?</p> <p>Are the existing offers not attractive enough?</p>	

		Which other obstacles should not be overlooked? (Possibly additional questions) Do you think a common definition and /or quality standard would increase the number of sustainable youth travels across Europe?	
	4) Conclusion and final statements		5 min
	Additional remarks & Official Ending	Are there any additional remarks that you would like to add to the discussion?	

10.2 Transcriptions of the Interviews

1 Transcription Expert-Focus-Group on Sustainable Youth Tourism on the 2 13.01.2022

3 Duration of the recording: 1:53:39 hours

4 Participants:

5 Prof. Prof. Dr. Baumgartner (A)

6 FH-Prof. Diplom-Betriebswirtin Brucker (B)

7 FH-Prof. Mag. Mag. Dr. Friedl (C)

8 Dipl.-Ing. Dr. techn. Schaller (D)

9 Interviewer (I)

10 I: Thank you for agreeing to the recording of the video and audio of this meeting.
11 Before diving into the discussion, I would like to inform you what the information
12 gathered today will be used for and ask your consent on the explicit points. As
13 this is an expert focus group, I want to ask the consent for the use of the full
14 names in the data processing. The data collected in the meeting will be used for

15 my bachelor's thesis. A transcription of this meeting will be sent to all of you
16 before further processing of the data. This enables the addition of any necessary
17 remarks and clarification of any misunderstandings. The results of the meeting
18 will be summarized in the main part of the paper. Further processing of the data
19 will be used to develop a questionnaire for Austrian students. The main aim of
20 this is to find out if the students feel the same way about sustainable youth
21 tourism as the experts expect. I will hopefully be able to identify any
22 misconception. Is this all okay. If you could confirm it verbally, that would be
23 great.

24 A: Sure

25 D: Yes, also from my side.

26 I: Then I would like to officially start with the meeting. At the beginning, I would
27 like to make a short introduction of today's topic. Therefore, I will show you a
28 short part of the theoretic part of my thesis which deals with the definition of
29 Youth tourism. (...). I want to make sure that everybody has an understanding
30 about what youth tourism includes and what it does not include. Now, I would
31 like to ask you to share your name, profession and how you started working in
32 the field of sustainability/ Sustainable Tourism.

33 A: I leave the space to you first.

34 D: Okay, I am a freelance consultant in the area of sustainability. Mainly in the
35 area of the social dimension of sustainability. I founded my company more or less
36 20 years ago where I consult public constitutions and do social audits in
37 companies. I have the focus on sustainability, but less on sustainable tourism. I
38 also teach in this area, CSR and business ethics at several universities across the
39 country. I did a lot of travelling the years before, especially business travelling
40 regarding to my activities as social auditor.

41 A: If I may continue. I have been working in the area of sustainable tourism and
42 international development for around 25 years and regional development.

43 Linking tourism with regional development. I have a focus on developing
44 countries and emerging countries. Professional wise, my background is landscape
45 ecology or planning at a university in Vienna. On the one hand I have a
46 professorship for sustainable tourism and international development in
47 Switzerland where I teach, research, and do service projects. On the other hand,
48 I am running after having 20 years of CEO background, my own consultancy
49 working in the same area. I do tourism and regional development of sustainable
50 tourism and regional development projects. It focuses on the Alps and the Balkan
51 area, especially in central Asia and specific other developing countries. I work on
52 different levels. One level is training teaching and the development of training
53 courses. The second level is very concrete, hands-on development projects with
54 all different kind of stakeholders. The third level would be policy work including
55 monitoring, certification processes, strategy development and so on.

56 I: Thank you very much for your short introductions. We will now go straight into
57 the discussion. I would like to start with discussing the importance of sustainable
58 tourism. It is well known that the development of sustainability in the tourism
59 sector is of great relevance to our economy. I would like to ask you about your
60 expertise on the topic about what makes the market of young travellers so
61 significant for a sustainable development of the European tourism sector.

62 A: May I jump in with a counterquestion. In the introduction you mentioned that
63 there are different definitions. Which is your definition that you work with in your
64 thesis. What should we focus on?

65 I: Yes, of course. I would like to focus on the general definition of youth tourism
66 which was published by the World Tourism Organization. I know the definition is
67 very broad. However, in the second part of my research I will focus on Austrian
68 students. This general definition of young travellers includes the whole student
69 group. This is why I will stay with the broad definition, but I agree with you, it is
70 complex. However, this stems from the fact that in literature there is no real
71 consensus on the definition of youth tourism because it ranges so widely. This is

72 the reason why I wanted to ask you why sustainable tourism is so relevant to the
73 youth market. Does this clarify my definition to you?

74 A: Sure, thank you! Maybe I start because my focus is on tourism. The challenge
75 of sustainable tourism is that sustainable tourism is neither a new market or a
76 new form of tourism, but it is in the end the short version of the demand and the
77 application of the principles of sustainability. It is about the application of the
78 principles into all forms of sustainable tourism. Young people do travel in
79 different ways and are a different target group. The demand is to make all what
80 they do and all ways of how they travel at least more sustainable that they are
81 today. On the one hand I would not differentiate between young travellers and
82 elderly travellers because the demand is the same because it is connected to
83 industrial, political frameworks etc. But of course, this target group of young
84 people is very important simply because of the fact that they have a larger part
85 of the future in front of them than others. If the industry and whoever are able
86 to influence them in our normative approach in the right way to travel in a more
87 sustainable way this is of course very important to the future of travelling as such.

88 I: Thank you very much. Would the other participants like to add anything to that?

89 D: Well, I have the question what sustainable tourism is. Every form of what we
90 do, consumption, travelling is mainly unsustainable because of the energy
91 consumption, the footprint and so on. The question is how we can get to a more
92 sustainable tourism. As I understand we have the chance to learn something
93 where you could maybe also participate in a few projects. Just sharing a few
94 thoughts. The amount of money that you spend during your travels makes a lot
95 of difference. What we know is that the ecological footprint in small hotels,
96 hostels etc. is much smaller than in big hotels. This is one type of differentiation.
97 Also, the time somebody has available to stay. As we know from the discussion,
98 if you travel far abroad, you should spend more time there and not just short
99 weekend trips. Maybe this is a chance for young people to travel in a more
100 sustainable way. Taking into account how they get to the destination. Also

101 thinking, compared to the situation 20-30 years ago when I belonged to this
102 group. I was a student and didn't have a lot of money to travel. When I went to
103 central America for the first time the ticket at the time cost 2000-2500€.
104 Compared with today's prices it would be 4000-5000€. Nowadays you travel to
105 central America or the Caribbean for 500 to 800 €. The amount of money
106 available and what you will do at the place you are visiting are important
107 questions to me.

108 A: We already jump into a very complex issue. I would only partly agree. There is
109 not a direct correlation between invested money and the sustainability of the
110 product. I could go in both directions. It could mean that sustainable tourism can
111 be very cheap, staying in farm hotels can be very cheap. On the other hand, you
112 could do a luxury holiday which at least includes a due expense that is very
113 expensive but more environmentally friendly. Taking social aspects into account
114 as well. I agree that there is nothing that is 100 percent sustainable. Especially
115 when you think that sustainability would mean to have absolutely no impact. My
116 approach to sustainability is always to minimize the negative impact and to
117 maximize the positive impact. In that way, when we think of reducing the
118 environmental footprint, reducing the climate footprint, increasing the local
119 benefit in terms of bringing the finances directly to local people and not
120 international companies. Taking social aspects and especially human right issues
121 into account and trying to minimize the negative impact here. In the end we could
122 come up with some forms of tourism or touristic products that are as sustainable
123 as possible, definitely not 100 percent having no impact.

124 D: But the question for me is what do we consider the type of travelling. During
125 my youth it was a very individual type of travelling. Just go to a destination and
126 organize everything on your own. When we talk about tourism of young people
127 is it still the same? I know from some people who do this type of travelling. Is
128 their type of travelling similar to the way older people travel? Staying at a nice

129 hotel, going to a nice place and their type of tourism doesn't differ too much from
130 the mainstream.

131 A: I know backpackers of 60 years doing the same they did in 1960. Still living in
132 that way. And I know young people who go to London for the weekend just to go
133 shopping.

134 I: Yes, this is definitely a very important aspect. Thank you for the discussion. I
135 would like to formally welcome another expert to this focus group. Can you
136 please introduce yourself and tell us how you came to work in this field?

137 B: Welcome, to everybody from my side. I am the head of a study program that
138 focuses on innovation and management in tourism. I am responsible for the
139 courses in sustainable tourism, but the topic has been very important to me since
140 my study time. I did my studies in tourism management at a time when it was still
141 called soft tourism. I was very much interested in this topic. I had been working
142 for a longer period of time for a tour operator and did group tourism. We already
143 put a focus into sustainable tourism at the time when I worked there. Since then,
144 I changed into the field of education. It was always important to me to create an
145 awareness among students for the topic of responsible tourism and ethical
146 behaviour in tourism. From both the supplier and the demand side. To connect
147 these topics in the context of managerial behaviour but also to take political
148 developments etc. into account. This is a short introduction about my connection
149 to this very topic. Now we see more and more research topics in the context of
150 sustainable tourism. Not only because there is money in this topic, but we see it
151 as a basic value for future development in tourism. We have to integrate the
152 awareness but also take action in this context.

153 I: Thank you for your introduction. I would like to ask you if you could tell us why
154 you think the market of young travellers is so significant for a sustainable
155 development of the European tourism sector.

156 B: Well, I think young travellers are gaining the experience of travelling at this
157 very moment. Now, they have the money to travel and the experience they gain
158 today is also important for their future travel behaviour. If the young travellers
159 can be encouraged and they have the drive to go greener and be more
160 sustainable and this can be implemented for a longer period of time than they
161 will be the travellers who will be the most relevant to the tourism market in 20
162 years. If we can beware this travel behaviour for future travel activities this will
163 be very relevant to really create a long-term change. I remember that when we
164 were travelling as tourism students, we were not thinking too much about
165 sustainable tourism behaviour, but today we would consider it sustainable. We
166 couldn't use the planes because we couldn't fly- it was far too expensive. There
167 were no low-cost carriers. We were either hitchhiking or taking the train. Still, we
168 changed our travel behaviour because the market also changed. If we beware the
169 travel habits of young travellers who travel in a more sustainable way today than
170 it will become relevant for the future too. That it won't change too much in the
171 future. This is a very important aspect for us because they will be the forerunners
172 and role models in the future. We have to create a change.

173 I: Thank you for the insight. I would now like to go to the second question which
174 is going to focus on which type of tourism (mass tourism or rural tourism) is more
175 relevant to young travellers. Do you think one or the other is more relevant to
176 young people in the European market?

177 A: If I again start. I don't think that this is contradicting. I mean, consumers in
178 general and young people especially are multi optional. They do everything they
179 can. For one holiday they choose a mass tourism destination and go with a larger
180 group of young people and the next time they go backpacking to a very remote
181 area. Also in the personal life, this is not contradicting. I would not say that either
182 the one or the other more relevant for young travellers in general.

183 B: I would agree to this. It is hybrid activity or hybrid decision making. What fits
184 to the individual situation today could be mass tourism and tomorrow it could be

185 an authentic experience. What is relevant for younger travellers is that there is a
186 stronger focus on individualized offers. This goes a bit away from the general idea
187 of mass tourism. Individualisation also means a search for authentic experiences.
188 Still, as I said before, if it fits and with a group of friends, they might still go for
189 mass tourism or combine both. I think the younger are more individualized. It is
190 not only rural tourism and remote areas. It is also city areas but more on an
191 individual basis with a focus on authentic experience. I wouldn't say mass tourism
192 and rural tourism. I would say more mass tourism and individual tourism. We see
193 the limitation as soon as the young travellers become parents. Most probably
194 there will be a switch. If they are young parents there might be a switch because
195 of safety and security regards, price issues etc.

196 D: I ask myself if we can differentiate between mass tourism and rural tourism.
197 What I think is that if we talk to people about how they want to spend their
198 holidays or free time there are those who travel individually. They want to
199 experience rural tourism and work somewhere abroad to participate in a local
200 NGO. I think the same person would not consume mass tourism offers like an all-
201 inclusive five-star hotel or similar offers. I think it depends on the individual
202 person. It is an individual approach.

203 I: Do you also think that there are people who potentially do both types of tourism
204 like the other experts stated?

205 D: Might be but I mainly know about this or the other behaviour of young people.

206 I: Thank you very much.

207 A: May I add something. I would focus on what they think is authentic. I don't
208 think that many young travellers can really decide or differentiate what is
209 authentic or not. The industry plays with that and uses it to their advantage.

210 I: Thank you very much. Another very important aspect. I would now like to
211 formally welcome another expert to the discussion. Thank you for your
212 participation.

213 C: Welcome. Excuse me for the delay. Well, I had exams and sometimes they take
214 longer.

215 I: No problem. I would just like to inform you that this meeting is being recorded.
216 I will send you the consent form after the meeting to not interrupt it too much.

217 C: This is fine.

218 I: Before coming to the next question, I would like to ask the new expert to
219 introduce himself shortly.

220 C: Yes, of course. I teach ethics and sustainability and other courses at a university
221 in Austria. For many years I was engaged in tour guides and tour developing in
222 nature tourism specifically in the Sahara. In the meantime, I research in the field
223 of training and competence, support, and development in the field of sustainable
224 tourism. Whatever this is. Very shortly.

225 I: Thank you very much. My third question would be “In your opinion, are the
226 three dimensions of sustainability equally important and recognized by young
227 travellers?” Do you think that young people focus more on one aspect?

228 C: To start, I think there is a very clear answer: “It depends.” I mean, as we have
229 heard before, students and young people in generally are more individualized.
230 We have an extremely merging market of more and more fragmented options,
231 and people are very much orientated on identity building. Especially at this age,
232 travel is closely related to the search of identity. It is peer group orientated. My
233 experience shows that like in the whole society, we can observe that people talk
234 more and more about sustainability as more aspects become obvious. They show
235 that the world is in a critical state. Especially environmental aspects become
236 easier to see, e.g. when forests disappear or a lot of plastic is found in the sea.
237 That is why I would say there is a strong tendency on environmental aspects if at
238 all. Regarding the social state, you have to be able to afford to buy and consume
239 products which are equally environmentally, socially and economically
240 sustainable or close to sustainability. This means that as a consequence the prices

241 of “sustainable” products are much higher compared to regular products. That is
242 very often a problem for young people. To some extent, young people are more
243 environmentally orientated, but to some extent also, some young people are
244 more orientated in social aspects, e.g. when they go to Africa in order to
245 participate in some forms of social tourism. It depends very much on their
246 orientation. In general, economic orientation on low price is very common due to
247 the lower income of young people. I think it is very realistic.

