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M.A. in Tourism with a
Specialization in Global
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Aalborg University

***Global warming and tourism: An explorative study into destination
choice and tourism behaviour***



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Abstract

The aims of this research are to find out how global warming influences travel-related decisions and destination choice of seven individuals in a collective case study, and how this can help to reduce tourism's impact on global warming. Furthermore, the research explores the relationship between tourism and motivational factors, which influence the decision making of travelers. Travel-related decision making incorporates several factors that can be considered when choosing a destination to visit, which can be related to intrinsic or extrinsic motives.

Research shows that climate is widely recognized as an important factor for destination choice. However, this case discusses how humans through tourism affect global warming and how this and the knowledge of this influences their behavior. Being that global warming is largely induced by human activity, understanding the relationship humans have to global warming can be beneficial in creating more sustainable solutions.

The present paper first presents the methodological considerations which have influenced the research process. These include using a mixed methods approach to explore the topic through an online survey and seven in-depth interviews. The data was analysed based on five themes: the connection between tourism and global warming, environmental considerations and other influential factors for travel-related decisions, including transportation, and finally, responsibility for reducing global warming.

The analysis showed that respondents were more influenced by factors related to their finances and destination attributes. Tourism's negative impact on global warming and verse versa were not seen as an important factor to consider when traveling, especially regarding travel frequency and transportation type. However, on an individual level, the analysis also showed that global warming did motivate some of the respondents to consider the future impacts of global warming when choosing destinations.

Finally, managerial implications are presented, showing that there need to be a shift from using adaptive concepts as a mitigation form to more sustainable approaches. In this case, the researcher encourages future research to examine cultural implications towards mitigating the impacts of global warming, especially in a value-laden and community-based strategy.

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1. Introduction

With tourism being an immense industry, which comprises of multiple business clusters, its economic and social importance can be seen throughout the academic and multidisciplinary fields. Tourism as an area for research is a well-established field with an abundance of studies depicting multiple areas. However, as times change, new aspects of tourism become important for society and the future of tourism as an industry as well as research area. Tourism *“research has a variety of uses and audiences, including local and regional government, academics, the media, tourist boards, non-governmental organisations (NGOs), private companies and members of the public”* (Hannam & Knox 2010, p. 2). Many studies try to understand, explore and interpret factors influencing the act of tourism. Here, the last decades have brought the factor of global warming and its impact on civilization and tourism as a key topic of research in the tourism field. Nevertheless, there is still room for a more in-depth exploration of the phenomenon. A substantial portion of research pertaining to global warming focuses on climate change, the connection of individuals to the environment and the impacts of tourism on global warming and vice versa. Many of these apply quantitative research methods, since they make it easier to generalize findings. However, the present research paper will look into the topic of global warming in a more qualitative manner exploring the phenomenon in a more in-depth manner than a quantitative survey could do.

The tourism industry is a large contributor to global warming especially regarding transportation, which accounts for 15% of global CO₂ emissions (Rodrigue 2017). Tourism as an industry accounts for about 8% of global CO₂ (Independent 2018) emissions with air travel being the biggest contributor. According to Becken (2007, p. 351), *“international aviation is an important contributor to global climate change via its fossil fuel consumption and resulting greenhouse gas (GHG) emissions.”* Travelling has become easy and inexpensive, increasing the numbers of international travels. Furthermore, as more nations become what some might call *“developed”*, *the economic growth gives the opportunities for emerging nations to join the traveling and tourism scene, moving away from the notion that sees “tourism as an essentially Western social and cultural phenomenon”* (Chan 2006, p.3; Burns & Bibbings 2009).

Many destinations are dependent on tourism to contribute to economic growth (Burns & Bibbings 2009). Tourism can contribute by empowering destinations and their inhabitants, as tourism often brings jobs and investors to destinations, as well as growth to other industries, as for example food or fashion businesses migrate to popular tourist destinations hoping to benefit from tourists' consumption. However, tourism is subsequently also a large contributor to the global warming phenomenon, making the connection a paradox, since global warming affects tourism in multiple ways. Cohen et al. (2014)

argue that the act of tourism is socially rooted in our everyday lives and that it is an important part of who we are. How can we then reduce global warming in a way that does not negatively interfere with the positive outcomes tourism would experience? This dilemma highlights the importance of research on the connection between global warming and tourism in order to gain new insights, which may be used to fashion sustainable solutions.

As the term already states it, global warming is a global phenomenon, which can negatively affect the tourism sector and civilization in general. Global warming has many implications on tourism and travel, since its affects are felt across the globe in diverse manners. This is especially in regard to the negative effects of global warming on climate change. In addition, studies have shown that weather and climate change can influence the behaviour of tourists (Braun et al 1999) and their motivations for travel (Amelung et al. 2007). According to Gössling et al. (2012, p. 37), *“there is considerable evidence demonstrating the intrinsic importance of weather and climate for tourist decision-making, including motivations, destination choice and timing of travel, as well as experience.”* Motivation for travel can be intrinsically or extrinsically influenced, while destinations can influence decision making and motivational factors through push or pull strategies, mainly by using their attributes. Nevertheless, there are still only a few important factors, that influence decision making when traveling and choosing a destination. Other than weather, price and distance are two key factors that influence decision making and behaviour of travellers (Becken 2007; Nicolau & Mas 2006). However, with the changing environment and global warming becoming a phenomenon to reckon with in the tourism scene, it is also important to explore, how global warming as a threat to the planet Earth might influence the motivations and decisions of travellers. To do so, one must also understand the connection between tourism, global warming, and as Jensen (2013) calls it, the actors of the “tourism stage”.

Looking back at the Kyoto protocol introduced in 1997 (BBC 2013), global warming has been an important topic for many of the world’s nations and continues to be a phenomenon to account for. Global warming is going to impact many destinations (Scott et al. 2008), with the possibility that many might cease to exist while others will need to adapt to survive in the tourism industry. Therefore, studying global warming as an influential factor for tourists to make travel-related decisions might bring forth some knowledge which can help decision makers and destinations to act accordingly to the threats of global warming. This is especially important for policy makers and for mitigating tourists’ effect on the environment, as well as for understanding what role individuals play on reducing the negative effect of global warming. The mitigation of global warming furthermore raises important questions, as who is responsible and how can different actors contribute?

For this purpose, this paper will aim to answer the following questions:

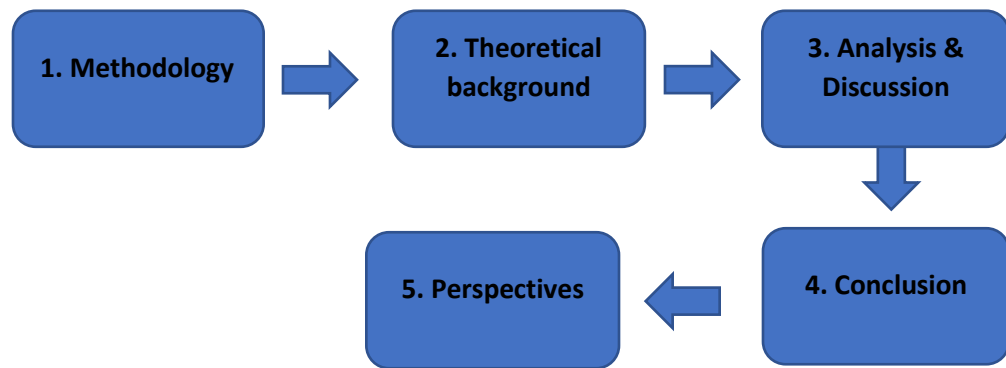
In which ways does global warming influence travel-related decisions and destination choice, and how can this knowledge help to reduce tourism's impact on global warming?

In order to answer the overall research question, the following aims will be explored:

1. What does it mean to take global warming into consideration when making travel-related decisions? Travel-related decisions can include destination choice, choice of travel frequency, and choice of transportation means to/from destination as well as during traveling.
2. Which are some of the main motivations or factors influencing travel-related decisions, such as destination choice?

This study originates from the researchers' own interest in the subject and is of explorative nature. As a Brazilian citizen living in Denmark, after having lived on different continents, many different aspects of a nation become highlighted and thus differences and similarities between nations become clearer. Following a recent trip to Cuba as part of an innovation camp on sustainable tourism, my interest in the topic of global warming influencing and being influenced by tourism increased. A large portion of what was noticed in Cuba is related to cultural and economic differences, which have provoked the researcher to question certain aspects such as the relationship between where an individual comes from and their relation to global warming. In order to gain educational insights and encounter useful insights, which may contribute to the overall subject of global warming and tourism influencing each other, the researcher has chosen the above-mentioned research question and research aims. The research has applied multiple data collection methods, including an online survey and in-depth semi-structured interviews. The study will be embodied in a way that includes seven participants representing seven individual cases in a multiple case study. The study used Copenhagen as a geographical position because it is located in an environmentally conscious nation, and the researcher is familiar with the nation's as well as city's environmental goals and strategies due to him residing in the same city. Denmark, a Scandinavian country with around 5.6 million inhabitants, is said to be one of the most environmentally friendly countries in the world ranking 3rd on the environmental performance index (EPI 2018). Denmark's capital and largest city Copenhagen has around 1.3 million inhabitants and *"is one of the world's leading and most ambitious cities in the field of combating climate change"* (State of green 2014).

The paper will be structured as illustrated:



1. The methodology chapter contains the methodological considerations relevant to this thesis. This includes the project's theory of science, research design, data collection as well as an evaluation of the chosen methods.

2. The theoretical background for this thesis is presented in this chapter providing the foundation for the choice of methodology, the formulation of research questions, and for the analysis of the empirical data. This section does not serve as an extensive literature review but rather a conceptualization of the relevant theory for this project.

3. The analysis & discussion aims at presenting and discussing the findings in order to answer the research questions formulated in the introduction.

4. The conclusion aims at answering the overall question of this research presented in the introduction.

5. The final chapter, which is called perspectives, contains suggestions for managerial implications and future research, and limitations of the project.

2. Methodology

2.1 Theory of science

This section will provide a basis for understanding the adopted research methodologies, that guided this research process. Following that *“research is the careful and considered examination of the social world, the theorisation of the world, of people, activities, institutions and discourses, and the collection of evidence to back up our arguments and enable us to make conclusions”* (Hannam & Knox 2010, p.2), theory of science becomes a vital subject to focus on when doing research, since it determines how the researcher will tackle the study and which approaches the researcher will follow to best fulfil the purpose of the study. Multiple methods can be applied in science studies, and whether it is the study of natural science or social science, it is important to consider *“issues concerning the nature of research and knowledge, the role of researchers, the ways in which research questions are determined and the ways in which data are interpreted”* (Goodson & Phillimore 2004, p.42).

There are currently two ways of viewing research influencing the choices of methods used: ontology and epistemology. Choosing the appropriate one can be directed by a research question but will be mainly influenced by the researchers’ interpretations of knowledge and the process of knowledge creation (Saunders et al. 2009).

Ontology is the philosophical study or theory of existence and of the nature of reality (Bryman & Bell 2015; Hannam & Knox 2010; Saunder et al. 2009; Tuli 2010). Ontological considerations to conducting research look at answering the following question: Can and should social entities be seen as objective entities or social constructions (Hannam & Knox 2010)? The answer to the question is dependent on whether the researcher follows the objectivist approach and hereby an objective description of reality, which believes that social entities should be regarded as having a reality external to social actors, or if he follows the constructionist approach, which states that they should be regarded as social constructions *“from the perception and actions of social actors”* and how they interact with one another (Bryman and Bell 2015, p.32). These considerations have directed the researcher to focus on aspects that incorporate more social aspects into research.

Epistemology is the philosophical study concerned with knowledge and the validity of what is being learned, especially regarding the question of what knowledge is and how it is acquired (Buch-Hansen & Nielsen 2005). Finding out what counts as acceptable knowledge has implications for the methods used

for gaining this knowledge (Bryman & Bell 2011; Fuglsang et al. 2013; Fuglsang & Olsen 2009; Daymon & Holloway 2011). Under epistemology, there are two contradicting positions: 1) positivism and 2) interpretivism, which is also referred to as constructivism. Under these two positions exist several others; however, they are sub-positions of the two main ones (Blumberg, Cooper & Schindler 2011; Bryman & Bell 2011; Darmer & Nygaard 2005; Daymon & Holloway 2011; Jordansen & Madsen 2010).

Under the epistemological position of positivism, which is also rooted in the ontological approach of objectivism, researchers view the world from a natural science perspective and focus on empirical data as a mean to test what is and should be considered real. This type of data is acquired in form of measurable variables and independent observations (Brinkmann & Tanggaard 2010; Denzin and Lincoln 1994). This form of research focuses on quantitative methods and uses statistical analyses to get a valid and objective clarification of reality (Ibid.). This view on reality does not take humans into consideration but sees the world as a place, that exists without human interaction and governed only by physical laws and empiric knowledge (Porta & Keating 2008; Thisted 2010). These laws come through as hypothetical scenarios, which need to be tested and observed. The outcome is generalised and can then be applicable to the entire world (Blumberg, Cooper & Schindler 2011; Bryman & Bell 2011; Darmer & Nygaard 2005; Jordansen & Madsen 2010).

Understanding the science behind the research process is key to understanding the choices made by any researcher. Therefore, this research also incorporates opposing views of how knowledge should be created and how we know what can be determined as truthful. On the opposing side in this case, interpretivist views are rather rooted in the ontological position of constructionism which regards reality as being constructed by interactions of humans, based on their own understanding of reality (Blumberg, Cooper & Schindler 2011; Darmer & Nygaard 2005). This subjective matter comes from intentional behaviour, which is influenced by cultural beliefs and pre-understandings (Burrell & Morgan 1979). Researchers supporting this view rely on qualitative methods in order to collect empirical data of a particular phenomenon, focusing on the individuals' reality of this phenomenon and their meanings. Unlike positivism, this form of reality cannot be solely regarded as a natural phenomenon studied in a natural science method, but as a phenomenon "construct made by human beings" (Darmer & Nygaard 2005: 28), which takes human values, emotions, feelings and thoughts into regard (Bryman & Bell 2011; Saunders et al. 2009). Subjects of a research are here seen as participants rather than objects of the research (Tuli 2010).

While both approaches are valid views in their own right and according to the sciences, it is important for the researcher to demonstrate his own views in regard to the phenomenon being studied. This is due to the implications these views will have in the process of data collected, data collection methods and analysis. Tuli (2010, p.103) explains that *“the research paradigm chosen by individual researchers appears to be dependent on their perceptions of “what real world truth is” (ontology) and “how they know it to be real truth” (epistemology). A researcher’s choice of research paradigm can also be determined by the kinds of questions that help them to investigate problems or issues they find intriguing”*. In the next section, the researcher will therefore promote his own views that prompt the decisions made towards the research methods.

2.2 Ontological and epistemological position of this study

The goal of this thesis is to gain a detailed understanding of how global warming might influence the decision-making process of travelers. To be more specific, an in-depth exploration of seven individual cases from the geographical location of Copenhagen will be provided, focusing on their influential motivational factors during their destination choice process. Therefore, it is important to investigate the opinions, emotions and values of the seven respondents, in order to get a complete representation of the phenomenon studied through their own interpretations. Furthermore, the interpretation of individuals towards a particular phenomenon is dynamic and context dependent making it a complex matter. Due to the complexity of understanding human emotions and behaviour, methods that allow for more in-depth analysis are required, providing the researcher with more meaningful knowledge. Therefore, a constructivist (ontology) and interpretivist (epistemology) approach have been chosen to guide this research, and qualitative methods seem to be best suited for the purpose of the study. This research follows the view of reality, which is constructed through interactions and based on social phenomena independent of governed laws. The researcher thereby follows the views that consider the social world to be constructed through everyday interactions of individuals along with their complex decision-making patterns. This view has influenced several decisions made towards the study including its research design, which is presented in the coming section.

2.3 Research design

Research design refers to the strategy, that will be implemented to insure a more accurate, valid and reliable research outcome. The research design is dependent on what the researcher would like to achieve. In most cases, the desired outcome is to create new theories or to test existing ones. This can be done by following deductive, inductive or abductive reasoning (Bryman & Bell 2011; Daymon & Holloway 2011; Hannam & Knox 2010; Tuli 2010). However, due to the complexity of conducting research, especially in the tourism field, no research is solely following only one of those reasoning approaches, and elements of the three are often combined (Bryman & Bell 2011). According to Hannam & Knox (2010, p.5), researchers cannot *“start a project without having previous exposure to ideas and theories, since the early stages are always deductive and always reliant on earlier research”*.

A deductive approach uses existing knowledge and theory to test hypothetical circumstances of empirical phenomenon. In this case the empirical framework is well established before the research begins (Daymon & Holloway 2011). This type of approach is mainly used by positivists by applying quantitative methods in order to *“discover and confirm a set of probabilistic causal laws that can be used to predict general patterns of human activity”* (Tuli 2010, p. 99f). On the other hand, a research that follows an inductive reasoning is guided by what has been discovered in the empirical field of research, *“so that final theoretical claims are based firmly on the data you actually collect”* (Hannam & Knox 2010, p.5). Interpretivists usually apply this approach because they allow for more in-depth probing of the research, which focuses more on meaning and understanding the studied phenomenon and less on generalizability. In this case, qualitative methods are preferred, since these allow the researcher to understand respondents and their reality of the world and the meaning they give to it through experience.

In addition, a third approach can be used when multiple explanations are possible, namely the abductive approach. Since no research can be definite, abductive reasoning refers to concluding on the basis of incomplete observations, evidence, or knowledge (Butte College n.d.; McGregor 2014). According to McGregor (2014), *“the conclusion of an abductive argument is merely the best explanation we can imagine. It is not as secure as the conclusion of a sound deductive argument. It is not necessarily even probable, as is the conclusion of a strong inductive argument; but it is the best people can do given their ability to take away from the facts and observations at hand.”*

Therefore, the present study has combined both deductive, inductive and abductive research strategies. The abductive reasoning represents a methodological view, which follows that conclusions provided are one construct of reality among many, since the research focuses on the interpretations of individuals rather than statistical facts. In addition, the research has no hypothesis to be tested and it rather focuses on its exploratory nature. These decisions were made based on the argument that inductive research also has an element of deduction, since the researcher usually conducts his or her research based on a theoretical preunderstanding (Bryman & Bell 2011). As Hannam & Knox (2010, p.5) state it: *“we simply cannot start a project without having previous exposure to ideas and theories, so we should recognise that the early stages are always deductive and always reliant on earlier research”*.

This research follows a deductive approach in terms of data collection, to the extent that questions were formed having a preunderstanding of the phenomenon researched. Furthermore, a deductive approach was used to find relevant concepts linked to the phenomenon to better direct the research and increase validity and reliability of the study. Nevertheless, this research has a strong inductive approach since the outcome is to gain new insight based on the empirical findings, and not to test existing theory. Research using an inductive approach focuses on qualitative methods as they allow for more interpretive and process orientated research. By following an interpretivist philosophy, this research *“places a strong emphasis on better understanding the world through firsthand experience, truthful reporting and quotations of actual conversation from insiders’ perspectives”* (Tuli 2010, p.100).

2.4 Case Study Research

Case studies arise from the researcher’s own curiosity of a particular contextual phenomenon. Case studies can be intrinsically motivated or follow instrumental and collective strategies (Stake 1995). Intrinsic case studies follow that there is genuine interest in a particular case based on its context, while instrumental case studies can be used to achieve insights into a particular case or for generalization purposes. An instrumental case study can also be done in a way that focuses on multiple cases be it *“similar or dissimilar”* (Stake 1995, p.138), deeming it to be a collective case study.

Furthermore, case studies can be used to look at a particular singularity, a group, an organization or a specific geographic location (Bryman & Bell 2011). There are many implications for conducting case studies and these are best dealt with by having a clear goal and purpose of research. The case study approach has had some critiques in terms of its ability to produce valid and reliable data especially in contrast to quantitative methods (Flyvbjerg 2006). However, as Hannam & Knox (2010, p.3) put it, *“if tourism research is intended to help us understand how the social, cultural and economic processes of*

the world function, how can we truly hope to understand complex realms of behaviour within the sometimes limitations of quantitative research?” Case studies give way to multiple interpretations through their qualitative capabilities and unlimited possibilities (ibid.). Therefore, a case study has been chosen as the main tool to gather in-depth interpretations of how global warming influences travellers’ tourism and travel decision making process. This study looks at multiple cases, by using a process that analyses the cases using a cross sectional style through an individual and collective manner. Therefore, it comprises of a collective (instrumental) case study.

Denmark, a Scandinavian country with around 5.6 million inhabitants, is said to be one of the most environmentally friendly countries in the world, ranking 3rd on the environmental performance index (EPI 2018), and as number four in terms of renewable energy (World Economic Forum 2017). Denmark’s capital and largest city Copenhagen has around 1.3 million inhabitants. Its environmental image comes from a long-term strategy for meeting climate changes, which focuses heavily on integrating locals and businesses in the decision-making process. About 74% of Danish inhabitants focus on what their role is in protecting the environment (CSR.dk 2017). In addition, the government focuses on many aspects of sustainability, which includes social, economic and environmental goals for the country. These goals are set by strategic reports for both citizens and tourists. Many of these instances do not necessarily mean that the population automatically mirrors the countries’ image. However, these findings give a further insight into the geographical location being used by the researcher for the applied cases.

In regard to consumerism, Denmark has increased the number of organic and environmentally friendly products offered as well as an increase in domestically produced products. This meets the increasing demands of Danes to buying more and more products exclusively ecologically (Landbrug & Fødevarer 2016). The Danish Agriculture & Food Council Landbrug & Fødevarer (2016) reports that one out of four Danish inhabitants choose food products based on the motivation to be sustainable, with the main factors being taste, price and quality. The report also mentions that there cannot be seen any difference between men and women, but age plays a role with those between 25 and 34 focusing more on sustainability. Furthermore, those that live in the capital of Copenhagen, are more motivated to live a sustainable life than Danes of the rest of the country. According to Miljømærkning Danmark (2017), about 86% of Danes want to live a sustainable lifestyle.

2.5 Data collection

Depending on the desired goal of a research project, researchers will choose one of two types of research methods: qualitative and quantitative methods (Daymon & Holloway 2011; Golafshani 2003; Hannam & Knox 2010). As previously mentioned, *“quantitative research attempts to fragment and delimit phenomena into measurable or common categories that can be applied to all of the subjects or wider and similar situations”* (Golafshani 2003, p.598). Quantitative methods are objective by nature and follow a positivist philosophy. Research using quantitative methods includes large samples, which give way to generalized findings and applications to the real world and the true knowledge about a phenomenon. In this case, the researchers aim to have no attachment to what is being studied and thus argue for a less biased and more factual research. The research methods for collecting data through this approach include surveys done face to face or through online platforms, such as e-mail and social media sites, and structured interviews containing an array of closed questions.

In contrast, qualitative methods mainly follow a constructionist approach, arguing that the world is *“constructed, interpreted, and experienced by people in their interactions with each other and with wider social systems* (Tuli 2010, p. 100). Methods used for qualitative research are mainly exploratory in nature and hence allow for a more in-depth study of the phenomenon at hand. These methods can give a complete understanding of the respondents' views of reality. Their opinions, motives and contexts are also key aspects focused on when using qualitative methods. Contexts are analysed, because *“researchers acknowledge that it is impossible to understand phenomena if they are isolated from the world in which they are experienced”* (Daymon & Holloway 2011: 8; see also Golafshani 2003). In addition, qualitative methods allow for researchers to be embedded in the research, since they acknowledge that research cannot be purely objectively done by a human researcher (Daymon & Holloway 2011; Golafshani 2003; Tuli 2010). Unlike quantitative methods, the aim is not to generalize findings to the social world, but there are instances where trends are discovered. In this case, the researcher can choose an array of research methods, including several types of interviews, such as unstructured or semi-structured focus groups and individual interviews. These interviews can be done traditionally face to face, but also through the phone and with the help of video call technology and in written form (Blumberg, Cooper & Schindler 2011; Daymon & Holloway 2011). These types of interviews contain mainly open-ended questions, which allow for more elaborate, detailed and deeper responses. Furthermore, participant observation has become a popular means of data collection, as the researchers becomes part of what they are researching, by immersing their presence and interacting with the participants, allowing for outside influences of the research agenda (Hannam & Knox 2010).

In this research, both qualitative and quantitative methods were used. However, it should be noted that the main research methods chosen were qualitative. The applied methods are qualitative semi-structured interviews as well as a quantitative survey. The survey was used as preparation for the interviews and will be regarded as a qualitative process even though it is of quantitative origin. Using semi-structured opposed to structured interviews gives more in-depth empirical data in the form of meaningful responses. Furthermore, by using semi-structured interviews, the researcher is flexible in terms of direction of topics as well as questions asked. A pre-designed questionnaire designed from notions of the theoretical background would ensure that topics and direction would not be forgotten during the interviews. The flexibility in semi-structured interviews comes from the possibility of adding and rephrasing questions in case respondents misunderstand the request. Finally, conducting semi-structured instead of structured interviews plays well with the constructivist and interpretivist approach of this research. Furthermore, the choice of method follows that global warming is a complex topic, which requires a contextual approach since different contexts could present different opinions on the matter. Therefore, their interpretations and thoughts toward the topic need to be probed in order to get a clear, reliable and valid representation of the research topic. This type of approach allows for the respondents to fully express themselves through their opinions and beliefs towards the topic of travelling as well as an in-depth picture of the values they hold towards environmental issues and global warming.

The respondents of this research were all found online through the researcher's personal Facebook and LinkedIn page, where a survey, which can be found in the appendix, was posted for people to fill out, in which the last question asked if they would be willing to be interviewed as well. They could answer this question with 'yes' giving their e-mail address, or with a simple 'no'. These two platforms were chosen due to the large amount of Danish users, especially regarding Facebook. According to Astrid Haug (2017), around 80% of the Danish population use the social media platform Facebook. Furthermore, using social media platforms can be very beneficial (Mirabeau et al. 2013). Nevertheless, this type of approach can be viewed as biased and therefore deemed untrustworthy. However, the researcher made careful consideration into using a social media platform, making sure that participants were still found rather randomly, even though being part of his extensive network. Additionally, the researcher posted the survey in an open manner, meaning any individual associated with Facebook or LinkedIn could be exposed to the link. The interview respondents then also turned out to be strangers to the researcher, in the sense that they had never met before the interview.

One of the purposes of the survey was to find interviewees for the personal interviews. The request to join the interviewee group was given at the end of the survey, as it was assumed that when they had

already seen the kind of questions, they would be asked, it should make them feel less risk-taking when agreeing to this. The secondary aim was to ask for their demographic data as well as to get an understanding of their behavioural characteristics when traveling, including which factors influence their decision making and to find out if global warming was also a factor, which could influence their decision-making process when choosing where to travel. By using a survey as a means of gathering preliminary data, a more comprehensive understanding of the participants' view of the situation could be achieved. Furthermore, the interviews gave the possibility to get an understanding of the underlying reasons behind the answers given in the survey. The qualitative interviews were then conducted with seven voluntary survey respondents selecting them by age, gender, and nationality aiming for getting a representative sample of the overall 118 survey participants. The interviews were conducted by one interviewer, the researcher himself. They lasted on average 22 minutes with the longest being 38:05 minutes and shortest being 14:02 minutes.

It was assumed that all respondents would be able to do the interviews in Danish, since the case study used the geographical location of Copenhagen. Therefore, the online survey as well as the interviews were designed in Danish. Six interviews were then conducted in Danish with Danish native speakers, and one with a participant born in Denmark but of other ethnic background. All interviews were recorded and transcribed afterwards in Danish. The Danish interviews were not translated to English as meaning of terms or phrases rooted in the Danish culture could get lost when conveyed in English (Kvale & Brinkman 2009: 202-211). However, as this thesis is written in English, all parts need to be understandable for an English but non-Danish reader. Hence, even though the researcher analyzed the Danish transcriptions, all quotes cited in the analysis are translations from the Danish interviews. The original quotes in Danish can be read in the appendices though.

2.5.1 Designing the online survey

As mentioned earlier, the online survey, which was conducted in Danish, had the purpose of helping to get a variety of respondents for the interview, which is also why the survey, even though quantitative by nature, was not analysed quantitatively. The survey collected demographical data of the respondents as well as their traveling characteristics. The collected demographical data included age, gender, current employment situation, and nationality of the respondents to be sure only to include respondents who grew up in Denmark. Age and gender were important in order to be able to select respondents according to the overall percentages of survey participants.

In the second part of the survey, respondents were asked how often they travelled in and out of Denmark in the past 12 months with an overnight stay given as criterion, including visiting family and weekend trips. This was done to get an overall understanding of their travel habits and as an introduction to the topic and base to the following questions. To answer this question, the respondents needed to choose their answer on a scale that included “0 times”, “1-2 times”, “3-4 times”, “5-6 times”, “and 7 and more times”. Furthermore, respondents were then asked, in which season they generally travel most to see if there are any connections between seasonality and traveling preferences. Respondents were then asked about transportation choice in and outside of Denmark to get a better understanding of the connection between global warming and transportation, when asking more comprehensive questions in the interviews. The survey continues with questions about the participants’ opinions on how environmentally friendly Denmark is as a country and how environmentally friendly they consider themselves, as well as, whether this changes when traveling (internationally). Lastly, the survey focuses some more on the topic of global warming regarding its effects on participants’ destination choice, transportation choice, and frequency of travel.

In the end of the survey, the respondents were asked if they would be willing to do an individual interview with the researcher. Here, they were already informed about the purpose of the interviews and the possibility to do this face-to-face, on the phone, or via Skype or Google Hangouts, both of which are online video call technologies. They were asked to write their email addresses below the question if they were willing to volunteer for the interview. In total, 118 Facebook users answered the online survey, and 28 gave their email address in the end.

2.5.2 Designing the interview guide

The process of designing the interview guide included brainstorming, which questions would best answer the research questions of this thesis based on all concepts of the theoretical framework and their relationships as well as analysing the survey data in order to find motivations behind specific answers. This meant looking at questions pertaining to Copenhageners’ understanding of global warming, their travelling motivations and questions related to environmental aspects.

Twelve respondents were chosen for the interviews according to their age, nationality, and number of children, as the interview respondents ideally should reflect the majority of the survey respondents.

81% of the overall survey respondents were in the age group of 18 to 30, which is why this group was selected for the following interviews. Out of the 28 people who volunteered to be interviewed, 15 were in this age group. As 90% of the survey respondents had no children, and 73% of survey respondents were Danish residing in Denmark, the interview volunteers who had children and/or were not Danish residing in Denmark were excluded. This left 12 relevant respondents to be contacted for the interview research.

Additionally, one of these twelve respondents was chosen for a pilot interview, which was to be conducted in order to ensure that all necessary questions were included in the interview guide and to highlight incomprehensible and unnecessary questions, e.g. questions which are already answered during an earlier question. After the pilot interview, possibly unnecessary questions were marked in order to avoid them if answered in previous questions during the following interviews. These possibly unnecessary questions were chosen not to be simply deleted, as unnecessary questions in one interview might still be necessary in another, depending on how long and how precisely respondents would answer the formulated questions.

From the twelve selected respondents, who had all received e-mails with further details about the researcher and the interviews, ten respondents sent an answer expressing their continuing willingness to participate in the interviews as well as giving suggestions for when they could meet in person or on the phone. The remaining two respondent then received a reminder email, after which no answer was received. Out of the ten appointments, seven answered the following second e-mail with a specific date and time. The other three could not be reached anymore in order to conduct the interviews in time for being included in the research. As the researcher could see patterns and similarities in the remaining seven interviewees' answers given during the interviews, it was decided that the amount of data for achieving the purposes of the study was sufficient. In the end, four interviews were conducted face-to-face at the researcher's home in Copenhagen, while three interviews were conducted over the phone, due to time constraints of the respondents or geographic distance between interviewer and interviewees.

