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The role of sustainability in Finnish millennials` decision making for their travel behavior and choices

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10th Semester AAU CPH – Aalborg University

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Table of content

FIGURES AND TABLES	5
ABBREVIATIONS	6
Abstract	7
1. Introduction	8
1.2. Research objectives and research question	10
1.2.2. Structure and theoretical framework	11
2. Sustainability in tourism	12
2.1. What is tourism?	12
2.2. Tourism in Finland	13
2.3. Understanding sustainable tourism	17
2.3.1. What is eco-tourism and labelling	19
2.3.2. Climate change and tourism	20
3. Travel behavior and decision making	23
3.1. Understanding travel behavior	23
3.1.1. Behavioral theories	25
3.2. Decision making process	27
3.2.1. Factors influencing decision making process	28
3.3 Understanding characteristics of millennial travelers	29
4. Methodology of the research	31
4.1. The choice of research method	31
4.1.1. Research paradigms	32
4.2. Data collection methods	33
4.2.1. Semi-structured in depth interviews	33
4.2.2. Sample group	36
4.2.3. Conducting the research	37
4.3. Trustworthiness of the empirical data	38
4.4. Analysis of the data	39
5. Analysis	41
5.1. Participant profile	42
5.1.2. Participants' perceptions of sustainability and climate change	44
5.1.3. The role of sustainability in travel decisions	46

5.2. Sustainable related consumer behavior	48
5.2.1. Key factors in decision making	48
5.2.2. How the importance of sustainability in travel planning is seen	50
5.2.3. Whose responsibility sustainability really is?	51
5.2.4. No to flight tax but yes to traveling sustainably	53
5.2.5. Sustainability as a factor in domestic travel?	55
5.3 Can millennials behavior be changed?	56
5.3.1. Own willingness to change behavior to more sustainable	59
6. Conclusion	61
6.3. Suggestions for further research	65
7. References	66
APPENDICES	77
APPENDIX 1. Thesis interview questions.....	77
APPENDIX 2. Interview 1	78
APPENDIX 3. Interview 2	81
APPENDIX 4. Interview 3	84
APPENDIX 5. Interview 4	87
APPENDIX 6. Interview 5	89
APPENDIX 7. Interview 6	93
APPENDIX 8. Interview 7	96
APPENDIX 9. Interview 8	100
APPENDIX 10. Interview 9	102
APPENDIX 11. Interview 10	105

FIGURES AND TABLES

Figure 1. Share of population participating in tourism	13
Figure 2. Trips from Helsinki to New York by land	15
Figure 3. Theory of planned behavior	25
Figure 4. Money vs sustainability on decision making process	49
Table 1. Participant profile	36-37

ABBREVIATIONS

CO ₂	Carbon dioxide
GSTC	Global Sustainable Tourism Council
PCE	Perceived consumer effectiveness
UNWTO	United Nations World Tourism Organization
WTO	The World Tourism Organization

Abstract

Objective for this research was to find out if Finnish millennials' decision making for their travel choices and behavior are influenced by sustainability factors.

It is important to start with the basic every day sustainable acts, for example if they are recycling or using bikes instead of cars, to proceed finding out if this behavior follows them to their decisions. The choice of transportation is taken into consideration, what motivates them to choose their way of traveling. Is there behind a concern about climate change and other transportation methods are favored because of that.

The theoretic framework for this research has been built around understanding what tourism is and what sustainability in tourism means, as well climate change effect and tourism in Finland are introduced. Understanding factors which impact on traveler's behavior are essential part of the theoretical part of the research and helping to understand how people are basing on their decisions. In order to get more detailed answers, qualitative method has been used in this research. Ten Finnish millennials have been interviewed through semi-structured interviews. The purpose for the empirical part is to analyze the importance of sustainability for Finnish millennials behavior through the theoretical framework. Also, how the knowledge of sustainability impacts on the decision making process and what are the reasons which guide their decisions are being analyzed.

The analysis showed that the interviewees have positive attitude towards sustainability, but their travel planning is not impacted by sustainable factors. The behavior at home and at their travel destination can be seen environmental friendly, but sustainable behavior is still lacking when traveling to the destination.

KEY WORDS: Sustainability, consumer behavior, decision making, millennials.

1. Introduction

Tourism has exploded in the past 50 years. In 1970 the international arrivals reached 165 million without domestic travel, in 2018 the same number was 846 million arrivals. In 2020 arrivals are expected to reach up to 1, 6 billion arrivals. (UNWTO 2007.) It has led tourist movements to extent geographically every country in the world and has made tourism an important economic sector; increasing foreign exchange earnings, creating employment opportunities and increasing income earnings among other things (UNEP 2005). Tourism around the world is cultural, economic and social phenomenon which has impacted on the natural and built environment in the places visited by the locals and the visitors. It is depending on the social, economic and environmental structures. It is vital for tourism destinations to maintain the basis of its success in all dimensions. (UNWTO 2019.)

Due to rapid growth of tourism with negative impacts, tourists as well as tourism organizations are nowadays required more responsibility. During years travelers have become more conscious about the impacts on the environment that products and services have. Despite the positive attitudes and growing knowledge, only a minority of the consumers have seen changed their behavior towards more sustainable. (Väisänen 2019.) Growing worry of the environment has made it possible for different tour providers to move the focus on the greener products. Environment as a product has gained competitiveness: which of the products are more environmentally friendlier, greener, more ecological, more rural or natural. Growth of this environmental marketing has raised questions in general about the validity of environmental friendly products. (Font & Buckley 2001:1.)

Tourism produces 5% of carbon dioxide emissions caused by people and 8% of greenhouse gases. The majority of carbon dioxide emissions are born in the traffic between the tourist's home country and the destination they are travelling to. (Väisänen 2019.) 3, 6% of the World's Gross Domestic Product (GDP) comes from tourism economy (as in 2018) and around 8% of total employment is due to

tourism. International tourism is in third place in global export with a value of USD 1, 7 trillion a year. (UNWTO 2019).

Tourists seem to be less interested in favoring sustainable lifestyles and choose responsible travel product than corporates and governments are trying to make the attempt. Different strategies and purposes have been introduced, including ecolabels, campaigns to educate people and awards designed for tourists to target their behavior towards responsible tourism. The response from tourists is seen low and failing the industry's goals for sustainability. Positive attitudes can be detected towards sustainability, still only few choose to buy the responsible packages, pick the environmentally friendly transportation or choose the local products. This lack of replication can be seen as a gap among tourist choices and attitudes towards environment. (Budeanu 2007: 499). Companies find it challenging when trying to become more socially responsible to meet the needs of these consumers who are environmentally conscious when the environmentally aware consumers do not go for the green or environmentally friendly products (Tan & Lau, 2011: 559).

Environmental awareness and concerns have experienced huge growth over the past three decades. This has led environmentally friendly products enter the markets. Consumers are given a chance to choose from food to cleaning products and water bottles that are associated with the marketing of green products. Environmentally friendly behavior can be seen to go beyond buying green products to thinking of the energy and water preservation and reuse, as well as car sharing and recycling. (Naderi & Van Steenburg 2018: 280.)

According to a study which was conducted in Finland in 2019, 69% of Finnish people that took part in the study think that their consuming choices have effect on climate change. Also 78% of Finns think it is important to follow sustainable lifestyle. This is a study that was answered by over 2000 Finnish consumers aged 18 to 79. (Autere 2019.) Since the previous mentioned study shows that Finns find it important in their daily life to be sustainable, the meaning for this research is to find out how important they find it when traveling. The previous study points out that Finnish younger generation is seen pioneering in sustainable behavior (Autere

2019). Finland has a list of good deeds towards sustainability, like many companies are acknowledged for sustainable behavior and Helsinki was ranked 5th most sustainable tourist destination (Smith, 2019). But is all this reflecting to millennials travel decisions and motivating doing more sustainable choices.

1.2. Research objectives and research question

The research question to which this thesis will find an answer is: Are there any sustainability factors that impact on Finnish millennials' travel decisions and how it is reflecting to their behavior?