248 B: I agree with this statement. I also see why the environmental aspect is more
249 implemented in everyday life. If you think about your eating habits, there is an
250 increased awareness of local and regional products. There is more knowledge and
251 as previously mentioned this is much more in the minds of young people. Another
252 thing that I realized is that there is a special percentage of people who are much
253 more focused on the social issues in their peer groups but also outside of the peer
254 groups. Still, the number is smaller. The knowledge of sustainability for a lot of
255 younger people is still linked to the green topic, to environmental topics. If you
256 ask about definitions or a broad understanding this comes up first. I also agree
257 with the economic dimension. I think that more and more young people are
258 aware of the supply change and the topic of change related to consumption.
259 Especially, if you buy more second hand, there is a target group with the young
260 people who focus more on this topic. Getting back to holidays or travel again,
261 sometimes I feel it is an outstanding situation. It is a one-time experience during
262 the year. Especially with the economic framework, people are behaving
263 differently than in the day-to-day life. That is why the economical aspect, the
264 cheap price is important, but the consumption patterns are a bit different than in
265 everyday life.

266 D: Before sharing my opinion, I would also like to ask a question. When I am
267 working at the universities, I teach about sustainability and business ethics. I have
268 around 250-300 students every winter semester. I am really astonished how little
269 they know about sustainability. Starting with fundamental things like the CO₂

270 footprint, fair trade, and other similar issues. Their knowledge about
271 sustainability is very low and as another expert mentioned before, the economic
272 dimension must offer cheap products and services because it has to be
273 affordable. I would then say that the environmental aspect is of secondary
274 importance because of their desire to experience nature. I think the social
275 dimension such as meeting local people, seeing and experiencing their living
276 standards and life circumstances is difficult. Such things can become clearer
277 during long-term travelling than at short-term travelling.

278 A: I think the question whether holidays are cheap is just a perspective of the
279 consumer, in this case the young people. This is only a minor part of the economic
280 dimension of sustainability, of tourism. This goes very much into the distribution
281 of income, to the different stakeholders, then service chain, if money stays in the
282 local area etc. In the overall picture of sustainable tourism, it is potentially a bit
283 more important. In this respect I would not agree saying that the full economic
284 aspect of sustainable tourism is very important for young people. They don't look
285 into those things. If I would agree we just look at the price segment of that part.
286 In general, I think that young travellers are not much different from the average
287 traveller or the average tourism industry. If we discuss sustainability in the
288 tourism industry the focus is on the environment, and the climate now. Maybe
289 also the products, which include partly economic, social and environmental
290 aspects. This can be seen when you look at the larger young movements, such as
291 Fridays for future which is focusing on the climate issue. I think that the climate
292 and some other aspects of environmental aspects have been gaining importance
293 within young people but also generally for travellers. Concerning the other
294 aspects, I don't think that young people are focusing very much on human right
295 issues or on working conditions of people in the tourism industry. But the tourism
296 industry as such doesn't do that to that extend. There is not a big difference.

297 I: Thank you. Because of the time, I would now like to jump to the next topic. It
298 will focus on the relevance of the Covid-19 pandemic. Do you think the Covid-19

299 pandemic has altered the attitude and willingness of young people to travel more
300 sustainable?

301 C: Yeah, probably. I may start by mentioning two studies we have made so far.
302 One was already one and a half years ago, in June 2020. We interviewed a
303 relatively small group of students about their opinions concerning climate
304 warming, Covid-19 and their future intentions of travelling. The following year, a
305 bigger group of students was analysed. In total, around 400 students of our
306 university (FH JOANNEUM) with a focus on two study programs in the field of
307 Management were surveyed. The outcome was very clear. There is a stronger
308 awareness of environmental issues, such as climate warming. They even support
309 the Friday for Future movement, and this is a very important engagement. But
310 when it comes to tourism, then there is immediately a shift. It is like being in
311 another world, in another reality, in which they behave in the style of “more of
312 the same”. In the publication we explained that this travel behaviour is a social
313 pattern which has been trained and learned over a very long time. Tourism is
314 related to very high symbolic value. It is very much related to social capital and
315 symbolic capital. It is important to be aware of this: When it comes to acting,
316 people behave completely different than they assure: They behave like “more of
317 the same”.

318 I: Does somebody else like to share their opinion on the topic?

319 B: Yeah, maybe I can add something. At the beginning of the pandemic, I think
320 everybody that was dealing with sustainability was hopeful that something could
321 change. A new awareness was raised about the negative effects of tourism. There
322 was a huge Co2 reduction with no flights being able to be operated. Focusing on
323 near distance destinations and because of safety and security reasons to go to
324 nature-oriented destinations. In the beginning of the pandemic, we saw a switch
325 and in a lot of surveys the participants mentioned that they want to travel more
326 sustainable and nature oriented. As soon as borders opened, we could realize
327 that the booking and the mass tourism market increased, and old habits became

328 relevant again. The pandemic, going on, I have the feeling that the longing for the
329 old model is getting more and more intense. People are longing to travel as much
330 as they used to before. Honestly, what I can't say because I have no survey is what
331 will happen with young people who don't have so much travel experience yet.
332 Only with the family and not independent travel experience. When I talk with
333 students about studying abroad it is also going back to an old model. This is what
334 I can add. It is really longing for this old model which I am not sure that it will
335 happen again. I believe that there is a switch of awareness, increased awareness
336 and there will be a target group who will travel differently. It is not the majority
337 of the market, unfortunately.

338 I: Thank you. Prof. Dr. Baumgartner, would you like to comment on the issues
339 before you have to leave the meeting?

340 A: Thank you for reminding me about my next meeting. I have to leave in some
341 minutes. I think it is too early to talk about the impact of the Covid pandemic. We
342 are still in it at the end. What we can see at the moment is a development in both
343 directions. There are some parts of the framework and the industry that are
344 offering more sustainability. There is definitely the urge for coming back
345 immediately after the reopening of the borders and the flights and the countries
346 going back to the old habits. There could be, on the long term or the mid-term,
347 a change of behaviour. I wouldn't dare to forecast the situation in five year due
348 to the Covid pandemic.

349 I: Okay. Would somebody else like to add anything?

350 D: Well, I noticed from a different point of view what is going on in the industry
351 when we talk about sustainability and social and environmental standards. I
352 noticed that the industry, now also the tourism industry, changes into a more
353 sustainable direction. The consumers, the travellers however, they either expect
354 it or do not honour it in the same way. For example, I asked my students do make
355 an estimation how much the production of fair-trade products is per capita per

356 year in Austria. It is around 40€ per person and per year, a very small amount.
357 Companies in the meantime, provide social and environmental compliance. The
358 industry is getting better but the question whether the clients, the tourists, are
359 willing to pay for it still exists. I think Covid-19 might not change the pattern of
360 the tourists or of the young travellers but the tourism industry might change.
361 What they offer and the things you can do at the destination.

362 B: Maybe I want to add something. It is a personal opinion and not based on
363 research. I believe that of course we change because of the pandemic. We had to
364 change our lives and they are not going back to an old normal. A lot of things have
365 to change, and we will change. I believe we will have a short term seemingly going
366 back to an old normal but that changes will happen. We can't avoid it. We have
367 changed habits and we have another awareness and that is a mid-term and long-
368 term perspective that changes will happen. To which extend, I don't dare to make
369 any statement about, but I think there will definitely be changes.

370 I: Thank you. I think your answers have already touched on the next question. Do
371 you think there is more sensitivity towards the subject? Maybe just in a short
372 statement. Do you think in general there is more sensitivity towards sustainable
373 ways of travelling?

374 A: I need to leave now so a very brief answer. I think yes, at least sensitivity and
375 awareness. There is still the gap between awareness and action. Now I need to
376 go.

377 I: Thank you very much for participating.

378 B: I also believe we have to differentiate a little bit. There is raising awareness,
379 but it also depends on the background of young travellers. The well-educated
380 young travellers and those that are politically active in groups like Fridays for
381 future and in other fields. There is quite a strong change in the context of their
382 awareness. We also have other peer groups who are far away and don't deal very
383 much with the topic. There is also the knowledge and awareness changing but

384 not that intensively. I would say we don't have "the" young traveller. We have
385 many subgroups in the context of young travellers. Yes, there are some which are
386 changing tremendously in a positive way but there are others who are really
387 lacking far behind and don't care very much. I think we have to differentiate.

388 I: Okay, yes. Would the other participants like to add something?

389 C: I can only underline what has been mentioned about the lectures. I just finished
390 my corrections about business ethics. In my course three different groups are
391 participating. One group is specialized in sports and events management, the
392 other focuses on public health and the third on health tourism and leisure
393 management. It is really amazing that those interested in tourism, have a certain
394 orientation towards sustainability. Those were the students who had the
395 broadest concept of sustainability and who were able to handle their duty of
396 technological impact assessment, evaluating different consequences and
397 dimensions of tourism products. In comparison, it was interesting to see those
398 who are studying sports, that they are having a kind of channel focus. To connect
399 it with what has already been said, young people are in a period of their life,
400 where finding orientation and choosing the right education and doing the right
401 thing is so important for them. Requiring students to see the complex interactions
402 that we can see already is to some extent overdemanding. My children have lived
403 with me for years and have been trained in this systemic thinking. My daughter
404 for example, she is a very radical minimalist. She is somewhere between
405 veganism and vegetarianism. But my son, he accepts to get meals in a vegetarian
406 style, but he is orientated more towards conflict solving. They have their
407 individual interests. They are imprinted by their father who is a professor for
408 sustainability. But all the others who are not influenced by parents or by
409 immediate peer groups working in this field of sustainability, they are not even
410 able to get a deeper awareness about that issue, not to talk about getting into
411 the culture of this specific thinking or even into the practical culture of
412 sustainability in our society right now.

413 I: May I just ask a short question. You said it very generally right now, but do you
414 think that there has been a shift since the pandemic that the young people have
415 been more sustainable? Or do you think it is so deeply anchored that it would
416 need more than the events that happened over the last year to make them more
417 aware, and it is more of an individual development

418 C: You probably talked about individualisation before I joined the meeting.
419 Individualisation is a process of applying and adapting to this growing complexity
420 of our living world. It is a necessity. Of course, at the moment, through the
421 circumstances of Covid, there is to some extent a reduction of complexity
422 because some emerging markets are now locked in some ways. From this point
423 of view, there is a certain focus on these sustainability issues. Well, the people
424 are not able to leave their homes, so they are talking about healthy food and
425 similar topics. There is a certain change due to the specific circumstances, but
426 only within certain peer groups. As far as I know, in professional schools where
427 people go with the age of 15, there are completely different interests. It is very
428 difficult there to make them interested in sustainability issues. I wouldn't
429 necessarily call it a bigger distance to education because the same phenomenon
430 you see among engineers or among sport specialists. They have simply different
431 interests. Their life is focussing on a different direction. We have to go away from
432 the idea that all human beings think the same way. It is the big dream of all my
433 colleagues who are engaged in the fight against climate warming. I always explain
434 to them that people are different. People have different horizons and different
435 interests and different patterns.

436 I: Thank you very much for this insight. Would somebody else like to add anything
437 to the topic. If not, I would propose that we take a ten-minute break before
438 coming back. You can just stay in the channel, and I will let you know as soon as
439 it starts again.

440 BREAK

441 I: Welcome back to the meeting. In the second part of the focus group, we are
442 going to focus on the obstacles of sustainable tourism which is the main part of
443 my thesis. I want to find out what problems hinder young people from travelling
444 in a more sustainable way. My first question about this topic is “Could a lack of
445 knowledge about sustainable tourism practices be hindering young people from
446 travelling more sustainable?”

447 B: I can start. As we said before, I agree to this statement. We have a very
448 different scattered situation, but we have young people who know quite a lot
449 about sustainability. Other people don't know anything or only a little bit about
450 sustainability. Not only knowing but there is also a different understanding about
451 what sustainability is. Then there is also a missing link in between what is
452 sustainability and what is sustainable tourism. This transfer is also missing
453 partially. There is a third aspect which I would like to focus upon. There is a lack
454 of knowledge about sustainable offers on the tourism market. It is not only that
455 there is a missing knowledge about sustainability in tourism but also missing
456 knowledge about sustainable offers. Who is offering what? Where can I find the
457 information? Where can I dig a little bit deeper? And when it is about the
458 decision-making process, it is maybe an easy decision that is made. There is a lack
459 of sustainable tourism offers. Maybe there is no good decision making about
460 sustainable travel. Of course, this could be differentiated but there are
461 publications and research that say that there is definitely a lack of knowledge
462 about sustainable tourism practices.

463 D: I think it is not only a lack of knowledge, but it would also mean that you have
464 to inform yourself. Becoming aware of how sustainable an offer is. How
465 sustainable it is to travel by car, by train or by airplane to a destination? It needs
466 a lot of thinking and decision making. The lack of knowledge is one thing but also
467 the amount of energy you need to draw your conclusions. Maybe also a lack of
468 labels or programs where people can decide. I would say 10 to 15 years ago a
469 “Umweltzeichen-Hotel” was something where you could be aware that they have

470 a certain level. Even if it is more expensive than a normal hotel, travelling
471 sustainably might mean that you choose your hotel from the area of
472 “Umweltzeichen-Hotels”.

473 C: In our research we have a tendency to be very knowledge and rationally
474 orientated which I would criticize very much. Behaviour, according to my
475 definition, is the adaption to circumstances within a range of our experience. But
476 the experience is finally also a result of experienced circumstances. Human
477 behaviour is more or less an interaction between the outer world and our brain.
478 The culture of the perceived outer world is not sustainable. We don't have yet a
479 culture of sustainability, we don't even have yet a well-developed culture of
480 talking about sustainability. Just think about newspapers. There you will see an
481 article about sustainability, climate change or related topics, and on the same
482 page you will find advertisements for cheap flights or similar offers. It is extremely
483 contradictive because our culture is still fundamentally growth orientated,
484 growth in a very wide and broad sense: more experience, more income, more
485 luxury etc. Change only takes place if the alternative option of behaviour is
486 related either with more lust or the old pattern is related to pain. Then there can
487 take place change. That is why some young people have started to look for
488 sustainable alternatives. When I was twenty years old, I was suffering from my
489 family. They were very traditional. Growth and status were very important for
490 them. This was the mentality of my parents. In consequence, I got sick from these
491 circumstances, until I broke away by hitchhiking through the Sahara. This
492 experience was fantastic. It was the beginning of my tourism career, learning so
493 much about the world. It took another ten years until I wrote my book about
494 tourism ethics. At that time, not even twenty years ago, people asked me what
495 tourism ethics should be and stated that it wouldn't exist. And it really didn't exist
496 at the time in the field of tourism research. Its establishment was a very slow
497 process, and for a very long time, with my engagement about ethics and
498 sustainability in tourism, I was always the clown in my study program. Now,

499 people talk much more about sustainability. They are becoming aware that this
500 is an important issue and that we have to offer more study programs where the
501 term sustainability is integrated. At the moment, there is also a certain tendency
502 of greenwashing, focussing more on the term “sustainability” than on the
503 content. But greenwashing plays an important part of this whole process of
504 getting into sustainability: At the first step customers believe that some product
505 is “really” sustainable. Later, people get more aware of what is really sustainable
506 and what is only marketed as “sustainable”. To come to the point, it is a slowly
507 changing culture, as it is a complex system. That is why young people today have
508 a growing tendency to talk about sustainability. They are “reflecting” their
509 surrounding system. But you can’t become instantly a “holy” (=sustainable)
510 person. Young people have to care for their future options, so they have to cope
511 with the society where it stays right now. As long as the whole society is still on
512 this track of “growth orientation”, young people have to stay in touch with this
513 track, otherwise they could lose their economic chances to survive. That is why
514 the transformation is a process of slow adaption. By radically adapting a culture
515 of sustainability, you would be faced with too many conflicts: with your friends,
516 with your family, with your job options. The rebellions in the 60s and 80s didn’t
517 change the society, it changed some things in the society. For example, for
518 women, access to education. Overall, the whole system only grew and became
519 more globalized. It is more of the same but more differentiated.