2.6 Ethical Considerations

Ethical considerations are important when conducting research, since researchers strive for meaningful interpretations of humans to a context-specific phenomenon, but because of diverse backgrounds, cultures and values of researcher and respondents, it is important that respondents feel comfortable when participating. By not taking careful ethical considerations, the researcher might affect the outcome of the research. According to Greener & Martelli (2015, p.58), *“ethics relate to moral choices affecting decisions and standards and behaviour. So, it is quite hard to lay down a set of clear rules, which cover all possible moral choices”*. For this research, respondents agreed voluntarily to be interviewed based on the provided contact information through the online survey. Furthermore, it was put forward that all data recorded would be used in this paper. In addition, consideration of location, language and methods were part of the data collection process.

2.7 Evaluation of Choice of Methods

When conducting any type of research, it is important to establish the quality of the research in terms of methods used and the acquired knowledge. Validity and reliability testing can be applied for both quantitative and qualitative studies for demonstrating the quality of the research. Validity refers to whether the research conducted measured what it intended to (Golafshani 2003), whereas reliability refers to *“the consistency and trustworthiness of research findings; it is often treated in relation to the issue of whether a finding is reproducible at other times and by other researchers”* (Brinkmann & Kvale 2015: 281).

Due to the subjective matter of qualitative research, people’s opinions and emotions tend to negatively affect the reliability of research, mainly due to the dynamic process of social contexts (Kvale & Brinkman 2009). Concerning quantitative research, validity and reliability tend to be maximized due to consistent use of variables, which are easier to reproduce and measure. However, there has been some criticism regarding *“the appropriateness of generalising data from one context, for example a laboratory or sample, and extending the generalisation across the entire social world”* (Phillimore & Goodson 2004, p.32) and quantitative methods not taking *“account of the interactive, value-laden nature of the research process”* (Ibid, p.33), as qualitative methods do.

This research was conducted using mainly qualitative methods. It is argued that qualitative research generally has a low level of validity, since it *“does not result in measurements”* (Brinkmann & Kvale

2015: 282). However, by using a deductive approach deducing from multiple established theoretical backgrounds has increased the validity of the research. In addition, a pilot interview were conducted to find unnecessary and unclear questions as well as to aid in the formation of the final questionnaire guide. This questionnaire guide generally also increased the validity due to the possibility of asking respondents the same questions in the same way. Furthermore, only one interviewer conducted the interviews, which gives a more consistent interview style. Choosing Danish, which is the mother tongue of Copenhageners as the interview language also increases validity, as it likely increases the respondents' willingness to express their opinions fully and in detail. The weaknesses of this research were the need to translate statements into English, which could result in loss of some meaning, and the practical choice of using the social media platforms Facebook and LinkedIn to publish the survey, as only more active users of the platforms had the chance to find and participate in the survey. This creates a bias and decreases validity. Here, the survey was also sent in personal messages in order to also get some less active social media users.

Pertaining to the reliability of this research, exploring a complex topic such as global warming can influence how measurable the research is and to what extent circumstances can be reproduced. This is especially the case when combining personal interpretations to a multifaceted phenomenon, which has been dependent mainly on quantifiable data. Since the research explores the interpretation humans have through their opinions and emotions, which change and evolve over time, it would be unlikely that the same results can be reproduced at a later time. Nevertheless, this research is highly transparent and therefore easily duplicated. The transparency of the research comes from the provided interview transcripts making it a more reliable study. In addition, only one interviewer conducted the interviews, conveying a more consistent interview style leading to more reliable answers.

3. Theoretical background

This chapter will explore several theoretical backgrounds from multiple researchers. These will provide a foundation for the topic as well as aid in the data collection and analysis process. The main concepts provided in this chapter revolve around tourism, global warming, climate change, human behaviour and motivation.

3.1 What is tourism?

Tourists are people who undergo a rite of passage of 'going away' (from their mundane everyday life) to somewhere else to collect such (mainly visual) signs which often fulfil the tourists' anticipation of places, objects, people and travel itself (Chan 2006, p.8).

Understanding the meaning of tourism and who the participants are can be beneficial for understanding the relationship between global warming, climate change and tourism. Tourism is said to originate from Roman and Greek societies as well as the act of pilgrimage and traveling for religious purposes (Walton 2018). According to UNWTO (n.d.) tourism involves, *"the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non residents) and tourism has to do with their activities, some of which imply tourism expenditure."* Tourism emphasises mainly social and economic importance, which involves both tangible and intangible elements, such as the consumption of goods and services or more psychological attributes and emotions such as gaining experiences and/or the feeling of enjoyment (UNWTO, n.d.).

The phenomenon of tourism is built from multiple levels of knowledge, since it is comprised of various disciplines, which together have an impact on knowledge creation (Tribe 2004). Nevertheless, the act of tourism itself and not just its definition, has a deeper structure incorporating various theoretical understandings drawn mainly from epistemological beliefs of constructionism. One of the main theories, that has contributed to understanding tourism, is 'the tourist gaze' by John Urry in 1990. This theory describes how tourism draws from the act of gazing upon the unknown and the different. According to Perkins and Thorns (2001, p.2), the tourist performance, as they term it, *"incorporates ideas of active bodily involvement; physical, intellectual and cognitive activity and gazing."* Even though the tourist gaze is now applied to understand the performance of different groups when traveling, it was mainly used to describe Western-centric societies, by *"seeing tourism as an essentially Western social and cultural*

phenomenon” (Chan 2006, p.3). This representation of the tourist gaze has been significant for understanding how individuals quest to understand the *“the creation of partial and unfixed identifications of national, cultural and ethnic character of peoples, places and pasts through tourism”* (Amoamo 2011, p.1255). This is mainly due to the representation of the tourist gaze, which *“is something socially organized and systematized by tourism and tourism-related institutions, including tourist agencies, TV travel programs, travel books, advertisement, as well as all sorts of semiotic reproductions of touristic images that satisfy the quest of tourists for something extraordinary”* (Chan 2006, p.7f) These aspects, that influence the gaze, are mainly visual representations; however, tourism is a multisensory phenomenology, which emphasises all human senses. According to Jensen et al (2015, p.64), it is the *“temperatures, atmospheres, smells and sounds that encourage humans to specific courses of action.”*

The act of tourism in the modern world is largely dependent on the concept of mobility. In addition, with the introduction of globalization, for some, being mobile has never been easier. Globalization refers to the process of creating a unified global environment which eases the movement of people, goods and services, through a set of shared rules, which focus mainly on economic growth (UNESCO 2017).

The physical mobility of tourists is highly dependent on fossil fuels making tourism a major contributor to global climate change (Cohen et al. 2014). Nevertheless, the act of tourism has not been lessened in the recent decades. This is mainly due to the importance of travel and tourism for individuals on a sociological level, being that travel *“is important in shaping the perception of self through experiences of other people and places”* (Cohen et al. 2014, p.15). Decision making of tourists is influenced by many factors, with status and *“identity makers”* as important reasons for a highly mobile lifestyle.

3.2 Global warming & climate change

Understanding what tourism comprises of is a key step to understanding its relationship to global warming and how traveling is an important aspect of humans’ lives, even though global warming is largely affected by tourism. Global warming cannot be discussed without considering what impacts global warming has on our globe. Therefore, this chapter looks at how CO₂ emissions increase global warming, which in turn changes our climate.

With tourism being an immense industry, which comprises of multiple business clusters, its economic and social importance can be seen throughout the academic and multidisciplinary fields. Tourism as a field is well-established with an abundance of studies depicting multiple areas of research. However, as times change, different aspects of tourism become important. Studies focusing on sustainability,

sustainable (destination) development, community-based tourism, authenticity and the formation of policies in tourism have broadened our knowledge of how tourism and the environment interact and how tourists and communities can be affected. Regarding affecting the environment, global warming and climate change have become crucial factors in tourism, being that humans have been said to be the dominant cause of global warming already since the 1950s (BBC 2013).

Before continuing with exploring the connection of global warming and tourism, some definitions are in order. This will provide clearer terminologies and thus a more consistent research project. The terms global warming and climate change have been used interchangeably for many decades. However, they slightly differ in meaning. On the one hand, global warming generally refers to *“the observed warming of the planet due to human-caused greenhouse gas emissions”* (Romm 2018). On the other hand, climate change refers to *“all of the various long-term changes in our climate, including sea level rise, extreme weather, and ocean acidification”* (ibid.). These definitions emphasize that global warming is seen as a phenomenon driven by humans, while climate change can also mean changes due to more natural and evolutionary circumstances (Kennedy & Lindsey 2015).

Global warming occurs mostly because of the greenhouse effect, which is when Earth’s atmosphere traps heat radiating from Earth toward space, due to greenhouse gases (NASA 2018) – mostly carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O) (What’s your Impact 2018). These greenhouse gases are mainly produced by modern civilisation. This includes transportation, agriculture, deforestation, fossil fuel use – most often to produce electricity, and other industrial processes (ibid.).

Global warming lets Earth’s climate become a dynamic process, which in turn has a tremendous impact on Earth’s environment, also acknowledged as climate change. Even though there has always been a shift of climate due to the greenhouse effect, unlike thousands of years ago, recent decades have shown an increase in carbon dioxide (CO₂) to levels high enough to damage the environment (Kennedy & Lindsey 2015). Due to this effect, future predictions built on different modelling and methods estimate an increase of average surface temperature *“between 1.4 and 5.8°C between 1990 and 2100”* based on different climate change scenarios (ibid.). The effects of increasing CO₂ on our climate changing Earth’s atmosphere can already be seen in changing weather patterns, melting ice sheets, changes in sea levels, and an increase of natural disasters (ibid.). All these make global warming a main contributor to the worsening of Earth’s fragile ecosystem and hence a factor to consider in the future of tourism.

Therefore, the next chapter will give further insights into the relationship between global warming and tourism. Global warming has the capability to change tourism and the global environment, while tourism in its raw form has several underlying aspects, that increase global warming. In order to further understand this conundrum, some key theoretical aspects will be highlighted.

3.3 Global warming & tourism

The tourism sector is the largest and fastest growing industry with *“major global tourism market segments including: sun and beach tourism, sports tourism, adventure tourism, nature-based tourism, cultural tourism, urban tourism, health and wellness tourism, cruises, theme parks, visiting friends and relatives and meetings and conferences”* (Scott & Lemieux 2010, p.147). Furthermore, tourism can also be related to religion and education purposes.

The tourism industry has a diverse and fragmented structure, with different subsectors such as transportation and accommodation, working together to offer the tourist experience. The organizations that comprise a destination can often influence the decision making of tourists through strategical implementation. According to Scott & Lemieux (2010), there are many factors that influence destination choice, for example time, holiday cost, travel distance, climate, and weather at home and at the destination. Attributes such as climate and weather play a key role in the decision-making process of tourists, since they play into a destination's image, and *“destination image is a key determinant in destination choice”* (ibid, p. 147; see also Becken 2010). However, climate and weather are factors, that cannot be manipulated, making destinations vulnerable and at risk. Many tourism destinations are dependent on climate and weather, not only as attributes but also as factors, which can positively as well as negatively influence tourism through its variability. Demands to these types of destinations are typically influenced by natural seasonality, which can shift due to climate change, bringing *“unseasonable cold, drought or storms and heavy rain, which can affect not only tourist comfort and safety (and thereby satisfaction), but also the products that attract tourists (snow cover, coral reefs, wildlife)”* (ibid.). Safety is also an important issue to consider, since tourists' decision can be affected by the sheer perception of risks at a given destination. In the case of global warming's impact on tourism, the shift in climate conditions, that bring forth natural disasters such as hurricanes, wildfires, avalanches, and tsunamis, can make a destination less desirable due to the important risk factors of decision making and the tourist need for safety (Becken & Hay 2007).

Tourism and travelling in general are large contributors to greenhouse emissions. *“Climate change is now recognized by the majority of governments and scientists throughout the world as a significant social and environmental issue facing the global population and its resources”* (Amelung et al. 2007, p. 285). Consequently, the connection between tourism and global warming has become an important research topic in recent decades (see Burns & Bibbings 2009). Tourism is said to contribute to about 8% of global greenhouse gas emissions (Independent 2018), making it the 6th largest contributor if mirrored as country, with China being the biggest contributor with 25.9% (World Economic Forum 2015).

According to McCarthy et al. (2001), when comparing developed and developing countries, the latter are most affected by global warming, as poverty makes them more vulnerable and less capable to respond to its effects. This is also the case in terms of adaption capabilities and interventions. Mitigation has long been an important topic in regard to global warming and climate change; however, adaption capabilities and opportunities of both developed and underdeveloped countries should play a key role in the formation of policies as well, as *“human agencies and institutions can play a crucial role in minimizing the adverse impacts of—and in seizing opportunities resulting from—climate change”* (McCarthy et al. 2001, p.7). The IPCC third assessment report Climate Change 2001 of the Intergovernmental Panel on Climate Change (p. 8) agrees and states that

“policies that lessen pressures on resources, improve management of environmental risks, and increase the welfare of the poorest members of society can simultaneously advance sustainable development and equity, enhance adaptive capacity, and reduce vulnerability to climate and other stresses. Inclusion of climatic risks in the design and implementation of national and international development initiatives can promote equity and development that is more sustainable and that reduces vulnerability to climate change.”

It can then be concluded that developed countries could also benefit from this argument, since global warming affects the entire world. Of course, these impacts differ depending on the destination and its ecosystem.

However, tourism is not just a contributor for global warming; it is also a climate-sensitive and -dependent industry with many destinations' popularity being reliant on their climate as an attribute. Many motivational studies show weather and climate as a key incentive for travelling (references). With climate change, tourism behaviour may shift and thus many of the destinations experiencing decreasing number of tourists but being dependent on tourism may lose the economic incentives to adapt and decrease their vulnerability.

The challenge here is to develop a coherent policy strategy that combines decreasing energy use and emissions with further growth in order to reduce poverty in especially developing countries. While there are few countries with an independent ministry for tourism, practically every country has at least a governmental unit that is in charge of tourism policy (WTTC 2015: 12). However, according to the World Travel and Tourism Council (WTTC), communication problems between different departments often lead to incoherent tourism policies, such as reducing the number of possible travel visa while funding new marketing campaigns to attract more visitors (WTTC 2015: 5).

Therefore, policy development for such a complex issue requires involvement of all major tourism stakeholders on a national as well as regional level (UNWTO et al. 2007: 4). This so-called 'multi-level governance' works through interdependent networks instead of hierarchies, where government departments share responsibility and accountability with private businesses, the media, and profit as well as non-profit organisations (Becken & Clapcott 2011: 12). In general, tourism policy should ideally start at the local level, and successful strategies can then be transformed into guidelines at national level. However, a complex issue like global warming, which does not exclusively affect the tourism industry, will probably first need to be considered at the country or global level before local destinations adapt (Edgell et al. 2008: 334; Becken & Clapcott 2011: 14). This is also likely, because the tourism industry's method to adapt to climate change so far has been that of self-protection with changes in marketing and communication practices rather than reducing its impact on global warming, which climate change policies on a national level try to accomplish (Becken & Clapcott 2011: 14).

"For the sector to truly thrive and for Travel & Tourism to develop in a sustainable manner, governments need to provide and promote a supportive physical, regulatory and social environment. Governments need to create the right incentives for private sector investment, develop good transport connectivity, facilitate the freedom to travel and ensure that there is intelligent taxation, as well as support other policies for growth" (WTTC 2015: 5).

Moreover, numerous strategies, voluntary and regulatory, for all stakeholders should be combined. *"The objective must be to design the least intrusive form of intervention that results in efficient, effective and equitable decisions on tourism development and use of natural and built resources"* (Edgell et al. 2008: 189). It should not just be focused on mitigation but also on legislation as well as incentives for innovation: innovation of new technologies, especially to grow renewable energy businesses and to reduce emission in aviation and car transport, but also innovation of new business opportunities (UNWTO et. al. 2007: 16f.; UNWTO 2007: 7f.). An obvious example would be to further develop eco-tourism as well as domestic tourism, since "non-air-based holidays barely increase GHG emissions per person/per day compared to staying at home" (UNWTO 2007: 3). This method of coming up with sustainable business ideas will help grow the tourism industry as a whole and locally at the different destinations. In addition, it will likely create new job opportunities, attract new investors, and shape tourist demand in the direction of a profitable tourism industry that protects the environment and could become an important contributor to climate change mitigation.

3.4 Sustainability

Sustainability is a key topic relating to the connection between tourism and global warming. In many cases, sustainability is a desired form destinations wish to achieve. Creating sustainable solutions along with having a mindset that focuses on a sustainable future is an important strategy in regard to global warming. This chapter presents some relevant findings along with definitions of important terms, that will be used throughout the rest of the study.

Due to the increase in tourism and travel brought on by globalization, the term sustainability has become an important topic in the field of tourism. With large mobile masses, tourism as an industry is one of the most important and largest of industries. This also means that it has a tremendous impact on the environment. These impacts can be seen positively and negatively dependent on the context. Furthermore, tourism has long been used as a development tool, with many nations looking to tourism for economic stability (Saarinen 2014; Chok et al. 2007). With its global presence, the act of tourism indirectly calls for acting more responsible and sustainable. The world tourism organization (UNWTO) has defined 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." The term however is widely discussed upon and its true meaning is rather subjective (Mowforth & Munt 2015; Saarinen 2014). Nevertheless, its point is, that tourism should not neglect its footprints and should act accordingly so as to not negatively affect the environment and individuals. This also means that organizations should participate in reducing the negative effect of tourism by acting responsibly. Many organizations practice Corporate social responsibility (CSR) to better their image and thus become more relevant in the faces of consumers. Those who do so, focus on aspects such as the environment, fair treatment for employees, individuals and local communities. "Positive CSR beliefs held by consumers are associated not only with greater purchase likelihood but also with longer-term loyalty and advocacy behaviours" (Tai & Chuang 2014). The relationship between tourism, sustainability and CSR is that, it is consumer based as well depended on the behaviour outcomes of individuals and their decision-making process. As an example, Tourists and organizations can choose not to act responsible and/or sustainable and thus negatively affect the environment. However, it should be noted that this statement is context dependent.

Tourism and its complexity has driven many researchers to yield terms that aid in mitigating tourism outcome. This is especially the case of theoretical concepts of how to manage tourism so as to avoid its negative impacts or to create a broader understanding of its relationship to the environment. Terms such as sustainability, sustainable development, environmentally friendly, environmentally conscious

and responsible tourism, have been use in various contexts (Huang et al. 2014; Jamal et al 2013; Saarinen 2014; Tai & Chuang 2014; Velliaris & Coleman 2016). These research areas give a broader understanding of how the environment is and should be maintained in order for long term existence of our planet. Nevertheless, knowledge is still a factor in this quest since individuals are not always aware of their impact on the environment. Research on environmental awareness is also important for both mitigation and adaption. Nevertheless, it is not always clear how these topics are best approached. This paper follows the definition of environmental awareness provided by Kollmuss & Agyeman (2002, p.253) meaning “knowing of the impact of human behaviour on the environment”.

According to Huang et al. (2014, p.140) many have now become more aware of the environment around them and understand that “they are responsible for the environment”. Though, being environmental aware is limited due to the complexity of the environmental system and to the extent of human cognitive capabilities. Awareness of Climate change is affected by barriers of knowledge since many aspects of climate change cannot always be seen or felt and is therefore intangible. This means that the effect of climate change can go unnoticed since “we only perceive changes once the human impact has already caused severe damage” (ibid). This is because subtle and gradual changes are those with least awareness. Though, many see that possessing environmental knowledge automatically means that the individual would behave pro-environmentally. Studies have shown that an increase in knowledge does not exactly lead to more pro-environmental behaviour and only a fraction pro environmental behaviour is directly linked to “environmental knowledge and environmental awareness” (Kollmuss & Agyeman 2002, p. 250). Behaving pro-environmentally or pro-environmental behaviour basically means *“behaviour that consciously seeks to minimize the negative impact of one’s actions on the natural and built world”* (Velliaris & Coleman 2016, p. 419; Kollmuss & Agyeman 2002, p. 240).

3.5 Motivation

Our choices and actions are influenced by motivational factors. Choosing one destination over another is largely influenced by what motivational factors are held as more important. Therefore, the concept of motivation also plays a key role in determining human behaviour, especially in regard to choices made when traveling.

To be motivated means to have a particular motive or reason for behaviour (Cambridge Dictionary 2018). One can also be unmotivated, lacking a motivational factor for influencing the occurrence of a particular behaviour. Motivation is also an important variable for understanding behaviour aspects in tourism studies. As an example, the process of choosing a destination to travel to can be influenced by

the type of motivation that is pulling or pushing one towards the destination (Kozak 2002). Moreover, global warming and motivation are important factors in tourism research, since weather and climate have many implications on motivations for travel. Research has shown that motivation is closely related to personality types with motivational factors being similar and stable through time (Amelung et al. 2007).

The way in which tourists attempt to address these motivations depends on their physical, financial, and other abilities, and on relevant “push” and “pull” factors. Push factors are origin related and refer to factors such as travelers’ desires and the negative or undesirable aspects of the climate in their home region. Pull factors are attributes of destinations that determine their attractiveness, such as their natural resource base, cultural attractions, and climate (Amelung 2007, p. 286).

People tend to vary regarding type and amount of motivation. Ryan and Deci (2000) distinguish like many other researchers’ motivation based on intrinsic and extrinsic influential factors. Actions led by intrinsic motivational factors are actions that lead to personal satisfaction with the absence of “external prods, pressures, or rewards” (ibid., p. 56). However, even though intrinsic motivation plays a significant role in people’s behaviour, extrinsic motivation tends to dominate behaviour outcomes (Nicolau & Mas 2006). For example, tourists choosing a specific destination are influenced by push factors, which represent intrinsic motivation since selecting a distinct holiday destination will generate the feeling of personal satisfaction. Those motivated by extrinsic factors focus on the external values that are attainable by behaving a certain way. Extrinsic motivation can be influenced by external factors, such as involuntary actions to please another in a relationship, family or friends group, or internal factors such as actions done to attain something other than personal satisfaction. Nevertheless, in terms of compensation towards influencing behaviour, intrinsic motivation is negatively affected. Extrinsic motivators like financial benefits tend to decrease intrinsic motivation. This happens when control is lost, and action becomes dependent on reward rather than intrinsic motives. Those who are intrinsically motivated to being environmentally conscious tend to reject financial motivation. However, using social norms as a motivator tend to impact the values and beliefs of individuals influencing them to act more environmentally-friendly.

Motivation for travel is also said to come from psychological and physiological needs, like the ones in Maslow’s hierarchy of needs (Kozak 2002). The work of various researchers in the area of destination choice models suggests that activities are critical attributes of destinations, which are evaluated by travellers according to their ability to satisfy their individual needs through these attributes. The choice of a vacation destination is a critical topic for many tourism researchers in a variety of disciplines. It is of importance to both those developing theories of tourism and tourists, and to those concerned with the

marketing, development and planning of destinations (Moscardo et al. 1996). Destinations manage their attributes to influence the decisions made by tourists, so that they are able to fulfil the needs of travellers and thus be the destination of choice, ideally of repeated choice. This is done by offering an array of services and products, that may impact the decision making of tourists. The needs of travellers are then fulfilled by acting in accordance to the motivation influenced by the particular travelling need. However, since *“motivation is a dynamic concept, it may vary from one person to another, from one market segment to another, from one destination to another as well as from one decision-making process to the next”* (Kozak 2002, p.222).

According to Moscardo et al. (1996), motivational factors that influence behaviour can arise from eight factors underlying a set of travel benefit statements. The first factor refers to escape through excitement and activity motives, the second is a self-development/ self-esteem motive cluster, the third factor relates to a family relationships category, the fourth factor is a specific form of a physical activity motivation, the fifth is concerned with safety and security needs, the sixth factor indicates primarily self-esteem or social status motives, and factors seven and eight are concerned with direct escape and relaxation needs.

According to Garg (2015, p.4), culture is also an important factor to consider in regard to the *“decision making process and destination choice”*, since culture determines how we act based on the beliefs, values and norms of our particular culture. Furthermore, culture also influences how tourists experience a destination especially regarding services, products and attributes offered by that destination. Culture can be defined as *“the symbols that create meaning, including beliefs, rituals, art and stories that create collective outlooks and behaviours”* (Adgar et al 2013, P.112). According to Adgar et al. (2013: 113),

cultural perspectives help to explain differences in responses across populations to the same environmental risks. Recent research shows that information about climate change does not connect with all cultures and worldviews in the same way. Douglas and Wildavsky argue that societies with shared values and beliefs produce their own selective view of the natural environment, which influences how they interpret and respond to risk.

Values and beliefs are factors that form attitudes influencing behaviour. According to Kollmuss & Agyeman (2002, p. 242), *“attitudes do not determine behaviour directly, rather they influence behavioural intentions which in turn shape our actions”*. Those that are environmentally conscious tend to focus more on the environment have a *“behavioural and psychological state that reflects a commitment to the environment”* (ibid 141). However, to best investigate the correlation between attitudes and behaviour, the attitude towards a specific behaviour needs to be measured.

According to Becken (2007), there is a distinction in behaviour between perceived environmental responsibility at home or when traveling. Individuals are more likely to be environmentally aware at home and thus make more environmentally friendly decisions. In contrast, those traveling tend to be less aware of the environment and tend to focus on other factors, such as price and distance. These factors shadow the importance of considering the negative effects of travelling and influence behaviour. People are willing to travel greater distances and pay a higher price if they find a destination attribute to be important for their holiday thus ignoring other factors that might negatively influence their vacation (Nicolau & Mas 2006).

3.6 Tourism Behaviour

Global warming is largely affected by everyday decisions, be it locally or related to tourism. What prompts human behaviour and how does behaviour relate to global warming? This chapter takes a closer look at the concept of tourism behaviour to further understand the correlation between tourism and global warming.

Global warming and climate change have become a well-known factor impacting the world's environment. However, according to Whitmarsh (2009), the public still does not fully understand their effect on global warming, which has implications on how people behave towards the phenomenon.

Tourists are great at adapting and flexible in choosing their destination allowing them to steer clear of destinations suffering from climate change. Still, depending on the origin of the traveller, behaviour changes towards travel vary widely especially regarding those that travel most (Becken & Hay 2012). However, when it comes to climate change, tourists are unlikely to fully contribute. In a general sense, tourists have some understanding of the impact climate change has but does not seem to understand *“how their own behaviour contributes to, or could help to reduce, future changes in climate”* (ibid, p.22). Individuals that are already environmentally friendly can sometimes reach a barrier to adaption during travels due to infrastructural challenges. Without proper infrastructures, those who otherwise would act responsibly, might be forced to change their behaviour negatively.

Whitmarsh's research (2009) on global warming showed that people's perception of the topic and its effects changed dependent on the methods for collecting data. This was also in regard to whether global warming or climate change was used as terminology. According to Whitmarsh (2009, p.404) *“variation amongst decision-makers and communicators in the use and meaning of these terms, would suggest that the public too are unlikely to have a clear understanding of key terminology”*. Furthermore, global warming and/or climate change is not considered a direct personal risk that would have direct and

sudden impacts but is seen as rather a concept that will only affect the broader environment and next generations.

Findings like these *“indicate a tendency for the public to dissociate themselves from the causes, impacts, and responsibility for tackling climate change/global warming and most respondents feel climate change”/ “global warming is important to them personally, although in relation to other environmental concerns, climate change does not rank as high as more tangible and immediate threats to well-being, such as traffic or pollution”* (Whitmarsh 2009, p.416).

If global warming continues its trajectory without any interventions, tourism behaviour will certainly change, forcing many destinations to adapt. Destinations might become less important or even lose their image. For example, destinations that are famous for winter sports would have to adapt due to the melting ice. Furthermore, destinations that already experience extreme heat, would also suffer, with temperatures being too high for tourism (Burns & Bibbing 2009). Even though there are many technological solutions, which can mitigate the impacts of global warming, such as wind & solar power and recycling plants, tourism consumption and the behaviour of tourists also need transformation for change to be significant enough. According to Burns & Bibbing (2009, p.3), the problem has come to a tipping point where impacts on the environment will not only depend on technological solutions but also on *“habits, practices, and assumptions”* (ibid.) tourists have on travel and tourism, especially leisure tourism. With the increase in mobility due to social-cultural and economic factors, destinations become overloaded by tourism consumption. The international travel forecast by the United Nations (UN 2017) shows that there will be a significant increase in the number of international travellers with 1.6 billion by 2020.

4. Analysis

The following chapter will present an analysis as well as discussion of the data collected in relation to the theoretical background. Furthermore, the chapter will have an emphasis on understanding the individual cases through a thematic process, which structures the analysis of the data by different guiding themes. This will provide a better overview of the overall topic and will provide insight into reaching the goals of the research and answering the research question.

The data include a survey-based questionnaire and in-depth interviews based on a semi-structured questionnaire. The survey generated a total of 118 responses, while the interviews included seven respondents. The main focus of the analysis will be on the interview respondents' thoughts and opinions, but in order to get a more complete picture, survey results are also presented.

Regarding the survey, a large share of respondents is between 18 and 30 years old (81%), mostly female (70%), and Danish (73%). Respondents are mainly full-time employees (40%), students (22%), and students with part time jobs (19%). In regard to family size, 90% of participants had no children, while the remaining 10% had between one and two children. The interview respondents then were all in the age group 18 to 30 with no children and of Danish nationality. 71% of them were female, and 57% students, while 29% were unemployed and 14% working full-time.

Out of the 118 survey participants, only 2% had not travelled in the past twelve months. 21% had travelled one to two times, while on the other side of the scale 25% had travelled seven or more times in the last twelve months. Many of the trips were done domestically with only 28% declaring that they had not travelled domestically in the last twelve months.

4.1 Global warming and tourism

In order to find out if global warming is considered as a factor when making travel-related decisions, we first need to examine if respondents know what is meant with the term global warming, and if they are aware of the effects tourism has on the environment and global warming.

The data shows that the respondents have a good understanding of the global warming topic and of what global warming represents. Most of the respondents mentioned CO₂ when asked to spontaneously provide a definition of global warming showing a wide knowledge of the overall topic, since global warming indeed largely exists due to the production of harmful gases, such as CO₂ (Romm 2018; What's your Impact 2018). Previous research shows that humans tend to dissociate themselves

from causes leading to global warming (Whitmarsh 2009); however, the respondents revealed that they were aware that humans are the main cause of global warming, as respondents mention that global warming *“is the human imprint on Earth”* (interview 5), and that *“we have not been quite sustainable in terms of taking care of our Earth”* (int. 2), in the way that humans *“overuse Earth’s resources, or misuse”* (int. 1). According to interviewee 4 and 1, *“it is basically our fault, the way we all contribute through the way we live our everyday lives”* (int. 4), in the way that *“we generally use more than we have, without thinking about the consequences”* (int. 1). Two out of the seven respondents also shared the effects of global warming when expressing that *“the temperatures are rising, and that we can see through our Danish summer, which I think is a terrifying example for that there is global warming, and this that there are a lot of fish everywhere dying, and coral reefs are becoming smaller, and thus, this is because our globe is really just changing, which are signs of global warming”* (int. 3). In addition, *“our nature cannot really cope with it and therefore it happens that we have a really hot summer or a really really bad summer like last year or there is a lot of rainfall some places in the world and heat waves in other places in the world, natural disasters are getting bigger, they are just not on the small scale anymore”* (int. 2).

Even though tourism and global warming both are complex subjects, most of the seven cases follow the findings of previous research pointing out that humans are more environmentally aware than they used to be and understand that *“they are responsible for the environment”* (Huang et al. 2014, p.140). Tourism and travel have a huge impact on global warming by providing to the overall gas emissions with around 8% of global greenhouse gas emissions coming from the tourism industry (Independent 2018). All cases were to some extent aware of this fact that tourism is a main contributor to global warming, with respondents mentioning air travel as the most negative aspect of travel and global warming.