The aim for this research is to find out if sustainability play any role in Finnish millennials decision making and does it have an impact on their travel behavior. It is important to start with the basic every day acts towards sustainable behavior, for example if they are recycling or using bikes instead of cars, to proceed finding out if this behavior follows them to their decisions. The choice of transportation is chosen by the realities, what motivates them to choose their way of traveling. Is there a concern about climate change and other transportation methods are favored because of that effect.

Who is considered as a millennial and why millennials have been chosen for this research? Definition of the millennials varies from source to source, some say between 1980 and 1995 (KPMG 2017) and others say between 1980 and 2000 (Smith & Nichols 2015: 39). Millennial can be said to be the most recent generation that is entering the workforce now. The name comes from closeness to the new millennium and this is the group that has been raised in a more digital age. Millennials have been influenced by computer as well as non-traditional families and values. (Smith & et al. 2015: 39.) It can be said that by looking into today's millennials might help to get an understanding about the society tomorrow, since those will be the leaders in the future. Millennials are seen experienced travelers who are looking for new and exciting experiences while traveling. Search for unexplored destinations is desired and search for authenticity as well as exploring less well-known destinations. This generation could be said to grow up in a world that is constantly changing. (Nordin 2005.) In today's world, where climate change

and sustainability are daily news matters led to the reason sustainability was chosen as the main focus. The meaning is to find out if this specific group of people chosen for this research, let sustainability impact on their decisions or does it motivate them do differently.

Finland is a good example to be taken when it comes to sustainability because of its location. How can we travel sustainably and make sustainable decisions when mostly the only choice for the Finnish people to travel is by air since the “isolated” location up in the north.

1.2.2. Structure and theoretical framework

The structure of the thesis will be following: first after pointing out the research question this thesis will look for an answer, it will be followed by the theoretical part. Theory part will help to build an understanding for my topic. Things like what is tourism and sustainable tourism will be opened up. It is also important to take a look into decision making process and different kind of behavior theories when trying to understand peoples’ way of thinking and behaving. All of these have been examined through sustainability. For the theoretical search, database is from different published articles and books. When looking into traveling from Finland, secondary data was used for analyzing different statistics. In methodology chapter is explained more about the qualitative method that was chosen for this research and how the research was conducted. The last two parts are about analyzing the results from 10 semi-structured interviews and the findings from the interviews, which will be followed by conclusion and suggestions for further researches.

2. Sustainability in tourism

This chapter will provide an understanding what tourism and sustainable tourism means. Tourism in Finland is opened up under this chapter. How tourists can make more sustainable choices is also examined in this chapter.

2.1. What is tourism?

Tourism is said to be one of the most difficult things to describe. Over the decades the researchers and tourism professionals' haven't reached a mutual understanding of the definition. (Netto 2009: 44). United Nations World Tourism Organization (UNWTO) describes tourism as cultural, economic and social phenomenon, that involve people to move outside their normal surroundings for personal or business purposes. Since tourism is their main activity, they are called visitor. Tourism has an impact on local population, environment and the tourists itself. Different international policies have set out to keep the respect of tourism due to its wide impact. (UNWTO, 2019.)

Becoming a tourist is voluntarily leaving people's normal surroundings to visit new environment. It also involves participation in different activities. This makes tourists visitors and depending on what they do during their visit, it can be considered as tourism. The term visitor goes back in 1963, when the United Nations Conference on International Travel and Tourism made an agreement that the word visitor to be used when talking about an individual who is visiting another country. The definition included two types of visitors: Temporary visitors, that is defined as someone visiting the place at least 24 hours and the other group is defined as leisure tourists if the purpose of their trip was for holiday, study, health or sport. In 1976 it was suggested by the Institute of Tourism, that tourism is people going to destinations outside their place of residence for occasional short-term period. (Camilleri 2017: 2.)

Tourism can be said to be multifaceted due to the fact that it takes input from various factors, like social, environmental nature, cultural and economic. Tourism being described as an industry is often a problem, since it's missing the usual form of production function. Tourism does not have a common structure which would be representative in every country. (Licorish & Jenkins 1997:1-2.)

2.2. Tourism in Finland

History of tourism in Finland dates back to 1950, when the desire of getting away from daily routines was discovered and the bad Finnish weather could be said to work as a booster. The birth of conducted tours was around that time. When air travel was more developed and direct flights started to be possible, that led to the rise of tourism in the end of 1960. Tourism became cheaper and living standards in Finland rose. Later in the 70's, tourism was seen as a meter for the living standards which meant it was seen more for people with money. In 1990, tourism became a global business worth billions. The rise of tourism led to a worry of the negative sides of tourism for the Finnish tour operators. (MTV3 2013.)

The number of trips from Finland has risen in the past few years. When looking into the numbers of Finnish airports, in 2018 the number in all airports in Finland reached to 25 million passengers. The rise from 2017 was 10, 1%. When comparing Helsinki-Vantaa to other European airports, like Heathrow in London or Charles De Gaulle in Paris, they have only reached 2, 7% and 4% rise from the previous year. (Finavia 2019.) According to Finavia (2019), the amount of flying from Finland is increasing yearly and it is seen that there is no stop for it in the near future. (Syke 2019.)

According to Eurostat's research, nine out of ten tourists take part in tourism in Finland. Below the chart is showing that Finnish people averagely travel more than people in other European countries. The latest numbers are from 2017 and the newest numbers are still lacking. The number includes trips inside and outside Finland. (Eurostat 2017.)

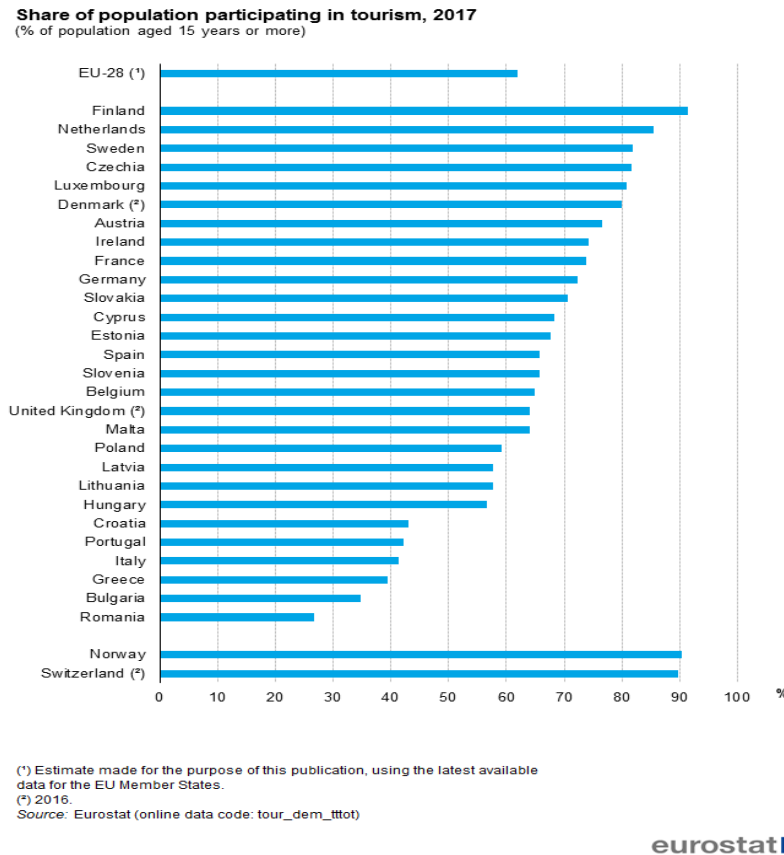


Figure 1. Share of population participating in tourism (Eurostat 2017).

Tourism in Finland has been seen desirable until the recent debate about climate change. Despite this, average Finnish tourists travels 4, 2 times and the most 8, 2 times a year. Due to the fact that many Finnish people own cottages, it is seen as a reason why traveling inside Finland is seen more popular than in other Nordic countries. (Helsingin Sanomat 2019.)