520 I: I think that gave me a great overview about the lack of knowledge. I would now
521 like to come to the second question. Does the potential extra cost that is often
522 associated with sustainable products and services hinder sustainable travels of
523 this market group?

524 C: If customers can afford a specific product, and if the offer is related to specific
525 values of their peer group, so that they can see a value in this, e.g. that it raises
526 their symbolic capital to show off... If this all fits well to this group of customers,
527 and if there is the money needed, then, yes. But there are other groups that don’t

528 care for those values of sustainability, those who look for the cheapest option in
529 order to have as much fun as possible and a lot of alcohol for the lowest price. It
530 is similar to how it was fifty years ago. There are different groups of customers
531 with different interests, and the only difference of our present time is the fact
532 that the groups are much more mixed. We can't distinguish clearly between
533 tourists of lower class, middle and upper class anymore. It is much more
534 interrelated. What is still relevant is that people have specific preferences and
535 circumstances according to which they try to raise their social and symbolic
536 capital. Depending on that, they are willing to invest money in specific products -
537 or not. If people didn't care about sustainability before - and can't relate anything
538 to this term, then they are not aware about a reason why they should invest more
539 money in such products. Others are motivated to buy products which are organic
540 and healthy (which the products are often not specifically, but they like the idea
541 of investing into organic food. They may even think that those kinds of products
542 are more "authentic"). If they have the money for it, then they are also willing to
543 pay more. This behaviour can't be applied to the whole society but rather to
544 selected groups.

545 B: I would agree to this. We have a very strong peer group which is interested in
546 the sustainable aspects among the younger population. They are changing their
547 patterns of consumption and they take more sustainable travel options into
548 account and are willing to pay for it. At least if they have to money to do so. This
549 special target group will need to fight to achieve a sustainable travel approach.
550 Again, they are also hybrid. They will change back to mass tourism or other offers
551 if some friends travel differently. We have a target group who has to think about
552 the price. We can't avoid this at all in this low-income segment. The part of the
553 youth that is able to travel because of their family background will spend the
554 money they have whatever the travel possibilities may be.

555 D: I was just thinking of sustainable travelling. When we think of the target group
556 who does sustainable travels, they may travel to lower income countries where

557 they can get other experiences than they have at home. I think then the extra
558 cost would not be too high because they are the “rich people” in the lower
559 income country. If you travelled to Africa twenty years ago as a young Austrian
560 student, you were a millionaire there. The same applied to Latin American
561 countries. This is the group we are thinking and talking about. Being aware on
562 one side but at the same time being able to live a certain lifestyle. When I think
563 of Latin America 10 to 15 years ago, the lifestyle as an average student from
564 Europe was similar to what a high-income local family could not afford. For
565 example, staying in a Bungalow or fancy hotel that has what we consider as
566 sustainable because it offers local and organic products. In Costa Rica, the
567 rainforest lodge of the Austrian rainforest is a good example for this. It is a nice
568 project. I visited the project 25 years ago. It wouldn't have been affordable for
569 somebody from the region to stay there but it was affordable for Europeans who
570 read about it in Austrian newspapers. They decided to make a sustainable eco-
571 tourism trip to Costa Rica. I feel like I ask more questions than I give you answers.

572 I: Thank you for the overview on the costs of sustainable tourism.

573 C: I would like to add another critical aspect concerning the question what a
574 sustainable product might be. For example, what am I doing in my summer
575 holidays? I go to a river and go kayaking away from civilisation, where I use my
576 tent. If possible, I take hotels at the river. This kind of travelling may be called - to
577 a very high extend – “sustainable” at very low costs. The point is, when we talk
578 about the tourism industry, we have to remember that they want to make as
579 much money as possible. The legitimation of rural tourism is to bring money from
580 rich cities into regions where people have fewer economic options. That is the
581 main idea of tourism development. From this economic point of view, my way of
582 travelling with a kayak is not very sustainable. It doesn't cause a damage, but it
583 doesn't bring significant money to the region. When students go around with
584 interrail, it is a fantastic way of travelling: It is cheap, they can see a lot of the
585 world, and it is very sustainable from a perspective of intercultural exchange, of

586 widening their horizon and learning. From an economic point of view however, it
587 is not interesting for this region. That is why, the overall answer about
588 sustainability is always: "It depends!"

589 I: In my research I already realized that it is very difficult to satisfy all requirements
590 to make a product or service sustainable. I think that could be a difficulty in this
591 market. The next question is: "Are the existing sustainable tourism offers that we
592 have across Europe not attractive enough for young people?"

593 D: What would you mean with a sustainable offer? Is it a walking trip with
594 weltweitwandern in Carinthia or in Croatia? Is it a high-level holiday somewhere
595 in the Alps or in one of the Alpine Pearl villages where you don't need your car
596 but pay more to stay there in a three- or four-star hotel and consume the e-
597 mobility there? Is it going to Norway or Sweden to camp there? It is difficult for
598 me to understand. As the other experts mentioned, for the industry it is necessary
599 to sell a product or service to make a profit. What the other expert does with the
600 canoe, if it is an official offer, it costs a lot of money. As he has his own canoe it is
601 a very low impact event, very sustainable in the way of your footprint. Getting to
602 know the people, the culture, or the region. I ask myself, what experience the
603 people can get at a certain location. Trough the interchange with people, walking
604 around, hiking, cycling, if this is what people want to do and they want to have it
605 in a sustainable way?

606 B: I think there is quite a good variety of offers. The question is whether the young
607 people know about them. Have easy access to them and find the information
608 about the offers. It is quite often that these are individual, smaller suppliers. The
609 question is where they position their marketing activities etc. Is it exactly where
610 young people are looking for the offers or do young people think about special
611 ideas at all? If I think about offers which are done by tour operators or high-class
612 hotels, we have a lot of luxury hotels which focus on sustainable tourism offers.
613 This doesn't fit to the young traveller because it is price wise far too expensive.
614 This is focused more on the target group that has a high income. These offers

615 which are seen often in promotion activities don't seem to fit really well to the
616 young travellers. In my opinion, there exist a lot of offers, but the access is maybe
617 not that easy because nobody knows about it. Young people don't search for
618 them. Maybe our tourism students because they have a broader insight into the
619 topic. If you look at the whole market, it is difficult. There is a missing knowledge
620 about sustainable offers and what kind of travels and how you organize your
621 travel more sustainable. There could be an attractive offer if young people know
622 how to organize and realize this. There could be done more but there is an
623 existing offer.

624 D: I think another aspect would be how to differentiate between the different
625 offers. Which one is more sustainable than the other ones? There is no label, no
626 rating. A rating that focuses on a specific aspect that something is sustainable
627 would be a good idea.

628 I: We will focus on this aspect in a moment because it is very relevant to the
629 tourism market. Before that, would you like anything to the existing offers and
630 their attractiveness towards young people?

631 C: Markets are about communication, interaction and attractivity. We can
632 observe this in social media. Peer groups are self-referential. They stay within
633 their bubble. To overcome these borders of perception and interest is a huge
634 challenge. Just to give a different example: In a course of mine, I give my students
635 the instruction to create the perfect sustainable tourism product for themselves.
636 Within a certain distance, they have to choose a destination and to develop a
637 complete product including the organization in order to finally test it by
638 themselves. Fortunately, it was possible last May. This project is a lot of fun for
639 my students. They pay the price for their own final offer. This represents the
640 perfect fitting of target group and tour operator. The optimization of the
641 communication between target group and tour operator costs a lot of market
642 research. In the project the students know about their identity. In consequence,
643 they know what they want, and how the "perfect" product should look like. But

644 in the tourism business, to find out the interests of a target group is difficult and
645 costs a lot of money. Big tour operators with a lot of money and big market
646 operations have much better chances than small businesses. As the other expert
647 said before, most of the tour operators are very small and don't have the
648 resources for significant market research. In case of Weltweitwandern, the
649 successful tour operator from Graz, their products are not for young people. Their
650 target group is around the age of fifty and for people with upper income. Their
651 most important marketing instrument is mouth to mouth, as they are already that
652 famous. But young people are so different: their interests are different, and this
653 is the challenge for tour operators: to applied to their needs....

654 I: Now I would like to ask a very open question. You may point out upon a few key
655 aspects. Which other obstacles should not be overlooked to increase sustainable
656 tourism activities of young people? You already discussed this shortly.

657 C: As tourism is an activity which is experience and joy orientated, we can't do
658 anything with pressure or missionary approaches. Strategies to "win" people for
659 sustainable products must be related with lust, joy and fun, depending on the
660 specific culture of a peer groups. There are types of tourist products which makes
661 it very difficult to integrate sustainability, especially those types of travels for
662 young people who are not interested in sustainability: party tourism after the
663 high school graduation for example, such as "Summer Splash". Nevertheless, it is
664 in the interest of tour operators to act according to principles of sustainability. In
665 Turkey, for example, where they organized those travels, I know about an
666 operator who had very strong interrelations with locals by using local products.
667 The students, their customers, didn't care about this. But it was in the interest of
668 the tour operator to cooperate with locals in order to sustain their good-will and
669 to prevent problems. Here, we can see that sustainability is meeting long-term
670 interest of all involved companies. It reduces costs, allows them to stay in the
671 region, and it reduces the risks of criminality etc. Some types of customers, they
672 don't care for these aspects. But there are others who care for health and "saving

673 the world". By connecting tourism products with the fitting signals, it raises the
674 chance to integrate even more sustainability aspects to travelling. The core
675 question here is how creative the market is. This is a field where we still have to
676 do a lot of research and development. At the moment, from a market
677 perspective, sustainability is only related with the obligation to be good. It is too
678 far away from signals of happiness, fun, joy.

679 B: I agree with this. It is about fun; it is about leisure time. A lot of everyday habits.
680 If it is too ideological, I think if we want to really increase the number of
681 sustainable travellers, it is getting too difficult. Some might be resisting to very
682 strong ideological approach. This is very emotional, so it is more pushing back to
683 all these approaches.

684 D: It might be something like sustainable products. Consume less but with higher
685 quality, more luxurious, additional value. I think very often during the holidays
686 people want to see a lot, get a lot of experiences, do a lot but to spend a
687 sustainable holiday would be to do less and to have more and stronger
688 impressions of what you do. In the way of slow travelling.

689 B: Maybe, if you come from the product, sustainability is part of the core product
690 and not an added value. The whole product has to be sustainable. I have the
691 feeling that in tourism, quite often, sustainability is sold as an added value. It is
692 not from the baseline of the product that everything is thought through and
693 orientated along the sustainable aspects that a product can include. In my
694 opinion, this is very important for the future development. Especially young
695 travellers who are very much aware of the topic, will soon realize if it is only an
696 add on or if it is really a holistic approach. For me, this will be very important in
697 the future.

698 D: Yes.

699 C: At the same time, this culture of treating sustainability as an "add-on" is the
700 reality at least in the educational system. We have just finished a study about the

701 implementation of sustainability in Austrian tourism schools. There, sustainability
702 in tourism education is used as a little add-on. It is only a small part of the
703 complete curriculums: here a little add- on, there a project, but for schools
704 enough to declare: “We are engaged in sustainability!” In the core courses of
705 tourism, they teach just “more of the same”. We have the same situation about
706 study programs. But in fact, it is really difficult to actively integrate aspects of
707 sustainability into the education system. I had interviews with directors of
708 tourism schools. They told me that they would love to make more about
709 sustainability, but most of their teachers have no idea about it, and so, they resist
710 to it. The change of this situation may come with a generational change. Younger
711 people think more in a systemic, integrated way, as “education for sustainable
712 development” is conceptualized. But this change takes time, it is a slow process.
713 It is challenging and also very often frustrating or hurting as there is no perfect
714 solution for everything. There is no easy solution in order to become sustainable.
715 At the moment, with our CoVid pandemic, we can see very clearly how people
716 react in a situation that is not clear for them. We don’t know what will happen
717 tomorrow or next year. People panic, and such is life.

718 I: Thank you, now we will come to the last question. Sustainable is a very broad
719 topic. Do you think that a common quality standard would increase the number
720 of sustainable youth travels across Europe? If hotels or activities had a label that
721 identified in which are the are sustainable and in which they lack, do you think
722 this would help to increase the interest and number of travellers choosing this
723 way of travelling?

724 D: I think that some form of label, standard or communication, why a hotel or an
725 offer is sustainable would help. I have my doubts with single labels because a
726 single label is just a focus on one aspect instead of several aspects. I think it should
727 be something like, this hotel, this offer is part of a sustainable offer because, point
728 1, point 2, point 3. Maybe it has relevance to the social aspect, to the
729 environmental aspect, to the economic aspects.

730 B: Like the alpine pearls. But there are only few members at the alpine pearls. At
731 this very moment, I see the big challenges that we have so many labels already.
732 They are not contradicting but overlapping. Nobody has an idea what they stand
733 for. I don't see at this time how a common label would be developed or worked
734 out because of all the contradicting labels that already exist. It seems to be very
735 complicated to find a common agreement what a sustainable level is. The
736 common definition is very difficult because it is a very complex topic,
737 sustainability, and you can focus on very different perspectives. A common
738 definition is not that easy to find. A label, I would wish to have it, but it is very
739 difficult to realize.