According to interviewee 2, tourism affects global warming mainly through flying and natural aspects like farm animals, which create high amounts of CO₂. She is vegetarian and is aware of the fact that cows are a big contributor to greenhouse gas emissions. Nevertheless, the negative impacts of flying have not made her change her behaviour and she continues to travel. This shows that changing one’s habits towards traveling can be challenging since *“flying is increasingly accepted as an integral part of people’s lives”* (Becken 2007, p.362).

Interviewees 1, 2, and 3 also expressed that air travel has become easy and cheap, creating higher demand for using airplanes as a means of transportation when traveling. However, the act of traveling by plane has to some extent always been the same, while it is the prices, that fluctuate. Traveling has also become easy due to technological advancements, like for example using the internet for traveling related tasks. This advancement could also be introducing new users to traveling prompting an overall increase in flights (Becken 2007). Interviewee 4 mentioned that *“there are more people who travel,*

there are more who choose to take a plane. That's what I've noticed, for example, after I started working at the airport, there are a lot of people in their fifties and sixties that have never flown before, so I think there are many more people who choose to fly now". According to interviewee 1, *"it's just so much easier to fly than it's to take the train, and in fact, it's also cheaper. So, I think I give 30 kroner more to fly home to West Jutland than I do to take the train and also taking into consideration that it's 3 hours I save"* and *"if you could now make train journeys a little cheaper, it would be that tourism would affect it[global warming] a lot less, or slightly less than it does now"* (int. 3).

Interviewee 6 feels that all activities in the industrial area contributes to global warming and that the process of using energy has a negative impact on global warming, along with flying and motor engines. Tourism and global warming are *"a paradox, since humans could stop their influence on global warming by living as Amish people, but we have gotten used to using energy. We should consider alternatives for how energy consumption will not negatively influence global warming"* (int. 6). Nevertheless, tourism does not affect global warming in every way, since many touristic activities do not contribute to global warming. Even so, flying is a big part of tourism, and traveling by plane is easier than traveling by many other means of transportation, and the costs are relatively low (int.5). However, there are more fundamental problems with air travel, since travelling *"goes well beyond individual dimensions of functionality (e.g. relaxation), attitudes and values, but that participation in global travel has a high symbolic meaning and therefore is a fundamental part of an individual's positioning in society"* (Becken 2007, p.364). Furthermore, the dependency on travel shows that even though respondents are aware of the effects of global warming, their travelling habits have not changed.

An interesting question to raise in this context is if being environmentally aware means that you behave differently or pro-environmentally? According to Kollmuss & Agyeman (2002, p. 250), having adequate knowledge about the environment does not necessarily mean that you will behave in a way that minimizes one's negative impact on the environment and thus global warming. Nevertheless, in relation to tourism, acting pro-environmentally can be connected to other factors that show why pro-environmental behaviour is not always linked to "environmental knowledge and environmental awareness" (Kollmuss & Agyeman 2002, p. 250). Acting pro-environmentally could also be related to the satisfaction level of one's own behaviour towards the environment, especially in relation to one's distinct environment and cultural background. Performing activities like waste reduction and recycling could be deemed to be pro-environmental behavior. This insight brings us to the next theme, where the environmental considerations, which may influence individual's behaviour towards the environment, will be explored more in depth.

4.2 Environmental considerations

Even though 96% of survey participants showed that they had been exposed to information about global warming showing some knowledge of global warming and climate change, only 14% stated that global warming affects their decision on how often to travel. In addition, global warming does not affect most of the respondents' (81%) decision on which transportation type to use. Interestingly enough, even though a large number of participants do not factor in global warming when deciding how often to travel or on what transportation type to use, 58% of these respondents believed that international tourism is one of the things to be blamed for global warming. Nevertheless, these large numbers could also explain why many do not take it into consideration, since that means that 42% believe that tourism cannot be blamed as one of the reasons. Furthermore, when asked whether or not they would visit a destination suffering from the impacts of global warming, 76% of participants said they would not. Could this then mean they do take global warming into consideration in their destination choice? This could be the case even for the 36% that said they would travel to a destination suffering from the effects of global warming.

According to Becken & Hay (2012, p.22), tourists do not often know *"how their own behaviour contributes to, or could help to reduce, future changes in climate."* Nevertheless, the previous section showed that in many of the cases, respondents were aware of the impacts of many of their actions on the environment and global warming. This could have some implications on their pro-environmental behaviour and their willingness to change their behaviour. In the case of this study, all research subjects were more aware of the environment at home than while traveling internationally. The respondents found that it was difficult to be aware of the environment while traveling and only did what they were capable of or what was possible in the given context without having to do extensive research.

Respondents found that many destinations do not have the proper infrastructure, which makes it impossible to for example sort trash, at least not the same way as at home. This also explains why all participants found it easier to be aware of the environment at home rather than when traveling. Interviewee 5 put it into perspective and mentioned that it is not possible to be aware of the environment because of *"the infrastructure - it's just not quite there yet"*. Even so, participants seem to have a positive attitude towards protecting the environment but find it difficult to transfer their habits to other places as interviewee 4 explains: *"there are some fixed routines that you run in, but as soon as you go on vacation you break them."* All respondents participated in various activities, which to some extent mitigated their impact on the environment but only seemed to do what was easiest and most accessible, as interviewee 1 mentions that *"it is certainly a matter of what is easiest, and so, yes, when*

I'm on vacation, I just think you relax a little more, and then you shut your brain down and focus more on what's around you right now". When asked about their efforts for reducing their impact on the environment, most participants did the same activities, as sorting trash, bicycling instead of driving by car, buying local produce, and buying organic produce were repeatedly mentioned during the interviews. Interviewee 7 however found that *"I can always do better, from controlling my use of water to electricity, but I just think it's become so much of one's everyday life that it's pretty hard to step down from. But, for example, in relation to those who take a longer shower, then turn down from maybe half an hour to maybe 10 minutes. So yes, there are many aspects that can be improved, but I think it's hard, especially when you're used to the everyday habits, you're used to in Copenhagen."*

On average, the survey respondents seem to perceive themselves to be quite environmentally friendly, as they gave themselves an average score of 3.08 out of 5 points when answering the question how environmentally friendly they were in general. Nevertheless, 65% of respondents were not satisfied with how much they do for the environment. This could be connected to where they are most aware of the environment, since 85% are most aware of the environment at home and only 10% when traveling internationally. Even so, respondents still find Denmark to be slightly above average when it comes to being environmentally friendly with a score of 3.42 out of 5 points. Respondents showed that they do a number of things to minimize their impacts on the environment including reusing bags when going to the supermarket (79%), sorting trash (72%) and biking or taking public transportation to work (65%), to mention the most common activities. Respondents also chose to air dry their clothes (56%) and use the eco program on washing machines (31%) to mitigate their impact on the environment. However, only 27% bought home-grown products, that is products grown and/or produced in Denmark, which could mean imported products are more available and/or cheaper to purchase.

The interview subjects found that Denmark was lacking in some aspects, which could be more environmentally friendly. This could also be seen with the overall scoring, as the seven respondents gave Denmark an average score of 3.2 out of 5 in terms of how environmentally friendly Denmark is. As an example, interviewee 2 finds that *"there is a lot of 'use and throw away culture' in Denmark, which you may be able to do something about. Making it even more attractive to sort waste, I think, would also make a big difference."* Furthermore, interviewee 2 finds that Denmark does not participate enough in terms of environmental agreements saying that *"it may be that they are part of such agreements, but I just do not think we do enough. I think we could do more."* Meanwhile, interviewee 6 finds that *"a lot is being said about the green change, but there is maybe not much being done."*

To sum up, the respondents still find that there is space for improvements, but were not sure, which alternatives there were or how they could contribute more. Interviewee 1 expressed that *"I really want*

to do more for the environment and I must admit that one of my biggest environmental impacts is that of air traffic because I travel as much as I do. And I'm like, I want to do more, but some of it is like, I do not know what to do because I cannot really see the alternatives. Of course, I know I can take the train instead of an airplane, but as I said it costs 30 kroner less and 3 hours more, so it's a matter of finding some points, where you can say that this is something concrete, I can do that, I understand it, so I'm doing that. I would like to find more examples, as I do with waste sorting and food waste and these kinds of things, where I can say, this is a very small thing in my everyday life, I can definitely do that. It's not anything that fills up too much. It should just come naturally to me if I know what to do. But I miss a few more points where I know what to do."

Previous research agrees to the present findings, as Becken (2007) also argues that individuals tend to be less aware of the environment when traveling and lean more towards environmental responsibility at home. According to Whitmarsh (2009, p.416), people tend *"to dissociate themselves from the causes, impacts, and responsibility for tackling climate change/global warming and most respondents feel climate change/ global warming is important to them personally, although in relation to other environmental concerns, climate change does not rank as high as more tangible and immediate threats to well-being, such as traffic or pollution."*

Nevertheless, being aware of global warming and its impacts is not enough to mitigate its effects, since individuals tend to ignore future risks that are not an immediate threat. Global warming seems to mostly be an intangible phenomenon, which makes it challenging for humans to be more environmentally aware. Humans' cognitive capabilities can sometimes not cope with the complexity of the environmental system (Huang et al. 2014, p.140), making the effects of global warming go unnoticed, since *"we only perceive changes once the human impact has already caused severe damage"* (ibid.), and most gradual changes to the environment stay unnoticed due to the phenomenon's intricacy. Therefore, people's perception is to a high degree dependent on external factors to understand what global warming is, how it affects the environment and in which way the human kind contributes to the phenomenon. Incorporating more visual explanations as forms of educational tools could be a key factor to change human behaviour, especially in regard to destination image and branding. Destinations use their attributes as pull factors for attracting visitors and influencing their decision-making process (Amelung 2007; Moscardo et al. 1996). These factors can influence extrinsic motives by tapping into the inner desires and needs of individuals. Therefore, destinations could actually benefit from global warming in a transformative way, if they implement a more environmentally friendly strategy and then not just become more sustainable in an environmental sense but also attract more environmentally aware tourists, which is a number that will likely increase in the future. Furthermore,

destinations should focus on including *“climatic risks in the design and implementation of national and international development initiatives”* (IPCC, p.8), which *“can promote equity and development that is more sustainable and that reduces vulnerability to climate change”* (ibid.).

According to previous research, humans have similar motivations related to traveling, which could have some impact on the factors influencing their decision-making process, for example when choosing a destination (Amelung et al. 2007). This could also explain, why global warming is not a factor, that influences these decisions. Many of the seven cases showed that factors such as price, distance and to some extent weather played a more important role in the decision-making process of destination choice. In the following chapter, a more in-depth analysis of the respondents’ opinions regarding influential factors is presented. This chapter is especially important in regard to cultural aspects, being that *“information about climate change does not connect with all cultures and world views in the same way* (Edgar et al. 2013: 113). People’s response to risk and responsibility are very different, especially in regard to the origin of the individual.

4.3 Influential factors

Many aspects play a role in the destination choice process, such as the particular motivation for travel, destination attributes and influential factors such as money and time. The survey showed that when planning to travel, participants rated the total cost used at the destination as the highest factor they considered (65%), followed by price for transportation (45%) weather at destination (30%), and offers (20%). Some respondents also chose distance to the destination (10%) and the weather in their home city as factors (9%). Global warming was also provided as a factor to be chosen from, but only 3% chose that to be a factor for them to be taken into consideration when traveling.

This number could be so low, because global warming can be a difficult subject to consider when traveling, as interviewee 7 explains it: *“yes, I take it into account, for example, if I know that it is a destination that is disappearing, or something is remarkable, but it is not a major factor in terms of the price of the trip and how the weather is there. I think I am very driven by the weather in the sense that I will opt out of a destination if it is colder than where I am. So, for that reason, I have just not prioritized global warming, but I do think of it. However, it's hard to take it as a factor when choosing a travel destination.”* Some factors weigh more than others, and according to Scott & Lemieux (2010), factors that overweigh global warming and which influence destination choice are holiday cost, travel distance, climate, and weather at home and at the destination. These findings reflect the findings of the present research to an extent.

In general, respondents did not focus too much on weather as a factor for choosing if to travel. Out of the seven respondents, only three mentioned weather as a factor (int. 2, 4, 7), while cultural perspectives were mentioned by four out of the seven respondents (int. 1, 2, 5, 6,). Cultural aspects of traveling seem to be deeply rooted in our desires for understanding the unknown and exploring the different as one respondent expresses: *"I think it's exciting to experience new cultures and places that you have not experienced, which may not be so traditional holiday destinations, something you have not tried before. I'm not so happy about traveling the same place every year or something like that. So, I like to experience something new, new cultures, some new people. I think that is exciting"* (int. 2).

In addition, respondents were asked about seasonality in terms of when their preferred season to travel was, which gave some similar responses. For the survey respondents, the main seasons for traveling were summer (59%) and spring (21%).

Even though *"there is considerable evidence demonstrating the intrinsic importance of weather and climate for tourists' decision-making, including motivations, destination choice and timing of travel, as well as experience"* (Gössling et al. 2012, p. 37), the respondents of this study did not necessarily mention weather in terms of which season to travel in, except for interviewee 2 and 5, the answers were pointing to a connection between seasonality and travelling periods. Most respondents travelled when time was available and when the prices were lower due to lower demand out of the main summer season. Destinations typically experience a drop in tourism due to changes in seasons, meaning that destinations with sun and beaches as attributes are more popular when there is warmer weather. Therefore, by choosing not to travel in peak times of the year, respondents could be indirectly referencing weather as a factor for choosing when to travel, as one respondent mentioned that *"I like to travel like that when everyone else is not doing it because it's cheaper and less overwhelming with tourists"* (int. 1) and that travelling in a low demand period like autumn is *"outside the holiday season, so prices are relatively lower for the airline tickets, hotels and attractions you'd like to see. And if nothing else, it's also nice to avoid too many tourists in one place"* (int. 7). Nevertheless, respondents could also be shifting away from the importance of climate and weather as influential factors, because global warming induces climate change, and thus brings irregular and unfavorable weather patterns (Kennedy & Lindsey 2015; Romm 2018). Respondents focus on factors not related to weather could also mean that global warming is changing their local weather patterns to be more favorable and thus other factors become more important.

When asked if global warming was a factor for destination choice, all seven respondents had said no when answering the survey, but some expressed different opinions during the interviews. For those that did not have a different opinion, some factors proved to be more important and thus were bigger

influences on their travel decisions. This shows the importance of more qualitative forms of research when it comes to the complexity of understanding human behavior. According to interviewee 4, global warming is not a factor because *“money is an issue, it’s all about what is cheapest and what is easiest, there is not so much global warming that plays a role there, it’s like: is it cheaper to take the train or is it cheaper to take the air travel when you travel, that’s what plays a role there.”* In accordance, interviewee 6 explained that global warming is not a factor, *“because the only figure is where I want to go and what does it cost? These are the primary things. If I want to go to a destination, what does it cost? It’s quite in this order, it usually goes and that’s because I think that, as an individual, I do not have such a big impact in those cases or those situations, because I think there should be some political solutions to it.”* However, interviewee 3 mentioned that global warming is not a factor *“at this time, but I do not want to deny that it might be later, so I think a lot about where I want to travel in relation to any of the places you know might disappear in a couple of years and there’s some places I would like to see now, but it does not have much to do with global warming in this way.”*

During the interview, respondent 1 found that many aspects of global warming influence her thoughts on traveling and therefore influences her behaviour, expressing that *“I really want to go to Antarctica and I really don’t want to go to Antarctica at the same time, because I do not think it’s a place... I mean, I really want to see the place, because I think it’s gonna be beautiful and majestic and wildly impressive, but I’m not sure I think it’s a place people should come to, because we just come and destroy it, so for that reason I do not want to go there, because if I can go there why would not everyone else also go there? And if 7 million people, or for that matter, 6 billion go to Antarctica all the time, then they destroy it, then we destroy the biodynamics that are down there and all that untouched nature and so it’s not untouched anymore. So I am like, places where the natural conditions are threatened to disappear, I think a bit tourists should stay away from those places, because they only destroy them, but at the same time it’s also something that makes it more exciting to see them, so it’s puts me in such a dilemma, to be like, should I go to the places like that, should I get on a plane and fly to a little tropical place that will disappear due to global warming, thus increasing global warming so that the island certainly disappears or should I not and do something good for the environment so that the island may stay here. Without me ever seeing it, but then it is there. I think like, I think it’s a bit of a tough dilemma.”*

It can be argued that there seem to be two ways of taking global warming into consideration, when making decisions about where to travel. The first relates to changing behavioural aspects to minimize one’s impact on the environment and thus shift travelling habits. Secondly, global warming could become an influential factor, which drives individuals to increase their negative impact on the environment through increasing their traveling to endangered places. Global warming changes the

natural environment in many negative ways, which affects destinations and their natural resources. Global warming impacts occur due to climate change bringing unusual weather and natural disasters. Many of these effects will change destinations, with many becoming vulnerable to tourism. Furthermore, the natural environment will shift creating undesirable conditions for tourists and locals. Nevertheless, for the destinations with a fragile eco-system, the effects of global warming may influence tourists' behaviour in a way that further pulls them to these destinations, as interviewee 7 exemplifies: *"I saw the Great Barrier Reef because I knew it would disappear within x number of years. I have now found out that it is still there, but for that reason I wanted to see it."* Destinations might thus become more popular due the possibility that they will cease to exist. According to Moscardo et al. (1996), two of the main motivational factors that influence behaviour through individually perceived benefits are excitement and social status motives. This possibility should prompt sustainable forms of mitigation by influencing the decision making of tourists through cultural perspectives. This could be especially beneficial in the decision making process in tourism related instances. The researcher of the present study then also explored how the cases responded regarding making more environmentally conscious decisions when planning to travel. Respondents were asked whether they had ever chosen a service based on their environment standing, with hotels as an example. Most participants expressed that they had not chosen a hotel or service based on their environmental stand point and revealed that they had never been exposed to the possibilities, since hotels do not seem to focus their marketing communications on promoting their environmental position or they simply did not have any position worth promoting. One respondent mentioned that *"it's not something that I'm going for, something like environmentally certified hotels or organic travel and something"* (int. 6), while Interviewee 3 expressed that *"I have not experienced hotels that have seemed more environmentally aware than others, I think it's a really good idea though [...] So, I could think of choosing it in the future, but I have not experienced it yet."* Interviewee 1 argued that even though she might now choose other factors that are more important for choosing a hotel, *"but it could be nice to get such an environmentally friendly stamp you could get on, like you have environmental labels on everything else which might make it a bit more manageable because I would not know what the difference were on one or the other hotel."* Another respondent mentioned that such aspects were not considered until being at the location, expressing that *"while in the hotel, yes, you are more aware of the habits that you usually have because they just announce it or that's something you see every time you're in there"* (int. 7).

Factors, that influence behaviour, are driven by motivational aspects through intrinsic or extrinsic factors. These motivational factors can also be influenced by cultural aspects, since values and beliefs form attitudes which in turn influence behavioural intentions. The seven cases exhibited similar attitudes towards the subject sharing that global warming has not been a direct influential factor when

making decisions related to traveling, especially in regard to destination choice or choosing services promoting environmental behaviour. According to Burns & Bibbing (2009, p.3), culture plays an important role in mitigating the negative effects of global warming and if humans are to shift their behaviour to being more environmentally aware, their *“habits, practices, and assumptions”* will also have to change.

This behavioural change should also include how transportation methods are used as well as the frequency in which they are used, especially in regard to air travel. Transportation is an important part of the tourism industry, being a key aspect of human mobility making it an important topic to explore. Therefore, in the next chapter, a more comprehensive enquiry about the implication of transportation on tourism and global warming will be provided.

4.4 Transportation

According to Becken (2007, p. 351), *“international aviation is an important contributor to global climate change via its fossil fuel consumption and resulting greenhouse gas (GHG) emissions.”* Even so, participants found that they do not take global warming into consideration when evaluating how often to travel internationally and domestically. Interviewee 1 stated that *“if I would have had global warming in my thoughts when deciding whether to go on vacation, I do not think I would have been traveling as far and equally wild. Because I'm aware that it's quite an insane environmental burden, what I do when I travel so much.”* Furthermore, because respondents are mainly dependent on air travel as transportation in terms of traveling internationally, there were not many thoughts on global warming as an influential factor when deciding how often to travel. This could be related to the complexity of motivational factors and how these influence decisions, and motivation varies *“from one person to another, from one market segment to another, from one destination to another as well as from one decision-making process to the next”* (Kozak 2002, p.222). However, cultural aspects of individuals such as norms and beliefs could influence the behaviour of humans, especially in regard to one's own environmental surroundings.

For those survey respondents, who had travelled internationally, airplanes were the number one choice of transportation (93%) with very few taking other types of transportation such as cars (4%) and trains (2%). In contrast, for those who travelled domestically, the preferred transportation choices were cars (43%) and trains (42%), with flying only counting for 7%.

For all interview respondents, flying has been an important part of international travel, possibly due to the lack of alternatives, especially environmentally friendly ones. Case individual 7 stated that she

“do[es] not think about means of transport in relation to global warming, because it is further destinations, probably not in Europe either. It's only, so I think more, when it's within the scale of one's own city, you can say, instead of the car, take the bike, right? But you cannot really go to another city or another country for that matter [...] and I think it's a bit hard to change the means of transport. Especially the fact that the destinations she was choosing as holiday destinations were far away, as for example Asian destinations, could be why this respondent did not have global warming as a factor for choosing which transport type to use. Other factors seem to be more important for deciding how to travel as one respondent put it: “in my desire to get there, if time and travel time and price and all things are alright, it will exceed the environmental impact I know I'm having, and I know I just close my eyes and then say I'll do something good somewhere else” (int. 1). Furthermore, interviewee 6 also expressed that “for me, it matters more which destination to visit and what it costs, this about global warming, I think if there is something that makes that I do not take a plane to a destination, then there must be a political decision to a level that I do not as an individual person have a greater influence on.”

Even though the respondents of this study revealed that air travel was one of the biggest burdens affecting global warming, the subjects did not show much knowledge on how they could influence their air travel related behaviour. When asked about environmental fees for air travel, six out of the seven subjects found that environmental fees for airplanes are a good idea. However, all participants were not aware of the already existing possibility to pay an environmental fee when booking a ticket or had never done it intentionally. Interviewee 2 argues that *“I think that it should be an even bigger thing, yes. And I think it could be nice if there could be some prestige over it, so that you like compete about how good you are to take care of the environment.”*

Interviewee 6 finds that *“the question would be, to what extent it could actually lead to some changes, so you can charge taxes on anything, and it would mean that there are fewer options to buy airline tickets and so we are yes, back to the Amish lifestyle. Of course, you could only stop global warming by saying, from now on, no one is driving cars or flying aircraft or using electricity because now we all live like Amish, so global warming stops right there. The problem is that we think that the benefits we get out of fuel and electricity etc. are big enough that we do not want to give them up.”* In addition, interviewee 7 specified that on *“a conceptual way, it's a good idea, because you almost spend the tax on balancing or maintaining the nature or environment we have. But on a practical level, you may be so upset because there are already a lot of taxes paid through that ticket.”*

Tourism and travel are very dependent on transportation means. Without transportation, the mobility of individuals would be almost impossible in today's society. This is especially so for those traveling long distances and those who travel frequently to international destinations. About *“15% of global CO2*

emissions are attributed to the transport sector” (Rodrigue 2017). The transportation sector is also contributor to smog, noise pollution, acid rain and global warming with the largest CO₂ emissions coming from air travel, that contributes with 285 grams of CO₂ per passenger per km (EEA 2014), and the lowest coming from train travel with 14 grams of CO₂ per passenger per km (ibid.). However, it should be noted that everyday traveling through the cities we live in by personal means of transportation, such as cars, especially those powered by diesel and motorbikes, can be just as harmful to the environment as traveling internationally by plane, as for example a car contributes with 158 grams of CO₂ per passenger per kilometer, as the average passenger amount per car is only 1.5 in comparison to 88 passengers on average per plane (ibid.; see also Borken-Kleefeld et al. 2013).

According to Becken (2007, p.362), *“flying is increasingly accepted as an integral part of people’s lives”*, making air travel also an important topic for governmental agencies as well as policy makers. Furthermore, it is important to understand those behavioural aspects of tourism, since mitigation will be largely dependent on the willingness of travelers to change their behaviours. This is especially important in terms of the dependency people have towards it. According to Nicolau & Mas (2006, p.21), tourists are more willing to *“pay for the impact and reduce impacts from other activities not related to tourism or air travel than to change their traveling habits”*. This is because most mitigation strategies fail to focus on values, beliefs and norms of individuals (ibid.). Establishing environmental policies for transportation should therefore take the level of impact from the transportation sector along with the geographic scale and individuals’ knowledge attainment into account as well as concentrate on including people’s values in order to succeed.

4.5 Responsibility

All case individuals seemed to have a common view on who is responsible for fighting global warming along with what should be done to mitigate global warming. All respondents find that the responsibility lies both with individuals and politicians. Interviewee 5 mentioned that *“I think that the answer lies a lot [...] with the individual, but also, for me there are 2 sides of it, that is the responsibility of the individual and of course the responsibility of the states. But I think that the most important part lies quite clearly with the states, so each particular state’s way of tackling the problem.”* Another respondent stated that on an individual level there should be a focus on *“not to waste garbage in nature, try to recycle your waste, remember to compost and all that [...] and that it’s not just that level, but you also need some politicians, that take the big step and say, so, now we have run on oil and now we only run on wind energy and we run on solar cells and it’s like, yes, those who take the big steps and then we have to take*

the small steps later, and like trying not only to correct it but also improve the situation we are in right now that it will explode our consumption out of proportion” (int. 4).

Some respondents revealed that mitigating the effects of global warming has to do with one’s culture and attitudes. Interviewee 1 and 2 expressed that *“I think both political but also completely cultural - there must also be a change. And so, people don’t have to keep thinking that it’s just a joke. I sometimes think that you feel a little like, when you talk about climate that you say “yes, I do not care. It does not matter to me.” And I think it’s a dangerous attitude to have, right? Because of course it will affect you, maybe not you personally, but then it will affect your grandchildren or your children or future generations. We have just as much responsibility for them” (int. 2), “I just think it’s just such a selfish attitude that maybe it’s very normal nowadays that you just think a lot about yourself and do not really think about what consequences it has for others” (int. 1). “There are still a lot of people who do not think about it or don’t think about it in their everyday lives. It needs some bigger personalities, so that there’s some on a political level who are going to talk about this, because it’s talked about a lot on all those conventions, but then nothing ever gets done, they cannot agree on anything. But you can see that the Western societies are clearly the ones that produce the most, and the third world countries have to suffer for it. So, taking a political view, both politicians but also citizens, which can be better at sorting their waste or cutting down on their meat consumption or not taking a charter trip a year, maybe just travel a little more locally around” (int. 2).*

Respondents 1 and 7 find that organizations also play a key role in mitigating the effects of global warming where *“it must be the companies themselves. That is, everything from the companies to the industrial district, the production area itself, because they are the ones that influence the changes that are the pollution that comes out. So, they must be responsible for it. And that’s probably why there’s so much highlight on transparency nowadays, right?” (int 7).* Interviewee 1 has a different approach and thinks that *“the different governments have a great responsibility to inform and educate their people, and to give businesses who want to promote a green way of transport or lifestyle, some terms so they can do it because it is clear that in the start green energy or green alternatives are maybe a bit more expensive than the others because they have not been efficient for many, many years like some of the commercial things that are damaging the environment” (int 1).*

Other participants also find that politicians are key actors in mitigating global warming and should facilitate greener alternatives for organizations or pass more regulative laws (int. 3 & int. 6), stating that *“in Denmark it is obviously our government, that should do something and make some legislation that makes it more attractive to act environmentally and there are also those COP meetings, but it just does not seem that they can come to an agreement. So, I want to say that here in Denmark, I think it is clear*

that our government just has to go in and make some restrictions” (int. 3). Interviewee 6 agrees in a way saying that “it is somewhere a collective responsibility. I spoke with a professor in infrastructure some time ago who said that, as the situation is right now, oil companies and energy producers are very much ready to reduce their emissions. The big change right now, it's the politicians who hang out in a cornfield, saying that if we reduce emissions, we're hurting the industry, so I think, in reality, it's a lot the political system that runs in some track dependency. Sorry, this is hard to transcribe, so I would say, the political discourse needs to be changed.” According to interview 4, “there needs to be done much more than we do now. Trump is not the best example for politicians in the USA, at least when it comes to doing something about it and at the same time, there are also many of the politicians in Europe who do not do enough to reduce CO2 emissions, that is by country.”

The World Travel and Tourism Council agree that in order for *“travel & tourism to develop in a sustainable manner, governments need to provide and promote a supportive physical, regulatory and social environment. Governments need to create the right incentives for private sector investment, develop good transport connectivity, facilitate the freedom to travel and ensure that there is intelligent taxation, as well as support other policies for growth”* (WTTC 2015: 5). Green or sustainable alternatives are important solutions to the global warming problem. However, implementing these solutions especially through policy making can be difficult due to the complexity of the subject. Nevertheless, some respondents find that there are certain ways of dealing with global warming, which might be easier suggesting that *“there is a population that should be educated to know how to make the right choices, otherwise which consequences their choices have, and then there should be some alternatives. There should be more focus on those things, that have less environmental impact than those things, that have a high environmental impact, for example more focus on alternatives such as bus and train journeys rather than airplanes”* (int. 1). Interviewee 3 thinks that *“if you started to look at how to do it yourself, eat less beef, sort waste to a greater extent, think maybe just once in a while to take the bike to work instead of the car if it is possible. Consider that all of one’s vacation may not have to be traveling internationally by plane, but that some could also be a train ride or something else, so yes, if everyone makes an effort, I think it could do really very much* (int. 3).

One respondent proposed that people should be more aware of the impacts from global warming. Global warming has many negative effects on destinations as well as their communities forcing people *“to escape from places because they get flooded or there's too much drought. [...]If they do not understand that, that now there is also a lot of criticism of the refugee crisis when it was there, what do they think would happen when there are even more because of the climate we also have done our part to create”* (int. 2).

Global warming is changing Earth's environment by inducing climate change. Even though climate change can also be seen as a natural process, there are various unnatural and man-made aspects that add to global warming and thus have a negative impact on the human environment. Respondent 2 and 3 exemplified: "the temperatures are rising. We can see that through our Danish summer, I think it's a terrifying example of global warming, and this that there are a lot of fish around us dying, and coral reefs are becoming smaller, this is because our globe is really changing, which are signs of global warming" (int. 3). In addition, *"our nature cannot really cope with it and therefore it happens that we have a really hot summer or a really, really bad summer like last year or there is a lot of rainfall some places in the world and heat waves in some other places in the world, natural disasters are getting bigger, they are just not on the small scale anymore"* (int. 2). The impacts of global warming through climate change also affect destinations and their attributes, which in turn changes the tourism dynamic at that destination. However, these changes can serve as a learning curve for mitigating global warming as one respondent stated **that she** *"saw the Great Barrier Reef because I knew it would disappear within x number of years. I have now found out that it is still there, but for that reason I wanted to see it, but here you can use some opportunities to raise awareness and tell tourists about what can be done to protect the nature, that is in the country or the things, that should be protected, to sustain it and allow it to be an opportunity for the next generations. So you may use these, what can you say, hit countries or cities for global warming and use it as something, a sales material to inform tourists that this is a critical issue"* (int 7). McCarthy et al. (2001, p.7) agree that *"human agencies and institutions can play a crucial role in minimizing the adverse impacts of—and in seizing opportunities resulting from—climate change."*

The responsibility of mitigation should lie with all stakeholders involved in the act of tourism, from tourists to governments to those working in the tourism industry. One interviewee even had the idea that *"it may be that the tools may be located in the tour guides, where they tell you why this is a critical condition and where to read up on it, so, I just think it's more about avoiding to promote the city in the way that this here is really beautiful and this is where you can spend a lot of money and it's cheap, what can you say, give access to cheap commodities or restaurants, but to turn it over and say, this is something that will disappear if you do not mind it. And of course also tell what you can do practically, right? It can be anything from donating to individuals doing something on a daily basis"* (int. 7).