In the past 10 years domestic traveling in Finland has been said not to experience so good development because Finnish people find it expensive to travel inside Finland and their knowledge of the destinations are seen poor. In 2018 domestic travel rose only 1, 5%. Finns are said to be price-conscious, which is seen in their destination choices. One feature that can be seen in many Finnish people, is that they are after the sun when choosing destinations. (Maaseudun Tulevaisuus 2019.)

The train traffic in Finland reached to 87, 5 million trips in 2018. The amount is the highest so far in the statistics. Regional trips are seen as one of the main reasons for the rise of traveling, but the train is also seen as an option when traveling further in Finland. One reason for the rising amount of trips is seen the changing attitudes towards sustainability, which has led people to change airplane to train. The biggest rise was in trips from Helsinki to Rovaniemi (+23%) and Oulu (+14). Both cities have airports and up to 10 flights a day. Still price has seen the bigger factor when choosing between flying and taking a train inside Finland. (Helsingin Sanomat 2019.) When choosing the train instead of flying, according to Finnish VR (the only train operator in Finland), every choice can be considered environmental friendly. 95% of the trains in Finland are operated by electricity produced by hydropower. Also VR is compensating the greenhouse gas emissions born during the power and diesel used in train traffic inside Finland. (VR 2019.)

When thinking about traveling sustainably from Finland, the list of countries to choose from is not massive. If looking into the calculations how flying from Finland to somewhere is impacting the environment, flying should not be considered as an option. If people would consider taking a train, bus or ferry it would be time consuming. It takes one week to get from Helsinki to Vladivostok in Russia and from there you can take a ferry to Japan or South Korea, which takes only 1 to 1, 5 days. (Helsingin Sanomat 2019.) The most sustainable options from Finland when traveling to our neighbor countries is taking a train to St. Petersburg. When taking the ferry to Tallinn or Stockholm, it is more sustainable to choose the newer ferries that use Ing-gas and their CO₂ emissions are less. The average time of travel to any place in Southern Europe would be from 2-3 days when taking a bus. It is complicated when trying to find the most sustainable way to travel since not all countries are as advances with the modern equipment that have less emissions. (Helsingin Sanomat 2019.)

Below is demonstrated how long the trip would take, if it would be done the most sustainable way from Finland to New York. The sustainable choices make it more expensive when most of the trip is done by ferry/boat. The figure first shows how many CO₂ emissions the trip is reducing, then the time of the trip and last is the

cost of the trip. Not only is it time consuming, it is expensive and actually causes more emissions than choosing to fly.

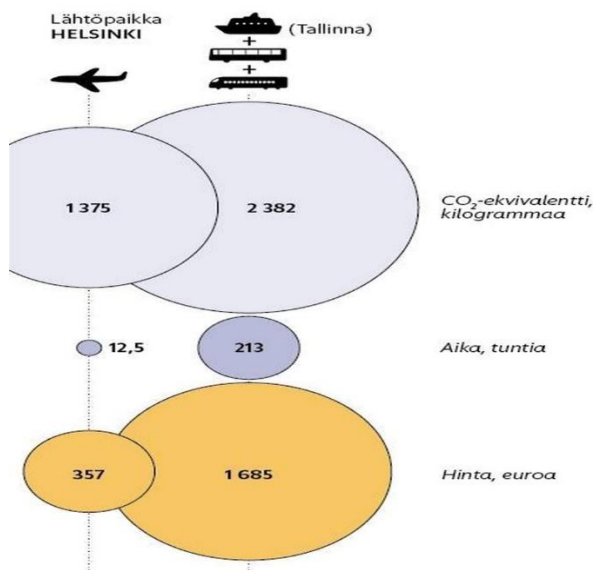


Figure 2. Trip from Helsinki to New York by land (Helsingin Sanomat 2019).

As much harm as flying is seem to cause for the environment (Mrazova 2014: 109), are Finnish consumers offered a way to compensate for their emissions. The national airline of Finland, Finnair, launched in 2019 something called Push for Change. The meaning is to give consumers a possibility to compensate for the emissions caused by flying and the money is used for different development projects, for example in Africa. The amount is from one euro to six euros depending what the destination is. Other option is to buy biofuel either for 10, 20 or 65 euros. At the moment the price for biofuel is said to be three to five times more expensive than fossil fuel. The availability of biofuel is still very limited and will be developed later when it will be used more widely. (Finnair 2019.)

Most of the emission calculators only take into consideration the carbon dioxide emissions that are from fuel, but they do not count the impacts caused to the environment from processing and transporting the fuels (Niemistö et al., 2019: 46).

2.3. Understanding sustainable tourism

The World Tourism Organization (WTO) has defined sustainable tourism as something that all forms of tourism in all forms of destinations should follow. Sustainable principles are referring to economic, environmental and socio-cultural aspects of tourism development. There has to be a balance between these three dimensions in order to reach long-term sustainability. Sustainable tourism should respect social-cultural authenticity of the communities by preserving their traditional values and cultural heritage. Environmental resources are seen as a key element in tourism development, meaning the resources should be optimally used by helping to conserve natural resources and keeping the ecological processes and biodiversity. Economically it should be maintained that long-term operations are viable. Poverty alleviation is reduced by providing socio-economic benefits to different stakeholders so that they can give employment and income-earning opportunities to the local communities. In order to achieve sustainable tourism, it requires ongoing process and monitoring of impacts. (UNEP 2005.)

Sustainable tourism term goes back in years. Since the early 1980s The World Tourism Organization (WTO) have had an important lead role when constituting and distributing the concept of sustainable tourism and its practices. One of the first milestones can be said to be the Manila Declaration in 1980. It was claimed that tourism resources should not be left uncontrolled or they will face the risk of deterioration or depredation. It was set out that the tourism sector should be set out to grow orderly. The word sustainable development and sustainable tourism was first time used in 1989, when the Hague Declaration was set out. Following that in 1996, Agenda 21 for the Travel and Tourism industry was released. The purpose of this document was to serve suggestions how different businesses and governments could execute sustainable tourism. (Weaver 2006.)

Sustainable tourism should not be seen as a special form of tourism. All tourism forms should be aspiring for sustainability. Tourism to become more sustainable, it should not be about trying to manage and control the negative impacts tourism has to the industry. Responsibility to be sustainable is for everyone involved in

tourism. Tourist themselves and the enterprises are the ones that are impacting tourism the most with their actions. The role for sustainability needs to come from governments. There needs to be someone taking the lead in the progress. Governments can be seen to give the right tools for sustainability to make a difference and sustainable tourism is relating to other areas, like water, cultural heritage and air that governments are managing. (UNEP 2005.)

To be considered as sustainable tourist, one should accept the code of conduct recommending how visitors should behave. Tourists should also favor the local products (crafts and foods) in order to make economic contributions to the local economy. It is important to remember that the tourist activities have an impact on the local environment and tourists should adjust their activities according to this. (Shamsub & Lebel 2012: 27.)

Tourism industry is one of the industries that doesn't self-regulate itself due to the fact that environmentally sustainable measures arises the operating costs. It is typical for tourism industry to have small and medium size businesses, which usually find it challenging to deal with the operating costs. For them, tourists can be seen as the easiest target when trying to increase the environmental sustainability. By behaving environmentally sustainable way and making environmentally sustainable travel decisions, tourists can reduce the negative impacts of tourism the best way (Juvan & Dolnicar 2016).

Sustainable development and sustainability can be said to work as the factors that keep up long-term competitiveness of the destination. When looking into the destination, it works as a crucial influence when tourists choose where to travel. (Diaz & Rodriguez 2016.) When talking about tourist destination, it can mean things like a specific resort or village, a city, certain region inside a country or a country (Mazilu 2012). When destinations are being developed towards more sustainable, it has to take into consideration the social, economic and natural resources of the destination and also having in the main its conservation so something can be left for future generations (Diaz et al. 2016).

Governments are trying their best to urge people to use environmentally friendly ways. Many countries are suffering from the overload of tourists, which has led the destinations to limit the number of tourists in some sites and destinations. It could be said that the way tourism is nowadays using the environment, will definitely have consequences in the future. The focus is being switched from mass tourism to more environmentally friendly tourism. (Lickorish et al, 1997: 85.)