740 C: I would like to give an answer from a different perspective. We have done some
741 research about spiritual tourism. From time to time, this issue comes up about
742 "secular religion" which are modern forms and products with the potential to
743 satisfy the highest need of the Pyramid of Maslow: spirituality, self-fulfilment. For
744 this reason, we did research about Zotter chocolate. Our theory was that people
745 are buying and eating this expensive chocolate of Zotter, as this product may be
746 perceived a little bit as a kind of "holy bread": Because of the circumstances of
747 the way how the chocolate is produced (organic, sustainable, with fair-trade), it
748 represents an added value which satisfy the desire for being a good person. For
749 the same reason, customers pilgrimage to specific secular destination which are
750 symbolically uploaded. In a modernizing society, there is growing need for
751 alternative spiritual "offers". That is the reason why more and more people are
752 interested in issues such as sustainability and health and connected issues. On
753 the other side, we know from history, that religions always tended to become
754 individualized when life contexts become differentiated. In consequence, people
755 need individualized answers for their individual challenges. I think, we have to
756 live with this process of individualisation. But at the same time, in this globalizing
757 world, there is also a process of interaction of religions, marching to kinds of
758 common ideas... and then again, differentiating... and merging again. This is a

759 never-ending process in balance. I would call it a “sustainable communication to
760 find a balance between differentiation and common ideas”. As the other experts
761 already said, there are some trademarks, such as certifications, but they only fit
762 to specific peer groups. Just take the “Umweltzeichen”. How many
763 accommodations do we have in Austria? Around 60000! How many hotels are
764 certificated? Around 250! That is why this certification fits only to a specific target
765 group and to a specific type of hotel operator. Some differentiation makes sense.

766 I: You think one certificate doesn't satisfy the market?

767 C: It doesn't help. Here I am very much addicted to Wittgenstein “The meaning
768 of the word is related to its use”. There is no objective meaning in the world.
769 Everybody creates his own meaning in his brain. That is the problem. There is the
770 desire for unified meanings, but this is a dream. To give you a counterexample.
771 Where people try to realize this dream, like in Germany in the 1940s etc, we had
772 Fascism. When you want to press a common meaning, you get violence.

773 I: Thank you very much for your insights. I want to thank you for your
774 participation. Before ending the meeting, I want to ask if there are any additional
775 remarks that you would like to add.

776 D, B, C: No, not from my side.

777 I: Then I want to thank you for taking so much time to participate in the focus
778 group. I will send you the transcript of the meeting before the publication. You
779 can make any remarks you might have, and any misunderstandings can be
780 clarified.

1 **Transcript of the Interview on Sustainable Youth Tourism on the 13.01.2022**

2 Duration of the recording: 00:31:08 hours

3 Participant: Dr. Elena Cavagnaro (E)

4 Interviewer (I)

5 E: Excellent Lisbeth, I do agree with the recording and the data to be used. I have
6 a preference for anonymisation of my data. If you do not need to use my name
7 alongside my function that would be great. Let's see in which context it will be
8 used and after I read the transcript, I will let you know.

9 I: Yeah, that is no problem. I can anonymize the data.

10 E: Thank you. Recording is no problem. You were asking about my name and
11 function. I am a professor of sustainability in hospitality and Tourism. I started
12 working in the field of sustainability in 1998 when I was designing an educational
13 course in sustainability. My work with sustainable tourism started around 2010
14 when the existing master in service management merged with a master in leisure
15 and tourism. From there, an interest in sustainability applied in tourism and
16 hospitality emerged.

17 I: Thank you very much for the short introduction. The first part of this interview
18 will focus on the importance of sustainable tourism for young travellers across
19 Europe. The first question will be: "What makes the market of young travellers so
20 significant for a sustainable development of the European Tourism sector"

21 E: To start with, as you probably have read in the literature, youth travel is an
22 important phenomenon from a sheer quantitative perspective. I think that the
23 data was saying that before Covid, one in four tourists is in the age group 15-30
24 ish and they are spending a lot of money on the destination itself. The literature
25 says that they tend to kind of spend as less as possible on transportation to the
26 destination and then they spend a lot of money at the destination. And you know
27 that is also part of the sustainable development, the economic impact and the
28 amount of money that stays local and does not go to headquarters. For example,
29 an airline organization or a big travel agency. There is a sheer quantity issue here,
30 of course, the young travellers of now are also the travellers of the future and
31 there is a moment when my generation is dead but the people who are 15 to 30
32 will keep travelling in the future. If they choose a sustainable destination now,

33 they may keep choosing for sustainable destinations, building the sustainable
34 destination in the future. There is a third aspect that I think is very important.
35 What the literature tells us, about the resilience, young tourists tend to be the
36 first to move again when crisis is gone, restrictions are lifted in the Covid-19. My
37 nephew travels to Barcelona while I think omg, should you travel to Barcelona.
38 Young travellers are a model or inspiration for older ones, particularly in travelling
39 again to a destination that has been hit by a crisis. So, there is a resilience aspect
40 and of course I think because at least a part of the young generation, literature
41 tells us, is more and more aware of sustainability being a niche that has to be
42 coped with. When traveling, I think that those are the main reasons why we
43 should really understand this market better because as you probably know with
44 the research I did with colleagues, there is quite a significant percentage of young
45 people who are seemingly interested in sustainable tourism. We have to reach
46 those. This I would say at this moment in time are the main motives for why
47 understanding this market is so important.

48 I: Thank you very much. I will then come to the second question which addresses
49 the diverse opinion on this topic. In your opinion, which type of tourism is more
50 relevant for a sustainable development of young travellers, mass tourism or rural
51 tourism? Some literature states that mass tourism is more popular and other
52 literature states that remote locations are very interesting for young travellers.

53 E: I think this is an interesting question and I understand the debate. I have not
54 done research on the question. I am a little bit aware of the discussion, also the
55 impact of Covid on this choice and how more and more people are choosing for
56 rural destinations because of the need of space and distancing. There is big
57 research by Booking.com in this direction. I think that if I may be bold, that this
58 question is not relevant in the sustainability debate. A colleague of mine said in
59 the past, "It doesn't matter if it is mass tourism or rural tourism, both, all types
60 of tourism should become sustainable". I would say it doesn't matter if a young

61 travellers enjoys a mass destination or a rural destination. We have to find a way
62 to make both destinations sustainable.

63 I: Okay, that is a very interesting aspect that I also learned about in my literature
64 review. The goal is to make all tourism more sustainable.

65 E: Yeah, it should.

66 I: That brings me to my next question. Of the three dimensions of sustainability,
67 do you think that all three are equally important and recognized by young people
68 or do you think young travellers are more aware of one or the other?

69 E: That is a very good question. To start with the first half of the question. Yes,
70 they are equally important. Sustainability by definition is value creation of those
71 three dimensions. If we just focus on one, we should also focus on the others. If
72 young travellers focus more on one, they should be nudged to focus on the
73 others. Again, I have not done direct research on this one, I can only speak
74 indirectly about what we have seen in previous research with colleagues. When
75 we were trying to segment tourists on the basis of the values and motivations to
76 travel, it seems that there are indeed groups of young tourists who are more
77 motivated by biospheric values and nature related motivations while other
78 groups seem to have a mixed motivation in terms of understanding other cultures
79 and enjoying the beauty of the nature and the environment. From the research
80 we have done, yes, there may be subsegments of young travellers that are looking
81 more for one than the other. Whether this means that they find the one more
82 important than the other, I don't know. If they do, we should help them to see
83 that they are interrelated. That we cannot have a healthy ecosystem without
84 people benefiting from the ecosystem. We cannot have economically viable
85 tourists while we make a destination unattractive because we destroy the
86 biodiversity, or we make people cry. I am sure you are aware of the debate
87 around wild tourism and enclosure of animals and how to make this benefit a
88 local community. That would be my answer to this question. I hope it was clear.

89 I: Yes, thank you very much. I think you touched upon the importance of the
90 interconnectedness of all three aspects of sustainability. As previous research
91 states, sometimes there is a lack in one or the other aspects.

92 E: Absolutely, we have this interview and I come from another meeting where we
93 discussed the sustainable destination agenda of the Netherlands. You see there
94 too, that people seem to be more interested in the environmental dimension
95 because it seems easier to define. The social dimension, when you go further, and
96 this is not the tourist, this is the destination marketeers. If the discussion stays a
97 little bit longer, everybody recognizes that you cannot have the one without the
98 other in the context of sustainability. That might be an addition to my answer.

99 I: Yes, thank you. I would now like to come to the second part, which is discussing
100 the relevance of the Covid-19 pandemic. My question is “Do you think the Covid-
101 19 pandemic has altered the attitude and willingness of young people to travel
102 more sustainable?”

103 E: Lisbeth, that is again a very good question. I think that there is very limited data
104 on this one. One of my colleagues probably already told you that they are starting
105 now to ask this type of question to a target group in two countries (one in
106 Southern Europe, one in Asia). At this moment, we have the first answers from
107 the target group. The country of the university with which we are cooperating is
108 still in lockdown and they were not able to collect data yet. The data from the
109 European country showed that, it seems not. It seems that young people are not
110 really so incredibly concerned and have issues with Covid that they change their
111 habits enormously. Of course, they can't travel long hauls and they were more or
112 less forced to stay local. Local tourism is what people hope is going to increase
113 after Covid. I think that in the moment all restrictions are lifted, tourists will fly
114 long hauls again. It is questionable whether they will then engage in sustainable
115 tourism. This is still questionable. This is still speculation. The data I have until
116 now, probably not.

117 I: Okay, thank you very much. I have not heard about this before. Your colleague
118 could not participate in my focus group. Thank you for telling my about it, it is
119 very interesting to me. Especially, that there will apparently not be a long- term
120 impact.

121 E: We started a qualitative investigation. One of my colleagues from an Italian
122 university had two focus groups, one online, one offline, with in total of 25
123 travellers. We asked very directly on the impact of Covid on their travel choices.
124 You see than, this necessity to stay local, you see some observations such as, it
125 was a little bit more of a hassle because I had to organize a lot beforehand. But it
126 seems not that they are really concerned that this is going to make a big change
127 in their habits. More the economical restriction than Covid. You know, the
128 mentioned European country is always a weaker economy in Europe. Really, take
129 this very carefully because this has not been published yet. We are doing this
130 qualitative research to try to come out with questions we can ask in a larger
131 quantitative study. Then maybe we will understand it better.

132 I: Thank you very much. The second question related to Covid-19 will be if the
133 recent events have made young travellers more sensitive towards sustainable
134 ways of traveling?

135 E: Again, I have not really researched this one. I have to go with what I have
136 read. What research noticed in the last three years is that there has been an
137 increase of awareness about sustainability of the young generation. An
138 anecdotic evidence we call this one, what I see is that the European youth who
139 can permit themselves to go, they go. They don't seem to ask themselves, but
140 what is the benefit I receive, what are the costs on the environment and the
141 population when I go to Prague for a weekend? I am not completely sure when
142 this increased awareness of the necessity to reconsider activities (including
143 tourists) will translate into behaviour. I am not sure.

144 I: Okay, thank you. Now I would like to come to the third part of my questions
145 which will focus more on my thesis topic which is to identify the obstacles that
146 Austrian student's face when travelling across Europe. My goal is to find out the
147 obstacles that can be identified by participants. Therefore, the first questions will
148 be: "Could a lack of knowledge about sustainable tourism practices be hindering
149 young people from travelling more sustainable?"

150 E: Yes, it could in the sense that all research points to the fact that for every type
151 of behaviour and travelling is a type of behaviour, knowledge is essential. If you
152 have no idea about sustainable impacts, if you don't think your choice in terms
153 of travelling/transportation mode, activities at the destination, choice of
154 restaurants, and so on. If you have no idea that they make any difference for
155 people on the planet, then why bothering? So yes, the answer to this one is
156 actually yes. I don't think that there is a lack of knowledge about this. I think that
157 people have an idea.

158 I: Okay, that is very interesting, also compared to what I heard in the focus group
159 and how other experts see the topic.

160 E: Now you make me curious.

161 I: The second obstacle that you could possibly identify: "Does the potential extra
162 cost that is often associated with sustainable products and services hinder
163 sustainable travels of this market group?"

164 E: The answer to me is also yes, at least from the research I have done. Not
165 particularly about travelling but about other sustainable services or products.
166 One of the first answers that youngsters give, oh, but they are more expensive.
167 Or they are less fun. Because that is also a component. Some of them associate
168 with sustainability, if a service or product is sustainable, it is less fun than an
169 unsustainable one. The costs are always brought up.

170 I: It is an interesting aspect. Maybe the lack of the events being seen as a fun
171 pastime.

172 E: Yes, the point is the following. Going back to research I did with a master
173 student in wildlife tourism. One of the things with wildlife tourism is that there
174 are protocols, how they have to approach animals with the tourist, that they are
175 not allowed to chase or follow animal or to go out of the road to get near to the
176 animals. They have to stay on the road. That is a protocol. The point is, that
177 tourists would like to see all the big 5 for example, and that in one or two days.
178 The guides know that they can get more money, a tip. When we interview the
179 traveller, we were not focussing on young travellers but what they gave back to
180 us is the following. In summary they stated that if the guy is strictly committed to
181 not harassing the animals, which is the sustainable form of travelling, they may
182 not be able to see all the animals as they wish. They may not be able to make the
183 photograph and then be able to post it. Meaning then, in that sense, less fun, less
184 opportunity to show off, less opportunity to enjoy, that is very often associated.
185 The same type of answers that come from youngsters were connected to food. A
186 couple years ago, research done for an organic supermarket. In summary, people
187 reported that the sustainable food was less tasty. However, when we let young
188 people taste organic food without them knowing it, then on average they found
189 it as tasty as the non-organic food. There is this component, this kind of oldish
190 idea that sustainability is less. It is not different from but less than. That less can
191 be in fun, in enjoyment, in experience. And this all, for a higher price.

192 I: It is a very interesting aspect. I am glad that you brought it up to me. My next
193 question would be: Do you think that the existing sustainable tourism offers are
194 not attractive enough?

195 E: I think that this question connects a little bit to the discussion we had right
196 now. About the fun aspect, the experience, the enjoyment aspect. I don't think
197 that by definition, sustainable tourism offers are not attractive. Let me go back to
198 what I know. From the research I did with my colleagues, that you have already
199 read, you have seen that we have some target groups. We identified some
200 segments in the tourist population that may be attracted to sustainable tourism

201 offers if they are presented differently. For example, if a significant other, a
202 Netflix star would promote those. If the benefits for the local population are
203 made clearer. What we have found in our research is that there is surely a group
204 of in between 10 and 15 percent that will kind of definitely choose a sustainable
205 destination. There are other segments that may choose sustainable tourism if it
206 were presented, marketed, and communicated to them in a way that connects
207 better to their values. The values can be connected to nature protection, the
208 protection of the local community, heritage and culture but can also be
209 connected to status. Status is not by definition negative in sustainability. It can be
210 connected to it. If in a beautiful natural sustainable destination, I can make the
211 perfect photo for my Facebook page or snapchat, why not? In this sense, that will
212 be my answer to your question.

213 I: Thank you very much. Now I want to ask an open question. Which other
214 obstacles should not be overlooked to increase sustainable tourism activities of
215 young people? This is a very broad question but maybe you could identify a few
216 key issues that should be investigated further.