There can be many assumptions related to who is responsible in regard to global warming. These can be related to topics, such as the government's role in providing supportive solutions through policy making, along with organizations and their efforts to be more sustainable through corporate social responsibility (CSR), and human attitudes that may influence behaviour. One basic assumption looks at how communities and individuals are reliant on the government, meaning that the more the government

does the less they need to be concerned with coming up with initiatives on their own, while on the other hand, if governments do not intervene, does that result in people being more individually aware of the environment and thus act more pro-environmentally?

4.6 Further discussion

It is undeniable that the relationship between global warming and tourism is a complex one. Nevertheless, many aspects have become clear due to the large amount of prior research on the topic, but also through the present findings. However, it is still important to discuss, how the findings of the present research relate to the existing theory.

The relationship between global warming and tourism can be seen as a continuous process, which is dynamic at nature. As can be seen on image 1, tourism and global warming are also influenced by the natural environment, being that natural resources play a key part in the performance of tourism. Therefore, it is also important to understand that the overconsumption of natural resources has impacts on global warming, which in turn affects the future of our resources. Tourism is a phenomenon that is embedded in our everyday life, be it through domestic and international travel to local exploration of one's environment. In today's civilization, mobility of people across and through borders has become easier, which prompts a change in the environment. Even those who do not travel are influenced by tourism in some way, since tourism is a major industry, and tourists are occupying and influencing many different spaces and places. According to Cohen et al. (2014, p.15), traveling has become *"important in shaping the perception of self through experiences of other people and places"*, which means that tourism will continue to be a part of our everyday lives.



Image 1, done by author

Understanding the relationship between global warming and tourism could be essential to creating sustainable solutions. However, in doing so, research must incorporate multiple fields of study, as for example psychology and human behaviour, since motivations drive human behaviour. Furthermore, cultural aspects play a key role in understanding the connection between human behaviour and environmental considerations. According to (Burns & Bibbings 2009, p.3), *"the environmental problem is of*

such a scale that social norms, habits, practices, and assumptions about travel (especially leisure mobility) in its contemporary, ubiquitous form have to be challenged and changed if catastrophic consequences are to be avoided”.

Destinations suffering from the effects of global warming can benefit from understanding how tourists behave, based on their environmental and cultural views. However, it can also be beneficial for destinations to understand how the local population relates to the global warming phenomenon and how it may affect their behaviour. In many instances, it is a psychological tendency, that drives individuals based on their needs and motivational factors. Therefore, the act of tourism as a multi-sensuous phenomenon is dependent on the sensory in planning and executing of tourism. How destinations represent themselves could be the key to changing the behaviour of tourists while traveling. According to Dredge (2003, p.383), *“tourism is essentially a place-based phenomenon involving the production of destination identity at different scales”* and *“whether the destination is a nation, a sub national or a local area, marketing and promotional activities are geared towards the production of a distinctive and competitive place identity”* (ibid).

Tourism is furthermore an important phenomenon, that contributes to developing and developed societies, with both positive and negative outcomes. According to Hannam & Knox (2010, p.4), *“tourism has social, cultural, political, economic and environmental impacts and is based on complex relationships at a variety of geographical scales.”* The complexity of tourism brings forth a global paradox and to some extent useful critiques of future solutions. On an economic level, tourism is often used as a development tool for growing nations, through large consumptions of local commodities. In contrast, many Western and developed societies exploit tourism in a way that does not focus on development but rather on additional economic growth. This contrast should influence local strategical implementation on tackling global warming in a way that mirrors the nations’ potentials. With tourism’s influence on global warming and global warming’s ability to change tourism, mitigation and adaption should be one of the main priorities of decision makers, from the regional level with for example destination management organizations (DMO’s) to national governments and policy makers.

The IPCC third assessment report Climate Change 2001 of the Intergovernmental Panel on Climate Change (p. 8) agrees and states that

“policies that lessen pressures on resources, improve management of environmental risks, and increase the welfare of the poorest members of society can simultaneously advance sustainable development and equity, enhance adaptive capacity, and reduce vulnerability to climate and other stresses. Inclusion of climatic risks in the design and implementation of national and international

development initiatives can promote equity and development that is more sustainable and that reduces vulnerability to climate change.”

However, only using adaption as a form for mitigation does not necessarily result in a sustainable solution, unless mitigation and adaption incorporate knowledge sharing and local involvement of institutions and communities in a way, that influences behaviour and attitudes towards tourism and travel. This might shift humans’ cultural perspectives to focus more on environmental factors on a local level and when traveling. Culture is especially *“important for understanding both mitigation of and adaptation to climate change, and of course plays its part in framing climate change as a phenomenon of concern to society. Culture is embedded in the dominant modes of production, consumption, lifestyles and social organization that give rise to emissions of greenhouse gases”* (Adger et al. 2013, p.122).

The present research showed that respondents had a positive attitude towards performing activities that mitigate their impact on global warming as long as it was to their own convenience. Therefore, *“the objective must be to design the least intrusive form of intervention that results in efficient, effective and equitable decisions on tourism development and use of natural and built resources”* (Edgell et al. 2008: 189). Respondents showed that their environmental assessments were closely connected to infrastructural possibilities, which also had an impact on the respondents’ behaviour. The cases show that participants did not actively chose to mitigate their impacts on global warming, but rather performed in accordance to the given possibilities. Furthermore, the analysis shows that those who perform tourism rarely change their habits in regard to being more aware of the environment while traveling, since respondents revealed that global warming has not changed their travel habits. Therefore, destinations that do not have an adequate infrastructure lessen the possibilities of being environmentally friendly and support negative attitudes towards less sustainable travel behaviour. In this case, destinations should plan future development in a way that encompasses tourism, taking more sustainable forms of destination governance and policy making into consideration (Dredge 1999).

This could shift thoughts on adaptive solutions and focus more on changing human behaviour. However, this could prove to be challenging since it would require an international effort. In recent decades, nations have tried to mitigate the effects of global warming through policy making and regulations but have not always succeeded. The challenge here is especially apparent for nations that have different agendas, such as economic growth. Nevertheless, this research follows that

“for travel & tourism to develop in a sustainable manner, governments need to provide and promote a supportive physical, regulatory and social environment. Governments need to create the right incentives for private sector investment, develop good transport connectivity, facilitate the freedom

to travel and ensure that there is intelligent taxation, as well as support other policies for growth” (WTTC 2015: 5).

In some cases, respondents expressed that the government along with organizations plays a key role in creating solutions that mitigate global warming. This can be seen as a dependent form of responsibility; since lessening one’s impact on the environment is largely related to the consumption of natural resources along with performing activities that are dependent on fossil fuels (see Cohen et al. 2014 for mobility theories). Respondents were aware that air travel has the biggest influence on global warming in terms of transportation but found that the lack of transportation alternatives justified their use of air travel. The underlying question here is: should consumers be responsible for airline companies and their negative influence on the environment through high levels of harmful gases and CO₂ emissions or should airline companies focus more on investments that improve their aviation in terms of emission levels? Respondents were not aware of the possibility to pay an environmental fee to some of the airline companies but were willing to do so if the opportunity presented itself. Nevertheless, we can argue that paying airline companies an environment fee is not a sustainable solution. In this case, more innovative approaches need to be implemented through the financial handouts of consumers, in order for taxation to be deemed as a sustainable solution. Therefore, unless there are some immediate changes to how global warming is approached, human attitudes towards the environment may remain incoherent with the current global warming problems threatening our globe. On a behaviour level, global warming could become a factor that influences behaviour, decreasing the focus on more traditional factors like price, distance and climate. This shift could encourage destinations to change their identity and image to incorporate more sustainable forms of tourism. By doing so, destinations could focus more on changing the mindset of visitors along with locals, by exposing them to factors that form more sustainable attitudes, through marketing, communication and various types of collaboration between all national levels. According to Garg (2015, p.4), culture is also an important factor to consider in regard to the *“decision making process and destination choice”*; destinations should therefore focus on people’s norms, values and beliefs in a way that influences their destination choice through a more pro-environmental image.

5. Conclusion

This research set out to explore the connection between global warming and tourism, specifically how global warming may influence the decision-making process of tourists. The complexity of both subjects raises challenging barriers, but the tourism and global warming paradox has prompted many researchers to tackle the various implications that follow their relationship. The purpose of this research is likewise to tackle some of the existing assumptions in a more explorative way, through an abductive reasoning process.

For the purpose of further exploring the topic, various methodological and theoretical considerations were utilized based on the researcher's own interest in the topic. This has prompted the creation of the following research question: *In which ways does global warming influence travel-related decisions and destination choice, and how can this knowledge help to reduce tourism's impact on global warming?*

In order to best answer this question, two research aims were applied as strategies, which directed the research thoroughly towards answering the research question. The purpose of this research is not to generalize its findings but rather as a form of knowledge creation. However, the transparency of the research allows for future probing in a way, that may be used to discover behavioural patterns by incorporating a bigger sample.

The study applied a cross sectional multiple case study using 7 individuals as cases. These study subjects were found through an online survey shared on two online social media platforms. With a total of 118 survey respondents, the researcher was able to choose participants for a further analysis of the answers in an interview, using a semi-structured questionnaire. This provided more meaningful thoughts and emotions, expressed in an in-depth manner by the interviewees. This mix-method approach has helped increase validity and reliability of the research. Alain Decrop (2004, p. 163) explains that *"it is important to bring multiple sources of evidence together in order to define a construct or a causal relation"*.

The research applied multiple theoretical backgrounds, which were carefully chosen to best represent the purpose of the research. Therefore, the theory chapter is not an extensive literature review but rather a depiction of relevant findings in the field of tourism. The theoretical background was used as a foundation for the study, which also influenced the methodological considerations. Even though the research is empirically found, the analysis incorporated the theoretic findings in a discursive manner which does not focus on theory creation or testing of hypothetical instances.

In order to understand how global warming is an influencing factor in travelling and tourism, the researcher probed the respondents' understanding of global warming along with their understanding of how tourism affects global warming. This was an important step into finding out if their traveling considerations incorporated thoughts on the negative effect of traveling in regard to the growing impact tourism and traveling have on global warming. It was also necessary for comparing the respondents' environmental behaviour while traveling and while at home, home in this case being their place of residence. Looking at the cases, respondents behaved similarly in regard to their environmental considerations and environmental awareness. Respondents performed various activities, which positively influenced their impact on their environment, but mainly at home. My main assumption here would be that many of the activities are related to the government's intervention in making it possible to for example sort trash. This raises the question of whether the Danish reputation of being environmentally friendly has to do with its inhabitants. In order to answer this question, a more extensive research would be necessary, but the cases did provide some underlying assumptions. This also prompts a future look into whether taking global warming into consideration makes someone an environmentally friendly person? Or does being environmentally friendly generally mean that global warming is taken into consideration?

Th research also revealed that respondents had similar influential factors when choosing a destination along with transportation choice. The survey along with the analysis of the seven interviewees showed that global warming did not seem to influence their decision of choosing a destination along with travel frequency and transportation means. Decisions related to travel and tourism were rather influenced by stronger motivational factors related to financial and psychological features. However, two out of the seven respondents revealed during their interview that global warming did make them consider it in a way that influenced their motivation for visiting a destination that is being threatened by the effects of global warming. When it comes to transportation to a travel destination, even though the subjects had adequate knowledge of the topic, including their own negative impact, global warming did not seem to influence what transportation means they used to travel. The analysis showed that this is mainly due to the absence of more adequate alternatives.

Providing alternatives that lessen the humans' negative impact on the environment seems to be related to the level of responsibility respondents found appropriate for reducing global warming, since destination governance is largely dependent on the government. The respondents expressed that they only held part of the responsibility, since their actions to some extent seemed to be influenced by the government's interventions. On an individual level, it was stated that people need to be more aware of global warming, and that their attitudes towards the environment need to change towards a more

sustainable way of thinking. These opinions raise important questions regarding the level of responsibility individuals hold compared to the level of governmental implementations. Nevertheless, the research showed that mitigation should be a joint operation between locals, governmental officials and organizations. Even though research has shown a similar conclusion, this research has a more cultural perspective in regard to changing the environmental views of all stakeholders. In this case, it is about transforming a destination to mirror the current conditions brought on by the complex relation between tourism and the global warming phenomenon.

5.1 Future research

The research presented some relative insight into tourism and global warming as separate subjects and in a complex relationship. In addition, the analysis and discussion chapters showed that, even though there is extensive research done in the field of tourism, the complexity of both cases provides room for further exploration. In doing so, more knowledge can be shared throughout the academic fields increasing the possibilities of fashioning more sustainable solutions to a challenging topic.

Many of today's notions and theoretical findings need to be challenged and reviewed based on the dynamic and growing importance of global warming in today's societies, by taking more qualitative approaches into consideration. This is important due to the intricate relationship between humans and their natural environment to tourism and global warming. Therefore, further studies should focus on creating sustainable solutions that focus on humans as the main contributor to the global problem. This prompts extensive research into three main areas: 1. how far are cultural perspectives important in understanding the relationship between tourism and global warming? 2. How are behaviour and motivation related to culture, and how do these influence decision-making related to global warming? and 3. Are sustainable solutions only possible if local, regional and national organization work together to improve their environmental image and thus change the mindset of inhabitants, through extensive investments and cultural shifts?

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7. Appendices

Appendix 1: Demographic Profiles of the Interviewees

Interview Nr.	Gender	age	nationality	number of children	current employment situation
1	female	18-30	Danish	0	unemployed
2	female	18-30	Danish	0	student while working part-time
3	female	18-30	Danish	0	student
4	female	18-30	Danish	0	student while working part-time
5	male	18-30	Danish	0	student while working part-time
6	male	18-30	Danish	0	unemployed
7	female	18-30	Danish	0	working full-time

Appendix 2: Interview 1

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Yeah, men det er meget steder, jeg ikke har været. Steder, der ikke er typisk turistet, synes jeg er interessante. For tiden synes jeg Østeuropa og Balkan er helt fantastiske, så det er meget det at komme rundt forskellige steder og så, altså jeg vil gerne opleve selve byen eller landet som lokalbefolkningen oplever det, for så hvidt muligt så komme væk fra de turisthoteller og ting og sager, og så ude på hvor man møder befolkningen lidt mere, så mere sådan form for rejse på den måde. Hvad er det ellers, der er vigtigt for mig? Jeg fortrækker faktisk sjovt nok nordlige egne men det er simpelthen fordi jeg ikke har det særligt godt i varme at jeg sveder ved det og det er ikke rart, så jeg har det bedre i et koldt tempereret klima, men generelt så vil jeg bare rigtig gerne sådan derud, hvor man ikke normalvis ser tingene, se den verden, som man ellers ikke vil opleve.

Det du siger er, at vejret er meget vigtig?

Den er ikke afgørende, men altså sådan, jeg tager også til varme egne, fordi de kan være lige så interessante. Jeg synes bare, altså sådan, at de nordlige egne måske også nogen gange er lidt oversete som turismål, fordi alle andre vil sol og strand og så noget, og det sætter jeg ikke så meget i, og derudover så altså steder, hvor der er naturparker, hvor man kan komme ud i naturen, synes jeg også er interessante.

I din survey sagde du, du har rejst mest om sommeren. Så hvorfor er det?

Ja, da jeg skulle sætte en prik, jeg kunne faktisk ikke finde ud af, hvornår jeg er rejst mest. Jeg tror faktisk, at det var lidt en fejl, at den kom til at være på sommer. Altså det er måske fordi jeg tænkte, gennemsnit over mit liv har den været mest sommer, men jeg vil faktisk helst undgå sommeren, fordi at i sommerferien, fordi rejsepriserne bare stiger helt vildt lige der og så rejse på tidspunkter, hvor alle andre ikke rejser, efterår, vinter, forår, alt andet, men jeg er ikke sådan, altså, jeg kan godt lide at sådan at rejse når alle andre ikke gør det fordi det er billigere, og mindre overrendende turister, så generelt så, men jeg havde det lidt svært ved at sige, hvornår jeg er rejst mest. Sidste år havde jeg et nytårsforsæt i 2017 hvor jeg skulle ud på tur en gang om måneden. Og det gav ret mange rejser. Så det har måske også lidt præget hvor jeg sagde, når men jeg rejser hele året rundt, hele tiden.

men er det en indenfor Danmark eller, en gang om måneden?

Nej, det var altså, det var sidste år, det var alt fra Sjællandtur herude på Kalborgfælled til Cuba. Det var ret vidt spændt. Jeg gør det samme med en veninde, der også bor herude, som, altså sådan vi havde aftalt, enten så skulle vi krydse en landegrænse eller så skulle der være en overnatning, så det har også været Malmø, Lund med bus. Det har været altså Cuba, Island, Bruxelles, Litauen, så det har altså sådan mest Europa og så kom Cuba lige ind over, og så en del steder i Danmark, Sverige, men nogle af det var også fordi det skulle være ret korte ture fordi jeg skulle også skrive speciale samtidig og så kunne jeg ikke, jeg kunne ikke være væk i længere tid, så det var ofte bare weekendture, og så var det der vi lige kunne se at vi kunne nå hen på en forlænget weekend både økonomisk og hvad der lige, altså hvad vi lige fandt af forskellige muligheder.

Men hvorfor så valgte du at have den nytårsforsæt for at rejse så mange gange?

Det var noget vi valgte, fordi at vi gerne vil ud og opleve noget at det skulle bryde lidt af hverdagen og så og komme ud og se noget andet, at jeg var sådan, det behøves ikke være større, vildere, se mere men vi vil bare gerne altså sådan tage sammen og have en motivation for ren faktisk at komme afsted i stedet for bare snakke om at komme afsted, så det var sådan, og så kom den lidt hen af vejen, så startede det lige som en joke, og så lige pludselig, altså sådan vi var fuld sammen og var lige kommet hjem fra Bruxelles, hvor vi var i januar, og så fandt vi nogle billige billetter til Litauen og så købte vi dem, og så var vi sådan, nu skal vi da afsted en gang om måneden fordi at nu er vi lidt i gang, og så startede det egentlig lidt som joke, og så havde vi, så var det lykkedes de første måneder, og så begyndte man at være sådan, ok nu er vi kommet så langt, at nu må vi heller tage det seriøst men det var endeligt mest bare sådan lidt en sjov lille ting for at sige, altså kan man gøre det, i starten troede jeg ikke på det, men mere sådan, bare lige for at komme afsted og opleve noget og se et eller andet nyt.

Ok. Og i forhold til global opvarmning, som temaet jo er, synes du så, at det er en god ide eller...?

ja den er sådan lidt blandet, altså til vores forsvar brugte vi mange forskellige rejseformer så det var ikke kun fly, det var også bus og tog, og en enkelte cykelferie. Men det var faktisk ikke noget vi tænkte over overhovedet, jeg ved udmærket godt at, lige præcist fly sektoren er noget af det, der belaster allermest, men det var faktisk, altså sådan, det tænkte vi ikke rigtig på, og vi tænkte heller ikke på, altså sådan vi rejste rigtig meget med Ryanair og man ved godt at arbejdsvilkårene ikke helt er på plads der, at der var

vi også bare sådan lidt, det lukker vi øjnene på fordi at ellers har vi sådan ikke råd til at rejse en gang i måneden på en SU, at, så ja, så lukkede vi lidt øjnene for den slags ting. Selvom man sidder sådan lidt som designer, sådan mange af de valg, man tager som designer, vælger man jo også i forhold til produktion og bærdygtighed og Co2 udslip og alt muligt andet, så man sidder sådan lidt med så en dobbelfølelse omkring, jeg ved godt, hvad det er for nogen konsekvenser at de valg man tager er, men at det var for fristende at kunne komme afsted, og at gør det, det var for nemt ift. sådan, hvis man skal se det fra en miljømæssigt synspunkt, at altså jeg kan jo komme til carnes for det halve af end at jeg kan besøge mine forældre, prismæssigt, jeg kommer fra vestjylland af, så altså vitterligt, det tager nærmest både halv tid og halv pengemæssigt at komme til Litauen end det gør at komme til Holsebro, så det er nok sådan lidt et spørgsmål om hvor nemt og økonomisk det er ligesom at overveje lidt de moralske ting i det.

Ja, så lukker man lidt øjnene for alt andet

Ja, lige præcist

Men i det tilfælde, så, hvis du skulle definere global opvarmning, hvad ville du sige?

Som et overforbrug af jordens ressourcer eller en misforbrug, at jeg vil sige at altså sådan, både flytrafikken er en af de slemme, men generelt i rigtig rigtig mange sektorer at vi generelt bruger mere end vi har, uden at tænke på konsekvenserne fordi det måske er for nemt eller for maligt, at vi ikke rigtig kan give slip på den magelighed, som vi har, altså sådan som et kæmpe privilegie og så ser man måske ikke det store billede som lille forbruger at, jo jo man ved da godt at man udleder rigtig meget Co2 ved det, men man ved ikke altså det store, man kender ikke perspektivet af det, man ved ikke hvor ødelæggende det kan være eller hvor belastende det er eller hvor stor en del af verdens Co2 udledning der for eksempel kommer fra fly, så man tænker sådan, ja ja det går fint, det er ikke så slemt at flyve flyet nok alligevel.

Ok, men det er noget man kan finde ud af?

Det er noget, man kan finde ud af, men gør man det som almindelig borger uden at stille sig selv spørgsmålene, der er jo ikke nogen, der kommer og fortæller en det, altså sådan at der er blevet mere fokus på det men det er jo ikke noget man er oplært i at ved, at man ved det godt, men det er jo sådan, altså når du går ud at købe noget tøj, researcher du jo heller ikke på, hvor stor en miljøbelastning den giver verdenen, så som forbruger så ser man jo kun sin dagligdag mere end man ser sådan, hvor mange kilo Co2 slipper det her fly ud og forskel på flytyper eller, jeg tænker også der er forskel på hvor meget Co2 de forskellige flytyper eller distancer tage men det er jo ikke noget, man kender til, så det er jo ikke noget man sådan tænker over, tænker jeg. Jeg gør det i hvert fald ikke selv, altså sådan, sandsygt meget, selvom jeg godt ved, jeg burde.

Hvorfor tænker du, at turisme påvirker den globale opvarmning?

Fordi at især flyturismen eller flytransporten, at man ved jo godt at det er rigtig mange kilo brændstof sådan et fly brænder af, at og vi flyer i stadig højere grad mere og mere og flybilletterne er så sidsygt billigt at man tager jo bare flyet alle steder hen, og at det er klart at fly belaster trafikken, eller belaster

miljøet mere end bus eller tog gør. Men at det bare er så meget nemmere at flyve end det er at tage toget, og faktisk efterhånden også billigere. Altså jeg tror jeg giver 30 kroner mere for at flyve hjem til vestjylland end jeg gør for at tage toget, og at tage det i betragtning af at det er 3 timer jeg sparer, altså det er det perspektiv jeg sidder og forholder mig til?

Ja, det er ikke særlig meget.

Nej, det er det nemlig ikke.

Hvad synes du, der skal gøres for at mindske den globale opvarmning?

Jeg tror at, at først og fremmest er der en befolkning, der skal uddannes til at ved, hvordan man tager de rigtige valg, ellers så ved hvilke konsekvenser deres valg har, og så skal der være nogen alternativer, at der skal være større fokus på de ting, som er mindre miljøbelastende end de ting, der er meget miljøbelastende, for eksempel, altså mere fokus på alternativer som bus og togrejser frem for kun fly, så man ligesom ser, jeg behøves ikke altså, der er en anden mulighed end at flyve til Mallorca, der er, det kan også være pissefedt i Hamborg med tog eller så noget, men at man ligesom delt bliver oplært til at vide hvilken, hvor ødelæggende det er, men også at der er nogen reelle alternativer, at man tænker, ja det kan sgu være lige så fedt at blive hjemme, fordi ellers så tror jeg mange mennesker bare lukker de blinde øjne til tænker jeg, altså sådan fordi det er jo det jeg har gjort, altså, og det er det jeg stadig gør, fordi det er ikke fordi jeg ikke har siddet i et fly siden, det sker da jævnligt, rigtig jævnligt faktisk.

Hvem ville du sige er ansvarlig for at mindske den globale opvarmning?

Jeg synes, at de forskellige regeringer har et stort ansvar i at delt informere og oplære deres befolkning, og i at give virksomheder, som gerne vil fremme en grøn transportform eller livsstil, nogen vilkår så de kan gøre det fordi det er klart, at i starten er grøn energi eller grønne alternativer måske lidt dyrere end de andre, fordi de ikke er effektiviseret igennem mange, mange år ligesom nogle af de kommercielle ting, som belaster miljøet, er. Så give dem en chance, men måske se om noget elbiler at, elbilen er jo et fantastisk alternativ men den har nogen fejl og mangler i form af måske noget med at man kunne køre rigtig langt uden at løbe tør for batteri, noget opladningstid, og hvis ikke at der bliver investeret i det, så bliver der jo ikke forsket i at forbedre de punkter og så kører alle folk stadig rundt i de almindelige biler, at der bliver ligesom nødt til at være altså sådan nogen forhold som regeringen kan give i form af nogen lovgivning, som ligesom siger, vi vil faktisk gerne, vi tror på det her grønne vækst altså kan betale sig, også selvom at det lige nu ikke økonomisk nødvendigvis kan betale sig fordi at det kræver en helt del forskning eller det kræver en hel del forbedring af nogle processer.

Du sagde "4" på skalaen over hvor miljøvenlig Danmark er? Hvorfor er det?

Jeg synes også den var lidt svær at sætte, men den var sat ud fra, at vi altså har rigtig mange initiativer, har rigtig mange altså sådan vi har rigtig meget vindenergi for eksempel vi har rigtig meget fokus på grønne virksomheder og på altså grønne ting, men samtidig så synes jeg også, at vi lidt mangler viljen til at ville komme videre end det, og måske har sagt, vi har gjort det godt og vi har gjort det forholdsvis godt i en rigtig lang årrække med, altså helt tilbage fra da vi startede med vindenergi og så nogen ting. Så der har været en lang årrække, hvor vi altså sådan har gjort nogen rigtig gode tiltage og derfor også

har fået nogen fine produkter ud af det men at vi lidt er kommet til et sted, hvor vi lidt hviler i at vi er grønne, og ikke rigtig gør så meget for at sige: er vi grønne nok, skal vi videre? Det var lidt det, jeg havde som argumentation, jeg kunne også har givet den en 3'er, fordi at det måske er lidt vigtigere, hvor man er på vej hen end hvad man har gjort.

Hvad skulle der så til til et 5?

Det var hvis, at vi rent faktisk gjorde noget nu, altså sådan hvis at jeg så, at der var et større vilje fra regeringens side for eksempel, rigtig meget fra regeringens side, fordi der er faktisk rigtig mange virksomheder som prøver, men især tilsat fra regeringens side på at sige det her det er vi nødt til at sætte i fokus, og vi simpelthen er nødt til at selvom det måske ikke giver nogle erhvervsmæssige striderheder (??15:43) med at sige hvilken branche støtter vi regeringsmæssigt og hvilken gør vi ikke, og skal vi overhoved støtte og bestemme. Men at man simpelthen er nødt til at sige, ja men grønne tiltage får nogen fordele, skattemæssige fordele eller momsmæssige fordele, eller alle mulige fordele, lovmæssige fordele eller der bliver stillet højere krav til hvor meget virksomheder skal bevise at de, hvad de gør eller et eller andet, men at der bare sådan fra regeringens side af ligger en tone i at sige de ting, som er miljømæssigt, det vil vi gerne belønne på en eller anden måde, det var det, det er lidt det jeg savner for at kunne få den op.

Du nævnte noget med flyrejser før faktisk, at det er så nemt og billigt. Hvad er dine tanker omkring miljøafgift til flyrejser?

Jeg synes ikke, at det er en dårlig ide. Jeg synes faktisk, det ville give rigtig god mening. Det giver rigtig god mening at sætte miljøafgifter på, ting, der er specielt miljøbelastende, om det er uhensigtsmæssige dele i madproduktionen eller om det er flyrejser, altså fly belaster bare miljøet rigtig meget og, altså det er blevet så billigt som det overhovedet kan blive nu, tror jeg. Altså sådan, jeg har set flybilletter, hvor du betalte mindre, altså jeg har set flybilletter til London for 20-30 kroner, altså du ved, at det er bedre at flyve til London end at tage en taxa eller altså. Så altså, det at få prisen op og sige, ja men ved I hvad, det kan godt være, I gerne vil flyve, det kan jeg godt forstå, I gerne vil, men I bliver simpelthen nødt til at betale en del af den her, eller betale for den her belastning, som I laver på miljøet. Så det jeg egentlig synes ville være et fairt tiltag at gøre, hæve miljøafgiften, jeg tænker der allerede er noget, men hæve den i forhold til hvilke router eller fly som er mest miljøbelastende, bliver selvfølgelig hævet mest, kunne jeg forstille mig. Det kunne måske også give flyindustrien et argument for at tænke lidt mere i form af sådan, ja men kan vi gøre det her mere miljøvenligt, kan vi sætte nogen filtre i de her fly, som bremser noget af den her udledning, eller kan vi opfinde et elfly eller, altså kan der være nogle andre ting, kan det være rentabel for os at begynde at kigge på grønnere løsninger.

Hvad gør du for miljøet i din hverdag?

Altså ud over vores affaldssortering, så hvad gør jeg? mange af de valg jeg tager, det tager jeg faktisk altså sådan fordi det enten er billigere eller nemmere. Altså sådan jeg cykler stort set altid rundt. Hvad gør jeg ellers for miljøet? Så handler det jo om, at jeg professionelt som designer sidder og tager nogle valg eller kigger på nogle alternativer og ser hvordan man kan påvirke det, men det er jo ikke så meget som privat borger. Det er mere, hvad gør jeg ellers? Jeg prøver, altså jeg har faktisk et meget lavt

forbrug, jeg køber ikke ret mange ting, det skyldes at jeg er fattig og arbejdsløs og ikke har råd til at købe ting. Jeg går meget op i madspild, at købe madspildsprodukter, ikke fordi det er billigere, jeg sagde at jeg ikke har råd til at købe ting, men også fordi jeg synes, det er simpelthen så ærgerligt, at der er ting, der er blevet altså blevet produceret, og hele den belastning, der har været i at producere det og så bliver det bare smidt ud, og så med emballage og det hele, at jeg har det sådan lidt, at det er jo ofte lige så gode varer som alle mulige andre, de har bare en plet eller skal spises i dag eller et eller andet, så det gør jeg faktisk rigtig meget, ja ellers ved jeg faktisk ikke, hvad jeg så meget gør, det er mest det. Jeg køber ikke særlig meget, køber madspild, affaldsortere, hvad der er muligt og så cykler jeg rigtig meget.

Gør du disse ting også på ferie?

Ja, altså sådan, de der affalds, de der sidste salgsdato, de lande der har det, når jeg er boede i Storbritannien, hvor de har været bedre til det end vi har i Danmark, det er jeg vildt med når jeg kommer ind og sådan, i stedet for at gå på en restaurant, så købe en sidste-salgsdato-sandwich. Det prøver jeg, når jeg er på ferie, altså sådan, går jeg ofte rundt, så længe jeg er inde i byerne og man kan komme rundt, så længe det er muligt, så rejse med offentligt transport. Jeg lejer sådan set kun bil, når jeg er i et land, hvor at jeg skal ud på landet hvor at transporten simpelthen bare ikke er tilstrækkeligt, at når jeg gerne vil de ikke turistede steder hen, så er der steder hvor at transporten gør det rigtig svært at komme rundt, og så kan jeg godt finde på at leje en bil, men ellers så rejser jeg egentlig med offentlig transport eller går så langt som det overhovedet kan lade sig gøre.