2.3.1. What is eco-tourism and labelling

Ecotourism is seen as a tool for sustainable development in developing countries. Ecotourism can be seen as alternative tourism that includes environmentally friendly activities to be done in the destination, visiting the local nature or taking part in other kinds of nature experience that allows the local communities to gain social and economic development. Main focus is learning about local culture, their habits, flora and fauna. In order to give the local community change to be more sustainable, ecotourism helps in the community development to gain this goal. Ecotourism among other things support the well-being of locals, involve responsible actions in tourism industry, helps to maintain the lowest use of natural resources, emphasizes the local participation and advertise the small and medium tourism businesses. (Kiper 2013.)

The meaning for environmental certification program is to summarize, try out and specify the dimensions of the environmental quality of the tourism products. Tourists can be attracted about the fact that they are provided more reliable information about the destination they might not have knowledge about. Eco-labelling might call for new market segments, especially those tender to environmental issues. (Capacci, Scorcu & Vici 2014: 89.)

First eco-labels in tourism are from 1987, when the Blue Flag for European coastal zones was put to use. Nowadays there is around 150 to 180 labels specifically for sustainable tourism. The trustworthiness of the eco-labels can be examined if they have been recognized by the Global Sustainable Tourism Council (GSTC). This company is the one deciding who is behind the eco-label,

how trustworthy the test method is, what is the criteria required for the certificate and how sustainability is highlighted. Only 26 eco labels are recognized by Global Sustainable Tourism Council. Eco-labels are not seen as something used as a criteria that impact in tourists' decision making. Destination and price has to meet the requirements and then other things can be considered. (Kraus 2016.)

Eco-label can be named as a tool in consumer choice. How much does it matter for the consumer depends on the care the consumer have about the environment and the thought of how much is the real environmental difference when taking the labelled or unlabeled product. If the eco-labels are recognized by the governments, it is more likely the consumer rely on it. (Font et al. 2001: 20.)

The most recognizable eco-label in Finland is the Nordic Swan, which is used in all Nordics. It can be found for over 60 products in Finland, everything from cleaning products to hotels. (The Nordic Swan 2019.)

2.3.2. Climate change and tourism

The evidence shows that there can be seen changes in global climate from the pre-industrial era to the 21st century. The latest increase in the temperature is likely to be results from human activities and the increasing amount of greenhouse gases. Climate change will impact on our lifestyles, health and economics as well as tourism. Due to tourism being closely connected to the environment and climate, tourism can be said to be climate-sensitive economic sector. Climate change will be affecting tourism destinations and tourists and it will also impact the decision-making process around the world. (UNWTO 2007.)

5% of global carbon emissions are born due to tourism, 40% of which is due to air travel. Air travel keeps growing and the amount of emissions is rising. By 2025 40% of the global CO₂ emissions will be because tourism and the demand for growing air travel. Transportation is seen as one of the most expensive and difficult sectors when trying to lower the demand for energy. Transportation counts as 25% of energy-related CO₂ emissions globally and the amount is

expected to double by 2050. When trying to get people into sustainable thinking, it has been mainly focusing on energy use at home rather than focusing on the impacts of travel and transport has to climate. (Higham, Cohen, Cavaliere, Reis & Finkler 2015.) Globally flights caused over 859 million tons of carbon dioxide emissions in 2017. 80% of the emissions born due flying are born in trips over 1500 kilometers. (Niemistö, Soimakallio, Nissinen & Salo. 2019: 28.)

Climate change is developing slowly and is expected to have long-going consequences to matters like global warming, rise in sea level, diminishing of the rainforests and melting of ice caps. Climate change will be impacting tourism and cause more crisis like weather catastrophes, hurricanes and flooding. (Nordin 2005.)

Aviation can be named as one of the causes for climate change due to the amount of carbon dioxide (CO₂) and other greenhouse gases it is emitting into the atmosphere. This also contributes to global warming. Aviation is causing environmental harm due to the aircraft gases and engine noise that can be seen to impact on climate change. The traffic growth has to find a solution to compensate for the emissions. One solution is the introduction of biofuels to reduce the emissions. (Mrazova 2014: 110.)

In Finland the climate change can be seen in the rise of the temperature, which has been 0, 2 degrees over the past 40 years. The most impacts are seen during winter months, November to January when the rise has been the strongest and during spring months from March to May it has been faster than the yearly average rise. All together the rise has been 2 degrees in the past 166 years. (Ilmatieteen Laitos 2014.)

Latest addition to the climate change discussions in Finland is the flight tax. The past few months Finland has been talking about the possibility for the upcoming tax. The motion with over 50 000 names was handed over to the government. The ones in favor for the motion wants that Finland will follow the example of the other European countries, like Sweden, Norway, England, France and Germany by getting this specific tax. The necessity for this tax is being rationalized by

sustainability. The flight tax is seen as a way to decrease flying in Finland and the income from the tax should be used for environmental policies. (Helsingin Sanomat 2019.) Finland's national airline Finnair is partly owned by the state, so in 2018 the current Minister of Transport thought that flight tax doesn't fit to Finland and it might harm Finnair. Flight tax is defined from the distance of the flight, the longer you fly, the more you pay. The amount to pay is between 6 to 40 euros. Since in Sweden the tax has experienced critics that the impact to the environment is not seen major, but it is impacting tourism and airports. (Yle 2018.)

3. Travel behavior and decision making

In order to understand people's behavior, it is important to look into different behavior models and what are the things impacting decision making process. The next chapter will help to understand travel related behavior, have a look into behavior theories and how is the decision making process going and how is it being impacted. The factor influencing the travel decision will be also looked at. The behavior and decision making process are tried to look through sustainability. The concept of millennials is opened up as well to be able to understand how that generation is seen as travelers and if they have the characteristics to make sustainable decisions.

3.1. Understanding travel behavior

Travel behavior refers to the way how tourists behave before, during and after they travel. In order for the tourism industry to sustain the current status or develop itself, it is dependent on how the tourists' decisions are reflected on their travel behavior. Travel behavior can be said to be an interaction between environmental and personal variables. (Van Vuuren & Slabbert 2012.)

Positive attitudes towards environment has been detected amongst tourists, behavior that does not harm the environment negatively is looked upon. Attitude have said to have an impact on behavior, still tourists' positive attitudes towards sustainability does not show in their actions in making sustainable holiday choices. There can be seen a gap between attitude and behavior in sustainable tourism. Different studies have tried to find a reason for this behavior gap, other issues are found more important, need for relaxation and escape is used as an excuse not to take environment into consideration. There is seen a lack of information when picking holidays that do not harm the environment. In everyday life choosing options that leave smaller footprints or home behavior that would be seen environmentally friendly are not favored because life is too busy to change behavior. Not being environmental is other people's fault, believing in

technology and new solutions, disagreeing that personal behavior matter and not taking any responsibility. (Juvan & Dolnicar 2014.)

Tourism service providers and different destination marketers come up daily with different consumer behavior issues. In order to understand tourist behavior, it is important that the organizations have their products designed for the different needs for their clients and they are ready to improve the services and products. The travel professionals are seeking answers to questions like why are the tourists traveling? What is impacting the selection of their destination and how is the decision process made? What are the things that are giving them satisfaction delight and more value during their holiday? To be able to answer these kinds of questions, one has to understand why tourists are motivated to travel and choose the specific destinations, the psychology of tourists and how they feel about the selection of the services and brands, how marketers can make their strategies more appealing to the consumer and the psychology of how environment (social media, family and friends, culture and advertising) is influencing the tourists. (Andrades, Dimanche & Ikevich, 2015: 102-103.)

When studying and analyzing pro-sustainable consumerism, it is found problematic how many different variables there can be to be taken into consideration when trying to analyze sustainable behavior. The analysis varies depending how the research are understanding sustainability. Some are relating sustainable tourism behavior to be about environmental matters, but it is important to look into the importance and impact of tourists in sustainable tourism. When it comes to tourism development, how to improve the economic growth and environmental quality is important to take into account. (Pulindo-Fernandes & Lopez- Sanches 2016.)