217 E: I would like to directly say one that is not only for young people but for all
218 people. That is transport. Even if you stay local, normally you move to go to a
219 destination. Most tourists, especially young tourists want to go far away. They
220 want to make this experience. At this moment in time, in Europe, it is cheaper
221 and faster to fly than to go by train. While the train is much more environmentally
222 friendly than a plane. Even a half full train is more environmentally friendly than
223 a full plane. We need to find ways, at least in Europe, because you cannot go to
224 Bali by train. In Europe we need to promote and find a solution for the fact that
225 now we make it almost impossible for people to choose the most sustainable
226 form of transport. Impossible because of the price and because of the hustle. If I
227 wish to go by train from Amsterdam to Milan, I have to wake up at 3 o'clock at
228 night to change the train in Germany. This is total madness. In my opinion, this is
229 something that really must be changed. Focus on cheaper and more sustainable

230 forms of transport. We need to make unsustainable forms of transport such as
231 airplanes more expensive. This is going to hit youth travel because pre Covid,
232 young people, all people, were used to book a ticket for ten euros on Ryanair and
233 other airlines. That should be impossible and the price of more sustainable forms
234 of transport should make it easy. Not only the price is an issue but also the
235 easiness of booking. Booking an airplane is a lot easier than booking an
236 international train ticket. The price of sustainable forms of travelling should be
237 lower and the booking process should be easy. I think that is essential. Without
238 that we will never ever achieve sustainability in tourism. That is one obstacle in
239 my opinion that should be removed. The second one, it should be much more
240 evident that if we look for an accommodation to choose a sustainable one. I think
241 booking.com was working in that direction. I don't know where they are now.
242 Before Covid, when I looked for a sustainable accommodation, I had to go three
243 pages down or I had to choose from an agency that focuses on sustainability.
244 There are of course problems with using third party internet sites such as
245 booking.com to book an accommodation. I am sure you know perfectly that they
246 ask a very high fee. That is another aspect that makes this unsustainable. But
247 what I am trying to say is it should be made easier to choose an accommodation
248 at the destination to make it more evident how sustainable it is. I know that this
249 opens another query about what it means to be sustainable, what should be
250 checked, but there are solutions to that. So, transport, and make it easier to book
251 sustainable accommodation. I think the same should be for the choice of activities
252 at the destination. To make it more transparent what is their added value on the
253 people and planet and make this part of the choice. There is the possibility to take
254 that into account when making your choice.

255 I: This is very interesting. It also relates to my next question. Do you think a
256 common definition or quality standard would increase the number of sustainable
257 youth travels across Europe?

258 E: For what exactly?

259 I: For any activities and the accommodation and so on.

260 E: Absolutely, it would help. We have a couple of standards. We have the green
261 keys, the greenGlobe, which are quite similar. I don't believe in one standard. I
262 think that would be very difficult to achieve. We have already several standards
263 that give an indication of the sustainable quality of an accommodation, a
264 restaurant, a destination, an activity. We need to promote those. We need to use
265 those. We need to communicate them more clearly. Even accommodation that
266 have a green key or other certification, they sometimes don't put it on their
267 website. They are afraid that if they say that they are sustainable it makes people
268 think "Oh sustainable, that makes them less and more expensive". In my opinion
269 we don't need any more but rather develop the existing standards. There are tens
270 of those standards, and we need to apply those and be brave enough to promote
271 them.

272 I: Okay. I read about the fact that there are a lot of institutions that try to promote
273 sustainable practices. It is very difficult because sustainable travels include so
274 many aspects.

275 E: Yes, because there are also so many dimensions of sustainability. There is the
276 planet, the people. There are so many components that you have to take into
277 account. It is quite impossible to have one standard for all of those. There are
278 several people that say we should stop developing more standards. We should
279 help organizations to apply the existing ones and improve the application.

280 I: Now I will come to the conclusion of this interview. Would you like to add any
281 additional remarks that should be mentioned?

282 E: Well, I think it was very complete. You prepared very well. My compliments to
283 you. It is clear that you put a lot of thoughts into these questions. At this moment,
284 I don't have anything that I would like to say, expect to wish you a lot of luck for
285 this research. I am quite curious to see back your thesis when it is ready.

286 I: My pleasure, good luck and I look forward to the transcript and your thesis.

10.3 Methodology

Deductive and Inductive Categories

The process of data analysis involves the formation of categories which divide the gathered material into different parts. A differentiation between deductive and inductive categories can be made. Deductive categories are defined before the data analysis and are based on previous research. Inductive categories are formed through a systematic reduction process of the data. They are developed through a generalization process of the material. No theoretical concepts are prepared. To prevent the use of irrelevant data, the abstractness of categories must be defined. During the analysis of the material, categories can be developed based on the findings (Mayring, 2010, pp. 83–85).

10.4 Qualitative Research Analysis Model

To ensure that the results of the analysis can be validated and traced, the following research model by Mayring (2010) is applied:

1. Definition of research material
2. Analysis of the research situation
3. Formal features of the material
4. Direction of the analysis
5. Formal characteristics of the material
6. Theoretical Differentiation of the question
7. Identification of the analysis method and process model
8. Definition of the analysis units
9. Analysis based on the analysis method and review of the category system based on theory and material
10. Interpretation of the material towards the main concerns
11. Application of quality criteria (Mayring, 2010, p. 60)

1) Definition of the research material

The qualitative research material consists of the data gathered through an expert focus group with four participant and one expert interview. To obtain new insights about the research topic, the experts were asked questions following a guideline. The transcripts of the meetings contain the information that was collected.

2) Analysis of research situation

The participants in the qualitative study are experts in the field of sustainability and Sustainable Tourism. They all conduct lectures about the subject matter at universities across Europe. The experts were contacted through the university network and based on publications in the field of youth tourism.

3) Features of the material

With the consent of the participants, the online meetings were recorded. The audio provides the basis of the transcripts. The data in written form can be found in chapter 10.2.

4) Direction of the analysis

The objective of the qualitative research was to obtain new insights into Sustainable Youth Tourism. Before addressing this issue, experts were asked to make a short introduction. The main section of the research which followed the introduction consisted of three parts. In the first part, the relevance of young travellers to the development of a Sustainable Tourism industry was discussed. Three questions related to the issue were asked. Then, experts shared their opinion about the impact of the Covid-19 pandemic. Two questions relating to the attitude and behaviour of young tourists were addressed. In the last part of the main section, experts were asked to identify obstacles of Sustainable Youth Tourism. To encourage discussions about different aspects, five questions were

asked. In the final part of the meetings, participants could share additional remarks.

5) Formal characteristics of the material

The qualitative research includes information about twelve specific questions which were selected by the author based on the previously conducted literature review. Apart from the first question which serves as an introduction, and the last question which enables experts to share additional information that was not addressed previously, the questions relate to three specific subject matters:

- Importance of Sustainable Youth Tourism
- Relevance of the Covid-19 pandemic
- Obstacles to Sustainable Youth Tourism across Europe

The objective was to gather data concerning the relevance and obstacles of Youth Tourism across Europe. With regard to the current global situation, the relevance of the Covid-19 was also addressed.

6) Theoretical Differentiation of the question

The three previously mentioned subject matters were addressed in twelve questions. The first and last question were open question which allowed an introduction about the experts and additional remarks. The remaining ten questions addressed the importance of Sustainable Tourism, the relevance of the Covid-19 pandemic and obstacles that prevent Sustainable Tourism behaviour of young tourists.

7) Identification of the analysis method and process model

The data is analysed using the summary method by Mayring (2010). This enables a reduction of the data to its central aspects. The main findings are divided into categories. The detailed steps can be found below (see Figure 6).

1. Definition of coding units
2. Paraphrasing of the central passages in the text
3. Definition of the desired abstraction level
4. Reduction using selection, removal of synonymous paraphrases
5. Second reduction using bundling, construction, integration of paraphrase to the desired abstraction level
6. Compilation of the new statements as a category system
7. Review of the category system using the original material

Figure 6: Model of the summary method adopted from (Mayring, 2010, p. 68)

8) Definition of the analysis units

To analyse the data, different analysis units must be defined. The coding unit defines the smallest interpretable part of the material and the smallest part of the text that is applicable within a category. The context unit defines the greatest part of the text in a category. The evaluation unit defines the order of analysis of the text (Mayring, 2010, p. 59). In the summary method, the context unit and the evaluation unit coincide (Mayring, 2010, p. 71).

Coding unit: Any complete statement about the knowledge, relevance, obstacles, and attitude of people belonging to the Youth Tourism sector that is related to Sustainable Tourism developments.

Context and evaluation unit: In the first step the units are the individual statements of the experts (focus group and interview). In the second step, the whole material that was just gathered is used.

9) Analysis based on the analysis method and review of the category system based on theory and material

The analysis is carried out based on the summary method as described in figure 6. Subsequently, the findings are reviewed with the original transcripts. This ensures that the generalized outcomes reflect the initial statements.

10) Interpretation of the material towards the main concerns

The results of the qualitative analysis are explained according to the central objectives of the study. The focus group and interview address three main concerns. Namely, the importance of Sustainable Youth Tourism, the relevance of the Covid-19 pandemic, and obstacles to Sustainable Youth Tourism across Europe. The statements of the experts are classified into several categories. The results of the qualitative study are presented in a table (see Table 2).

11) Application of quality criteria

The qualitative analysis must adhere to quality criteria. This ensures that the results of the research are reliable. Qualitative research is difficult to measure in standard quality criteria. The means are not always ideal. (Mayring, 2010, pp. 116–117)

Summary content analysis

Following the information about the research material and units, the data is analysed using the summary method from Mayring (2010). The process is characterized by rules (Z1-Z4) that are applied throughout the analysis. In the first step of the summary method, coding units are paraphrased. This means that they are reduced to the main content and passages that do not add additional value are removed. The rules of paraphrasing according to Mayring (2010) are explained in Z1. In the next step, a generalisation to the level of abstraction is performed. Paraphrases below a certain level are summarized while paraphrases above the level are not modified. The Z2 rules are applied. Subsequently, paraphrases with the same meaning are removed according to the Z3 rules. Insignificant statements are eliminated. Then, a second reduction process is carried out. Paraphrases with a similar meaning are summarized in a new statement following the Z4 rules. Following the second reduction, it is necessary to ensure that the new paraphrases accurately represent the original statements of the experts (Mayring, 2010, pp. 65–70).

10.5 Analysis Model

Coding unit: Any complete statement about the knowledge, relevance, obstacles, and attitude of people belonging to the Youth Tourism sector that is related to Sustainable Tourism developments.

Expert	Row index	Number	Paraphrase	Generalisation	1st Reduction
A	84-85	1	Long future ahead	Are the future	C1 Youth tourists are relevant because they: <ul style="list-style-type: none"> • Future travellers • Sufficient money • Important for development of the industry • Greater interest in sustainability • Quantitative aspect • More resilient • Role model
B	157	2	Money to travel available	Sufficient money	
B	160-161	3	Potentially enable long-term change of the tourism industry	Important demographic for future development of the industry	
A	177	4	Tourism types not contradicting	Tourism types not contradicting	
A	181-182	5	Neither type of tourism more relevant	All types equally relevant	
B	184-185	6	Preference varies depending on	Choice depends on individual circumstances	

			individual situation		C2 Types of Tourism: <ul style="list-style-type: none"> • Not contradicting • Equally relevant • Influenced by individual circumstances • Individualisation important • Authenticity important
B	189	7	Individualisation important	Individualisation important	
B	191	8	Focus on authentic experience	Authenticity of experiences important	
D	201	9	Individual approach	Individualization important	
C	237	10	Focus on environmental aspects	Focus on environmental dimension	
C	240-242	11	High costs of sustainable products problematic	High costs are and obstacle	
C	243-244	12	Some focus on social aspect	Focus on social aspects	
C	246	13	Economic orientation on price	Economic orientation on price	
B	248-249	14	Increased knowledge about environmental aspect	More knowledge about environmental aspects	C3 Dimensions of sustainability: <ul style="list-style-type: none"> • Focus on environmental dimension • Focus on social aspects • Economic orientation on price

B	252-253	15	Some focus on social aspect	Focus on social aspect	<ul style="list-style-type: none"> • More knowledge about environmental aspects • Environmental orientation on nature-experience • Social dimension complex • Environmental dimension focus on climate • Social dimension disregarded • Difficult to satisfy all dimensions • Knowledge about interrelation of dimensions important
B	254-255	16	Sustainability linked to environmental topics	Focus on environmental dimension	
B	263-264	17	Economic aspect- cheap price important	Economic orientation on price	
D	268-269	18	Little knowledge about sustainability	Lack of knowledge about sustainability	
D	271-272	19	Cheap price most important- economic dimension	Economic orientation on price	
D	273-274	20	Desire to experience nature important for environmental dimension	Environmental orientation on nature experience	
D	274-276	21	Social dimension difficult	Social dimension complex	

			during short stays		C4 Changes due to Pandemic: <ul style="list-style-type: none"> • Probability of change • Actions don't match values • Travel behaviour unaltered • Increased awareness about sustainability • Impact assessment premature • Sustainable behaviour after Covid questionable
A	291-292	22	Environmental dimension-focus on climate	Environmental dimension-focus on climate	
A	294-295	23	Social aspects of minor importance	Social dimension disregarded	
C	301	24	Alteration due to Covid-19 probable	Probability of changes due to Covid-19	
C	315-316	25	Behaviour differentiates from awareness	Actions don't match values	
B	324-328	26	Increased interest in Sustainable Tourism did not alter travel behaviour	Travel behaviour unaltered	
B	335	27	Increased awareness about sustainability	Increased awareness about sustainability	

B	336-337	28	Only minority will travel differently	Most will not change travel behaviour	C5 Alteration of awareness due to Covid-19: <ul style="list-style-type: none"> • Increased sensitivity and awareness • Action does not match awareness • Generalization of increased awareness not possible • Sustainability not important
A	341	29	Too early to talk about the impact of Covid	Impact assessment premature	
D	359-360	30	Change due to Covid not likely	Change of travel behaviour unlikely	
A	374-375	31	Increased sensitivity and awareness	Increase of sensitivity and awareness	
A	375	32	Action does not match awareness	Action does not match awareness	
B	384	33	Differentiation between young people necessary	Generalisation of increased awareness not possible	C6 Youth Tourists knowledge about Sustainable Tourism: <ul style="list-style-type: none"> • Lack of knowledge about sustainability
C	393-398	34	Educational field influences sustainability knowledge	Educational background influences knowledge	
C	426-427	35	Individual background	Interest influenced by	

			influences interest	individual background	<ul style="list-style-type: none"> • Influenced by educational background • Interest influenced by individual background • Varying knowledge • Varying understanding • Knowledge influences likelihood to buy sustainable products • Lack of knowledge about Sustainable Tourism organization • Knowledge essential • Knowledge existing
B	447	36	Lack of knowledge is an obstacle	Lack of knowledge is an obstacle	
B	447-450	37	Knowledge strongly varies	Varying knowledge	
B	450-451	38	Understanding about sustainable tourism varies	Varying understanding	
B	451-452	39	Sustainability in tourism industry not understood	Lack of understanding about sustainability in tourism	
B	453-454	40	Lack of knowledge about sustainable offers	Lack of knowledge about sustainable offers	
B	472	41	Lack of sustainable tourism offers	Lack of sustainable tourism offers	
D	458-459	42	Lack of knowledge	Lack of knowledge	