Og hvad med sortering af affald?

Hvis jeg forstår det lands, hvis der er affaldssortering i det land jeg kommer til og jeg forstår, hvad pokker jeg skal gøre ved tingene så ja. men det kan nogen gange, altså sådan, der er ret forskellige procedurer, og det kan nogen gange være lidt svært, altså at forstå hvad de vil have at jeg putter i hvilken container eller hvor jeg skal gå hen med det hvis jeg lige pludseligt står med et plastikprodukt eller så noget. At vide om der overhovedet er en plastik affaldscontainer jeg kan smide i eller om der ikke er.

Og du nævnte også, at du tænker mere på miljøet derhjemme end på ferie? Har det noget at gøre med infrastrukturen, som du sagde, om der er muligheden for at sortere affald og om du forstår?

Ja, herhjemme ved jeg hvad altså sådan der ved jeg lidt mere om hvad jeg kan gøre, eller sådan, at når jeg er på ferie, så er det sådan hvis jeg skal affaldssortere, så kan det være sådan lidt, ja men hvordan skal jeg gøre det, fordi at det ikke engang er sikkert, at landet overhovedet affaldssorterer, så er det jo ligegyldigt i hvilken skraldespand jeg putter det i, altså hvis de bare tømmer det i den sammen, eller, det ikke, altså når man lige pludseligt står i et fremmed land, er det ikke sikkert man ved, og når der er skiltning en gang, er det på et forståeligt sprog, hvilket det ikke altid er, så ja, det er helt sikkert sådan et spørgsmål om hvad der er nemmest, hvordan det er nemmest og så, ja, når jeg er på ferie så tror jeg også bare, man slapper lidt mere af og så slår hovedet lidt mere fra, man fokuserer mere på hvad der er omkring en lige nu og så tager man lidt skyklapper på.

Når du siger, at du ikke er tilfreds med hvor meget du selv gør for miljøet, hvad tænker du på, der kan gøres bedre eller mere af?

Ja, det, altså sådan, jeg vil rigtig rigtig gerne, altså sådan, jeg vil rigtig gerne gøre mere for miljøet og jeg vil nok indrømme, en af de største miljøbelastninger for mig det er den flytrafik, fordi jeg rejser så meget som jeg gør, og jeg har det sådan lidt, jeg vil gerne gøre mere, men noget af det er også sådan lidt, jeg ved ikke hvad jeg skulle gøre fordi at jeg kan ikke rigtig sådan overskue alternativer eller. Selvfølgelig vil jeg godt, at jeg kan tage tog i stedet for et fly, men som sagt så koster det 30 kroner mindre og 3 timer mere, så det er et spørgsmål om at sådan at finde nogen punkter hvor man kan sige at det her det er konkret, det kan jeg gøre, det forstår jeg, så derfor gør jeg det. Jeg vil gerne finde flere eksempler, ligesom jeg har det med affaldssortering og madspild og så noget, som jeg kan sige, det er en meget lille ting i min hverdag det kan jeg godt gøre, men det er ikke noget der fylder så meget, det kommer lidt af sig selv hvis jeg ved hvad jeg skal gøre. Men jeg savner lidt nogen flere punkter hvor jeg ved hvad jeg skal gøre.

Hvorfor tænker du ikke på global opvarmning når du beslutter, hvorhenne at rejse? Og bare for at du lige forstår det bedre, på surveyen var der nogle spørgsmål om hvad du tager højde for, og global opvarmning var en af

Oh, jeg sad faktisk og var meget i tvivl lige der og så spurgte du sådan, hvilke steder har du besøgt eller overvejer at besøge som kunne forsvinde pga global opvarmning og jeg kunne ikke nævne noget sted, altså derfor var jeg sådan lidt, så må jeg jo ikke gøre det, at jeg tror også, jeg tænker på rigtig mange andre forhold som indgår global opvarmning, når jeg tænker på om et land forsvinder, eller forandrer sig, fordi jeg vil rigtig gerne de steder hen, før de forsvinder eller forandrer sig, og det var en af grundene til at tage til Cuba, at det kommer til at ændre sig rigtig meget nu for at, efter Cuba er blevet lidt mere åbent, ikke så kommunistisk, ja, det er stadig kommunistisk, men de er begyndt at åbne op for turister, men det var nogle politiske forhold som gjorde at jeg vidste, det her land kommer til at ændre sig, det var ikke så meget på grund af global opvarmning det var mere politisk, så jeg har haft mere fokus på steder, som er af politiske udviklingsmæssige årsager kommer til at ændre sig meget, hvor man kan sige, du skal se det nu ellers kommer du ikke til at se det. Men jeg er faktisk kommet til at tænke på, altså sådan jeg har lidt et sted, altså sådan, jeg vil rigtig gerne til Antarktis og jeg vil rigtig meget lidt til Antarktis på sammen tid, fordi at jeg har det sådan lidt, jeg synes ikke, det er et sted, altså jeg vil rigtig gerne se stedet, for jeg tror det er smukt og majestætisk og helt vildt imponerende, men jeg er ikke sikker på jeg synes at det er et sted mennesker skal komme, fordi vi kommer bare og ødelægger det, altså så derfor vil jeg ikke derhen, fordi at hvis jeg kan tage derhen, hvorfor skulle alle andre så ikke tage derhen? Og hvis 7 millioner mennesker, eller sådan, for den sags skyld, 6 milliarder tage til Antarktis hele tiden, så ødelægger, altså har vi ikke sådan, så ødelægger vi biodynamikken, der er dernede og det med at have uberørt natur, og så er det ikke uberørt længere. På den måde altså så har jeg det også sådan lidt, steder, hvor at de naturlige forhold er truet fra at forsvinde, synes jeg lidt, turister skal holde sig fra, fordi at man ødelægger dem bare, men på sammen tid så er det også noget der gør det sjovt at se dem, så det er sådan lidt et dilemma for mig, at være sådan lidt, ja men skal jeg så tage de steder hen som altså skal jeg sætte mig i et fly og flyve til en lille trope som vil forsvinde på grund af global opvarmning, og derved sådan øge den globale opvarmning så øen helt sikkert forsvinder eller skal jeg lade være og

gøre noget godt for miljøet, så øen måske kan blive her. Godt nok uden jeg nogensinde ser den, men så er den der. Det er sådan lidt, det synes jeg lidt er et svært dilemma.

Så faktisk, hvis jeg forstår rigtigt, så tænker du faktisk på global opvarmning?

Ja, men jeg var nemlig sådan, jeg tror først havde jeg sagt ja og så gik jeg tilbage og ændrede det til et nej, fordi jeg ikke kunne nævne noget sted som jeg ville tage hen, eller overvejet nogen ø, der vil forsvinde eller noget sted, og så først senere kom jeg til at tænke på måske Antarktis, men det var heller ikke fordi jeg lige synes jeg havde planer om at besøge den, fordi at altså selvom jeg har de etiske ting så er det også økonomisk langt udoover min rækkevidde, så, men jo, jeg tænker over det, men jeg tænker over det i kombination med politiske forhold og sikkerheden og freden i landet og masser andre ting.

Altså, lidt det samme spørgsmål: Hvorfor påvirker den globale opvarmning ikke din beslutning om hvor ofte at tage på ferie?

Hvorfor det ikke påvirker, den globale opvarmning, fordi så var jeg blevet hjemme, eller sådan hvis at, hvis jeg havde haft den globale opvarmning med i tankerne om at tage på ferie så tror jeg ikke jeg var rejst lige så langt og lige så vildt. Fordi at jeg godt ved at det er sidsygt miljøbelastende, det jeg gør, når jeg rejser så meget, så derfor, og det er ikke fordi at der ikke er rigtig mange smukke steder man kan komme hen mere, altså sådan miljømassigt rigtigt med bus eller tog eller cykel for den sags skyld, men at altså sådan der er steder, det er lidt svært at tage toget til Cuba. Så der er steder det vil udelukke, og så tror jeg bare jeg har haft sådan lidt for meget begære efter at komme de steder henne. For der er alligevel stor forskel selv til Balkan eller østeuropa kan det være, altså man kan sagtens komme derhenne med tog, det kræver bare en lidt større tidshorisont.

Og det er også derfor, som jeg forstår, at du ikke tænker på global opvarmning, når du vælger transportmiddel

Lige præcist. Så jeg går på mere sådan bekvemte ting, altså priser og tider. Ofte rejsetider, ikke så meget hvornår flyet går, afgår, der plejer det alligevel at være billigst at rejse på dårlige tidspunkter, men sådan rejsetiden og så også prisen, det er mere det jeg tænker på faktisk, og det er mere det der har bare, og sidste år, da jeg rejste så meget så var det rigtig meget prisen. Og så hvor vi kunne komme hen billigt, for en forlænget weekend, hvor vi kunne komme altså sådan fordi det er også forskelligt, nogen steder kan man godt komme billigt til hvis man skal være der en måned men det var ikke rigtig en mulighed for os, altså sådan hvis man er totalt fleksibel, det var vi jo ikke helt, vi var jo lidt bundet af at det helst skulle ligge omkring weekenderne. Så det var mere sådan, hvad der passede ind i kalenderen og så prisen.

Hvad med distance, så spiller det en rolle? Hvor langt det er? hvor langt væk det er?

Egentlig ikke, fordi vi var som sagt primært i Europa, det ville være lidt svært at tage en weekendtur til Asien, der efterhånden vil blive brugt flere timer i et fly end på at være på destinationen, men vi var en weekend på Island, og det er også en af de længste distancer man kan nå indenfor Europa, tænker jeg, så, og det var bare weekendtur vi havde derop eller en forlænget weekend, så det har egentlig ikke så

meget, altså været det, det har mest været sådan hvor gerne vil vi se stedet og så pris og tid, og hvor pris og tid har vejet rigtig tungt.

Ok, så hvis jeg nu spørger dig, om der er et sted, som du vil besøge, lad os sige Kina eller Australien, det er nok en af de længste steder man kan komme, ikke? og pris og tid er rigtigt, og der er meget lang væk, ville du så tænke på global opvarmning i den tilfæld?

Det er et rigtig godt spørgsmål, og jeg sad faktisk i det dilemma den anden dag, hvor jeg fandt, lige præcis billetter til Sydney i Australien til 4000 kroner for en 2 ugers ferie, at og rejsetiden var heller ikke helt, altså sådan, det var faktisk jeg tror 27 timer det tog for at komme derned og så noget, det er ikke særlig slemt til Australien, hvor jeg var sådan lidt, altså, det er et tilbud man ikke rigtig finder bedre, hvor jeg var sådan lidt, skal man gøre det, det vil være virkeligt slemt for miljøet fordi Australien ligger på den anden side af jorden. Omvendt så er det også en chance for at komme derned. Jeg har ikke købt billetterne, men det har ligeså meget været sådan, 4000 er alligevel også mange penge. Men jeg har nemlig også haft det sådan lidt, fra Australien af eller Oceanien er et af de steder jeg rigtig gerne vil hen også men det er svært at komme derhen. Jeg tror i sidste ende at, ja igen mit begær for at komme derhen, hvis tid og rejsetid og pris og alt de ting er i orden, vil overstige den miljøbelastning jeg ved jeg laver og jeg ved, jeg bare lukker øjnene igen, og så sige så gør jeg noget godt et andet sted eller sådan, så må jeg altså, bare endnu mere, holde op med at spise kød, et eller andet, men at det vil nemlig, ja, jeg tror jeg vil ende med at lukke øjnene for det selvom jeg synes det er et stort dilemma, og jeg synes det vil være svært, fordi at jeg godt ved, hvad det vil give af miljøbelastning.

Har du nogensinde besluttet dig for et hotel fordi den tilbød miljøvenlige produkter eller services, som fx opfordrer at bruge håndklæde mere end 1 gang?

Nej egentlig ikke, men jeg har heller aldrig set det når jeg har kigget. Så egentlig ikke og, men altså jeg bliver altså sådan jeg vil gerne, hvis man til hotellerne kunne sige, i skal lade være med at tage mit håndklæde til room service, jeg vil gerne beholde den i denne her uge, og lad være med at skifte mit sengetøj, altså jeg vil gerne have muligheden for at vælge det fra, men når jeg selv har booket hoteller har jeg faktisk ikke stødt på det, jeg rejser heller ikke så meget på hotel, det er mere hostels og Airbnb. Hvor at, der ikke helt er den samme service omkring så noget vask, og sådan ofte skal man selv have, eller nogen gange skal man selv have sengetøj med, og man får i hvert fald kun en. Men altså sådan, hvis jeg var på et hotel, så vil jeg gerne have muligheden for altså at sige hotellet, lad være med det der eller vælge miljøvenlig omgang hotel, sådan som en knap man kunne tryk på. Eller sige, ja, jeg vil gerne ønske at det er de her forhold vi gør det under, men jeg ved ikke om jeg decideret ville vælge et hotel frem for et andet på grund af det, for jeg har aldrig set det som en søgekriterie, eller ja, måske er det der, så har jeg, sådan ja, så er det bare lige gået over mit hoved. Så jeg ved ikke om jeg kunne finde på det frem for det der har, altså sådan det der har været de største argumenter når jeg har valgt bolig, det har været gåafstand til centrum og så ofte pris, nogen gang morgenmad inkluderet. Men altså rigtig meget gåafstand til centrum. Men det kunne være nice at få sådan en miljøvenlig adfærd stempel man kunne få på, ligesom man har miljømærkninger og alt muligt andet, at det ville måske gøre det lidt mere overskueligt, fordi at, jeg ville ikke vide hvad forskellen var på det ene eller andet hotel på den konto.

Sidste spørgsmål, Du nævnte før at pris var meget vigtig og tid, og distance ikke så vigtig, men hvad med vejret på destinationen? Er det noget, som du tager højde for?

Ja lidt, altså som sagt så kan jeg bedst lide de kolde ejne fordi at jeg sveder de andre steder, men hvis jeg har besluttet mig for et land jeg rigtig gerne vil se, så er klimaet jo som det er, altså jeg kan ikke få det koldt på Cuba, selvom at selvfølgelig kan man rejse i deres lavsæson, det tror jeg faktisk også vi gjorde men det var altså, det har ikke været noget, der har taget min altså sådan det er ikke noget, jeg har bekymret mig så meget om, altså, når jeg kigger på destinationer, så tror jeg heller ikke jeg ved nok om hvordan vejret er de forskellige steder til at vide at, når du skal ikke tage til Dubai, når det er allervarmest eller sådan noget, det tror jeg simpelthen ikke, jeg vil tænke over, jeg ville bare sige, ja, billig rejse til, ikke fordi Dubai er et af de steder jeg helst vil hen, men jeg ville ikke tænke sådan, billig rejse til Dubai, altså gør det, altså sådan, så ville jeg bare tage afsted, jeg ville ikke nå at tjekke, om vejret er for varmt til at jeg kan holde ud at være der. Det tror jeg ikke, så skulle det være altså, så skulle det være så noget som Australien, hvor man ved, altså sådan fordi det er så konkret at de har spejlet vinter også, men det ville ikke være det der var sådan overvældende argument for eller imod.

Appendix 3: Interview 2

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Jeg kan rigtig rigtig godt lide at rejse. Det har jeg altid godt kunne. Og jeg synes, det er spændende at opleve nye kulturer og steder, som man ikke har oplevet, som måske ikke er så traditionelle feriesteder, noget man ikke har prøvet før. Jeg er ikke så glad for det der med at rejse det samme sted hen hvert eneste år eller så noget. Så jeg kan godt lide det med at opleve noget nyt, nye kulturer, nogle nye mennesker. Det synes jeg er spændende. Og så er det også varmen, helt sikkert. Det er jeg rigtig glad for at rejse varme steder hen.

Hvorfor rejser du mest om vinter? Har det noget at gøre med at du kan lide varme

Ja, det har det helt bestemt. Jeg er ikke så god til kulde. Jeg har også boet i Indonesien i et år. Det var helt klar med det at prøve noget andet og prøve at leve et sted, hvor der var sommer hele året, ik? Det synes jeg er rart. Jeg synes, det er et godt break fra den der lidt triste periode. Jeg synes nogen gange, man kan blive sådan lidt deprimeret om vinteren, når der er så mørkt og så noget, så synes jeg det er rigtig rart at kunne rejse et varmt sted eller bare et andet sted hen, lige få sådan breaket den der vinterdepression, som man godt nemt kan komme ind i, tror jeg.

Og hvad så nu, hvor København har haft en så varm sommer og nok kommer til at få en varm vinter. Kommer det så til at ændre nogen ting?

Det kunne det godt gøre, altså. Nu er jeg slet ikke rejst her til sommer, fordi det synes jeg slet ikke, jeg har haft lyst til, fordi at det har været så rart at være i Danmark. Så jeg tror, det kommer rigtig rigtig meget an på vinteren, hvordan den kommer til at være, hvis det ikke bliver sådan snevejr og helt kulde, så kunne jeg godt overveje også at blive hjemme her eller tage en kortere tur, altså man kunne også

tage rundt i Europa i stedet for at tage til Æquator helt sydpå på den anden side af verden, ik? Det kunne være helt fint.

Så du ville sige, at vejret er en stor faktor for dig.

Helt sikkert. Det er det.

Ok, og hvis du skulle nu definere global opvarmning, hvad ville du sige?

Altså global opvarmning, det er vel, altså at vores jord vi har udledt alt for meget CO₂, vi har udledt alt for mange forskellige ting, som er med til at ændre både ozonlaget og alle de forskellige ting, som gør at ... oh, det er svært at lige komme med en... men i hvert fald at vi ikke har været bestemt bæredygtige i forhold til at passe på vores jord, og vi har udledt lidt for meget af forskellige foreningmøder. Og det har gjort, at vores natur ikke rigtig kan holde til det og derfor så sker der det, at vi har en virkelig varm sommer eller en virkelig virkelig dårlig sommer som sidste år eller der sker store hvad hedder det regnskyld nogen steder i verden og hedeølger i nogen andre steder i verden, naturkatastrofer bliver større, de er ligesom ikke på den der lille skala mere.

Og hvordan tænker du at turisme påvirker den globale opvarmning?

Det tror jeg også helt sikkert, altså det gør det. Jeg føler også lidt, at jeg er med til at gå med i det i hele den der tendens hvor vi faktisk udleder for meget og det gør man jo helt vildt meget, når man rejser. Og jeg har været ind og kigget på de der med man kan betale sådan en CO₂ kvote, når man rejser og jeg tænker at det bliver jeg ved med at, hvis jeg har tænkt mig at blive ved med at rejse så meget som jeg har gjort de sidste par år, så vil det helt klart være noget, jeg vil begynde at betale, fordi at jeg synes, jeg har lige så stort medansvar som dem, jeg, nu er jeg for eksempel selv vegetar, så kan jeg jo altid sådan ponke lidt for alt de der kødspiser og det er også meget CO₂, og prutter fra køer og alt de der ting, og der kan jeg være heldig at sige, ja men, det er jeg ikke en del af, men hvis jeg så i stedet for udleder det i forhold til hvor meget jeg rejser, så synes jeg, jeg er lige så dårlig, altså så burde jeg have ligeså dårlig samvittighed. Så jeg tror helt sikkert, det der med at turismen er en stort synder i det, næsten lige så stort som kødforbruget er.

Kan du komme lidt i dybde måske, hvordan du tænker at turisme påvirker den globale opvarmning?

Jeg tror også det med at vi også blev rigere, så det der med at rejse er blevet en mere normal ting for middelklassen, altså i Danmark at det er meget få, man ligesom hører som ikke ligesom får lov til at rejse eller får lov til at opleve verden, og turisme tror jeg trækker rigtig rigtig meget så noget med charterrejser, de er sandsygt billige, det er sandsygt billigt at komme til Ægypten eller til Bali eller hvor, altså, det er sandsygt billigt at komme ud og opleve verden nu. Det er blevet meget nemmere, det tager ikke noget tid i flyet mere, ik? altså det er bare meget nemt. Og hvis det ikke var ligeså nemt så tror jeg slet ikke man vil rejse lige så meget eller hvis det var meget dyrere, så tror jeg også, man ville sortere det fra på den måde, ik? Så tror jeg også bare, at når man lever i et land som Danmark, som har så lidt sommer, normalt har så lidt sommer, ik, så tror jeg bare, folk bliver draget i det der med charterrejse til varmen, ik? Så jeg tror helt klart, det er også en stor ting. Er det svar nok?

Ja, ja, det bestemmer du. Jeg tænkte mere fordi jeg vidste godt, du sagde ja til at det gør. Så jeg tænkte mere på hvad var der bag svaret? Ja, vi går bare videre. [...] Hvad synes du, der skal gøres for at mindste den globale opvarmning?

Jeg tror helt klart, at det skal blive mere italesat, altså selvom det bliver italesat rigtig meget, så er der bare stadig rigtig mange, der sådan ikke tænker over det eller ikke tænker det ind i sin hverdag. Det der med at få det, få nogle større personligheder, altså sådan at der er nogen politisk, der skal ind over, alt de der forsamlings, der får snakket omkring det her, det bliver bare aldrig ikke rigtigt til noget. Der er ikke nogen, der kommer til enighed og så noget. Man kan jo se, at i de vestlige lande, det er helt klart dem, der producerer mest, det går ud over tredjeverdenslandene. Så det der med at tage et politisk standpunkt både højpolitisk men også som borger, altså sådan at blive bedre til at sortere sit affald eller skære ned på kødet eller lade være med at tage en charterrejse om året, måske bare rejse lidt mere lokalt rundt. Det der med at få det italesat, sådan at, jeg tænker også det der med at rejse er jo også et privilegeret, som man gerne vil lidt vise frem, at man har penge nok til at kunne tage det her tur og så noget. Man kan vise, man vil gerne vise sine børn verdenen og så noget, det er jo også lidt det sjove ved det, ik, at man kan det, ik? At man har økonomi til det. Jeg tror også bare det handler om at ja få mere altså til at få borgeren til at forstå, at det er virkelig en synder, om det så er, at man skal betale en CO2 kvote eller hvad det er, men jeg tror helt klart politisk skal det mere på dagsordenen. det skal være noget, vi diskuterer dagligt, hvordan vi kan gøre det bedre. Og det skulle vi helst have gjort sidste år eller for 10 år siden. Det er der, vi er, ik, altså det skal virkelig begynde at gå hurtigt snart, hvis vores børnebørn skal have en ordenlig jord at leve på.

Hvem ville du sige er ansvarlig for at mindske den globale opvarmning? Og du nævnte regeringen allerede.

Ja, helt sikkert, altså politisk. Om det så er, altså både i Danmark helt klart også, ik? Vi har så nogen som Dansk Folkeparti, der gerne vil have stegt flæsk og synes vegetarer, veganer er helt crazy, ik? Altså sådan hvis man kunne få indført så noget, altså sådan at eller ikke indført, fordi der skal ikke være nogen straf i det, men med der at man kan få det indført på så en at "selvfølgelig skal vi have en kødfri dag, selvfølgelig skal vi det, fordi vores børnebørn skulle også kunne at spise kød." eller så noget. det er mere den der ide i stedet for det den der straf, det må man ikke. Så jeg tror, det der med både den almindelige dansker men også, altså nu kan jeg se, at du også har den grønne boks til alt det grønne affald, ikke? Altså det der med at det bliver en del, altså at man ligesom har de her ting, at man får sorteret affald og det ligesom bliver opdraget med, at selvfølgelig skal man gøre det. Så jeg tror både politisk men også sådan helt kulturelt skal der også ske en ændring. Og så skal folk lade være med at tænke, at det er sådan lidt en joke. Det synes jeg nogle gange, at man føler lidt når man snakker omkring klima, at man sådan siger "ja ja, det er jeg ligeglad med. det kommer ikke til at gå ud over mig" Og det synes jeg er en farlig holdning at have, ikke? For selvfølgelig kommer det, måske kommer det ikke at gå ud over dig, men så kommer det til at gå ud over dine børnebørn eller dine børn eller de fremtidige generationer. Dem har vi ligeså meget ansvar for.

Og hvorfor tror du, det er at de ikke synes, at det ikke går ud over dem?

Jeg synes bare, det er bare sådan en lidt egoistisk holdning som der måske er meget normalt, nu til dags, at man bare tænker meget på sig selv og tænker ikke rigtig på hvad konsekvens det har for andre, ik? Og

hvis man ikke ligesom møder det, altså sådan når man, nu kan vi jo begynde med at snakke om klimaflytning, at det begynder nok også at blive en større og større ting, ik? at folk er nødt til at flygte fra steder, fordi de bliver oversvømmet eller der er for meget tørke, ik? altså hvis de ikke forstår det, at nu er der også meget kritik af hvad hedder det af flygtningekrisen da den var der, hvad tænker de så ikke ville ske når der kommer endnu flere pga klimaet, som vi har været med til at skabe, ik? Ja, det ved jeg ikke, ja jeg synes, det er svært at diskutere med så nogen mennesker som synes det er jo deres egen, altså det må de jo selv om. så jeg tror helt klart, at der er så en kulturel ændring i forståelsen af hvad vi skal gøre.

Ok, og du gav Danmark en 2 på en 5 skala for hvor miljøvenlig den er. Hvorfor gjorde du det?

Jeg tror, jeg lå sådan lidt mellem 2 og 3, jeg tror det kommer meget af for eksempel det der debat omkring kødfri måltider og sådan vegetar veganer at man altid bliver stemplet lidt. Jeg har været vegetar i 10 år og jeg har altid været lidt sådan heldig og så noget uden at jeg aldrig, jeg siger det altid hvis vi skal ud at spise og så noget, jeg er vegetar og så noget. Men jeg får tit det der med når du er også så hittig, du er også det ene og det andet. Hvor man er sådan lidt: nej, altså jeg vil gerne diskutere miljøproblemer og kødforbrug og så videre, hvis du gerne vil det, men det er ikke noget jeg sidder og siger i hver eneste sætning. Og det synes jeg bare blev endnu mere her i det sidste, hvor der var ligesom hele det der veganerbølge ligesom også blev en ret stor ting, ik? Og så synes jeg bare ikke, at Danmark tager så stort et standpunkt i forhold til de forskellige aftaler. Det kan godt være at de er en del af sådan aftaler men jeg synes bare ikke, vi gør nok. Jeg synes, vi godt kunne gøre mere. Og også altså i forhold til hvor altså biler, hvor billigt det er at købe en bil i stedet for offentlig transport, altså det er jo helt sandsygt, at det kan svare sig bedre at købe en bil end det kan være at pendle frem og tilbage, ik, altså det burde der ikke ske nu.

Og du synes, det er billigere at købe en bil i Danmark?

Ja, altså i forhold til altså det der med DSB priser, der bare går op og op og op, ik? altså hvis du pendler frem og tilbage, altså nu har jeg ikke selv kørekort, nu kan jeg ikke helt, men men sådan for mange, der pendler frem og tilbage for længere, også det der med at du aldrig får toget til tiden og der altid er forsinkelser eller aflysninger og så noget. Så er det bare bedre at have en bil, og det synes jeg bare ikke burde være. Ikke nu, altså, vi burde have et ordenligt offentligt transportsystem, der kunne holde til det, ik?

Og du har nævnt nogen ting i forvejen, at du gør for miljøet, men er der også nogle andre ting, som du lige kommer i tanke om? Så hvad gør du? Du kan også gentage dig selv, så hvad gør du for miljøet?

Ja altså, jeg tror også helt klart det der med at have en holdning til det, det tror jeg, det er rigtig vigtigt, det der med at snakke om det og få det, som vi snakkede om, at få det ændret den der forståelse af, at det ikke bare noget man ikke snakker om. Men jeg synes også helt klart, altså, vi sorterer rigtig rigtig meget affald hjem hos mig og sådan og få det til at være en stor del af, altså vi i min familie har altid sorteret ret meget affald og det er blevet, jeg tror bare vi altid har gjort det, det ligger nok også bare i mig at selvfølgelig kommer lige det ene og det andet og så noget. Vi smider ikke bare ting ud, altså man får også brugt ting, ik, brugt madvarer og så noget, så der heller ikke er overforbrug og prøver så vidt muligt ikke altid at købe nyt, ik? altså sådan at man også kan købe tøj i genbrugsbutikkerne og man

behøver ikke altid købe en ny blender, hvis ens blender går i stykker, så kan man måske finde en, der er brugt eller så nogen ting, ik? Det tror jeg helt klart, det er sådan jeg selv føler jeg gør i min hverdag, ik? Og så selvfølgelig ikke spiser kød. Ja, det tror jeg, det er det, jeg ligesom også ja, jeg cykler rigtig rigtig meget, prøver ikke at, altså nu synes jeg nogen gange det er lidt langt fra Nordvest til lufthavnen, så der må jeg alligevel indrømme, at jeg tager bussen og metroen. [Det er et stykke tid] Jeg tror nok, det er sådan 20 kilometer. Det tror jeg ikke helt, jeg lige kunne overskue, det der morgenvagter kl. 5 om morgenen, men ellers så prøver jeg at cykle og ellers, hvis jeg skal længere ture, så tager jeg toget. Og så noget med at få fyldt biler op, hvis man skal, hvis man gomore, ik? altså sådan det synes jeg også er en fantastisk ting, man har fundet, det der med at kunne køre sammen. Og så ikke flyve indenrigs og så noget, det tror jeg heller aldrig, jeg rigtigt har gjort, du ved, så noget.

Og mange af disse ting...jeg skulle også spørge om, synes du det er nemt at sortere affald i Danmark?

Jeg synes, ja og nej. Jeg synes, det er blevet nemmere, fordi at, i hvert fald Københavns Kommune har jo virkeligt, virkeligt gjort meget for at nu får vi den der grøn kasse og alt de der forskellige skraldespande, og der står på dem, jeg synes nogen gange også, det kan være rigtigt svært at finde ud af, og så skulle man helt der der ene sted og det andet sted med ens affald, i stedet for bare at kunne ligesom have ét skralderum til det hele, ik? Og der er de helt klart blevet bedre, at det ligesom blev samlet, og det står meget stort på dem. Men jeg synes stadig, det er svært, fordi hvis der er en, der ligesom fucker det op, så ødelægger det det lidt for alle de andre, ik? Det er det, der er lidt svært med affaldssortering, hvis der er en, der gør det forkert, ja men så bliver det jo ligemeget på en eller anden måde, ik? Så jeg synes, altså, det er blevet bedre, men jeg synes også, det er svært at have, altså, som lejlighed, altså, det må du også, det der med, altså, den der grønne kasse, den skal jo skiftes hver dag i øjeblikket pga. at der er så varmt og når man ikke har så meget plads, er det svært ligesom at sortere så meget, fordi så skal man have rigtig mange forskellige skraldespande og så noget. Så jeg tror også, det handler om en vane, det der med lige at stille tingene på køkkenbordet og så tage dem med ned, når man ligesom går ned, ik? Så jeg tror også, det er meget en vanesag for at få det indført derhjemme.

Og når du er ude og rejser, gør du også disse ting, nogen af disse ting, for eksempel, nu snakkede vi om sortering af affald.

Ja og nej, fordi altså selvfølgelig, hvis der står på de, det er lidt forskellig fra land til land, ik? Der er nogen, der har meget sådan hardcore affaldssortering i de forskellige lande, og der følger jeg det også helt klart og så noget, men da jeg boede i Indonesien, der var der bare ikke rigtig noget, der hedder affaldssortering, der er ikke rigtig sådan, de brænder bare deres affald, når det ligesom skal væk, ik? Så det var også helt vildt svært, det der med hvor meget man egentlig brugte og hvor blev det egentlig af og så noget. Det tror jeg også er svært, når man ikke ved, hvor bliver det så af, altså i Danmark der ved man alligevel, at det kommer på en hvad hedder det, en afbrændingsstation eller så noget, ik? Men dernede, så var det bare sådan et ja, hvad ville det egentlig hjælpe, og der kunne man virkelig se, hvor affaldet kom på strandene og alt så noget, ik? Det havde jeg det rigtig rigtig svært med i rigtig rigtig lang tid, sådan det der med jeg havde ikke lyst til at bruge noget, men det var jo også umuligt, ik? Det er jo næsten umuligt at være sådan helt zero waste, ik? Men prøvede ligesom at have så nogen stor dunke vand i stedet for hele tiden at købe en ny vandflaske for eksempel. Så det prøvede jeg at gøre, men så var det også egentlig det, man kunne gøre, ik?