Sustainable tourism literature can be seen to make three presumptions. Pro-environmental beliefs and values categorize tourists as environmentally sustainable. The beliefs and values are seen as a result of their behavior and there is a meaning to protect the environment. And the other two are not seen

inadequate, no matter of the beliefs, values and intentions, only behavior matter. (Juvan et al., 2016.)

Pro-environmental behavior is seen problematic since different researchers have examined that consumers won't participate in pro-environmental behavior if they don't think that their actions and attempts will help to accomplish environmentally positive outcome. When trying to foresee the pro-environmental behavior of consumers, the study of perceived consumer effectiveness (PCE) can be used as an example. Perceived consumer effectiveness means that individuals think that they can be more efficient in reducing pollution. In order to engage people into pro-environmental behavior, they need to be convinced that what they do is making a difference to minimize the harm caused for the environment. (Tan et al., 2011: 559.)

3.1.1. Behavioral theories

Different behavior theories can be used to help to understand the tourism behavior. The theory of planned behavior by Ajzen (1991) defines behavior as an aim trying to achieve certain kind of behavior. Intentions are explaining how willing people are behaving in a certain way and how much effort they are putting into this behavior. Previous behavior and habits have stronger influence in the future behavior than the desired and planned behavior has. (Ajzen, 1991: 181-182.)

The theory of planned behavior model is being used in tourism research to help to understand tourists' way of thinking, how they choose the destinations, plan their trips and do their decision making (Kuo & Dai 2014: 45). Critics of the theory of planned behavior think that the intentions to behave in a certain way shows weak results turning the intentions into certain behavior. Researchers have argued that positive sustainable attitudes make no influence in tourists' travel or that the model has been too simple when trying to study about climate change or travel behavior. (Juvan et al. 2014.) Below is demonstrated Ajzen's (1991) theory:

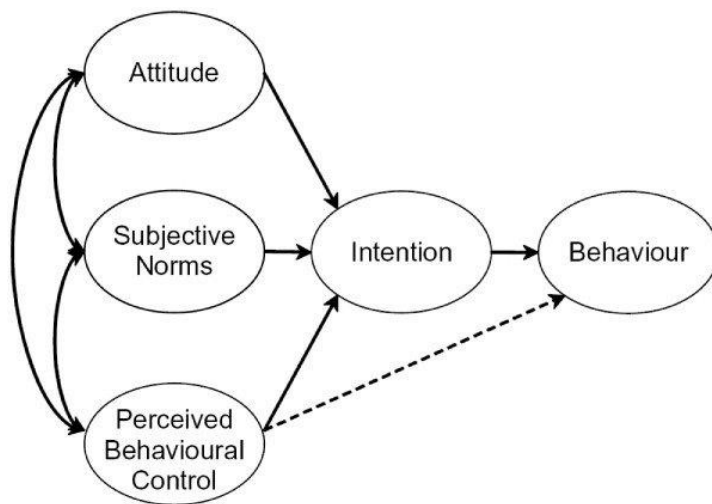


Figure 3. Theory of planned behavior (Ajzen. 1991: 182).

Attribution theory by Heider (1958) is an explanation of the two ways people's behaviour and events can be impacted. Behaviour can be divided into internal and external attributions. Internal attributions are personal attributions that make people see the cause of things being themselves. External attributions are situational and people do not associate themselves as the fault. When it comes to sustainability, people can contribute to climate change and other negative results for the environment that tourism causes to themselves and others. When attributing to these issues, can be said that one does not have a role for the negative impacts for the environment nor have any power to change things. Tourism research has been using attribution theory to understand if tourists are ready to pay environmentally sustainable attributions. Attribution theory offers understanding for the attitude-behaviour gap by pointing out that people do not find themselves as the reason of the problems and due to that they do not see a reason to change their behaviour. (Juvan et al. 2014.)

Stern's (2000) value-belief-norm theory of environmentalism was made to explain the relationship between the beliefs and values people have about the environment, responsibility towards environmental circumstances and standards one have relating to the environment. These can lead to pro-environmental behaviour. Beliefs are changing through life and are potential objects for

changing behaviour. This theory is seen important when trying to understand the attitude-behaviour gap, since people do not find themselves responsible for finding solutions how holidays have less negative impact on the environment or they do not think they are responsible for the problems caused by them taking a holiday. (Juvan et al. 2014.)

3.2. Decision making process

Trying to change life into more sustainable can be seen problematic since people are expecting immediate visible and satisfactory impacts. Motivation leading towards sustainable decision making is usually born when consumer realizes that it is essential for the society when thinking about the future. (Id & Laaksonen 2012.)

Tourists' mental images have an important role when tourists are choosing their destinations. The attitudes, beliefs and interests are also taken into consideration when making the decision, but the influences of images are playing a huge role. According to Dan (1981), tourists are first being encouraged by their needs and wants and after being influenced by the destination different features where to take their holiday in. In order for the destination to attract tourists, the destinations' features are seen as very important. (Shimaditya, Pradiva Arrub & Novani 2014.)

Tourism industry can be said to be influenced by the different travel marketing systems. Different online systems, like interactive maps, booking system through online, web itself and social media all have a direct impact on the industry. In individual tourists' holiday planning social media has risen to be one of the most influential factors when it comes to decision making process. Social media and Internet are making it easier for consumers to access information from locals and travelers as well as getting recommendations. Social media is helping to build the status for the destinations and attractions and making the sharing of information and knowledge effortless. The attraction and tourists sites gaining their iconic status can be said to be due to the rising "selfie" culture, where the

goal of the journey is to get the picture with the iconic site. There is a growing variety of motivations, goals and expectations on the travelers. The influx of tourists is seen harder to control and manage due to the influx of people. This has changed and impacted the character of sustainability problems. Fuel emissions caused by traveling, energy consumption and development of infrastructure have caused different sustainability challenges both locally and globally. (Nordic council of Ministers 2018.)

3.2.1. Factors influencing decision making process

Motivations and needs can be said to impact the decision making process. Motivation is like a trigger that causes the events around traveling. Without the motivation and desire to travel, the tourism industry and tourism system would not exist. Researchers have not been able to make an agreement upon psychological theory to help to understand what motivates people to travel. Motivation could be said to be cognitive representations of future states, which makes us aware of the reason for our behavior. In this case tourism works as a reward for people that take part in tourism. (Holden 2005: 63.)

There are five factors that could be said to be the most important motivating factors when it comes to traveling. They are marketing, destination attractions, education, urbanization and the travel trade. Marketing can be seen as an important factor when developing the tourism destination. Tourists are getting the motivation to travel from different advertisements and they are stimulated by them. This can be said to be sufficient marketing and one of the most effective ways of defining the holiday destination. Every tourist has their own motivations for traveling and different destinations are created to offer facilities for the certain market. When people travel, they try to fulfill personal needs, including psychological and physical. (Licorish et al. 1997: 61-62.)

3.3 Understanding characteristics of millennial travelers

Since this thesis is limited to be about millennials, the meaning for this chapter is to point out characteristics this generation has when they travel. The characteristics can also help to understand the way they make decisions.

Millennials have raised interest of travel markets globally due to their interest to travel abroad. They can be said to be adventure seekers in search of new destinations. The characteristics that describe this generation, can be said to be spontaneous, resourceful and tech skilled. It is important to make new connections while traveling with the locals and going somewhere unexplored is desired. Millennials are going to be the largest and most influential part for the tourism industry soon. (Senanayake 2019.) Millennials are after places that are usually not seen as tourism destinations. They do not want to be categorized as tourists and the word is usually seen as negative. (Veiga, Santos, Àguas & Santos 2017.) Three reasons specify why millennials are seen as the key for the future tourism. First the current amount they are traveling now. Secondly their decisions may impact to the lead of new approaches towards tourism and thirdly expectations that millennials will keep traveling in the future as well. The last reason is seen very important due to the fact that millennials will take over the older generations in the demographic pyramid. The needs millennials have, are very different from what their parents and grandparents have when it comes to tourism. (Cavagnaro, Staffieri & Postma 2017: 31-32.) Millennials are also seen the most glamour-hungry generation. This is due to their amount of free time and wealth, which allows them to travel further and for longer time. Instead of materialistic things, millennials rather want to spend their money on experiences. By the year 2025, 75% of the workforce will be covered by the millennials. (Gnanapala 2017:524.)