D	463-466	43	Identifying sustainable tourism offers is time-consuming	Finding sustainable offers is a lot of effort	C7 General Obstacles of Sustainable Youth Tourism: <ul style="list-style-type: none"> • High costs • Lack of understanding of sustainability in tourism • Society not aligned with sustainable values • Price crucial • Lifestyle must be maintained • Ideological approach problematic • Sustainability only add-on • Sustainable products perceived as inferior
C	478-479	44	Culture of sustainability does not exist	Society not aligned with sustainable values	
C	482-483	45	Culture contradicts Sustainable Tourism offers	Society not aligned with sustainable values	
C	507-508	46	Young people talk more about sustainability	Increased interaction with sustainability	
C	510-511	47	Young people align with society	Alignment with societal values	
C	524-525	48	Offers must match values of peer group	Offers must match values	
C	527	49	Sufficient money required	Right price crucial	
C	528-529	50	Price more important	Right price crucial	

			than sustainability		<ul style="list-style-type: none"> • Sustainable transportation inferior <p>C8: Obstacles related to offers:</p> <ul style="list-style-type: none"> • Association with positive emotions necessary • Lack of knowledge about offers • Lack of Sustainable Tourism offers • Search for offers a lot of effort • Offers must match values • Appropriate marketing measures necessary • Booking process too complex
C	537-539	51	Relation of sustainability important for investments into sustainable options	Knowledge influences likelihood to buy sustainable offers	
B	545-546	52	Interest in sustainable aspects	Interest in sustainable aspects	
B	548	53	Sufficient money required	Right price crucial	
D	562	54	Maintaining a certain lifestyle is important	Lifestyle must be maintained	
C	583-587	55	Meeting all dimensions of sustainability is difficult	Difficult to satisfy all dimensions	
B	606	56	Sufficient offers available	Sufficient offers available	
B	616-617	57	Not sufficient knowledge about offers	Lack of knowledge about offers	

B	619-620	58	Lack of knowledge about offers	Lack of knowledge about offers	C9 Significance of labels: <ul style="list-style-type: none"> • Sustainability level unclear • Communication of sustainability level important • Single standard not feasible • Promotion of existing standards
B	619-621	59	Lack of information about Sustainable Tourism organization	Lack of knowledge about Sustainable Tourism organization	
D	625	60	Difficult to distinguish sustainability of offers	Sustainability level unclear	
C	657-658	61	Tourism offers need to be related with joy, lust and fun	Association with positive emotions necessary	
C	672-674	62	Offers need to relate to personal values	Offers need to reflect values	
B	679	63	Relation with fun necessary	Association with positive emotions necessary	
B	680-682	64	Too strong ideological	Ideological approach problematic	

			approach difficult		
D	686- 688	65	Sustainable travelling does not reflect touristic habits	Touristic habits do not match sustainable approaches	
B	691	66	Sustainability often only an add-on	Sustainability only add-on	
D	724- 725	67	Communicati on of sustainability aspects could help	Communication of sustainability level	
B	731	68	Many labels exist and lead to confusion	High number of labels lead to confusion	
C	763- 765	69	Demands for labels too specific	Demands for labels too specific	
E	22	70	Quantitative aspect makes Youth Tourism relevant	Quantitative aspect	
E	24	71	Young people spend a lot of	Young people spend a lot of	

			money on destination	money at destination	
E	32-33	72	Young people will travel longer than other tourist groups	Future travellers	
E	35-36	73	Young people are more resilient in times of crisis	More resilient	
E	38	74	Young people are a role model for other travellers	Role model	
E	44-46	75	Young people express interest in Sustainable Tourism	Interest in Sustainable Tourism	
E	60-62	76	Type of tourism irrelevant to sustainability discussion	Type of tourism insignificant to sustainability debate	
E	82-86	77	Understanding the connection of	Knowledge about interrelation of	

			the dimensions is important	sustainable dimensions important	
E	94-95	78	Environmental dimensions more interesting due to easier definition	Environmental dimension easier to understand	
E	96-97	79	Discussions highlight connectedness of dimensions	Knowledge about sustainability necessary	
E	109-111	80	Preliminary findings that Covid does not alter habits of young people strongly	No strong alteration after Covid possible	
E	114-115	81	Sustainable behaviour after Covid questionable	Sustainable behaviour after Covid questionable	
E	136-137	82	Increasing awareness of sustainability	Increasing interest in sustainability	

			in recent years		
E	139-141	83	Sustainability of touristic behaviour often not a concern	Sustainability not important	
E	150-151	84	Knowledge essential	Knowledge essential	
E	155-157	85	People know about Sustainable Tourism practices	Knowledge existing	
E	164-166	86	Perception that sustainable products are more expensive	Sustainable products too expensive	
E	168	87	Perception that sustainable products are less fun	Sustainable products not fun enough	
E	189-190	88	Sustainable products are perceived as inferior	Sustainable products are perceived as inferior	

E	191	89	Sustainable products are more expensive	High costs for sustainable products	
E	205-207	90	Presentation, communication, marketing essential for success	Appropriate marketing measures necessary	
E	206-207	91	Offers must reflect individual values	Offers must match values	
E	220-221	92	Sustainable forms of transportation such as trains are more expensive	Sustainable transportation more expensive	
E	221	93	Sustainable Tourism transportation slower	Sustainable transportation slower	
E	227-229	94	Sustainable transportation is not attractive and	Sustainable transportation not attractive enough	

			has to be promoted		
E	230-231	95	Unsustainable transportation must be more expensive	Unsustainable transportation too cheap	
E	236-237	96	Booking sustainable option must become easier	Booking too difficult	
E	247-248	97	Level of sustainability of an accommodation should be obvious	Sustainability not obvious enough	
E	252-253	98	Impact of sustainability must become more evident for tourism activities	Sustainable aspects not obvious enough	
E	261	99	One sustainable standard not feasible	Single standard not feasible	

E	262-264	100	Promotion of existing standards required	Promotion of existing standards	
E	269-270	101	Communication of existing standard necessary	Communication of existing standard	

1 st reduction	2 nd reduction
<p>C1 Youth tourists are relevant because they:</p> <ul style="list-style-type: none"> • Future travellers • Sufficient money • Important for development of the industry • Greater interest in sustainability • Quantitative aspect • More resilient • Role model 	<p>C'1 Youth tourists are relevant because they:</p> <ul style="list-style-type: none"> • are the future travellers • have the monetary means to travel • play a vital part in the industry's development • are a significant part of the population • are more resilient • are a role model for other travellers
<p>C2 Types of Tourism:</p> <ul style="list-style-type: none"> • Not contradictory • Equally relevant • Influenced by individual circumstances • Individualisation important • Authenticity important 	<p>C'2 Types of Tourism:</p> <ul style="list-style-type: none"> • Are equally relevant to young people • Choices influenced by individual circumstances • Authenticity of offers relevant to all types

<p>C3 Dimension of sustainability:</p> <ul style="list-style-type: none"> • Focus on environmental dimension • Focus on social aspects • Economic orientation on price • More knowledge about environmental aspects • Environmental orientation on nature-experience • Social dimension complex • Environmental dimension focus on climate • Social dimension disregarded • Difficult to satisfy all dimensions • Knowledge about interrelation of dimensions important 	<p>C´3 Dimension of sustainability:</p> <ul style="list-style-type: none"> • Focus on environmental dimension • Environmental aspects highlighted • Focus on social aspects • Economic orientation on price • Social dimension complex • Social dimension disregarded • Satisfaction of all dimensions challenging • Knowledge about interrelation essential
<p>C4 Changes due to Pandemic:</p> <ul style="list-style-type: none"> • Probability of change • Actions don't match values • Travel behaviour unaltered • Increased awareness about sustainability • Impact assessment premature • Sustainable behaviour after Covid questionable 	<p>C´4 Changes due to Pandemic:</p> <ul style="list-style-type: none"> • Probability of change • Actions do not match values • Travel behaviour unaltered • Increased awareness of sustainability • Impact assessment premature • Sustainable behaviour after Covid questionable
<p>C5 Alteration of awareness due to Covid-19:</p>	<p>C´5 Alteration of awareness due to Covid-19:</p> <ul style="list-style-type: none"> • Heightened awareness

<ul style="list-style-type: none"> • Increased sensitivity and awareness • Action does not match awareness • Generalization of increased awareness not possible • Sustainability not important 	<ul style="list-style-type: none"> • General increase not verifiable • Changes in behaviour questionable • Sustainability not perceived as important
<p>C6 Youth Tourists knowledge about Sustainable Tourism</p> <ul style="list-style-type: none"> • Lack of knowledge about sustainability • Influenced by educational background • Interest influenced by individual background • Varying knowledge • Varying understanding • Knowledge influences likelihood to buy sustainable products • Lack of knowledge about Sustainable Tourism organization • Knowledge essential • Knowledge existing 	<p>C´6 Youth Tourists knowledge about Sustainable Tourism</p> <ul style="list-style-type: none"> • Lack of knowledge about sustainability • Is influenced by personal background • Varies between young people • Correlates positively with purchase of sustainable products • sustainable actions often unclear • Knowledge existing • is essential to Sustainable Tourism
<p>C7 General Obstacles of Sustainable Youth Tourism:</p> <ul style="list-style-type: none"> • High costs 	<p>C´7 General obstacles of Sustainable Youth Tourism:</p> <ul style="list-style-type: none"> • Fair price essential

<ul style="list-style-type: none"> • Lack of understanding of sustainability in tourism • Society not aligned with sustainable values • Price crucial • Lifestyle must be maintained • Ideological approach problematic • Sustainability only add-on • Sustainable products are perceived as inferior • Sustainable transportation inferior 	<ul style="list-style-type: none"> • Understanding about sustainability in tourism crucial • Values do not match sustainable behaviour • Lifestyle maintenance essential • Ideological approach problematic • Sustainability only add-on • Sustainable products are perceived as inferior • Sustainable transportation inferior
<p>C8 Obstacles related to offers:</p> <ul style="list-style-type: none"> • Association with positive emotions necessary • Lack of knowledge about offers • Lack of Sustainable Tourism offers • Search for offers a lot of effort • Offers must match values • Appropriate marketing measures necessary • Booking process too complex 	<p>C´8 Obstacles related to offers:</p> <ul style="list-style-type: none"> • Association with positive emotions necessary • Lack of knowledge about offers • Lack of offers • Search process too complex • Offers need to match individual values • Booking process too complex
<p>C9 Significance of labels:</p> <ul style="list-style-type: none"> • Sustainability level unclear • Communication of sustainability level important • Single standard not feasible 	<p>C´9 Significance of labels:</p> <ul style="list-style-type: none"> • Unclear about level of sustainability • Communication of sustainable level crucial

<ul style="list-style-type: none">• Promotion of existing standards	<ul style="list-style-type: none">• Single standard not feasible• Promotion of existing standards essential
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11. Appendix B - Quantitative Study

11.1 Accompanying Letter

Survey on the Topic: "Sustainable Tourism: A review of the state of the Art: "Identifying the key obstacles that prevent Austrian students from travelling more sustainably across Europe""

Dear students,
my name is Lisbeth Leitner and I am a student of the Bachelor study programme "International Business/Management internationaler Geschäftsprozesse". My bachelor's thesis deals with the topic "Sustainable Tourism: A review of the state of the Art: "Identifying the key obstacles that prevent Austrian students from travelling more sustainably across Europe"". To answer my research questions, I need your support and therefore ask you to answer the following questionnaire.

Link to the questionnaire: <https://www.questionpro.com/t/AU94HZrfLq>

It will take about 4 minutes to answer the questions, and the results will only be used in an aggregated and anonymised form. As this bachelor's thesis looks at Youth Tourism, I only ask participants born in the years 1993-2006 to answer the questionnaire.

If you have any questions please do not hesitate to contact me: lisbeth.leitner@edu.fh-joanneum.at

This thesis is supervised by Mag. Dr. Rupert Beinhauer.

Thank you for your participation!

Kind regards,
Lisbeth Leitner

11.2 Online Questionnaire

Sustainable Tourism: A review of the state of the Art E

Dear students,
my name is Lisbeth Leitner and I am a student of the Bachelor study programme "International Business/Management internationaler Geschäftsprozesse". My bachelor's thesis deals with the topic "Sustainable Tourism: A review of the state of the Art: "Identifying the key obstacles that prevent Austrian students from travelling more sustainably across Europe"". To answer my research questions, I need your support and therefore ask you to answer the following questionnaire.

It will take about 4 minutes to answer the questions, and the results will only be used in an aggregated and anonymised form. As this bachelor's thesis looks at Youth Tourism, I only ask participants born in the years 1993-2006 to answer the questionnaire.

If you have any questions please do not hesitate to contact me: lisbeth.leitner@edu.fh-joanneum.at
This thesis is supervised by Mag. Dr. Rupert Beinhauer.

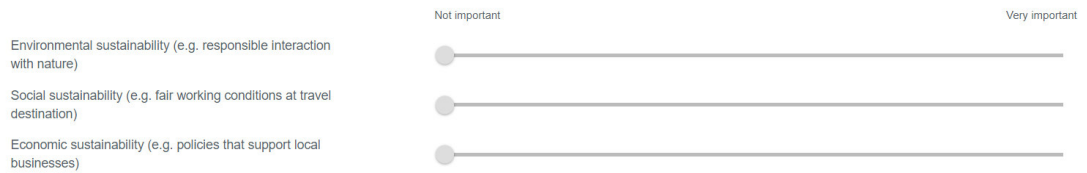
Thank you for your participation!

Kind regards,
Lisbeth Leitner

Please rate the following statement:
Travelling sustainable is important to me.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please rate how important the different dimensions of sustainable tourism are to you:



Please rate the following statement:
During my recent travels (less than 2 years) I have consciously paid attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please rate the following statement:
Before the outbreak of the Covid-19 pandemic, I have consciously paid attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please rate the following statement:
In the future I will consciously pay attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please tick the answers that apply

	Agree				Disagree
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am informed about sustainable tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the price of sustainable tourism offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I associate sustainable tourism offers with positive emotions (fun, happiness, excitement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable offers reflect my values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am satisfied with the communication of the sustainability level of tourism offers (e.g. the accommodation I was staying at provided information about their involvement with sustainable practices and the impact they have on the people and planet).