Er det også derfor, du tænker mest på miljøet derhjemme?

Det tror jeg helt sikkert. Jeg tror, det er svært, fordi, jeg tror, det er svært at ligesom sætte sig ind i de forskellige landes måder at sortere affald på, hvis man for eksempel kun er der i en kort periode, men altså jeg ville da helt sikkert gøre efter hvad der står på de skraldespande, man skal gøre og så noget. Jeg ville aldrig putte noget i, som der ikke måtte puttes i, som der står på det, altså hvis skiltning var ok til det, så ville jeg følge den, helt sikkert.

Du sagde, at du var ikke tilfreds med det, du gør for miljøet?

Nej, jeg synes, der er altid altid man kan gøre mere. Og jeg tror også helt klart, det handler om at jeg har rejst for meget. Og jeg måske nogen gange får smidt et cigaretskrald eller et eller andet, hvor jeg altså sådan prøver virkelig at sådan gøre mit, prøver mindre og mindre, ikke, men sådan jeg tror altid, der er noget, man kan gøre, at alle burde ikke være tilfredse med den måde, fordi så kan man altid arbejde videre og blive endnu mere...for jeg tænker også så noget som, jeg havde faktisk lige en snak om det i går omkring så noget med, jeg vil rigtig gerne købe økologisk, men jeg synes også bare tit indpak, der er så meget indpakning ved økologi, ik? Og så sidder man med en masse plastik, ik? Det er jo også sorter, altså, der er bare så mange ting, at hvor irriterende det kan være, ik, det der med at kunne man ikke bare få noget, man bare sådan kunne have sin egen pose med og så kunne man i stedet for at alle ting skal være pakket ind i det ene eller det andet, ik? Så helt klart det der med at man kunne tænke på også det der med når man handler ind, at der ikke altid er så meget plastik eller det ikke er blevet fløjet ind fra alle mulige lande. Det er også helt klart noget jeg begyndte inden for det sidste halve år, jeg begyndte at tænke meget mere over, hvor de grønsager, jeg køber, kommer fra og fra deres CO2 aftryk ligesom er, ik?

Ok, lad mig se her, hvor vi er henne. Ja men, du nævnte at der var nogen valge, man kunne tage, jeg kan ikke lige huske, hvad det var, men i hvert fald når man rejser, så hvad man tænker på. Og du nævnte at global opvarmning var ikke en faktor når du rejser

Nej, det har du nok, altså, det er helt klart begyndt med at blive, men det må også, altså sådan, der har jeg sgu nok ikke ja, så er det nok ikke, det har jeg ikke tænkt så meget over det der med hvor meget det ligesom påvirker miljøet, og det er helt klart inden for det sidste halve år, hvor jeg ikke har været ude at rejse, at jeg begyndte at tænke meget mere på hvor meget det egentlig betyder at tage til den anden side af jorden.

Og jeg skal lige nævne at der er hvorhenne du rejser, ja

Ja, præcis. Det der med at det har jeg sgu ikke altid været så god til at tænke over. Og det skal jeg også helt klart blive bedre til. Så men jeg tror det er blevet en større ting, nu sagde jeg, at det ikke havde, før havde det ikke rigtigt været en faktor, men det kan jeg mærke, det begynder det at blive. Så jeg føler det er sådan lidt split, fordi jeg rigtig rigtig gerne vil opleve verden, ik, men jeg vil også gerne gøre det på en ordenlig måde.

Og du nænte, at du er rejst et sted, som lider af global opvarmning. Hvad var grunden til det?

Altså det var, altså, især Indonesien, der kan man virkelig se, at så har de tørke, eller så har de sandsynligvis monsun, som er sådan, altså da jeg boede dernede så var der sådan lidt, der er jo regntid men der var ikke noget regn i regntiden og så kom regntiden lige pludseligt tre måneder efter, ik? Og det der med at konstant finde skrald på strande og hele det der affalds, altså at de slet ikke ved, hvordan man sorterer affald, at de drukner så at sige i affald nu, ik? Og mange af de øer vil jo, hvis vandet stiger, så kommer de ikke til at være der. Og det synes jeg er lidt skræmmende at tænke på, at så noget kan være væk om jeg ved det ikke 50, 100 år, ik, hvis det fortsætter på den her måde. Og også hele det der rige og fattige, ik, altså hvis de bliver ved med den måde, så bliver folk jo bare fattigere. Og især med de forskellige naturkatastrofer, der kommer, ik, altså så var der vulkanudbrud og så har der lige været jordskælv og så noget, ik, men det er jo sådan nogle ting, som selvfølgelig vil ske, ik, men det der med at få bygget alt op igen og så bliver det rodet igen og hvis der så også lige bliver tørke eller hvis alle deres afgrøder går til, ik, det synes jeg er svært, jeg synes det er rigtig rigtig svært at deal med når man sidder og ser det med sine egne øjne og sådan står foran det og familier, der lever med 5 kroner om dagen, ik, det tror jeg meget er surrealistisk og stå og kigge på og ikke rigtig kunne gøre noget ved det sådan her og nu, men bare kan tage tilbage og have min egen lejlighed eller så noget, alt de der jeg har penge nok og jeg kan gøre at rejse rundt i verden, hvis jeg har lyst til det agtig attitude, ik? Det synes jeg er rigtig rigtig svært virkelig at se det med egne øjne.

Har det så nogen grund, var det så en grund til at du tog til Indonesien, var du frivillig eller noget i den stil?

nej, det var for lige at få et break fra skole og fra livet her i Danmark [ok, så det var ren ferie] ja, det var det ellers, det var lige en dannelsesrejse lige at komme væk og prøve at få en hverdag et andet sted.

Du er rejst indenfor Danmark omkring 3-4 gange i de sidste 12 måneder.

Ja det passer

Hvad var det for noget ferie?

Jeg tror altså nu bor min familie ret meget rundt, altså sådan på Sjælland men både på Falster og så også Veststsjælland, og dem besøger jeg ret tit, lige hvis man har brug for at komme lidt væk fra København og så noget, så det har jeg gjort en del af at tage der, ud lige at være. Ja, det har nok været primært det, ik, og så har jeg været i praktik, og det har også gjort, at jeg har rejst ret meget rundt i landet til forskellige museer, som vi har haft møder med og så noget. Så derfor, så har jeg bare sådan egentligt været lidt rundt omkring riget, Nordjylland og så noget, så måske ikke ferie, men det der med jeg har i hvert fald lavet så nogen ture rundt omkring i Danmark.

Hvordan påvirker global opvarmning din beslutning om, hvilken transportmiddel at bruge. Så du nævnte at global opvarmning er noget, som påvirker dig når du rejser.

Ja, helt sikkert. altså i Danmark er det jo nogen selvfølgeligt også forårsaget af, at jeg ikke har kørekort. så derfor så kører jeg ikke bil, men jeg har nok ikke været god nok til ligesom at sige sådan: skal vi ikke heller tage toget, hvis der er en, der har bil for eksempel. Det kunne jeg måske godt blive bedre til, men det er nok også bare det, vi snakkede om at den offentlige transport bare ikke er særligt god i Danmark. I forhold til sådan lidt mere internationalt, så som sagt, så tænker jeg mere over det nu, men jeg kunne godt tænke mere over det, tænker jeg. altså det kunne godt blive en større issue for mig og jeg skal helt klart, hvis jeg skal ude og rejse længere, så vil jeg rigtig rigtig gerne betale den der CO2 kvote, så jeg føler, jeg kan få lidt, rejse med lidt bedre samvittighed, hvis man kan sige det sådan.

Ok du nævnte også, at global opvarmning påvirker, hvor ofte du tager på ferie.

Ja, helt sikkert. Jeg tror, jeg vil begynde at, hvis jeg skal længere væk eller længere ture og så noget, så vil jeg nok også sådan gøre det til en meget sådan en gang om året, eller en gang hver andet år eller sådan noget i stedet for måske bare rejse lidt, når man har lyst til det eller sådan måske overvejer lidt mere i det, ik, og så måske flyve med nogen selskaber, der tager lidt stilling til det, måske det der med at flyve med Ryanair og Easyjet og så noget, ik? Måske, måske undersøge lidt mere med de selskaber, man flyver med, hvad deres politik er omkring så noget, det tror jeg også helt klart kunne være noget, jeg vil begynde med at gå mere op i.

Ok faktisk næste spørgsmål er som du også har nævnt før om, hvad du tænker om miljøafgift til flyselskaber og så selvfølgelig også andre virksomheder.

Det synes jeg skal være en endnu større ting, ja. Og endnu, jeg synes, det kunne være fedt, hvis det kunne blive et eller andet prestige over det eller sådan at man ligesom konkurrerer lidt om, hvor gode er vi til at passe på miljøet, ik? Eller sådan det er måske svært, når det handler om betalte firmaer, men det kunne være fedt at selskaber kunne vise, at de faktisk gerne vil miljøet mere. Og det ikke bare handler om deres egen lille ego, eller sådan deres egen lille forretning, ik? Men at det ligesom kunne blive til en sådan almen forsøg at vi skal faktisk gøre noget, og vi skal gøre det her sammen.

Næste spørgsmål: Har du nogensinde besluttet dig for et hotel, der tilbød miljøvenlige produkter eller service, for eksempel der er nogen hoteller, som opfordrer dig til at bruge dit håndklæde igen eller din sengetøj?

Jeg har ikke bevidst valgt det, men jeg har set på de steder, jeg har boet, at de har gjort det. Og det synes jeg er ret fedt, ellers det er jo faktisk, ja, det er et par år siden, hvor jeg, men det er også sjældent, jeg bor på hotel, hvor jeg lige, altså min SU rækker ikke altid til så nogle fine steder, men hostels og så noget er jo også bare tit, der er der ikke så meget udskiftning, ville jeg sige, der har man jo meget af sine egne ting og så noget. Men dengang, der stod der nemlig det der med at, der benyttede jeg mig af det, der hænge, jeg tror man skulle hænge håndklædet op, så tog de det ikke eller så noget, og det synes jeg var vildt fedt. Vildt fedt, at de gør det og skriver det, så man ligesom også vidste om det, fordi man kan bare tit, når ja, så er der roomservice og så får du, så ordner de det hele, ik? Det synes jeg er vildt fedt,

hvis man gør det. det burde man. Men jeg synes måske ikke, at det er noget, det ved jeg ikke, jeg tror ikke jeg har set et decideret opslag for et hotel, hvor der står det som en del af deres service, så det kunne jo måske godt være noget, de promoverede mere, så ville jeg da også helt klart synes, det var altså federe at booke det i forhold til noget andet.

Synes du, der kunne være mere promovning i det hele taget fra fra altså flyselskaber, som gør det, men ikke lige

Ja, det synes jeg helt sikkert. Meget mere.

så det ville gøre en forskel?

Ja, det ville det. Det ville, selvfølgelig har prisen også altid noget at sige, når man er på SU, altså det må jeg jo indrømme, men jeg ved helt klart, altså hvis det var nogenlunde samme pris, og den ene havde meget meget større grøn profil eller i hvert fald fik italesat mange af de ting, bare sådan, det er noget vi aktivt prøver at gøre noget ved, og det andet ikke gjorde, så ville jeg helt klart tage det. Helt klart.

Og så sidste ting: Du havde så nævnt, at global opvarmning påvirker turisme og turisme påvirker global opvarmning måske, og du tænker på global opvarmning, når du beslutter hvad for en transport du tager og hvor mange gange du tager på ferie, men du sagde, at global opvarmning ikke var en faktor når du så var rejst. Kan du sige noget om de andre faktorer, der er vigtig i stedet for global opvarmning? Hvad sætter du mere pris på der?

Altså i forhold til når jeg rejser, eller hvordan?

Ja, altså når du skal vælge et sted at rejse hen og

Så har det nok lidt, ligesom vi snakkede om i starten, det der med at, noget varme eller noget kulturelt eller noget andet end Danmark ligesom kan tilbyde. Det er helt klart de faktorer, jeg har rejst efter. Men som jeg også lige sagde, jeg tror godt, det der med global opvarmning godt kunne blive en større ting, som jeg kunne overveje fra nu af. Jeg tror også bare at få det italesat, som dit spørgeskema også bare gjorde, ik? Der er bare det der lidt dårlig samvittighed, ik, eller det skal være der på en eller anden måde, men førhen så har det jo helt klart været så et break fra Danmark, et break fra det kultur, de ting vi lever i her, nu er jeg også ved at læse religionselskab, så synes jeg det er fantastisk at rejse til andre kulturer, og andre religioner og så noget har helt klart været fokuset for mig.

Og hvad med distance til destinationen? Spiller det en rolle?

Ja og nej. Ja, helt klart, altså sådan i forhold til jeg synes det er fedt at opleve noget, der er så anderledes. Derfor har jeg faktisk ikke rejst sandsygt meget i Europa. Jeg har rejst rigtig rigtig meget i resten af verden, så det er jo så ikke så godt, men sådan jeg tænkte, at, men det har så også gjort at jeg faktisk ikke har set særlig meget af Europa, jeg vil faktisk gerne begynde med at se mere i Europa, og det er jo også oplagt en mulighed at gøre det igennem tog i stedet for med fly for eksempel, ik? Så jo, det

sagtens også har været, det med at komme væk, væk fra det traditionelle Europa, hvis man kan sige det sådan, den traditionelle kultur, man er vant til, ik?

Appendix 4: Interview 3

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Det er nok i høj grad, sådan hvad jeg kunne tænke mig at se, jeg kan rigtig, rigtig, godt lide at rejse. Så det er rigtig, jeg har været rejst her til sommer, og der var det meget sådan, hvad havde jeg lige lyst til at opleve på den her rejse, så det er primært sådan, hvad jeg har lyst til at opleve som der vægter højt.

Hvorfor rejser du mest om sommer?

Det er nok fordi det er der hvor jeg har mest ferie, det er nok ren praktisk at jeg rejser mest om sommeren. Der er mest ferie, der er mest tid til det.

Hvis du skulle definere global opvarmning, hvad ville du sige?

den er svært, men det må primært være det her med at altså sådan, temperaturerne stiger og det kan man jo så sætte tegn på ved at vores Danske sommer, synes jeg virker som et skræmmende eksempel på at der er global opvarmning, og det her med at der er rigtig mange fisk rund omkring, som dør og koralrev er ved at blive mindre, og altså sådan, helt det her med at vores klod egentlig bare ændrer sig, som er tegn på den globale opvarmning, tror jeg.

Hvordan tænker du, at turisme påvirker den globale opvarmning?

Helt vildt negativt, fordi vi primært rejser med fly og det, fly er bare en kæmpe synder i forhold til specielt CO2 udledning. Men, altså, ja, det er bare billigst nærmest, altså det er nærmest billigst og mest tidsbesparende at rejse med fly, det virker lidt paradoksal, at det tog, det tager længere tid, det er dyrere, men det er jo meget bedre for miljøet. Så hvis man nu kunne gøre togrejser lidt billigt, kun det være det, at turismen ville påvirke det endnu mindre, eller lidt mindre end det gør nu, det påvirker det sindssygt meget men. Jeg ser sgu ikke, hvad løsningen ville være, men ja.

Hvad synes du, der skal gøres for at mindske den globale opvarmning?

Ja altså, hvis man nu startede med at kigge lidt ind af om hvordan man sådan selv ville kunne gøre, spise mindre oksekød, affaldssortere i højere grad, tænke på måske bare en gang i mellem at tage cyklen på arbejde i stedet for bilen hvis det kan lade sig gøre. Overveje at alle ens ferie måske ikke behøver at være udenlandskrejser, hvor man rejser med fly, men at nogle også kunne være en togrejse eller noget andet, så ja, hvis alle selv gør en indsats, så tror jeg det kunne gøre rigtig, rigtig meget.

Så du nævner, at det skal starte ved en selv, altså indefra, hvem ellers synes du er ansvarlig for at mindske den globale opvarmning?

I Danmark synes jeg, det er helt klart vores regering, bør gøre noget og lave noget lovgivning, som der gør det mere attraktivt at agere miljøvenligt og der er jo også de her COP møder men det virker bare ikke rigtig til at de sådan kan komme til enighed. Så jeg vil sige, her i Danmark, så synes jeg, det er klart vores regering, der bare skal gå ind og lave nogle restriktioner.

Du sagde "3" på skalaen over hvor miljøvenlig Danmark er? Hvorfor er det?

Jeg synes, Danmark på nogen punkter er rigtig fint, altså man begynder, nu laver man altså endnu bedre infrastruktur som kan være med til, specielt i København i hvert fald, som kan være med til at folk de kører i bil mindre og jeg synes heller ikke, at Danmark er en af de værste lande, jeg ved ikke lige, hvad der skulle være de værste lande, men nu kunne man se her, at det er jo ikke mange dage siden at man fandt ud af, at nu har vi faktisk brugt de ressourcer, vi har at bruge i 2018 op, og hvor man så kunne se at Danmark, de havde jo faktisk brugt dem op for lang tid siden, men hvor et land, som jeg tror det var Vietnam, de først bruger dem op i december, så helt god er Danmark jo så heller ikke, jeg tror bare at der rigtig meget sådan en bruge og smide væk kultur i Danmark, som man ja, man måske kunne gøre lidt op med. Gør det endnu mere attraktivt at affaldssortere, det tror jeg også ville gøre en hel forskel.

Hvad gør du for miljøet i din hverdag?

Ja, jeg cykler til arbejde hver dag, når vejret tillader det. Jeg affaldssorterer, jeg spiser ikke særlig meget oksekød, jeg bruger ikke plastikposer til at handle, der bruger jeg sådan nogle genbrugelige indkøbsnet, og jeg kan godt lide at rejse, jeg gør det ikke hvert år også af hensyn til miljøet og mine penge, men det er jo noget helt andet, men også fordi at jeg overvejer miljøet. Jeg slukker lyset når jeg går hjemfra, altså sådan tænker over, hvad jeg bruger.

Gør du disse ting også på ferie?

Så hvidt det er muligt, ik? Det er jo ikke altid så let at affaldssortere på ferie, hvis man ikke lige, men ja, altså jeg prøver at tage mine gode vaner med og pakke nogle af de dårlige vaner væk.

Så infrastrukturen kan godt være noget som hindrer en til at gøre det?

Ja, jeg vil faktisk sige, når jeg er på ferie, tager jeg i høj grad offentlig transport, det er meget, meget sjældent, at jeg vil vælge at køre bil eller taxa. Og jeg spiser ikke mere oksekød bare fordi jeg er på ferie, hvis jeg handler på en ferie, bruger jeg stadig nogen indkøbsnet som der er genbrugelige og ja, så jeg prøver så godt som jeg nu kan.

Og du tænker mere på miljøet derhjemme end på ferie?

Ja det gør jeg. Fordi at det virker super uhyggeligt men hvis man er på ferie, man kan ikke, og det har nok også noget at gøre med at herhjemme, der ved jeg hvad jeg ligesom har at arbejde med, der ved jeg

hvordan jeg kan tænke miljøvenligt, det gør jeg bare ikke i lige så høj grad på ferie. Jeg ved herhjemme, altså hvor jeg kan købe økologisk og så nogen ting og det er bare ikke altid lige så gennemskueligt på ferie.

Når du siger, at du ikke er tilfreds med hvor meget du selv gør for miljøet, hvad tænker du på, der kan gøres bedre eller mere af?

jeg ved ikke hvad der kan gøres bedre, men jeg synes bare ikke det er godt nok, altså jeg synes det er skræmmende hvordan at vi bare bruger jordens ressourcer uden at tænke over at der også skal være til de næste. Jeg ved ikke, hvordan jeg selv lige umiddelbart kunne gøre det godt nok, jeg kunne måske være endnu bedre til at handle efter årstiderne, endnu bedre til at købe lokalt, men når man har mulighederne, er det også bare nogen gange svært kun at købe lokalt og ikke at købe fra andre lande, men det ville jo være det bedste.

Hvorfor tænker du ikke på global opvarmning når du beslutter, hvorhenne at rejse? Du nævnte specifik, at en af faktorene var, Hvad jeg har lyst til at opleve

det tror jeg er fordi, at jeg ikke tænker på at det ene sted er bedre at rejse hen end det andet sted, hvis man alligevel skal op i et fly. Det kan jeg der godt se at måske en længere flyrejse ikke er ligeså god for miljøet men ja, det gør jeg bare ikke. Det er nok ikke så smart, men ja, nej.

Så du siger at global opvarmning, det vil ikke være en faktor for dig?

Ikke på nuværende tidspunkt, men jeg vil da ikke afvise, at det kunne være det senere, altså jeg tænker meget på hvor jeg vil rejse hen i forhold til nogen af de steder man ved måske vil forsvinde om et par år, og der er nogen steder jeg godt vil nå at se, men det har ikke så meget med global opvarmning på denne måde at gøre.

Ja men, du nævnte faktisk, at du gerne vil besøge Grønland på grund af det. Så man kan faktisk godt sige, at du tager global opvarmning i hensyn.

Ja det kan man godt, man kan selvfølgelig godt sige jeg gør det men det er så mest til min egen vindings skyld, men jo man kan godt sige at jeg på denne måde tænker over hvor jeg godt kunne tænke mig at komme hen inden det forsvinder.

Du siger, du er rejst indenfor Danmark 3-4 gange de sidste 12 måneder – hvad for nogen ferie var det så?

Ja men, jeg har været på en sommerferie, jeg har været på en vinterferie, en skiferie, jeg har været på en storbyferie, ja det passer meget godt med 3 gang tror jeg.

Hvorfor påvirker den globale opvarmning ikke din beslutning om hvor ofte at tage på ferie?

Det ved jeg faktisk ikke om jeg er helt enig alligevel, fordi det gør det på en måde. Fordi jeg tager jo ikke afsted hvert år, nu er det i år jeg har været meget ud at rejse men jeg tror måske ikke, det er på grund af global opvarmning, jeg tror måske ligeså meget, det er også på grund af pengene. Men det burde jo være pga. global opvarmning. Så ja det passer nok meget godt.

Så i princippet, du nævnte penge, så priser for rejse og sådan ting og du nævnte også distance for, det måske noget som påvirker dig?

Det er det i høj grad, fordi man kan sige, nu har jeg haft 2 ugers ferie i år og det påvirker det, hvor langt væk jeg har lyst til at tage i forhold til at altså sådan ja, distancen gør det helt sikkert, altså har en betydning for hvor langt væk man har lyst til at tage, og om jeg har lyst til tage afsted og hvordan og hvorledes.

Hvordan påvirker den globale opvarmning din beslutning om hvilket transportmiddel at bruge for at tage på ferie?

Altså, jeg tager cyklen. Når jeg tager på ferie. Altså ja, man kan sige at når det ikke er muligt, nu har jeg været i Grækenland, der er det sgu besværligt at komme til uden fly. Men da jeg skulle for eksempel gå rundt på de forskellige øer, tog jeg båden. Jeg ved ikke om det er bedre end fly, det tror jeg, ja, jeg tror fly er de store synder. Så på den måde påvirker det lidt, jeg har også rejst rundt i Asien, hvor jeg også tog med tog i stedet for at flyve. Så på den måde har det da lidt en påvirkning.

Hvad er dine tanker omkring miljøafgift til flyselskaber og andre virksomheder?

Jeg synes, det er en megagod ide. Nu hørte jeg lige et podcast, med her går det godt, deres Kina special i dag, hvor de også snakker om det her med, at altså flyrejser er bare nærmest for billigt, det giver ingen mening at det nærmest er billigere at flyve til Ålborg end det er at tage toget til Ålborg, så jeg synes helt sikkert, at det er en megagod ide at lave miljøafgifter.

Har du nogensinde besluttet dig for et hotel fordi den tilbød miljøvenlige produkter eller services, [Nej] som fx opfordrer at bruge håndklæde mere end 1 gang eller sengetøj?

Nej, for jeg har ikke oplevet, jeg har ikke oplevet hoteller, der har virket mere miljørigtig end andre, jeg synes det er en megagod ide. Det har jeg ikke oplevet. Så jeg kunne da godt finde på at vælge det i fremtiden men jeg har ikke oplevet det endnu.

Så har du boet på hostels før?

ja.

De plejer altid ikke at skifte dyner og sådan nogle ting.

Nej, det er selvfølgelig rigtig. Men jeg tror ikke jeg har valgt dem på grund af, at de ikke har skiftet. Jeg har boet på hoteller, der ikke har skiftet dyner og sengetøj, men det har ikke været det, der har været formålet med at bo der.

Nej, men jeg tænkte på, synes du, at de er mere miljøvenlige?

Det ved jeg sgu ikke, det er de jo på en måde, men så kan der være så mange andre punkter hvor de ikke er mere miljøvenlige, så jeg tror ikke, jeg tænker på dem som mere miljøvenlige.

Appendix 5: Interview 4

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Tænker du sådan generelt i Europa, eller heller?

Jeg tænker generelt hvad det er det, der tiltrækker dig når du skal rejse, eller hvad er det du tænker på som gør at du har lyst til at rejse? Eller noget i den stil

Typisk så er det nok vejret, fordi man har jo ikke tænkt at rejse steder, der ligner for meget Danmark. [...00:45] Der spiller vejret, altså hvad skal man sige, er en stor faktor, i at man vil gerne steder hen, hvor der måske er lidt mere solrig eller der er lidt varmere, og gennemsnitstemperaturen ikke er på de 15 grader. Ja, så det er nok sådan de overvejelser, jeg tager, når jeg tænker at rejse.

Ja, og du nævnte, at du rejser mest om sommeren?

Ja, altså det er jo de tidspunkter, hvor der ikke er skole, og der hvor at, ja, nu er det hvor at det passer bedst med dem, jeg rejser med, for eksempel nu passer det med at jeg rejste med noget familie tidligere på året til London for eksempel, og der passer det jo bare bedst at tage afsted, nu der, hvor man ikke har eksamener og der, hvor man ikke er i skole, hvor man har fri.

Hvis du skulle definere global opvarmning, som er temaet på min undersøgelse, hvad ville du sige?

Det er jo i bund og grund vores alles skyld, den måde vi allesammen bidrager til med den måde vi lever i vores hverdag, og den ene af dem, det er jo selvfølgelig flyrejser er en af de store no nos, som vi alligevel ikke kan undgå, måske for at mindske sit forbrug af flybrændstoffer når man tager ud og rejser. Der er det der med hvorfor tager man ikke på bilferie i stedet for at flyve til den anden side af jorden, fordi man kan jo sådan set også få en fed oplevelse for det. Men ja flyselskaber, eller flybrændstof fylder det hele, fylder rimelig meget i at vi flyer fly, som det store problem i år, fordi, det har ikke fordoblet men, [...2:48], det er jo et godt styk deropaf, hvor meget mere vi har brugt i år end de forløbne år eller de forgangne år hedder det, og der det, ja, der er det vores, attitude i forhold til hvordan vi lever. Det er nok ikke hvordan man definerer, det er mere den måde, hvordan vi vælger at leve på, og den måde vi

vælger at organisere vores hverdag. Hvis du forstår, hvad jeg mener. [Det gør jeg] Det er også det, du spurgte om i dit spørgeskema, det der med: sorterer du dit affald og er du mere bevidst omkring hvordan du bevæger dig rundt i landet eller i verden for den sags skyld.

Hvordan tænker du, at turisme påvirker den globale opvarmning?

Det er selvfølgelig, at der er flere, der er ude at rejse, der er flere, der vælger at tage flyet. Det er det, jeg har for eksempel lagt mærke til meget, det er efter jeg begyndte med at arbejde ude i lufthavn, der er rigtig mange mennesker i halvtredserne og tredser, kan man sige, som har aldrig været ude og flyve før, så jeg synes, der er rigtig mange flere mennesker, der vælger at flyve, og så rejser de jo til Tenerife og der tage til Atalya og Alanya, og ud og rejse for første gang og det er jo, hvis der er masser, der jo, hvad skal man sige, rejser så langt, i stedet for at bare tage på den årlige campingtur op til Nordjylland i bilen, så er det jo selvfølgelig turismen, der er en af de store synder i det stigende forbrug af, hvad skal man sige, stigende forbrug af flyvet, blandt andet, så der tænker jeg, transport og turisme, det er en af de store syndere.

Hvad synes du, der skal gøres for at mindske den globale opvarmning?

Ja, selvfølgelig ville jeg sige, der skal gøres meget mere end vi gør nu. Trump er jo ikke helt det store eksempel for politikere i USA i hvert fald til at gøre noget ved det, og sammen er der også mange af de politikere i Europa som ikke gør nok for at få mindsket CO2 udledning af, altså, per land. Det holder nok ikke men, hvor der er overforbrug, den vi lige har haft siden den 1. august, og det er jo et virkelig tidligt tidspunkt at holde [..05:42] for at efter den her dato har vi virkelig sådan et overforbrug resten af året, og det burde man jo også tage mere seriøst end man tidligere har gjort.

Ja, og du nævnte noget med, at det er regeringen, der skal gøre noget. Hvem ville du ellers sige er ansvarlig for at mindske den globale opvarmning?

Vi er jo nok ned på en individuel plan, altså ikke smid skrald i naturen, prøv at genbruge dit affald, og husk at kompostere og alt det der, det er jo selvfølgelig ikke kun på det niveau, men man skal også have nogen politikere, der ligesom tager det store skridt og siger, når, altså, nu er vi kørt på alt, der hedder olie, og nu kører vi kun på vindenergi og vi kører på solceller og så er det ligesom, ja, dem der tager de store skridt og så må vi ligesom tage de små skridt efterfølgende, og ligesom prøve at ikke bare rette men, og forbedre den situation vi ligesom er i nu med det hele, at det vil eksplodere ude af proportioner, vores forbrug.

Du sagde "3" på skalaen over hvor miljøvenlig Danmark er? Hvorfor er det?

Ja, altså selvfølgelig ligger vi jo ikke helt i bunden fordi vi, jeg synes vi er ret god til det der med genbrugsstationer og sortering af affald, men så synes jeg heller ikke vi ligger helt i toppen, fordi der også er nogle lande, der gør det meget bedre end os, og nogle, der formår at gøre mere for miljøet end Danmark kan finde ud af gøre. Jeg vil sige, jeg kan ikke lige komme med nogen eksempler, men Danmark ligger måske i midten. Vi kunne godt komme måske på en 4 ud af 5. Måske mellem 3 og 4. Så på en tre'er, når man lige skulle vælge. Men Danmark kunne helt klart forbedre sig på nogle punkter.

Som, hvis du lige kun nævne nogen?

Oh, hvad skulle det være? Jeg er nok lige blankt på den der. Jeg kan ikke huske, hvad jeg tænkte på, da jeg lavede surveyen.

Hvad gør du for miljøet i din hverdag?

Jeg bor på Frederiksberg, Frederiksberg er en af de første kommuner der har været med til at have en kompost skraldespand stående i gård, så jeg komposterer vildt meget, altså altså fra æggeskaller til kaffekrops, jeg sorterer alt mit affald, noget til når jeg åbner den der Europakke, så kommer det ind i plast og det andet kommer ind i pap, altså på den måde synes jeg selv, at jeg gør rimeligt meget for at sortere mit affald og sørger for, at det hele kommer i det rigtige sted, og ikke bare kommer med i skraldespanden, og så bare bliver sendt til afbrænding, men det, og så synes jeg, at jeg også køber rigtig meget økologisk [...09:18] inden jeg [...09:23] at jeg rigtig meget køber ting, der er dyrket i Danmark overfor ting, der dyrket i udlandet. Jeg køber et agurk, der er dyrket i Danmark frem for en, der er dyrket i Holland eller dyrket i Spanien. Så på den måde synes jeg selv, at jeg prøver at købe lokalt og så købe noget, der, hvad skal man sige, at købe ting der ikke skal transporteres helt fra Grækenland eller Sydeuropa hvor det er blevet produceret.