There is a growing interest towards the millennial generation, but it can be seen that the researches are still underdeveloped. This is seen surprising because millennials are an important factor when it comes to economic forces. In 2015 one out of three hotel guests were millennials and in 2020 the value of millennial

tourism is said to double from 2009. Millennials are also seen resilient, wanting to go to destinations that are seen to be under environmental or socio-political tension. The younger generation is also said to spend more money on the destination by skipping other costs, like accommodation and travelling costs. Due to the amount they spend on their holiday, the economically and politically fragile destinations will gain economic chances. (Cavagnaro et al. 2017: 33.) There has been a shift from the regular travel into work and holiday, language learning trips and volunteer trips. These kinds of trips are giving more value to the travelers and are seen as more purposeful and have more positive meaning for the traveler as well as the destination. Millennials are also said to play part influencing other tourists to the destinations they visit. (UNWTO 2016.)

Sustainability is seen as a growing trend, which the millennials want to focus on as well as being seen as the trend oriented generation. Everything from reusable grocery bags to recycled décor at home trends are impacting the way millennials choose to live. They want to create healthier earth and this has led to some even turning into vegans. The animal products that have negative impacts to the earth are being cut out from their diet. (Van Der Boek 2019.) Millennials are seen as a segment that want to move away from mass tourism and show interest in activities that are environmentally-oriented, like favoring ecotourism. They also value authenticity on their trips. Previous studies have shown that age doesn't work as a sign for willingness to pay for greener products. (Gan & Seo 2018.) Some research done for this generation shows that being environmentally friendly is seen as a way to get their attention and brands that have positive impact on the environment is favored. Millennials are also seen to have more attitude towards being green than actual behavior. Their environmental habits can be seen divided based on their knowledge, social influences and what kind of environmental attitudes have been transmitted to them from their parents. Millennials are seen as consumers who would be ready to pay extra for sustainability and support environmental laws and policies. Millennials are seen to live in the moment and not consider the consequences of their decisions in the long-term, which is conflicting with the fact that environmental issues are seen relating the future. (Naderi et al. 2018: 282.)

4. Methodology of the research

The next chapter will open up the methodological choices used to gain the empirical data for this research. This chapter will explain why qualitative method was chosen, how the data was collected and analyzed and the trustworthiness of the research is evaluated.

4.1. The choice of research method

The theoretical framework for this research has built around understanding what sustainability in tourism is and understanding consumer behavior and factors that are impacting for it. The meaning for the empirical part is to analyze the meaning of sustainability for Finnish millennials behavior through the theoretical framework. The meaning is to understand how the knowledge of sustainability impacts on their decision making process and what are the factors that guide their decisions. Since the meaning is to find reasons for people's actions and find out if they have enough knowledge that would guide them in the right direction with their decision making process, qualitative method felt it will help better to succeed with that goal. In order to get more detailed answers, qualitative method is seen better in that as well.

The simple thing that defines qualitative research is that it is an empirical research where the data is not in the form of numbers. Qualitative research is a way how social reality is understood, how it is being conceptualized and approached and what type of methods and designs are being chosen to show the way of thinking and how the data which is non-numerical is being collected. Qualitative approach is said to be versatile in its data, methods and thinking. (Punch 2009.)

Qualitative research includes many different approaches to it and how to collect and analyze the data. They are done to support the research done for people and their lives, so there cannot be seen any one specific sampling or one specific way of doing it. Typical for qualitative method is that the data is collected through interviews, observations, diaries and different biographies. This method strives for

naturalism and doesn't have any experiments. The sampling sizes are seen relatively small and the samples are from social reality. Qualitative method is also seen not to have any strict format how the results should be presented and researchers are given the possibility to be creative. (Saaranen-Kauppinen & Puusniekka 2009.)

The advantage of qualitative research is the ability to offer insight on how people experience the given research problem. The research offers information about the people side of the problem, which relates to behavior, conviction, understanding, emotions and relationships. The method is seen effective when identifying factors like socioeconomic status and social norms. (Mack, Woondsong, MacQueen, Quest & Namey 2005:2-3.)

Qualitative research often faces critics for its lack of being scientific. The findings from the interviews are seen as problematic because the interviewer is leading to certain answers or epistemological issues like the research findings do not lead to scientific and objective information. Interviews are not seen as scientific, only something that gives interesting answers. (Kvale 1994: 149.)

4.1.1. Research paradigms

Paradigms can be said to be ground faith system and theoretical framework that has presumptions about epistemology and ontology. The paradigms are a way of studying the world and comprehend it. Ontology is referring to how we see our beliefs about reality. Multiple researchers have their presumptions about reality, what can be known about it and how it is. The ontological questions are the ones that guide researchers to wonder what kind of reality there is, simple, provable truth and reality or multiple realities that are socially constructed. (Rehman & Alharti 2016: 51.)

Epistemology is a branch of philosophy that examines the nature of facts and the method by what is the knowledge that is obtained and verified. Researches to fall into debate due to epistemological questions about the possibility and desirability

of objectivity, validity, subjectivity and generalization. If a certain truth is assumed, the knower must be able freely to explore how things are and how they work. Researchers many time rejected the fact in socially constructed multiple realities that people should be examined like targets of natural sciences by involving with the subjects and trying and understanding phenomena in their context. (Rehman et al. 2016: 52.) This research is not trying to discover any new knowledge, it is more about the existing one and how the interviewees are seeing it.

4.2. Data collection methods

In the following section the data collection for this research is described, which explains the reason why semi-structured in-depth interview method is used. Trustworthiness, validity and limitations will be explained as well.

4.2.1. Semi-structured in depth interviews

Semi-structured interview is chosen as a method for this research due to the reason that the meaning for semi-structured interview is that the questions are closed- and open-ended, usually led by a follow up question. Questions are formed around a topic, rather than following an in-line survey. Semi-structured interviews are engaging the interviewee and is seen taking a longer time than surveys. (Adams 2015.) The meaning for the semi-structured interview is to follow predefined interview questions to guide the interview, letting the interviewer to wander from the specific plan to acquaint the specific themes. The point is that the interviewer guides the discussion by asking particular questions. (Cheia 2010.)

The strength for face-to-face interviews is seen to be the human contact. The interaction between the interviewer and interviewee is seen better when actually seeing the other person. Seeing helps to motivate the respondents and co-operation gets easier. (Neuman 2012.) Face to face interviews are also seen as an easy option compared to other methods. Interviewer has advantage of deciding the time and place, which makes it possible to create better atmosphere. Time and place can be

seen as a disadvantage, when you cannot fit the timetables together or if the interviewee is located further away. Other disadvantages of this method is said to have is reactivity, there is no time delay between the question and answer giving the interviewee possibility to directly react on what is being said. If the interviews are being taped, it is seen both as an advantage and disadvantage. Transcription of the tapes is time consuming but it is possible to check the answers again. (Opdenakker 2006.)

In-depth interview method is combined in this research with the semi-structured method. In-depth interview is used as a qualitative research technique, the idea is to conduct individual interviews where the number of respondents are small. Perspectives of particular ideas or situations are being investigated in these interviews. The interviews are seen useful when researchers are after detailed information about a person's behavior or thoughts and want to examine new issues more detailed in depth way. (Boyce & Neale 2006.)

Semi-structured questions are guiding the interview that the researcher has designed and all interviewees are asked the same set of questions. Depending on the answers given during the interviews, each in-depth interview will follow its own path. It is important that the interview has the freedom to follow up on themes that the interviewees are raising. After the interview has been following its new path, the researcher then goes back to the questions that has been prepared beforehand, before the interview might start going back to a new direction. The questions in an in-depth interview are open-ended which gives the interviewees the freedom to decide if they want to keep their answers long or short. Researcher works as an active listener that gives follow-up questions and encourages the interviewees with their answers. (Brounéus 2011:130-131.)