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

What is your current age?

- Under 18
- 18-21
- 22-25
- 26-29
- Above 29

Which gender do you identify most with?

- Male
- Female
- Don't want to say



Done

Thank you for participating in the survey!

If you have any additional questions please do not hesitate to contact me:
lisbeth.leitner@edu.fh-joanneum.at

11.3 Methodology

Calculation of the Sample Size

To begin, the significance level (α) must be identified. This parameter represents the likelihood of falsely rejecting the null hypothesis (Malhotra & Birks, 2006, p. 455). An incorrect rejection of the null hypothesis is known as a type 1 error, an alpha (α) error. Such an error is less likely the smaller the anticipated value for α (Cohen, 1988, p. 4). The type of hypotheses influences the significance level. When the direction of a hypothesis is stated, α_1 is applied. In this case, the hypotheses are non-directional. Therefore, α_2 is applied (Malhotra & Birks, 2006, pp. 454–456). The following research applies an $\alpha_2=0,05$ which represents a five percent probability of error (Sarstedt & Mooi, 2019, p. 158).

The effect size (ES) is used to identify the strength of an effect within the population. The degree to which a null hypothesis is false is portrayed. The null hypothesis indicates that the ES is zero. Any other value than 0 means that the null hypothesis is untrue. In this sense, the ES demonstrates the distance from the null hypothesis (Cohen, 1988, p. 10). Given a constant significance level and power, the greater ES, the smaller a sample size has to be to detect an effect (Cohen, 1988, pp. 11–12). The ES is expressed by the index d (Cohen, 1988, p. 20). According to Cohen (1988), the operational definitions small ($d=0,2$), medium ($d=0,5$), and large ($d=0,8$) should be applied. Relatively new research fields have a small ES while medium ES can be detected by the unaided eye (Cohen, 1988, pp. 25–26). Taken Cohen's classification of the ES size into account, a small to medium effect size ($d=0,3$) is applied to this study.

To evaluate the sample size, the power of a statistical test ($1-\beta$) is required. The power of the statistical test refers to the situation of accepting the null hypothesis when it should be rejected because it is false. Therefore, the value indicates the probability of falsely accepting the null hypothesis. The phenomenon of accepting a null hypothesis when it is false is known as a type II

error. The value of β is connected to α . Therefore, an increase of the power of a test which reduces the probability of a type II error, automatically signifies an increase of the type I error (Malhotra & Birks, 2006, p. 455). According to the literature, a balance between the different types of errors can be achieved by defining the statistical power as 0,80 (Sarstedt & Mooi, 2019, p. 159; Cohen, 1988, p. 56). Based on the results of previous research, this thesis applies a $\beta=0,20$. This means that the power of the statistical test = 0,80 (1-0,20).

Using α , the effect size index d and the power of the statistical test, the sample size N can be identified. Cohen (1988) provides the tables in his book "Statistical power analysis for the behavioral sciences". Taking the previously defined parameters into account ($\alpha=0,05$ / $d=0,3$ / $(1- \beta) = 0,80$), the table suggests a sample size of 175 participants (Cohen, 1988, p. 55).

Design of the questionnaire

The first section of the questionnaire contains five questions which address the importance of Sustainable Tourism and its dimensions as well as the attitude towards Sustainable Tourism over time. The questions included in the first part of the questionnaire provide an easy way to get more familiar with the field of research. The hypotheses H1 and H2 were tested with the gathered data of the questions.

The second section of the questionnaire contains questions six and seven. Participants of the study are asked to rate their attitude towards multiple aspects of Sustainable Tourism such as the price and the communication of the offers. In total, five different influences are addressed. They were chosen based on previous literature and the opinions of experts in the field which were gathered through qualitative research. The relevance of the individual aspects for the sustainable travel behaviour is tested with the hypotheses H3, H4, H5, H6, and H7.

In the final part of the questionnaire, more sensitive questions are addressed. The questions about the age and gender are intentionally asked at the end. Participants are more confident in the study and do not feel threatened by the personal questions (Malhotra & Birks, 2006, p. 342).

The study contains three different types of questions. The most used method is the Likert-scale. It is applied when participants are asked to rate a statement depending on their agreement (1) or disagreement (5). It is suitable for online surveys because respondents immediately understand how to choose the option that reflects their opinion (Malhotra & Birks, 2006, pp. 304–305). The importance of the three dimensions of sustainability in question two were asked in the form of numeric sliders. The horizontal scales ranked from non-important (0) to very important (10) (Malhotra & Birks, 2006, p. 309). The age and gender of the participants were asked as single-choice questions as only one answer can be selected by a participant.

Objectivity, Reliability & Validity

Objectivity refers to the degree to which the findings of an empirical study are independent from outside influences (Rammstedt, 2010, p. 240). The researcher must be impartial to the results. This means that any other person applying the same means would come to similar results (Seidel & Prenzel, 2010, p. 140). This study is objective because the students participating in the study are independent from the researcher.

The criterion of reliability is fulfilled, if the results of a study can be reproduced when remeasured under the same circumstances (Malhotra & Birks, 2006, p. 140). A high reliability signifies that the measurements are free from situational influences (Kuß & Eisend, 2010, p. 31). The internal reliability of a study is measured by the “Cronbach’s Alpha”. It is the mean value of split-half coefficients. The scale extends from 0 to 1. While values between 0,70 and 0,95 is acceptable (Tavakol & Dennick, 2011, p. 54), a value below 0,6 is unsatisfactory

(Malhotra & Birks, 2006, p. 214). For this research, the Cronbach's alpha is 0,804. As the value for each item is above 0,6, the reliability is confirmed.

Validity describes the degree to which an instrument measures what it intends to measure (Malhotra & Birks, 2006, p. 140; Everitt & Skrondal, 2010, p. 444). The investigated circumstances are reflected in the findings (Kuß & Eisend, 2010, p. 31). When the phenomenon exists, the systematic error is small (Sarstedt & Mooi, 2019, p. 36). Validity is exclusively possible given reliability (Tavakol & Dennick, 2011, p. 53). The validity of this study is not further considered as a scale that is objective and reliable does not necessarily have to be valid (Rammstedt, 2010, p. 250).

Reliability Analysis

Scale Reliability Statistics

Cronbach's α	
scale	0.804

Item Reliability Statistics

	if item dropped
	Cronbach's α
Importance of travelling sustainable	0.778
Environmental sustainability *	0.775
Social sustainability *	0.795
Economic sustainability *	0.793
Sustainable travel behaviour	0.775
Before Covid-19	0.779
Future	0.779
Knowledge	0.798
Price	0.812
Positive emotions	0.791
Value reflection	0.787
Communication	0.810

* reverse scaled item

11.4 Descriptive Analysis

Q1

Please rate the following statement:
Travelling sustainable is important to me.

Descriptives

Q1	
Mean	2.25
Mode	2.00

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Q1

Levels	Counts	% of Total	Cumulative %
Strongly agree	37	20.9 %	20.9 %
Agree	77	43.5 %	64.4 %
Neutral	46	26.0 %	90.4 %
Disagree	15	8.5 %	98.9 %
Strongly disagree	2	1.1 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

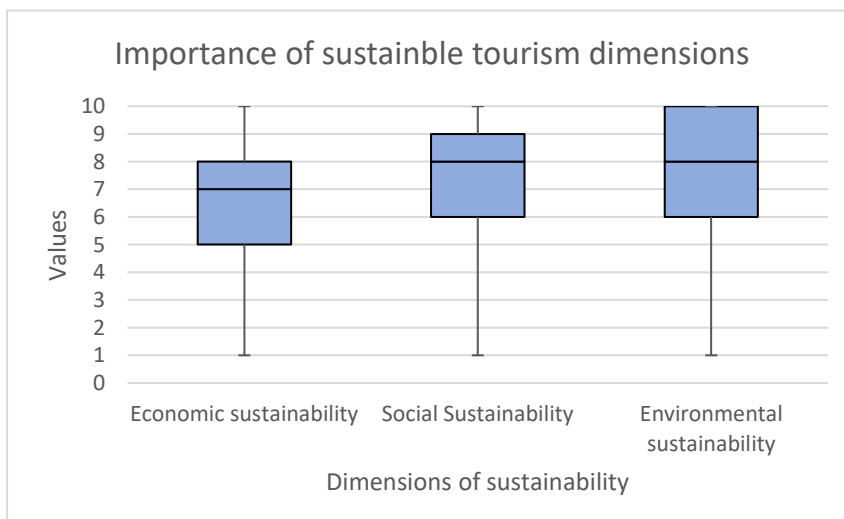
Q2

Please rate how important the different dimensions of sustainable tourism are to you:

Descriptives

	Environmental sustainability	Social sustainability	Economic sustainability
Mean	7.60	7.16	6.41
Mode	10.0	8.00	8.00
Minimum	1.00	1.00	1.00
Maximum	10.0	10.0	10.0
25th percentile	6.00	6.00	5.00
50th percentile	8.00	8.00	7.00
75th percentile	10.0	9.00	8.00

(0) Not important - (10) Very important



Q3

Please rate the following statement:

During my recent travels (less than 2 years) I have consciously paid attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

Descriptives

Q3	
Mean	2.68
Mode	2.00

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Q3

Levels	Counts	% of Total	Cumulative %
Strongly agree	27	15.3 %	15.3 %
Agree	62	35.0 %	50.3 %
Neutral	42	23.7 %	74.0 %
Disagree	32	18.1 %	92.1 %
Strongly disagree	14	7.9 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Q4

Please rate the following statement:

Before the outbreak of the Covid-19 pandemic, I have consciously paid attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

Descriptives

Q4	
Mean	2.96
Mode	2.00

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Q4

Levels	Counts	% of Total	Cumulative %
Strongly agree	17	9.6 %	9.6 %
Agree	52	29.4 %	39.0 %
Neutral	44	24.9 %	63.8 %
Disagree	49	27.7 %	91.5 %
Strongly disagree	15	8.5 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Q5

Please rate the following statement:

In the future I will consciously pay attention to choosing sustainable options (e.g. transportation, accommodation, activities) while travelling across Europe.

Descriptives

Q5	
Mean	2.08
Mode	2.00

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Q5

Levels	Counts	% of Total	Cumulative %
Strongly agree	45	25.4 %	25.4 %
Agree	91	51.4 %	76.8 %
Neutral	26	14.7 %	91.5 %
Disagree	12	6.8 %	98.3 %
Strongly disagree	3	1.7 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Q6

Please tick the answers that apply

I am informed about sustainable tourism

I am satisfied with the price of sustainable tourism offers

I associate sustainable tourism offers with positive emotions (fun, happiness, excitement)

Sustainable offers reflect my values

Descriptives

	Knowledge	Price	Positive emotions	Value reflection
Mean	2.49	3.41	2.40	2.26
Mode	2.00	3.00	2.00	2.00

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Knowledge

Levels	Counts	% of Total	Cumulative %
Strongly agree	18	10.2 %	10.2 %
Agree	88	49.7 %	59.9 %
Neutral	42	23.7 %	83.6 %
Disagree	24	13.6 %	97.2 %
Strongly disagree	5	2.8 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies of Price

Levels	Counts	% of Total	Cumulative %
Strongly agree	6	3.4 %	3.4 %
Agree	25	14.1 %	17.5 %
Neutral	61	34.5 %	52.0 %
Disagree	60	33.9 %	85.9 %
Strongly disagree	25	14.1 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies of Positive emotions

Levels	Counts	% of Total	Cumulative %
Strongly agree	37	20.9 %	20.9 %
Agree	62	35.0 %	55.9 %
Neutral	53	29.9 %	85.9 %
Disagree	21	11.9 %	97.7 %
Strongly disagree	4	2.3 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies of Value reflection

Levels	Counts	% of Total	Cumulative %
Strongly Agree	39	22.0 %	22.0 %
Agree	75	42.4 %	64.4 %
Neutral	43	24.3 %	88.7 %
Disagree	18	10.2 %	98.9 %
Strongly disagree	2	1.1 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Q7

I am satisfied with the communication of the sustainability level of tourism offers (e.g. the accommodation I was staying at provided information about their involvement with sustainable practices and the impact they have on the people and planet).

Descriptives

Communication of the sustainability level	
Mean	3.21
Mode	4.00

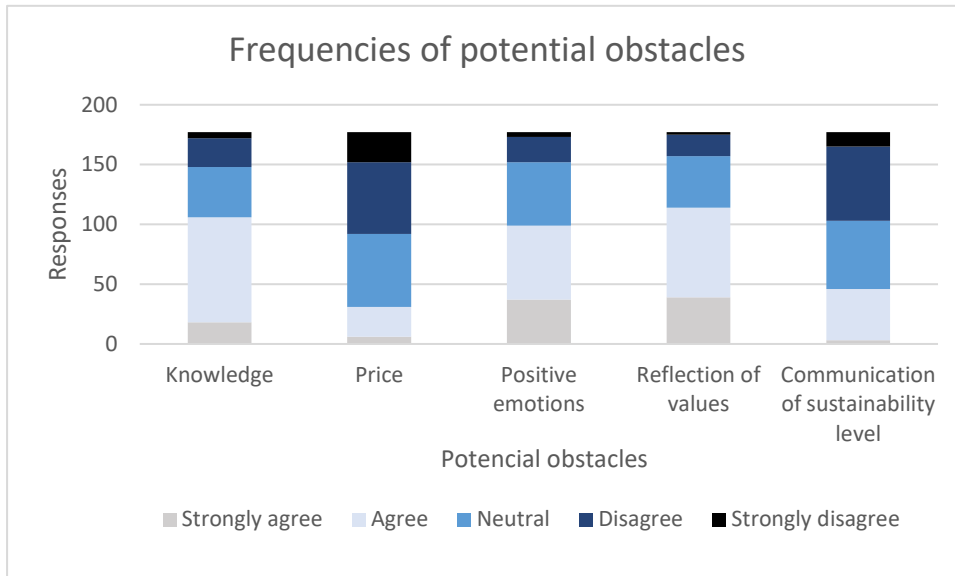
(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree

Frequencies

Frequencies of Communication of the sustainability level

Levels	Counts	% of Total	Cumulative %
Strongly agree	3	1.7 %	1.7 %
Agree	43	24.3 %	26.0 %
Neutral	57	32.2 %	58.2 %
Disagree	62	35.0 %	93.2 %
Strongly disagree	12	6.8 %	100.0 %

(1) Strongly agree - (2) Agree - (3) Neutral - (4) Disagree - (5) Strongly disagree



Q8

What is your current age?