Gør du disse ting også på ferie?

Nu må jeg indrømme, jeg går faktisk ikke så meget på ferie, det er sådan mere i tage hjem til mine forældre i Sønderjylland, så ja, der ryder jeg måske lidt ud af vinduet, men måske man skulle jeg være lidt bedre til at der er så mange andre steder henne, og så tænker man ikke så meget over det, fordi nu er man jo afkoblet og stopper med alle de daglige vaner, men selvfølgelig så tager jeg mit affald og så noget ud, og det er jo også, der køber man jo ikke mere, altså der køber man jo færdigretter, når man er på restaurant og så noget, det er jo ikke mere end det. Og så kommer man ude i grønhandleren, som man gør her i Danmark. Så der er der jo andre vaner, men selvfølgelig prøver man at tænke over, hvordan man spiser, og hvor alt ens mad kommer fra, men ja, der tænker man nok i andre størrelser, men oppe i ens hovedet, så gælder der nogle andre regler, fordi nu er man jo på ferie, nu tænker man anderledes.

Og det er nok også derfor, at du tænker mere på miljøet derhjemme end på ferie?

Ja ja, helt sikkert, der har man jo nogen faste rutiner man kører i, det bryder man lige så snart man tager på ferie. Altså, nu har jeg kun været i Australien og i Indonesien, som jeg egentlig tænker er steder, hvor jeg har været langt væk, og der har det jo ikke været muligt at få ting transporteret, nu skal jeg have en Lurpak fra Danmark, så spiser man hvad der er, finder ud af, hvad der er, hvad skal man sige, lokalt. På den måde prøver man jo at, hvad skal man sige, readjust til en ny hverdag i den tid man er der på ferie, men altså, jeg må indrømme, jeg er ikke den type der tager til skiferie, på skiferie i Schweiz eller Østrig, og så skal jeg bare have min Arla mælk og jeg skal have min Lurpak, der tænker jeg på den måde, der prøver jeg ligesom at følge hvad landet har at spise, jeg behøver ikke at have min Lurpak [...12:15].

Når du siger, at du ikke er tilfreds med hvor meget du selv gør for miljøet, hvad tænker du på, der kan gøres bedre eller mere af?

Jeg kunne helt klart tage cyklen lidt mere i stedet for at tage metroen og så noget, altså jeg vil lige sige, metroen er rimelig fint for miljøet, men det er stadig ikke det sammen som hvis jeg tog cyklen hver dag, og cyklede til byen og tilbage igen, i stedet for hvor jeg tøvede [?] lidt over, at der blæste lidt og det var lidt kold udenfor så tog jeg metroen i stedet for. Ja, som et eksempel. Køb noget mere økologi, køb noget mindre kød, på denne måde kunne man jo sagtens forbedre det helt klart, så bliver man sådan en eller anden zero waste.

Hvorfor tænker du ikke på global opvarmning når du beslutter, hvorhenne at rejse?

Ja, det spiller også i lige fod at det ikke er så godt for miljøet at flyve, med at flyve op på den anden side af jorden. Fordi det er lidt hurtigere at tage flyet til hvor man nu vil henne i Europa, for eksempel, ja som jeg sagde tidligere. Jeg tog flyveren fra Billund til London og det er jo nemmere end at tage toget eller tage noget anden kollektiv trafik hele vejen ned igennem Tyskland, Frankrig og så op til London. Der kunne man lige måske tænke sig lidt bedre over tingene, at tænke sig på lidt mere måske økonomisk og økologisk måde. Der tænker jeg ikke så meget over global opvarmning, der tænker jeg bare jeg skal bare hurtigere frem, at være hurtigst, men det er måske ikke den mest økologiske måde at gøre det på.

Hvorfor påvirker den globale opvarmning ikke din beslutning om hvor ofte at tage på ferie eller om hvilken transport du bruger?

Nej, det er pengene, der gør det, det er hvad der er billigst og hvad der er nemmest, der er det ikke så meget global opvarmning, der spiller en rolle der, der er det ligesom: er det billigere at tage toget, eller er det billigere at tage flyvern, når man er ud at rejse, det er det størstedelen de penge, der spiller en rolle der.

Og selv til den tid hvis du nu skulle rejse i fremtiden, vil global opvarmning stadig ikke være en faktor?

Jo, det vil det jo nok være, men ja, det er jo måske lidt egoistisk at man tænker, ej det går sku nok jeg er jo en mand, der rejser måske hvert andet eller hvert tredje år lang væk, og ellers så prøver jeg jo at gøre mit ind i min lejlighed, når jeg så er herhjemme (...15:27) men det burde helt klart være, men det tror jeg ikke det kommer alligevel til at være, man er sådan lidt splittet i forhold til hvis man gerne vil have fede oplevelser uden at man skal, uden at skulle vente i rigtig lang tid på at kunne komme afsted og være undervejs i alt for lang tid, for det er jo bare nemmere at sige: når så tager vi en flyver til Barcelona og så er det bare bulderbulder (?? 15:50) i en uge og så flyver man hjem igen, i stedet for at man bruger 2 døgn for at komme derned og så kan man kun være der i fire dage og så bruger man 2 døgn for at komme hjem igen, det burde helt klart være en faktor men, og selvfølgelig kunne man tage nogle ekstra dage og så bruge nogle timer i Freiburg eller et eller andet, Hamborg på vej ned, og man sådan gør en tur ud af det, helt klart, det burde man jo helt sikkert tage stilling til, og så laver man det til en roadtrip i stedet for hvor man bare tænker, jeg skal hurtigt frem og jeg skal hurtigt hjem igen.

Har du nogensinde besluttet dig for et hotel fordi den tilbød miljøvenlige produkter eller services, som fx opfordrer at bruge håndklæde mere end 1 gang?

Det tror jeg faktisk jeg aldrig har nogensinde har lagt mærke til, selvfølgelig så er der hoteller hvor vi kunne vælge at der er et kort placeret på døren, hvor du beder om at få roomservice og at få vasket alt de der sengetøj og håndklæder. Men det tror jeg aldrig jeg sådan har som sådan ... som en opfordring fra hotellet om at (... 17:10) så sparer vi så og så meget electricitet på at vaske det, det vil jeg indrømme det har jeg aldrig været udsat for. Så det tror jeg ikke, jeg vil give et ordentligt svar på.

Hvad er dine tanker omkring miljøafgift til flyrejser?

Ja, det burde jo egentlig være en ting, altså man, idet du vælger at flyve, så vælger du jo også samtidig med at bidrage et eller andet, ja, hvad skal man sige, et eller andet skade på miljøet, så vil en miljøafgift jo hjælpe, at det ikke er måske en, der afskrækker folk, der er lidt fra at op flyveren, fordi så bliver det jo lidt dyrere. Det kan jo godt være, at flyafgifter er næsten halvdelen af billetten, hvor folk de vælger jo stadig at tage afsted, så det er billigt, det er dyrere, så tror jeg nok det er samlet med cigaretter hvis der er et, når så sætter man nok til 90 kr, så er der nok færre, der køber cigaretterne. Hvis man sætter flybilletterne lidt højere op, så er der nok færre, der vælger at tage flyveren og så i stedet for at holde en skypekonference, når det er man skal flyve til et eller andet sted for at holde et møde, der bare kunne have været et skype opkald. På den måde kunne man jo også træne folk fra at vælge flyvet og så bare sætte en miljøafgift oveni for at gøre det lidt dyrere og for at gøre det, ja for at skåne miljøet på en eller andet form der.

Appendix 6: Interview 5

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Ofte så er det kultur, men det kan også være familiebesøg. Så det er det, der tiltrækker mig. Og så, også muligheden forat det giver mest mening for mig at være der, altså være et sted i området. Det er sådan nogenlunde det, ville jeg sige.

Hvorfor rejser du mest om sommeren?

Ja men, altså jeg rejser nok mest om sommeren, fordi det er nok der, hvor jeg har mest mulighed for det, altså med sommerferie og også fordi somrene i Danmark plejer jo ikke at være so gode. Så det er nok mest derfor.

Ok, og hvis du skulle nu definere global opvarmning, hvad ville du sige?

Altså for mig er det det menneskelige aftryk på jorden, det er det global opvarmning altså hovedsageligt betyder for mig. Både med CO2 selvfølgelig, også i forhold til andre ting, som man ikke kan måle i forhold til CO2, og det er bare hvordan altså hvilken tilgang vi har til naturens ressourcer, jeg ved godt, det ikke direkte er global opvarmning, men for mig der kommer det lidt ud på hvordan man altså har det samlet set.

Og hvorfor tænker du at turisme ikke påvirker den globale opvarmning?

Ja altså fordi for mig er turisme i sig selv, hvis jeg skal, altså selvfølgelig kan jeg godt se, altså hvis man rejser meget med flyer og lavprisenbilletter, det er jo en væsentlig belastning for miljøet, men selve det er bæretungt destinationer, det er nok mest det hvordan jeg forstår spørgsmålet, altså med at de bærer et land, altså at de ikke er interesseret i, hvad skal man sige, i aftryk på miljøet. For mig, der er det nok mere at ja, altså for eksempel, vandreture - det er også en måde jeg har holdt ferie på eller kørt i bil steder hen. For mig der er ferie hvis man tager en flybillet, selvfølgelig er det altså.....

Hvis man skulle tage turisme i det hele taget, indberettet med rejser og så nogen ting, ville du sige det giver mere mening?

ja, det vil jeg nok. Jeg vil nok sige, altså, ja, overordnet set så er det jo altså, nu må jeg jo sige, at det er så nemt at komme fra A til B, og hvor omkostninger er presset så lavt ned, så gør det jo også, at man har mulighed for at rejse længere. Og så bruger man selvfølgelig også mere brændstof på en fly til Asien for eksempel end til, hvad ved jeg, Berlin eller London for eksempel....

hvad synes du, der skal gøres for at mindste den globale opvarmning?

Jeg tror, at svaret ligger rigtig meget i ... hos den enkelte, men også altså, for mig er der 2 sider af det, altså der er den enkeltes ansvar og så er der selvfølgelig staternes ansvar. Jeg tror dog, at den vigtigste del ligger helt klart ved staterne, altså den enkelte stats måde at gribe det an på, altså med i forhold til at fokusere på at måske er det billigere at ... men det kræver noget politisk mod at tage de der store beslutninger og lave de store ændringer, lige hvordan det er et spørgsmål om økonomi og transport

Så du siger, at transport kunne være en af delene, som skulle ændres?

ja, altså jeg synes at for eksempel så altså måden man for eksempel ...på, altså som at gøre det så vidt jeg husker er der ret mange investeringer, så er det jo lige sådan noget med at der er investorer, altså nødt til at sætte afgifter på for eksempel elbiler ift. dieslbiler eller benzinbiler, altså på den måde så synes jeg at staten helt klart kunne gøre noget for det her, men jeg selv vil sige, altså hvordan, hvad ... skulle være på at man skulle nedsætte altså folks behov for at rejse, fordi det, altså så skulle det ske på en helt tredje måde, altså for eksempel, med ... for eksempel, altså det kræver noget intensiv politisk måde for at få de her ændringer igennem.

Ok, og du gav Danmark en 4 på en 5 skala for hvor miljøvenlig den er. Hvorfor gjorde du det?

ja, altså jeg synes at vi har tabt lidt stafetten, hvor det er at der skal man nok, altså måske ikke være mere ambitiøs, men vi er nok tænkt det på en besværlig måde ift. at være en grøn supermarked, altså det er nok ikke så meget det, at vi længere føler at det er ligesom om at ... er gået ud af ballonen, altså den bølge der har været i omslutningen, den har nok begyndt, altså jeg føler ikke i hvert fald, altså min indtryk som borger er i hvert fald ikke, at det længere en kæmpestor opdragelse af staten er interesseret i den grønne omstilling. Det er i hvert fald mit indtryk.

Og hvad gør du selv for miljøet i hverdagen?

jeg tager cyklen og jeg prøver så vidt muligt at sortere mit affald, som selvfølgelig ikke giver bølger, æhm, ja, det er nok de 2 hovedsagelige ting, hvor der jeg føler, at jeg i hvert fald gør et eller andet

Og når du er ude og rejser, gør du også disse ting?

nej, det gør jeg ikke. det er rigtigt, der er helt klart en forskel med på hvordan det er at jeg ser, jeg tror, der er mange, der genkender det og er sådan set enig at du parkerer lidt den der jeg skal være en værdi på løsningen, når jeg er på ferie fordi der er det ligesom noget andet pludselig, altså for eksempel at sortere affald. Jeg vil selvfølgelig sige, at det er jo ikke, jeg har i hvert fald ikke prøvet at rejse i et land, hvor der var mulighed for at smide de plastikdele i en plastiskraldespand, for eksempel eller, altså det er også hvordan, man kan sige, at det giver mening at cykle rundt. Altså, selvfølgelig giver det supergod mening i en by som London for eksempel at cykle rundt, men der er det bare, men der er det bare, altså infrastrukturen den er der bare ikke helt endnu, vil jeg sige, for eksempel. Eller Berlin for den sags skyld, der er det stadig trafikken der ligesom har første ret på gaderne, ik, som Danmark har. Så på den stand der gør det svært.

Er det også derfor, du tænker mest på miljøet derhjemme?

Jo

Du sagde, at du var ikke tilfreds med det, du gør for miljøet?

Ja, altså jeg vil sige, altså jeg vil, der er mange ting, jeg ville ønske at gøre bedre, altså med for eksempel, der er mange ting, hvor det er, at man ikke lige har muligheden for at sige nej til det, for eksempel plastik, du kan ikke sige nej til plastik når du handler ind. Eller du kan ofte ikke undvære at når du skal fra A til B i Danmark, så kan du ikke undvære det, så jeg tror nok det er at mulighederne ikke er der, altså det er den nemme løsning, altså i hverdagen for eksempel, altså for mig for at tage på arbejde, så skal jeg tage et biltog til lufthavnen, fordi jeg har svært med, altså der er ikke de andre løsninger for mig, ja så skal jeg cykle til en, ja der er mange løsninger, der er svære. Eller for eksempel hvis man går og besøger familien i Jylland, så er det væsentligt nemmere for eksempel at pakke bilen og køre end at pakke og tage toget. Det er en væsentlig nemmere mulighed.

Og du nævnte at global opvarmning var ikke en faktor når du rejser, eller hvorhen du skal rejse i hvert fald.

Nej

Men alligevel så sagde du, at du har tænkt at besøge Grønland nemlig pga global opvarmning.

Ja, det er faktisk lidt træls at sige det, kan jeg se. Jeg tror mere det er fordi at det er altså en begrænsning, man bliver nødt til at lægge på sig selv, som jeg ikke er sikker på at jeg er klar på at ligge i virkeligheden, altså med at sige frem for noget andet, altså for den enkelte, igen for mig er det om hvad er den enkeltes ansvar og hvad er samfundets ansvar? Altså selvfølgelig at besøge Grønland, det er

noget jeg rigtig gerne vil, altså inden det er at den naturskat den simpelthen er væk, sådan som det ser ud lige nu, i hvert fald ikke i den omfang som det er lige nu. Men nej, det er faktisk ikke noget jeg tænker så meget over, når jeg for eksempel skal til USA for eksempel. Det er ikke noget hvor jeg tænker, når ja det er rimelig meget flybrændstof, der skal til for at fragte mig hertil. Så på den måde, så er det ikke noget, der ligger så langt, så når jeg rejser, som det nok i virkeligheden burde. Så det er nok grunden til at jeg svarede det tænker jeg nok

Du er rejst indenfor Danmark omkring 7 gange i de sidste 12 måneder. Kan du måske sige, hvad for nogen slags ferie det var

Det har primært været sommerhus. Sommerhus, og så enkelte familiebesøg i Jylland og besøge venner i Jylland og besøge andre folks højskoler og familie og så nogen ting der. Altså det er ikke noget for at tage på ferie typisk, som det er for eksempel at leje hus i Aarhus eller lignende

Hvorfor er det egentlig, at global opvarmning ikke påvirker, hvor ofte du tager på ferie. Indenfor Danmark eller udenfor Danmark? Nu tager vi udenfor Danmark

Ok, ja men jeg tror ikke, det er en samtale, der har været for fremskridten, altså når man nu tager klimadebatten i de senere år, jeg føler ikke den har været så meget altså selvfølgelig er man klar over at fly ... og det affald jeg producerer i for eksempel ... altså det bliver jo langt fra. Det gør det ligeså godt som det gør i Danmark, altså mit aftryk er væsentligt større når jeg er ude, men jeg tror at det ikke er en så stor del af mine tanker når jeg er på ferie at jeg gør så stort et aftryk, det er bare ikke noget, vi får italesat så ofte desværre.

Næste spørgsmål: Har du nogensinde besluttet dig for et hotel eller et firma eller noget i den stil, som tilbød miljøvenlige produkter eller services? For eksempel er der hoteller, der opfordrer dig at bruge håndklæder mere end et gang. Har du nogensinde

Når ja på den måde. Jeg tror ikke, jeg vil sige, jeg har aldrig valgt et hotel på så noget der. Men jeg vil sige, at jeg bliver altid positivt overrasket når man for eksempel er i et land, hvor man ikke forventer det. For eksempel i Tyrkiet på et tidspunkt, der var jeg på et hotel i Istanbul, hvor de opfordrede til det der altså hvor det var, at de sagde, altså vi skifter de håndklædder hver anden dag, og det er ikke fordi at vi ikke kan gøre det, men det er mere fordi at det giver mere mening for os, altså som en del af løsningen

Og sidste spørgsmål: Hvad tænker du egentlig om miljøafgift for for eksempel flyselskaber?

Ja, jeg synes det er blevet lidt for billigt. altså fordi de opfordrer simpelthen folk til at rejse mere eller rejse til nogen fantastiske lande, men altså fra et miljøsynspunkt, det giver så ikke mening, at der er så mange altså det nu har vi en rekord med så mange flyer konstant. Det er den forkerte vej og jeg tror man bliver nødt til at lægge nogen nye afgifter ind på flyselskaberne. Altså det tror jeg, altså så at det ligesom er, at man presser flyselskaber for de producerer mere grønne fly, altså frem for at producere den Det synes jeg mangler rigtig meget fra altså fra international side, at man går sammen til de her løsninger.

Ja og hvis det nu bliver for dyrt - billetten og plus en miljøafgift der rækker rigtig lang, ville det så ændre dine rejsevaner?

ja, ville jeg ikke har penge til det længere, men jeg tror at det er så noget, hvis det var altså hvis det var mig på ferie og du sagde til mig: flybillet koster nu 1000 kr mere, så ville jeg jo selvfølgelig tænke, at det ikke var særlig fedt, altså, jeg vil jo selvfølgelig have det, altså som forbruger have det så billigt som muligt, men det er også det, hvor jeg tror at faren ligger. At vi skal gøre de her ting, der er svære, simpelthen, eller have det politiske mod til at gøre det.

Appendix 7: Interview 6

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination?

Hvad er det, der tiltrækker mig til et bestemt sted som feriedestination.. det er..jeg er meget historisk interesseret, så jeg vil gerne have, at der er en eller anden god historie, og det kan være nogen ruiner eller det kan være nogen mure, eller det kan være, jeg føler, der er en mulighed for en god bestemt byvandningsrute. Jeg kan godt lide byferier, jeg er ikke så frygteligt meget ude i naturen, jeg kan godt lide at holde mig nær storbyer, og bliver tiltrukket af storbyliv. Så det er nok noget af det, der tiltaler mig - det er historie i store byer. Det er sådan de to ting

Hvorfor rejser du mest om foråret?

Hvorfor rejser jeg mest om foråret? Gør jeg det? Det..når, det kan godt være, jeg rejser mest om foråret [jeg skal lige sige, mange spørgsmål går ud fra det, du har svaret på survey] det er rigtigt, ja. Jeg tror, det kommer så af, at de sidste to år, der har jeg rejst til England om foråret, og det har jeg fordi jeg har en ven i England, som inviterede mig over ved at der er et bestemt konvent i London, som hedder ... og så tog jeg derover en weekend for at se ham og ind til det her konvent og det er altså meget hyggeligt, og det ligger så i foråret. Og det er faktisk, mine udenlandsrejser de sidste to år har været det her konvent.

Ok, og hvis du skulle nu definere global opvarmning, hvad ville du sige, hvad det betyder for dig eller hvad det mener?

Oh man, der er meget om global opvarmning, det er jo ligesom borgerkrig og atomkraft, det er sådan en stor del af den offentlige, af min bevidsthed, en stor del af populærkulturen, og for mig personligt har det ikke så frygteligt meget betydning, altså det er en meget abstrakt ting, om at somrene bliver varmere og vintrene bliver koldere, det kan jo meget vel være, men det er for mig som enkeltperson meget svært at se sådan en konkret betydning af det meget abstrakte global opvarmning. Det er nemmere for mig, når det bliver sådan trukket ned på et lidt mere simpelt plan som sorter dit affald for eksempel.

Du nævnte, at du tænker, at turisme påvirker den globale opvarmning. Hvordan gør det det?

Ja, altså alting påvirker jo den globale opvarmning, fordi at vi fortager os det her. det kræver energi og bruger energi generes primært gennem processer, der har med den globale opvarmning, altså føjes til den globale opvarmning, benzinmotorer eller kulkraftværker og det og det andet, og hvis man tager toget og hvor kommer det instinkt så fra, og det gør sikkert og det kommer sikkert fra et kulkraftværk eller et andet sted, som tilføjer til den globale opvarmning som en fly når den bevæger sig tilføjer til den globale opvarmning. Men det er sådan det store paradox med den globale opvarmning, for vi kunne selvfølgelig stoppe det i morgen, hvis vi allesammen begyndte at leve som amishfolket, ikke? med hestevogne og gå på marken allesammen men det gider vi jo ikke rigtigt, fordi altså vi får jo en god ting ud af den energi, der bliver brugt, som følges ind i den globale opvarmning. Så spørgsmålet er jo mere, om man end sikrer, at den energi, vi bruger, ikke følges ind i den globale opvarmning. Det er sådan det store i køge lige nu, så jeg er bevidst om ja, det tilføjer til det, så det gør alle aktiviteter i et industrialiseret samfund

Og hvad synes du, der skal gøres for at mindste den globale opvarmning?

Ja men, som sagt, altså vi kunne jo allesammen leve som amishfolket, altså det, så ville der ikke være mere global opvarmning, det ville jo være den nemmeste løsning. Men det lige også involverer en rimelig høj børnedødelighed, hvis man for eksempel ikke har hospitaler længere, så er det jo ikke reelt optimalt, fordi vi jo ligesom er blevet vant til at leve på en anden måde, så jeg tænker noget med at, ja men, altså, skifte fra ubæredygtige energikilder til bæredygtige energikilder så er nok det primære. Endvidere vil jeg sige en stor investering i atomkraft kunne sørgeligt være fornuftigt nok, det brugte selvfølgelig en masse uranaffald, men det laveste ... som sådan det lever det jo udover, det er jo så venter.

Hvem ville du sige er ansvarlig for at mindske den globale opvarmning?

Det er jo et eller andet sted et kollektivt ansvar, altså jeg talte med en professor i infrastruktur på et tidspunkt, der sagde, at som situationen er lige nu, så er oliefirmaer og energiproducenter sådan set meget meget klar på at mindske deres udledning. Den helt store ændring lige nu, det er politikerne, der hænger fæst i sådan et majsfelt, hvor man siger, ja men, hvis vi mindsker udledningen, så skader vi industrien, så jeg tror, i virkeligheden i meget høj grad, det er en politisk system, der kører i en eller anden sporafhængighed. Undskyld, det er svært at transkribere, jeg ville sige, det politiske diskurs skal ændres.

Ok, og du gav Danmark en 3 på en 5 skala for hvor miljøvenlig den er. Hvorfor gjorde du det?

Ja, vi bryster os ligeså meget i at have rigtig meget vindenergi primært og gør meget for den grønne omstilling, men ser man i en regnskab, så er det jo altså forsvindende lidt af vores energi, der rent faktisk kommer fra bæredygtige kilder. Jeg ser det som at der bliver talt meget om den grønne omstilling, men der måske ikke bliver gjort så meget. Og der sidder så også det problem i det at en bekvemmere omkostning fulter til en mere bæredygtig energi hvis man skal gøre det på et bestemt niveau kan man sige.

Ja, og hvad gør du egentlig selv for miljøet i din hverdag?

Jeg cykler så meget jeg nu kan og jeg, hvad hedder det, sorterer mit affald. Det er vel det, hvad jeg gør primært

Og for eksempel, hvis vi snakker om at sortere dit affald.. er det noget, du også gør, når du rejser til udlandet?

Ikke i den udstrækning, nej, altså, mange steder er det jo simpelthen svært, når man bare tager London for eksempel, altså der har jeg for eksempel, altså der har de fjernet alle skraldespande offentligt, fordi de er bange for, at der skal lægges bomber i dem. Og det gør det jo svært, altså man kan stå der med sit affald og tænke, hvad fanden skal jeg gøre? og så ender det så på jorden eller hver tiende gang, så går man måske ind i en butik og finder en skaldespand der.

Du sagde også, at du er tilfreds med det, du gør for miljøet?

Ja, altså, hvad betyder tilfreds? Og hvad betyder jeg gør for miljøet i denne her situation. Det er også et svært spørgsmål. Jo, jeg er tilfreds i min hverdag.

Ja, altså synes du, du gør nok ting som mindsker den globale...

Ja, jeg gør nok ting, som mindsker ja

Hvorfor er det, du ikke tænker på global opvarmning, når du beslutter hvorhenne at rejse?

Hvad betyder det her at tænke på global opvarmning, altså det må du blive... det er sådan som jeg kan forstå hvad du siger, så tænker du, du har sådan en ide om, at hvis man rejser et sted hen, hvor man undgår at tage en fly for eksempel, så formindsker jeg den globale opvarmning, og hvorfor er det, at jeg ikke tænker over det, er det sådan der er inden i?

Det er mere om, der er mange faktorer, der påvirker ens valg af rejsedestination. Og jeg tænker mere om global opvarmning, hvorfor du nævnte at det ikke er en af dem? Du sagde noget med pris, transporttid

Åårh, det er rigtigt, ja. Det er fordi du refererer til spørgeskemaet, ja. Hvorfor tænker jeg ikke over det? Det gør jeg ikke, fordi det eneste figurering er, hvor skal jeg henne, og hvad koster det? Det er altså de primære ting. Hvis jeg vil tage til en destination, hvad koster det? Det er helt den rækkefølge, det plejer at gå. Og det er fordi jeg tænker jo nok at jeg som individ har ikke så stor påvirkning i de tilfælde, den situation, der gælder, fordi jeg tænker, at der skal nogle politiske løsninger til.

Og er det også derfor, at global opvarmning ikke påvirker din beslutning om hvor ofte du tager på ferie og dine transportmidler?

Nu refererer du igen til spørgeskemaet, gør du ikke? [jo] jo. Det er det vel nok, altså jeg ved ikke, hvis man stiller spørgsmålet på det måde, hvis man stiller spørgsmålet, der hedder du synes ikke, du bliver

påvirket af global opvarmning, når du vælger feriemål, så har man jo allerede stillet det op som at hvis man tager på ferie, så tilføjer man til den globale opvarmning. Så, på den måde er der jo ligesom drejet en konklusion i forvejen. Derfor har jeg også svært ved at sige, hvordan jeg skal svare på spørgsmålet. Jeg må bare, som sagt, altså for mig, der betyder mere, hvilken destination jeg skal besøge og hvad det koster, og det der med global opvarmning, så tænker jeg, at hvis der skal noget til at jeg ikke tager flyet til at tage til destinationen, så skal der en politisk beslutning til på et niveau, som jeg ikke som individuel person har en større indflydelse på. Det er svært for mig som individet at få satset til at få ændret det måde, de hvad hedder det, det er faktisk det, der flye kører på, enten gør det ved at stemme på en parti, der vil ind for, at vi skal undersøge muligheder for at flyve på et andet brændstof, det kunne være at man for eksempel skulle investere i saltskibe [?] og så gør flyvning ulovlig. altså hvad ved jeg? der er så mange forskellige muligheder, ik? Men ja, jeg tænker, det er ikke i min bevidsthed, nej.

Ok, og hvad hvis vi nu tænker flyselskaber, som du nævnte, hvis de skulle nu tillægge et miljøafgift eller øge deres miljøafgift. Hvad synes du så om det?

Spørgsmålet ville jo være, i hvor høj grad det så rent faktisk kunne føre til nogen ændringer, altså for man kan jo lægge afgifter på hvad som helst, og det ville så gøre, at der er færre muligheder for at købe flybilletter og så er vi jo tilbage ved den der amish, altså. selvfølgelig kunne man bare stoppe global opvarmning ved at sige, altså fra nu af, der er ikke nogen, der kører biler eller flyver fly eller bruger elektricitet fordi nu lever vi alle som amish, så er global opvarmning stoppet lige der. Problemet er så, ja men, synes vi, at de goder, vi får ud af brændstof og elektricitet og det ene og det andet, de er store nok til at vi ikke ønsker at opgive dem? Og der vil jeg umiddelbart sige ja, altså, det gode der hedder flyer altså det er større end miljøets til at opgive den. En miljøafgift ville jo ikke rigtigt føre til så meget, fordi enten så skulle man sige, ja men, det her miljøafgift betyder, at vi kan investere nogen flere penge i miljøet, men hvis ikke det er, at man kan stoppe folk i at købe billetter, så satser man jo på at tjene penge ved at få folk til at holde op med at investere i de afgifter, hvor man har tænkt sig at tjene pengene. Så det er sådan en lidt spøjs måde at se tingene på, hvor man siger, ja men, ved at mindske interesse for at investere, så sikrer vi os flere investeringer i miljøafgiftet, det har jeg også lidt svært at se logikken i. Så jeg synes, jeg ser ikke logikken i miljøafgiftet, der synes jeg heller, man skulle sige, ja men, så bruger vi nogen penge anderledes, så skider vi med de supersyge sommerhus, altså folk der de plejer at blive hjemme og de klarer sig så godt de kan, ik, og så bruger vi penge på miljøet.

Sidste spørgsmål: Har du nogensinde besluttet dig for et hotel eller et firma eller noget i den stil, som tilbød miljøvenlige produkter?

Ja, det har jeg. Jeg har handlet to ting: økologisk handler og det er heller spist mælk, fordi jeg synes, det smager bedre. Jeg ved ikke, om det er sandt, og det er bare sådan tingene er, og det er økologiske frilandsæg, fordi jeg bryder mig ikke om de der billeder, jeg har set nogen gange på tv'et på høns, så det kan jeg ikke. Så de 2 ting går jeg, de køber jeg økologisk. Og det har også noget med det at gøre, at det er 2 ting, der er relativt overkommelige. Og hvis jeg ellers ser, altså, det jeg handler efter, det er primært pris, så det vil sige hvis jeg ser et produkt, der er økologisk, hvor prisen er inden for et par kroner fra det uøkologiske, så tager jeg det økologiske produkt. Det er ikke så noget, hvor jeg går efter så noget miljøcertificeret hoteller eller økologiske rejsetilbud og så noget, er det rigtigt forstået? [ja] ja, nej, det har jeg aldrig gået ud og kigget efter overhovedet.

Appendix 8: Interview 7

Hvad er det, der tiltrækker dig til et bestemt sted som feriedestination (land eller by)?