The biggest advantages of in-depth interviews are the fact that they give more detailed information and the atmosphere is more relaxed for data collection. That helps people to feel more comfortable giving the answers. Disadvantages are that the method is prone to bias, the interviewees can give out answers they know the researcher is after. The interviews should be designed to minimize the possible

bias. The interviews can be time consuming because conducting the interviews take time as well as transcribing them and analyzing the results. The in-depth interviews are also not generalizable due to the size of small sample groups. (Boyce et al. 2006.)

In-depth interviews provide the opportunity for my research to look into interviewees' behavior while conducting it in a semi-structured way. The open ended questions give better opportunity to engage the interviewees into conversation about their opinions and possibility to ask them reasoning for their opinions. The interviews were kept informal to allow more relaxed atmosphere.

The interview questions were drawn from the theory part, getting insight about the consumer behavior and what factors are impacting on travel decisions the interviewees are making. The framework of the interviews were divided into three main topics, which were basic information and knowledge of the interviewee, then followed by questions about their consumer behavior and the last part was about millennial travelers, how their behavior is seen and how it could be changed to be more sustainable. The interview consisted of 22 open-ended questions. The interview questions are meant to help to find out if the interviewees' have knowledge about sustainability related issues to help him/her to make sustainable decisions when traveling. The meaning was to see if the behavior is following the knowledge the interviewee has. The questions were expected to raise discussion about the topics and get the interviewees to give specific reasons why they are answering the way they are. The questions were kept simple enough. The ideal length for the interviews would be around 30 minutes. Most of the interviews were from 30 minutes to an hour, depending how much the interviewee had to say.

The questions were not asked exactly in the same order from all the respondents, due to the way the conversation was going. After the answers started to wander, the interviewer guided the interview back to the right path following the questions. The interviewer can be said to be inexperienced, which may have impacted to interviewer bias. The readymade questions helped to conduct the interview for inexperienced interviewer and guaranteed that the needed topics were handled.

4.2.2. Sample group

It is impossible trying to understand all the people, so a sample has to be chosen (Punch 2009). The research objectives and things like size and diversity of the study population will define how many people should be selected. In my research purposive sampling is used, which means when the group of participants are preselected by their relevance to the research question. Sampling is seen as the most successful when the data review and analysis are associated with data collection. (Mack et al. 2005: 5.)

In my research the sampling was done so that the small group of participants were preselected due to their age and citizenship, being millennial and from Finland. 14 people were contacted to be interviewed, but in the end only ten people were interviewed. The interviewees' age is between 25 to 35 years. The interviewees were chosen and contacted through social media. In order to avoid bias, I tried to choose people that were not so close to me, but close enough to agree to do the interview. Most of the people in the sample group are in working life, only few are studying at the moment. Most are located in the capital of Finland, Helsinki, which makes traveling easier for them. Half of the interviewees are working within tourism or studied it, which might have a great impact on their knowledge about sustainability. Both male and female interviewees were selected to be interviewed.

Below is a chart of the people that were interviewed:

Gender	Age	City of residence	Occupation	Number of trips this year
1. Female	25	Helsinki	Compliance officer/student	2
2. Female	28	Helsinki/Turku	Student	5
3. Male	28	Helsinki	Specialist	10
4. Female	27	Jyväskylä	Student	6
5. Male	31	Vantaa	Installation manager	6
6. Female	26	Espoo	Flight attendant	0
7. Male	31	Helsinki	Catering worker	6
8. Female	28	Helsinki	Flight attendant	3

9. Female	31	Vaasa	Entrepreneur/naprapath	4
10.Female	35	Dubai/Vaasa	Destination manager	1

Table 1. Participant profile

4.2.3. Conducting the research

The interviews were held between 22nd and 30th of November in Helsinki. The location was chosen according to the interviewees' wishes, most of them chose their own home as a location. One interview was conducted over the phone and one over video call through Skype. These respondents were home at the time of the interview. Interviewees were offered a chance to see the questions beforehand, but no one found it necessary to see them. All respondents were asked directly via message if they would be willing to participate in the interviews and it was explained in the message what the interview was about and what it is for. Everyone were co-operative and agreed to the interview. Due to the tight timing, more people were contacted that was intended to be interviewed, since the assumption was that finding time with everyone would be challenging.

The interviews were conducted in Finnish to make it easier for the respondents. The expectation was that they would be more confident doing it in their own mother tongue. If the respondents are not so familiar with the topics asked about, it was better to choose Finnish as a language. To avoid misunderstandings it was easier to conduct the interviews in Finnish language. After conducting the interviews, they were translated into English.

The interviews were done face-to-face, except two of the interviews which were conducted over the phone and Skype due to the location of the respondents. The interviews were recorded and afterwards every interview was littered, meaning that they were all transcribed. Littering is said to help analyzing the materials and increase the credibility of the research (Saaranen-Kauppinen et al. 2009).

4.3. Trustworthiness of the empirical data

Evaluation of trustworthiness is seen crucial part of empirical research and reliability and validity are seen as central concepts in qualitative research (Saaranen-Kauppinen et al. 2009). Thorough planning has a key position in qualitative research. One way to plan beforehand, is to be prepared how the interviews can be deepened through additional questions. Careful planning also helps for the quality of the data. The trustworthiness of the data from the interviews depends on the quality of it. (Hirsjärvi & Hurme 2008: 184.)

When looking into the reliability and validity, reliability means if the same answers would be received if the research would be done again. If two separate researchers come up with the same result, it is seen to help to gain reliability. Also if two different methods will give a similar result at the end, it can be seen as reliable. For example if two different types of interviews give the same results. (Hirsjärvi et al. 2008: 186.)

Validity is about how valid the research is, if it is done thoroughly and are the results and conclusions made out of them real. The validity can suffer if the researcher asks wrong questions and sees or doesn't see relation correctly. (Saaranen-Kauppinen et al. 2008.) Validity can be looked at from four different angles. Construct validity is used to define if the research measures the content it is supposed to measure. Content validity means that it represents the aims what were supposed to be measured. Face validity is talked when looked into if the content of the research is suitable to meet the aims and the last criterion validity, which means how generalized the results are to different people or different types of situations. (Hirsjärvi et al. 2008:186-188.)

According to Guba (1981), he has established four factors that should be used to analyze trustworthiness; credibility, transferability, dependability and confirmability. Credibility indicates whether or not the findings offer credible information that is arguable. The process and decisions made during the process of the research needs to be emerged. The process has to be logical and it has to be

documented. (Anney 2014: 275.) Credibility usually answers to the question: “How the researcher knows how compatible the findings are with reality?” (Shenton 2004).

Transferability refers if the results of the research can be moved to other context with other respondents, it could be also said that it is the same as generalization. The researcher leads the judgement of transferability by the selection of the respondents. The fact that the respondents are selected purposively relieves the transferability of the research. (Anney 2014: 277.)

Dependability is referring to reliability, meaning if the study would be repeated with the same methods and participants, would the results be the same. There should be enough information from the previous research to reach the similar findings. (Shenton 2004).

Confirmability means that the findings of the research could be made by other researchers as well. When looking into confirmability it is important that the findings should not be based on the researchers’ personal motivation or bias and the respondents are not just saying what the researcher is after to find out (Anney 2014: 279).

For the validity and reliability of this research, it is strongly believed that the research results would be the same if another method for the interviews would be used or if the research was conducted by someone else. If more random selection for the choice of the interviewees were used, I believe the result would have been the same. Only if it would be conducted for different generation, that would change the end result. Validity point of view the research was reaching the aim it was supposed to.

4.4. Analysis of the data

After the interviews are done and littered, the data is analyzed. The meaning of the analysis is to clarify the material and summarize it so that the essential information

of the empirical data remains. (Eskola & Suoranta, 1998: 138.) Theory of the research will be reflected in the findings of the interviews.