Descriptives

Age	
N	177
Mean	2.82
Mode	3.00

(1) Under 18 - (2) 18-21 (3) 22-25 - (4) - 26-29

Frequencies

Frequencies of Age

Levels	Counts	% of Total	Cumulative %
under 18	5	2.8 %	2.8 %
18-21	55	31.1 %	33.9 %
22-25	83	46.9 %	80.8 %
26-29	34	19.2 %	100.0 %

(1) Under 18 - (2) 18-21 (3) 22-25 - (4) - 26-29

Age group	Counts	% of total
under 18	5	2,8%
18-21	55	31,1%
22-25	83	46,9%
26-29	34	19,2%
Total	177	100%

Q9

Which gender do you identify most with?

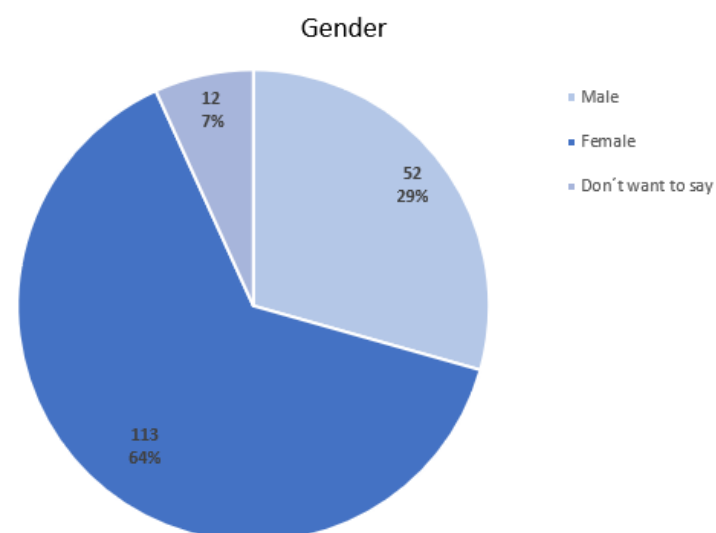
Descriptives

Gender	
N	177

Frequencies

Frequencies of Gender

Levels	Counts	% of Total	Cumulative %
Male	52	29.4 %	29.4 %
Female	113	63.8 %	93.2 %
Don't want to say	12	6.8 %	100.0 %



11.5 Applied Methods

To test the hypotheses, the suitable statistical approach must be selected (Malhotra & Birks, 2006, p. 454).

To test the difference hypothesis H1, a paired samples T-Test is applied. To use the test, the following conditions are required: normal distribution, the dependent variable must be interval scaled, and the samples must be dependent while the observations are measured independently (Universität Zürich, 2022c, para. 3). The normal distribution is given by the central limit theorem. It states that a normal distribution of the arithmetic mean is given when the sample size is large enough. According to previous research, 30 participants are sufficient (Berekoven et al., 2006, p. 201). With 177 participants, this premise is met. The Likert scale represents a non-comparative scale. This means that the obtained data is commonly regarded as interval scaled (Malhotra & Birks, 2006, p. 298). The data is collected via an online survey which guarantees the independency of the observations. Therefore, all requirements are satisfied to apply the test. The effect size Cohen's d (d) is calculated to evaluate the relevance of the computation (Universität Zürich, 2022c, para. 13). Values of 0,2 represent a weak effect, $d = 0,5$ is a moderate effect and effect sizes around $d = 0,8$ are considered a large effect (Cohen, 1988, pp. 25–26).

Due to the higher number of variables, H2 requires a different statistical technique, namely a repeated measures ANOVA. This method is used to test differences between at least three groups with the same participants (Navarro & Foxcroft, 2022, p. 353) It is essential that the dependent variable is normally distributed at every time of measurement, and interval scaled. Additionally, sphericity is required (Universität Zürich, 2022a, para. 8). It arises when the variances of the differences from the measurements are the same. The sphericity is measured with the Mauchly's test. Sphericity is assumed if the test is not significant ($p > 0.05$) (Navarro & Foxcroft, 2022, p. 355). For H2, the sphericity can

be assumed ($p = 0,175$). Concerning the characteristics of the dependent value, the same circumstances as for the paired samples T-Test apply. Therefore, the first two requirements, namely the normal distribution and interval scale of the dependent variable are met. The repeated measures ANOVA does not give any indication which of the arithmetic means differ. It only calculates whether a significant difference between the values exists (Malhotra & Birks, 2006, p. 503).

To test the correlation hypotheses H3, H4, H5, H6, and H7, the appropriate statistical method must be selected. The normal distribution which can be calculated with the Shapiro-Wilk test is crucial. A value of $p > 0,05$ means that the distribution is almost equal to a normal distribution. If $p < 0,05$, the test is significant, and normal distribution is not given (Field, Miles, & Field, 2012, p. 182). The relevant values for the correlation hypotheses that are tested in this thesis each have a $p = < 0,001$. As this represents a significant value, normal distribution is not given. Consequently, the spearman correlation is selected as the data is not required to be distributed normally in this statistical test (Universität Zürich, 2022b, para. 5). A correlation between the variables is significant if the significance value (p) is below 0,05. To indicate the strength of a correlation, the spearman's rho is considered (Field et al., 2012, pp. 223–225). The interpretation of the strength is based on previous literature by Navarro and Foxcroft (2022). The scale goes from -1 to 1 and correlations can be positive (0 to 1) or negative (0 to -1). The further away from zero the value is, the stronger is the positive or negative correlation. For example, a Spearman's rho of -0,95 is very strong (negative) and a value of -0,1 is negligible (negative). The same applies for positive correlations. A value of 0,95 is very strong (positive) and a value of 0,1 is negligible (positive) (Navarro & Foxcroft, 2022, p. 288).

11.6 Hypothesis Testing

Hypothesis 1: Paired Samples T-Test

H0: There is **no significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

H1: There is **a significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

Paired Samples T-Test

		statistic	df	p	Mean difference	SE difference	Effect Size	
Sustainable travel behaviour	Importance of travelling sustainable	Student's t	6.51	176	< .001	0.429	0.0659	Cohen's d 0.490

Descriptives

	N	Mean	Median	SD	SE
Sustainable travel behaviour	177	2.68	2.00	1.168	0.0878
Importance of travelling sustainable	177	2.25	2.00	0.922	0.0693

Hypothesis 2: Repeated Measures ANOVA

H0: There is **no significant** difference of the sustainable travel behaviour **before the pandemic, during the last two years** and in the **future**.

H1: There is **a significant** difference of the sustainable travel behaviour **before the pandemic, during the last two years** and in the **future**.

Descriptives

	Before Covid-19	Now	Future
Mean	2.96	2.68	2.08
Shapiro-Wilk W	0.909	0.901	0.827
Shapiro-Wilk p	< .001	< .001	< .001

Within Subjects Effects

	Sum of Squares	df	Mean Square	F	p
RM Factor 1	71.9	2	35.957	94.4	< .001
Residual	134.1	352	0.381		

Note. Type 3 Sums of Squares

Between Subjects Effects

	Sum of Squares	df	Mean Square	F	p
Residual	480	176	2.73		

Note. Type 3 Sums of Squares

Assumptions

Tests of Sphericity

	Mauchly's W	p	Greenhouse-Geisser ϵ	Huynh-Feldt ϵ
RM Factor 1	0.980	0.175	0.981	0.992

The sphericity can be assumed as the Mauchly's W $p=0,175$.

Post Hoc Tests

Post Hoc Comparisons - RM Factor 1

Comparison		Mean Difference	SE	df	t	Ptukey
RM Factor 1	RM Factor 1					
Before Covid-19	- Now	0.277	0.0656	352	4.22	< .001
	- Future	0.881	0.0656	352	13.43	< .001
Now	- Future	0.605	0.0656	352	9.21	< .001

Hypothesis 3: Spearman's rank correlation

H0: There is **no significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**.

H1: There is **a significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**

Descriptives

	Sustainable travel behaviour	Knowledge
N	177	177
Mean	2.68	2.49
Shapiro-Wilk W	0.901	0.859
Shapiro-Wilk p	< .001	< .001

The variables are not normally distributed.

Correlation Matrix

		Sustainable travel behaviour	Knowledge
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
Knowledge	Spearman's rho	0.280***	—
	p-value	< .001	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Hypothesis 4: Spearman's rank correlation

H0: There is **no significant** correlation between **the satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

H1: There is **a significant** correlation between the **satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

Descriptives

	Sustainable travel behaviour	Price
N	177	177
Mean	2.68	3.41
Shapiro-Wilk W	0.901	0.903
Shapiro-Wilk p	< .001	< .001

The variables are not normally distributed.

Correlation Matrix

		Sustainable travel behaviour	Price
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
Price	Spearman's rho	0.088	—
	p-value	0.244	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Hypothesis 5: Spearman's rank correlation

H0: There is **no significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

H1: There is **a significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

Descriptives

	Sustainable travel behaviour	Positive emotions
N	177	177
Mean	2.68	2.40
Shapiro-Wilk W	0.901	0.894
Shapiro-Wilk p	< .001	< .001

The variables are not normally distributed.

Correlation Matrix

		Sustainable travel behaviour	Positive emotions
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
Positive emotions	Spearman's rho	0.360 ***	—
	p-value	< .001	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Hypothesis 6: Spearman's rank correlation

H0: There is **no significant** correlation between the **reflection of individual values** in sustainable tourism offers and the **sustainable travel behaviour**.

H1: There is **a significant** correlation between the **reflection of individual values** in sustainable tourism offers and **sustainable travel behaviour**.

Descriptives

	Sustainable travel behaviour	Value reflection
N	177	177
Mean	2.68	2.26
Shapiro-Wilk W	0.901	0.877
Shapiro-Wilk p	< .001	< .001

The values are not normally distributed.

Correlation Matrix

		Sustainable travel behaviour	Value reflection
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
Value reflection	Spearman's rho	0.453 ^{***}	—
	p-value	< .001	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 7: Spearman's rank correlation

H0: There is **no significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

H1: There is **a significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

Descriptives

	Sustainable travel behaviour	Communication
N	177	177
Mean	2.68	3.21
Shapiro-Wilk W	0.901	0.888
Shapiro-Wilk p	< .001	< .001

The variables are not normally distributed.

Correlation Matrix

		Sustainable travel behaviour	Communication
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
Communication	Spearman's rho	0.042	—
	p-value	0.582	—

Note. * p < .05, ** p < .01, *** p < .001

11.7 Gender Comparison

To identify differences between the answers of female and male students, filters were applied. The gender can be identified by the sample size. An N of 113 indicates female answers and an N of 52 signifies male answers. To enable a better comprehension the female computations will be listed first for every tested hypothesis (H1 and H3-H7).

Hypothesis 1: Paired Samples T-Test

H0: There is **no significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

H1: There is a **significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

Paired Samples T-Test

		statistic	df	p	Mean difference	SE difference	Effect Size		
Sustainable travel behaviour	Importance of travelling sustainable	Student's t	4.71	112	< .001	0.381	0.0808	Cohen's d	0.443

Descriptives

	N	Mean	Median	SD	SE
Sustainable travel behaviour	113	2.64	2.00	1.150	0.1082
Importance of travelling sustainable	113	2.26	2.00	0.924	0.0869

Hypothesis 1: Paired Samples T-Test

H0: There is **no significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

H1: There is a **significant** difference between the behaviour of **consciously choosing sustainable options** and the **importance of travelling sustainable**.

Paired Samples T-Test

		statistic	df	p	Mean difference	SE difference	Effect Size		
Sustainable travel behaviour	Importance of travelling sustainable	Student's t	3.82	51.0	< .001	0.519	0.136	Cohen's d	0.530

Descriptives

	N	Mean	Median	SD	SE
Sustainable travel behaviour	52	2.79	3.00	1.289	0.179
Importance of travelling sustainable	52	2.27	2.00	0.972	0.135

Hypothesis 3: Spearman's rank correlation

H0: There is **no significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**

Correlation Matrix

		Sustainable travel behaviour	Knowledge
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Knowledge	Spearman's rho	0.243 **	—
	p-value	0.010	—
	N	113	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 3: Spearman's rank correlation

H0: There is **no significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **perception of knowledge** about sustainable tourism and **sustainable travel behaviour**

Correlation Matrix

		Sustainable travel behaviour	Knowledge
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Knowledge	Spearman's rho	0.379 **	—
	p-value	0.006	—
	N	52	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 4: Spearman's rank correlation

H0: There is **no significant** correlation between the **satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Price
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Price	Spearman's rho	-0.001	—
	p-value	0.995	—
	N	113	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 4: Spearman's rank correlation

H0: There is **no significant** correlation between the **satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **satisfaction of the price** of sustainable tourism offers and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Price
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Price	Spearman's rho	0.281 *	—
	p-value	0.044	—
	N	52	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 5: Spearman's rank correlation

H0: There is **no significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Positive emotions
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Positive emotions	Spearman's rho	0.341 ***	—
	p-value	< .001	—
	N	113	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 5: Spearman's rank correlation

H0: There is **no significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **association** of sustainable tourism offers **with positive emotions** and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Positive emotions
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Positive emotions	Spearman's rho	0.458 ***	—
	p-value	< .001	—
	N	52	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 6: Spearman's rank correlation

H0: There is **no significant** correlation between the **reflection of individual values** in sustainable tourism offers and the **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **reflection of individual values** in sustainable tourism offers and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Value reflection
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Value reflection	Spearman's rho	0.459 ***	—
	p-value	< .001	—
	N	113	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 6: Spearman's rank correlation

H0: There is **no significant** correlation between the **reflection of individual values** in sustainable tourism offers and the **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **reflection of individual values** in sustainable tourism offers and **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Value reflection
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Value reflection	Spearman's rho	0.389 **	—
	p-value	0.004	—
	N	52	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 7: Spearman's rank correlation

H0: There is **no significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Communication
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Communication	Spearman's rho	0.024	—
	p-value	0.797	—
	N	113	—

Note. * p < .05, ** p < .01, *** p < .001

Hypothesis 7: Spearman's rank correlation

H0: There is **no significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

H1: There is a **significant** correlation between the **satisfaction of the communication** of the sustainability level and the **sustainable travel behaviour**.

Correlation Matrix

		Sustainable travel behaviour	Communication
Sustainable travel behaviour	Spearman's rho	—	
	p-value	—	
	N	—	
Communication	Spearman's rho	0.125	—
	p-value	0.379	—
	N	52	—

Note. * p < .05, ** p < .01, *** p < .001

Comparison of the results

Hypotheses	Gender	P-Value	Student's t	Effect size
H1	Male	< 0,001	3,82	0,530
	Female	< 0,001	4,71	0,443
			Spearman's rho	
H3	Male	0,006	0,379	
	Female	0,010	0,243	
H4	Male	0,044	0,281	
	Female	0,995		
H5	Male	< 0,001	0,458	
	Female	< 0,001	0,341	
H6	Male	0,004	0,389	
	Female	< 0,001	0,459	
H7	Male	0,379		
	Female	0,797		