Primært vejret, prisen selvfølgelig, og de attraktioner, der er i landet.

Hvorfor rejser du mest om foråret?

Ja, det er jo udenfor feriesæsonen, så der er priserne relativt lavere for flybilletterne, hotellerne og de attraktioner man gerne vil se. Og om ikke andet, så er det også rart at undgå alt for mange turister i et sted.

Hvis du skulle definere global opvarmning, som er temaet på interviewet, hvad ville du så sige?

Altså global opvarmning er jo i ret mange aspekter, men altså ja, det kan være alt fra det politiske til det miljø og andre områder, men ja, jeg tror i hvert fald så er det nok global opvarmning i forhold til climate change. Det er de, hvordan skal jeg putte op på det, vent lige lidt, uforudsete conditions i forhold til hvad man kan normalt forudse, vil jeg tro. Ok.

Hvorfor tænker du, at turisme påvirker den globale opvarmning?

ja men jeg tror, det ligger lidt i det her med at når der er global opvarmning i forhold til vejret, klimaforandringer, så har turisterne nok en tendens til at komme til de destinationer, der er præget af det, netop fordi at der er en chance for at det ikke vil være der i fremtiden. Så på den måde vil turisme gøre en influence på global opvarmning.

Og hvad synes du, der skal gøres for at mindske den globale opvarmning?

ja altså som for eksempel jeg så great barrier reef, fordi jeg vidste at det vil forsvinde inden for x antal år. Jeg har nu fundet ud af, at det stadig er der, men af den grund ville jeg gerne se den og man kan jo bruge så nogle muligheder på at raise awareness og fortælle turister om, hvad der kan gøres for at beskytte den natur, der er i landet eller de ting, der burde beskyttes for at man kan vedvare det og lade det være en mulighed for de næste generationer. Så man kan vel bruge de her, hvad kan man sige, ramte lande eller byer for global opvarmning og bruge det som noget, et salgsmateriale til at informere turisterne om at det her er et kritisk problem.

Hvad for en middel ville det så være?

Det kan være, redskaberne kan jo være i tourguides, hvor de fortæller om hvorfor det her er en kritisk tilstand til at man kan læse sig frem til det end at det bliver, altså jeg tror bare det er mere det der med at man skal undgå at sætte byen op som i at det her, der er rigtigt smuk og det er her, du kan bruge en masse penge og det er billig, hvad kan man sige, adgang til billige råvarer eller restauranter, men at vende det om og sige, det her, det er noget, der vil forsvinde, hvis man ikke gør noget ved det. Og så

selvfølgelig også fortælle praktisk for hvad man kan gøre, ik? Det kan være alt fra donere til at man selv kan gøre noget til daglig. Det er mit gæt.

Men tror du ikke, det måske ville blive værre, hvis man lige pludselig promoverer en destination, som er ved at forsvinde?

Ja, altså, ved at promovere den destination vil forsvinde, så kommer der automatisk mange flere turister. Ved at der kommer så mange flere turister, så tror jeg, altså det ville være en god mulighed for at du kan target et større audience. Selvfølgelig ikke på en aktivistisk måde, du præsenterer stedet som i at det vil blive ødelagt inden for et år eller to, men det er mere at vi kan vedligeholde den her natur eller hvad det nu er ved at gøre de og de her ting. Ja.

Hvem synes er ansvarlig for at mindske den globale opvarmning?

Det er mennesket i sig selv, helt klart. Hvorfor vi er endt her med uforudsigeligt vejr til de her klimaforandringer er noget, som vi selv har forudsagt. Men det er jo i det store billede, jeg vil ikke sige, at jeg forudsiger folk i den daglige hverdag, det er mere industriområderne, og de noget større virksomheder i verden, ik? Som vi ikke kan gøre den store indflydelse på til daglig.

Hvem kan så?

Ja men, det må virksomhederne selv. Altså alt fra virksomhederne til industrikvarteret, produktionskvarteret i sig selv, for det er jo dem, der har den store indflydelse på de ændringer, der er, den forurening, der kommer ud. Så de må stå til ansvar for det. Og det er jo nok også derfor, at der er så meget highlight på transparency nu om dag, ik?

Du sagde "4" på skalaen over hvor miljøvenlig Danmark er? Hvorfor er det?

Ja, altså jeg vil sige, i forhold til mange andre lande, så er Danmark ret miljøbevidst, eller i hvert fald i forhold til den dagligdag, jeg ser det på. De har, altså, hvis vi sådan bare skal se det fra et personligt perspektiv, så har de skraldespande over det hele, de har de kommunale ændringer i forhold til at de for eksempel prøver at opfordre households i at sortere deres skrald og i forhold til brugen af plastik og pap og hvordan det skal recykles igen, det synes jeg, altså, hvis man skal samligne verden eller i hvert fald mange af de europæiske lande, så klarer de det ret godt, med også at informere folk.

Hvad gør du så selv for miljøet i din hverdag?

Jeg sorterer det daglige skrald, jeg nedbryder det dog ikke til daglige madvarer, men i hvert fald alt fra plastik, glas, metal, pap og for eksempel tøj, det donerer jeg eller giver videre. Det er ikke noget, jeg bare kaster ud. Også, i stedet for at købe en ny vandflaske hver dag, så kan jeg genbruge det et par gange. Men selvfølgelig kan der altid gøres mere, ik? Men det er de ting, jeg synes, jeg gør til daglig, som kunne gøre en forskel.

Og hvad med, når du rejser eller ud på ferie til udlandet. Er der noget af disse ting, du gør eller er du også så miljøbevidst?

Ja, altså hvis der er mulighed for det, ja så er det nogle vaner, jeg stadig vil bære i udlandet, men for eksempel hvis vi er, lad os sige, vi er i udlandet og vi er i et hotel, hvor de ikke sorterer skrald frem og tilbage, så har jeg heller ikke rigtig mulighed for det. Så hvis det er tilgængeligt, helt klart, så er det noget, jeg vil gøre, de samme vaner som jeg har herhjemme, men hvis det ikke er tilgængeligt, ja så bruger jeg heller ikke den store effort til i at gøre noget.

Er det også derfor, at du mener, du er mere miljøbevidst derhjemme end når du rejser?

Ja, klart, fordi der kender jeg jo til de, eller der ved jeg, hvad der er tilgængeligt for at kunne gøre mig, eller for at være miljøvenlig, for at kunne filtrere de ting, der nu skal filtreres, eller for at gøre de ting, der kunne gøre det bedre for andre. Og den, hvad kan man sige, den ukendthed, der er i udlandet, det gør jo, at man ikke rigtig orker det, og så er sortering af affald heller ikke ens prioritet, når man er ude at rejse, ik?

du siger, at du ikke er tilfreds med hvor meget du selv gør for miljøet, hvad tænker du, hvad kan man som forbruger gøre mere?

Ja, for eksempel så noget med madvarer. Det er jo faktisk noget, man godt kan forbedre til ens hverdag, men jeg tror bare, modellen, det nuværende model, der er sat til for at kunne, hvad kan man sige, gøre noget med den madspild, vi har, det er bare ikke særlig praktisk og af den grund, hvis det system blev forbedret og det var nemmere, altså det var inkorporeret bedre til ens hverdag, så ville det også være noget, man tog videre. Og så er der selvfølgelig så noget med altså når jeg mener, jeg altid kan gøre det bedre, så er det jo alt fra at jeg kan kontrollere mit brug af vand til elektricitet, men jeg tror bare, det er blevet så meget af ens hverdag, at det er noget, der er ret svært at trappe ned på. Men jo, altså for eksempel i forhold til den, der tog længere bad, så at skrue ned fra måske en halv time til måske 10 minutter. Så ja, der er mange aspekter, man kan forbedre det på, men jeg tror bare, det er svært, især når man er vant til den hverdag, man er vant til i København.

Hvorfor er global opvarmning ikke en faktor for dig, når du bestemmer, hvor at rejse hen?

Altså, jo, jeg tager det i betragtning, hvis jeg for eksempel ved, at det er en destination, der er ved at forsvinde, eller der er noget, der er bemærkelsesværdigt, men det er ikke en større faktor i forhold til prisen på rejsen og hvordan vejret er derhenne. Jeg tror, jeg er meget drevet af vejret i den forstand, at jeg nok vil fravælge en destination, hvis det er der koldere end hvor jeg selv er. Så af den grund har jeg nok bare ikke prioriteret global opvarmning, men man tænker jo på det. Dog er det bare svært at tage det som et faktor, når man skal vælge en rejsedestination.

Hvorfor?

Nok fordi at man ikke kender, altså, jo, at det man kender til det, så ved man ikke helt, hvad man kan gøre ved det. at det man ikke kender til, altså så har du ikke rigtig nogen chance for at gøre noget ved det. Ja,

så den grund, så har man ikke rigtig prioriteret det, fordi det er information, der er svært at tage op, og hvis du så kendte til det, hvis du, så ved du heller ikke rigtig, hvad for nogen værktøjer du skulle tage op og gøre noget ved det, ik? Ja

Og har det så også noget at gøre med, at du ikke tænker på global opvarmning, når du beslutter, hvor ofte du tager på ferie eller om din transportmiddel?

Altså, ofte, når jeg rejser, så er det i længere destinationer, og jeg tror, det er lidt svært at skulle, hvad kan man sige, lave om på den transportmiddel. Altså i stedet for at flyve til Asien, så tage toget eller noget, det er ret umuligt, så med hensyn til transportmiddel har jeg ikke genovervejet hvad der ellers kunne tages for at minimere, men man tænker da nok, for eksempel at når man sidder i et fly og det ikke er fyldt op, så er det der, hvor der måske kunne, hvad hedder det nu, ja de kunne fylde flyet op med at der er, altså hvad kan man sige, rotation af passagerer kunne minimere de x antal gange, som flyet kunne afgang. Men nej, jeg tænker ikke over transportmiddel i forhold til global opvarmning, fordi det er i længere destinationer. Nok heller ikke inden for Europa, det gør jeg nok ikke. Det er kun, altså, jeg tror mere, det er inden for en skala for, i ens egen by. Der kan man sige, i stedet for bilen, så tager man cyklen, ikk? Men det kan man ikke rigtig, når man skal til en anden by eller et andet land for den sags skyld.

Og hvad med hvor ofte man tager på ferie?

Altså om jeg skal have dårlig samvittighed over at jeg tager flyet mange gange om året?

Altså om du tænker på global opvarmning, hvis du rejser en eller to eller tre gange om året. Om det er en faktor, der kunne påvirke din beslutning om at rejse flere gange.

Nej, ikke rigtig faktisk. Det har jeg ikke, nej. Det er ikke taget med i overvejelsen når jeg rejser.

Og hvad er det, du tænker omkring miljøafgift til flyrejser?

Altså, sådan konceptmæssigt, så er det jo en god ide, fordi man bruger jo nærmest sin afgift på at balancere eller vedligeholde den natur eller det miljø, som vi har. Men sådan rent praktisk, så bliver man måske sådan lidt forarget over, at der i forvejen er rigtig mange skatter, der bliver betalt gennem den billet, man betaler, ik? Så rent praktisk, tror jeg, der ville være meget uro for at der er yderligere prisstigning for flybilletter, men samtidig, ja, så er det jo nok til et godt formål, ik? Så jeg tror, det er ret neutral, det kommer nok an på, hvilken procent de vælger at sætte på. Det er nok det, der afhænger, om det er ok eller om det er for meget. Men godt koncept, men jeg ved ikke, om det kommer til at fungere praktisk.

Så du ville selv betale, hvis det var?

Ja, jeg vil gerne. Men det kommer igen an på, hvor meget det er, der bliver sat på, altså hvis vi taler om 5 til 10 procent, det er til at klare, men hvis vi er op på de 15, 20 hvis ikke 25 procent, så bliver man sådan lidt, ja, så er det, hvad skal de andre afgifter så være til, ik?

Har du nogensinde besluttet dig for et hotel fordi den tilbød miljøvenlige produkter eller services, når du er ude og rejst til udlandet?

Jeg har ikke nødvendigvis valgt et hotel, fordi det har været miljøbevidst, men jeg vil sige, mange af de hoteller, jeg har endt op med, har været miljøbevidste. Og ved at man ser en masse af de skilte ophængt op på væggene eller badeværelset, så tænker man faktisk også over for det, man gør brug af. Så ja, mens man er på hotellet, så ja, så er man mere bevidst over de vaner, som man normalt har, fordi de netop annoncerer det eller det er noget, man ser hver gang, man er derinde, ik? Så ja.

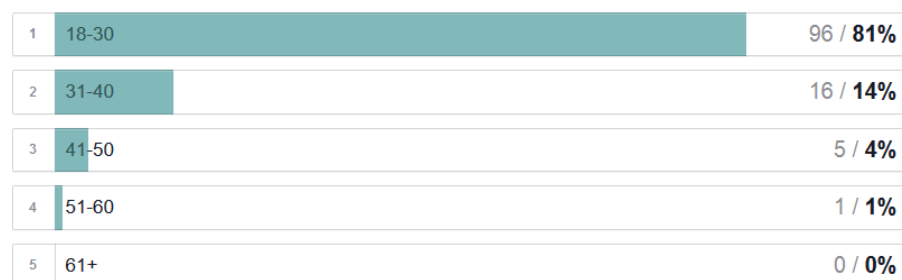
Men har det så været noget, der har påvirket din beslutning om et hotel frem for et andet, fordi de har vist, at de var miljøvenlige?

Nej, ikke rigtig, men også, nu at du nævner det, så tror jeg heller ikke rigtig, jeg er faldet over det faktum af, at hotellerne, de promoverer, at de er miljøvenlige. Det synes jeg faktisk, jeg sjældent ser. Og jeg har faktisk ikke tænkt over det, at jeg endte i sådan et og det fortæller det inden på hotellet og det er en ting. Men det er ikke fordi, altså, en ting er, at man har en mulighed for at se på hotellet inden man når dertil, og for det andet, når man kigger på baseret på billeder eller den beskrivelse, som de har, så er det ikke fordi, at de highlighter at de er miljøvenlige. Det er mere sådan noget, at de har vundet de her awards eller de her hotel, eller at de er nummer 1 eller andet ud af hvor mange i byen, ik? Så nej, jeg har faktisk, man har ikke rigtig haft mulighed for at tage det med som en vurdering, men det kunne godt tænkes, hvis det blev fremhævet, at man ville tage det mere i sin evaluering.

Appendix 9: Survey Results

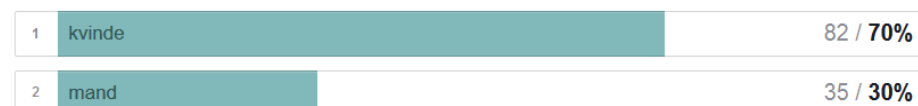
Hvor gammel er du?

118 out of 118 people answered this question



Er du kvinde eller mand?

117 out of 118 people answered this question



Nationalitet

117 out of 118 people answered this question

1	Dansker, der bor i Danmark	85 / 73%
2	Udlænding med fast bopæl i Danmark	17 / 15%
3	Nydansker	9 / 8%
4	Dansker, der bor i udlandet	5 / 4%
5	dansker, der bor i Danmark	1 / 1%

Hvor mange børn har du?

118 out of 118 people answered this question

1	0	106 / 90%
2	1-2	12 / 10%
3	3-4	0 / 0%
4	4+	0 / 0%

Hvad er din beskæftigelsessituation?

117 out of 118 people answered this question

1	arbejder fuldtid	47 / 40%
2	Studerende	26 / 22%
3	Studerende og arbejder deltid	22 / 19%
4	er ledig	10 / 9%
5	arbejder deltid	8 / 7%
6	er selvstændig eller freelancer	3 / 3%
7	er på barsel	1 / 1%

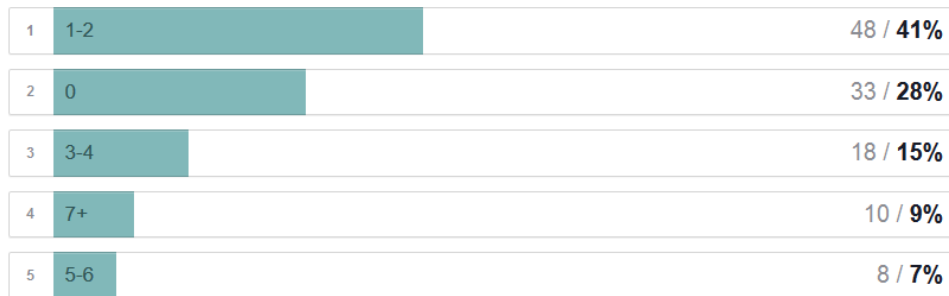
Hvor mange gange tog du på ferie i de sidste 12 måneder (inkl. weekendrejser og familiebesøg med overnatning)?

118 out of 118 people answered this question

1	3-4	36 / 31%
2	7+	30 / 25%
3	1-2	25 / 21%
4	5-6	25 / 21%
5	0	2 / 2%

Hvor mange af disse rejser var indenfor Danmark (f.eks. til sommerhus, familiebesøg, camping etc.)?

117 out of 118 people answered this question



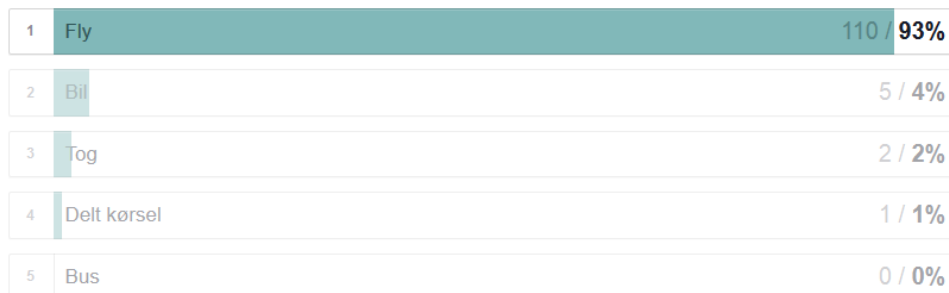
I hvilken sæson rejser du mest?

118 out of 118 people answered this question



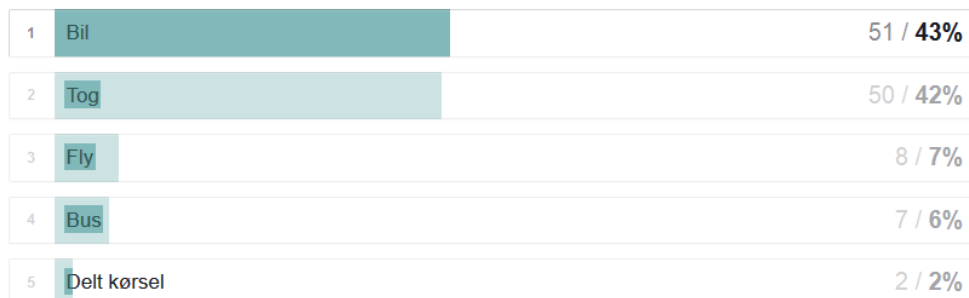
Hvilket transportmiddel bruger du mest, når du rejser til udlandet?

118 out of 118 people answered this question



Hvilket transportmiddel bruger du mest, når du rejser indenrigs?

118 out of 118 people answered this question



Hvilke faktorer påvirker dit valg af din næste feriedestination?

118 out of 118 people answered this question

1	Pris for selve ferie (hotel etc, udflugter osv.)	77 / 65%
2	Pris for transport	53 / 45%
3	Vejr på destinationen	35 / 30%
4	Tilbud	24 / 20%
5	Other	16 / 14%
6	Tilgængelighed af overkommelige værelser/boliger når jeg vil booke	16 / 14%
7	Afstand til destinationen	12 / 10%
8	Vejr derhjemme	11 / 9%
9	Global opvarmning	4 / 3%
10	Har set reklamer på TV, avis, nettet	4 / 3%
11	Pris	1 / 1%

c

Other (16): spændende destination; min Bucket list; Interesse for andre kulturer samt passion for sine etniske herkomst; penge; Gode anmeldelser/reviews fra internettet er vigtigst for mig, dernæst pris; familien i udlandet; Hvad jeg har lyst til at opleve; Bestilles oftest spontant.; Oplevelserne på destinationen; Destinationen selv og attraktioner; koncert/festival; Lyst; Behov for at se noget andet, samt behovet for pause og adspredelse; Trending destinationer; Familie; Min interesse på destinationen

Hvilket udtryk er du mest bekendt med?

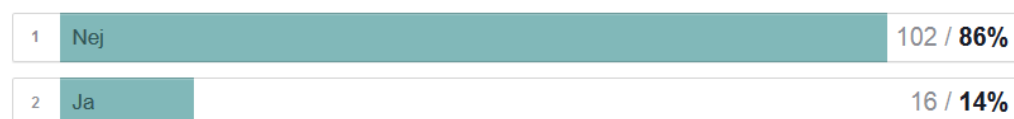
118 out of 118 people answered this question

1	Global opvarmning	61 / 52%
2	Klimaforandringer	32 / 27%
3	Climate change	20 / 17%
4	Global klimaforandring	2 / 2%
5	Other	2 / 2%
6	global opvarmning	1 / 1%

Other (2): global warming ;), fup for penge

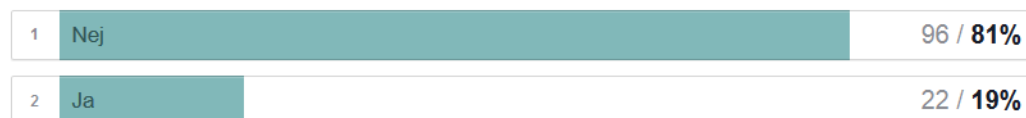
Påvirker den globale opvarmning din beslutning om at rejse, dvs. påvirker det hvor ofte du rejser?

118 out of 118 people answered this question



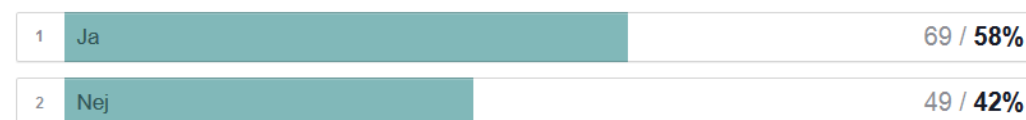
Påvirker den globale opvarmning din beslutning om hvilke transportmidler at bruge, når du rejser?

118 out of 118 people answered this question



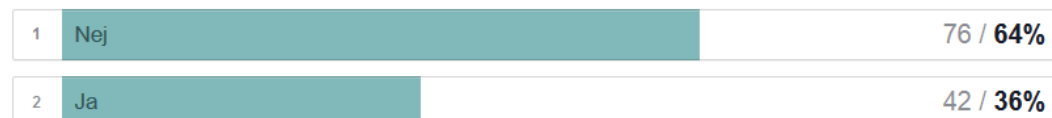
Tror du, at (international) turisme er en af årsagerne til den globale opvarmning?

118 out of 118 people answered this question



Har du besøgt eller planlægger du at besøge steder, der lider pga. global opvarmning? (fx øer, der måske forsvinder i en snarere fremtid)

118 out of 118 people answered this question



Hvilke steder er det, du vil besøge og hvorfor?

37 out of 118 people answered this question

1. Maldives og sådan
2. Great barrier reef - fordi jeg gerne vil opleve det inden det forgår, og fordi jeg gerne vil hjælpe med at mindske forurening der
3. Maldiverne
4. Morea, siden det skulle være et smukt sted
5. grønland--jeg synes at naturen er meget flot og jeg er interesseret i iskerne forskningen deroppe
6. Ørigger som kiribati eller Salomonøerne som vil bliver oversvømmet af det stigende havniveau. Men også steder som det feks. Det Døde hav som synker, eller steder der forsvinder pga. Den store forurening (fek. Taj mahal)
7. Besøgte Indonesien i sommeren 2017, og besøger gerne landet igen pga. naturen, kulturen og menneskerne selvom landet lider under klimaforandringer.
8. Venedig.
9. Oceanerne pga af deres natur og skønhed
10. Maldives - influenced by Climate Change
11. Har besøgt en den småøer omkring i Caribien, som kan forsvinde i fremtiden. Jeg gjorde det fordi jeg kan lide kulturen. Jeg har gjort det af to omgange med 7 måneders varighed tilsammen.

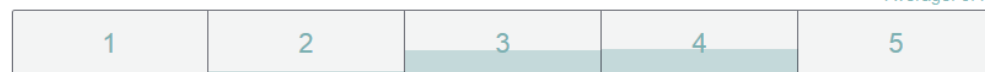
På den måde kan jeg tage mindre forurene transport, når jeg først er i området. Prøver at tage fly minimalt.

12. Har besøgt Grønland et par gange og en god sjat øer på Maldiverne, de er væk/forandret om mindre end 50 år nok også derfor det koster en bondegård hvis man vil til sådanne "udsatte" lande.
13. Venedig inden den synker
14. Ved ikke.
15. Grønland mens der stadig er is og små øer
16. Ved ikke
17. Maldiverne , fordi de kan forsvinder snart
18. Palawan. Flot natur.
19. Jeg har besøgt Bali i netop denne forbindelse
20. Cuba, grønland etc
21. Venedig, kultur
22. Har besøgt Maldiverne. Og vil besøge igen.
23. Ved ikke endnu men det er muligt ikke
24. De store isflader. Verdens forsvindende dyreliv m.m.
25. Indonesien
26. Maldiverne
27. Maldiverne
28. Maldiverne, de snart væk 😊
29. Greenland, but I didn't visit because of global warming, I just visited because it is an interesting and out of the way place. I am interested to visit islands such as the Maldives, though, and that is partly because they are under threat from sea level rise.
30. Øer med smukke strande og natur
31. Maldiverne inden de drukner
32. Galapagos, da det er unikt dyreliv og once in a lifetime experience
33. Har besøgt Maldiverne
34. Venedig / Italien Inden det bliver overdækket af vand. (Har været der)
35. Arktis/ "Det høje nord". Jeg har altid været fascineret af Grønland, og udsigten til at isen smelter betyder at jeg ikke kan vente alt for længe.
36. Har været i Venedig.
37. fordi jeg måske ikke så længe har chancen mere

På en skala fra 1 til 5, hvor miljøvenlig synes du, Danmark er?

118 out of 118 people answered this question

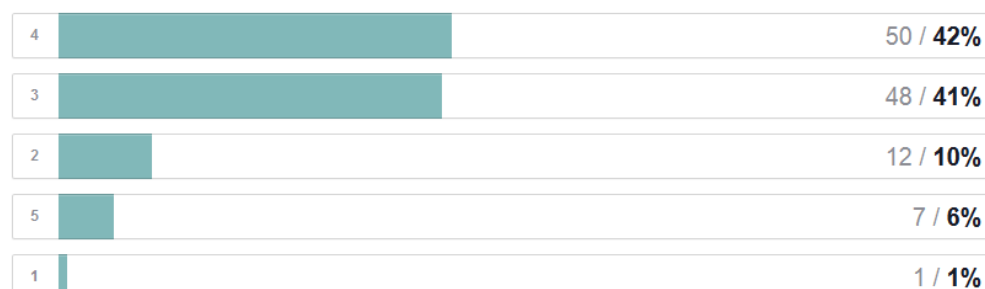
Average: 3.42



Slet ikke

Meget

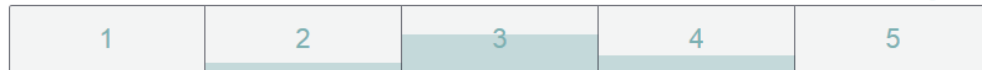
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På en skala fra 1 til 5, hvor miljøvenlig er du?

118 out of 118 people answered this question

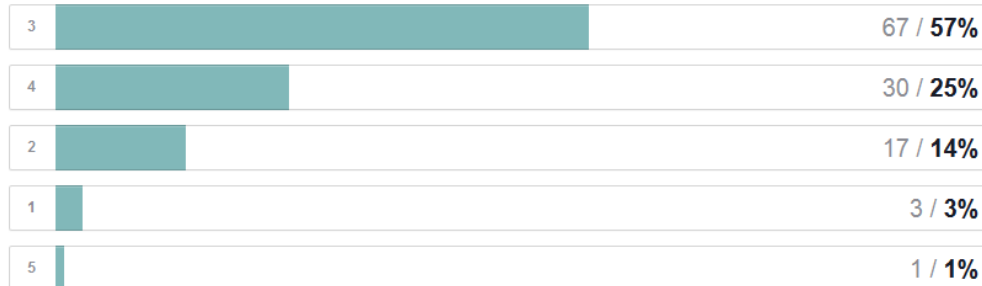
Average: 3.08



Slet ikke

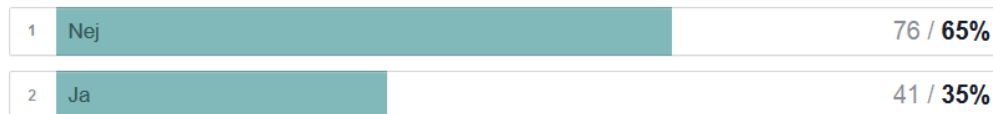
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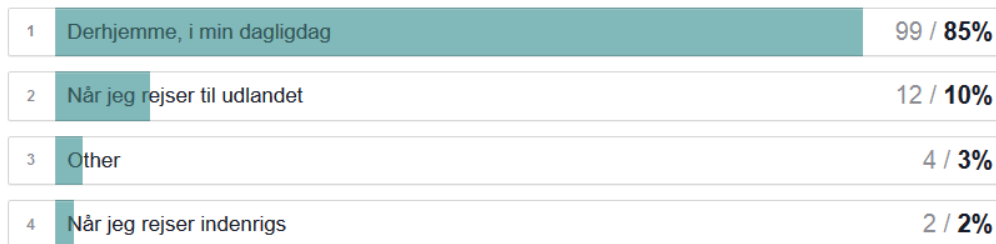
Er du tilfreds med hvor meget du gør for miljøet?

117 out of 118 people answered this question



Hvor er du mest bevidst om miljøet?

117 out of 118 people answered this question



Other (4):

- 1) Jeg er meget bevidst omkring mine valg. Tænker meget på vores børns fremtid. Sådan som vi lever nu, vil vi bruge det hele op på kun 70-100 år.
- 2) Jeg er ikke bevidst om miljøet
- 3) Ved ikke
- 4) de 3% af klima forandringerne der er forårsaget af mennesker, er nok elitens firmaer osv. det et fup nummer

Hvilke af disse ting gør du for at hjælpe miljøet?

117 out of 118 people answered this question

1	Bringe min egen pose med til indkøb	92 / 79%
2	Sortere affald	84 / 72%
3	Jeg cykler eller bruger offentlig transport til arbejde	76 / 65%
4	Siger nej tak til reklamer	75 / 64%
5	Hænger tøj til at tørre i stedet for at bruge tørretumbleren	66 / 56%
6	Vælger "øko" programmet på (op)vaskemaskinen	36 / 31%
7	Køber helst varer, som er produceret i Danmark	32 / 27%
8	Other	8 / 7%
9	Ingen af ovenstående	2 / 2%
10	bringe min egen pose med til indkøb	1 / 1%
11	hænger tøj til at tørre i stedet for at bruge tørretumbleren	1 / 1%
12	sortere affald	1 / 1%
13	vælger "øko" programmet på (op)vaskemaskinen	1 / 1%

Other (8):

- spiser vegetarisk
- Bruger så lidt plastik som muligt - ingen sugerør
- Køber kun øko dagligvarer hvis muligt og bruger ikke skyllemiddel. Da jeg røg smed jeg ikke mine skodder på jorden.
- Produkter med miljømærker
- Spiser mere vegetarisk - forsøger kun at spise kød 2 gange om ugen
- Har kødfri dage, genbrugt tøj, o en masse mere.
- Genbrug
- Spiser ikke for meget kød, køber ikke for meget tøj, bruger ikke bil til korte rejser