In this research thematic analysis was chosen to be used to help to open the findings of the interviews. Thematic analysis is for analyzing and identifying themes within the data. The meaning is to sort and describe the data to more detailed form and help to draw conclusions of the research topic. Thematic analyze does not follow any specific way how it should be done, but it is important that the theoretical framework and methods will match with what the researcher is looking to know. (Braun & Clarke 2006.) Thematic analysis is seen as a good fit for the research since the meaning of the thesis is to find out the opinions of the interviewees about how they are basing their decisions and what are the factors impacting on it.

5. Analysis

This chapter will explain the key findings of the empirical data that was found through the semi-structured interviews. The idea of the interviews was to encourage interviewees to share their thoughts about sustainability and what are the factors that impact their personal decision making process. The aim was to find out if there is any relation between sustainability and the decision making process for the millennials who were chosen to be interviewed.

First part was about building a basic understanding of the interviewees and looking into their daily sustainability matters, if they had any, and what kind of transportation they are favoring. Knowledge about sustainability and climate change was looked at to help to understand if they have enough knowledge to be able to make sustainable decisions and if they understand what it means.

Second part is about consumer behavior, looking into what are the factors that impact interviewees' decision making process and looking into if sustainability is included in these factors. Traveling domestically is also considered in this part to see if it would be done for sustainability reasons, or if it is other factors that motivate that decision. Last part is about millennial travelers, how the respondents are seeing their generations' attitudes, what could be done to change them and what would they be willing to do themselves to act more sustainably in the future.

The meaning of this analysis chapter is to help to provide an answer to the research question set at the beginning of the thesis. This chapter will be followed by conclusions of the research and recommendations for further research. Interview questions can be found from attachments.

5.1. Participant profile

The meaning for the first part of the questions was to build an understanding about the interviewees and looking into their daily sustainability matters, if they had any, and what kind of transportation they are favoring. Knowledge about sustainability and climate change was looked at to help to understand if they have enough knowledge to be able to make sustainable decisions and if they had understanding what sustainability means.

To find out how well-traveled the interviewees were, they were questioned about the amount of leisure trips they've made this year. Could be said that traveling is making people more conscious (Font & Buckley 2011), so this question was meant to help to "label" the interviewees and maybe even by the first question help to give an understanding what kind of answers are expected from each interviewee. Could be said that the interviewees are well-traveled by the amount of the trips they've taken. Previously mentioned in the theory by Helsingin Sanomat (2019), the average Finn travels 4, 2 times. The average amount these interviewees traveled was 4, 3 times. The interviewees most reach to the average in Finland. Although the study by Helsingin Sanomat did not focus on any specific generation, but more in general level. The ones in working life with regular monthly income had more trips than the interviewees who were studying. Interviewees who had tourism related jobs were not so interested taking trips in their free time. Location of the interviewees cannot be seen to impact the amount of traveling either, since the ones who didn't live close to the capital and the airport, were still traveling as much as the rest of the interviewees who lived in Helsinki.

When looking into the interviewees' choice of daily transportation and generally when going around inside Finland, it was very location related. The ones living in Helsinki, were the ones more likely to choose public transportation. Biking was a popular option as well among the interviewees, especially for the ones who didn't own a car and lived centrally. The interviewees living outside the capital area preferred their own car due to the lack of public transportation and the ease to move around. Favoring own car or by train were the most preferred answers when

traveling inside Finland. The themes that were repeated in most of the interviews, were that train was mainly seen cheaper than going by own car, especially when traveling alone. Sustainability of the choice of transportation was recognized. Some interviewees were choosing train domestically for the sake of it being more environmental and sustainable option. Like the following interviewee:

“Yes because it is more environmental friendly and many times faster than taking own car.” (Interviewee 3)

The interviewees who were considering sustainability in their choice of transportation, could be seen more responsible with their everyday sustainable choices, like recycling. Seven out of ten said they are recycling and the ones who didn't, thought it was because of lack of possibilities and own interests. The behavior at home could generally be seen to be responsible for most of the interviewees. Two interviewees even named sustainability as a reason for being vegetarian, since it is more ecological and other two said they try to add vegetarian food for their daily eating habits because the sustainability of it. The usage of plastic was brought up in some interviews, and few said they prefer not to buy plastic bags. The use of reusable grocery bags and cutting animal products from diet was seen in theory something trendy that millennials are following in today's world (Van Der Boeak 2019), which can be seen reflecting to these interviewees. Having zero food spoilage and not throwing food away was mentioned as well as being sustainable. Few of the interviewees were more specific with their sustainable actions and told the following:

“I recycle. Also I use bike when moving inside my hometown. I also prefer to buy local Finnish products. I have zero food spoilage. I don't buy plastic bags. Sometimes I prefer vegetarian food for the sake of environment. When I'm eating two meals a day, I always choose vegetarian for the second option. It is easy to choose it because my school is providing also vegetarian food.” (Interviewee 4)

Interviewee number 10 could be said to think her sustainable actions through plastic and how she is avoiding the usage of plastic:

“I use fabric bags, no use of plastic bags, not even for vegetables when I buy them from the grocery store. For water I use reusable glass bottle, I never buy small plastic bottles. I can’t recycle, because it’s not possible where I live, but if it was, I would do it. I don’t buy unnecessary clothes or stuff. When I come home to Finland, I recycle the clothes I don’t use for the ones in need. When I travel, I try to borrow stuff, so I don’t have to buy my own new ones for each trip.” (Interviewee 10)

5.1.2. Participants’ perceptions of sustainability and climate change

It was important to find out if the interviewees had knowledge on what sustainability and climate change means. Some of the interviewees said they have studied tourism and some interviewees had studies that included courses about sustainability. According to that, they should have pretty good knowledge. It could be seen that the answers were more specific for those interviewees who had studied tourism and were working within tourism. UNWTO’s definition of sustainable tourism, which could be seen to be the most common one, means that through improvement and protection for future, sustainable tourism development helps to meet the needs of host regions and current tourists. The management of all resources should be done in social, aesthetic and economic way that would still sustain the biological diversity, cultural integrity, life support system and ecological processes. (UNWTO 2007.). When comparing the answers from the interviewees to this definition, most of the answers covered the definition quite well. Some named that it is important to think what we leave for the generations after us and some were talking about thinking about the compensation of flight emissions and thinking about the choice of biofuel flights. The quotation below show few of the interviewees’ answers:

“Sustainability means minimizing the use of natural resources.” (Interviewee 1)

“That all tourism companies are making decisions that do not harm the environment and culture. For travelers, respecting the local nature and culture.”

(Interviewee 9)

Many of the interviewees were thinking this question not tourism wise, until they were asked more specifically how it is related to tourism. They were able to give more examples of what it is in everyday life than what it is specifically in tourism.

The definition of climate change was defined by the interviewees more precisely than sustainability. This could be because the interviewees' said that they are not looking for information about sustainability but things related to climate change are more exposed on the news daily. Sustainability is becoming more visible in Finnish companies (Smith 2019), but I think if people are not so interested in sustainability matters, they do not pay attention in the same way as when they would have interest towards it and this leads to the lack of knowledge especially related to tourism and this is the case with the interviewees as well.

Climate change is a major change when measuring the climate, like rainfall, temperature and wind that are lasting for decades or longer. Difference to the previous periods are that human activities are considerably impacting through our emissions and greenhouse gases to the natural climate change. These actions are resulting in the rise of the air and ocean temperatures, melting of glaciers, sea level rise and increased rainfall and flooding. (Environmental Protection Agency 2019.) Below is quoted the knowledgeable answers of the interviewees that can be related to the mentioned definition of climate change:

“We are destroying the world with emissions and waste. The ozone layer is getting smaller and the radiation is staying in. Climate gets warmer and the glaciers are melting. Plastic waste is increasing and there is no place to put it. Countries are not responsible enough to take care of their own trash, they take it to poor countries who can't take care of them and it will end up to everyone's problem then.” (Interviewee 10)

“The world is getting warmer as a result of the greenhouse gases. It is impacting the lives of people in different areas and makes the life of animals and people more difficult. Also natural phenomena are getting stronger and impact on living and traveling.” (Interviewee 9)

“Climate change is when circumstances become stronger, climate getting warmer, hurricanes etc. gets worse. Consumption impacts the change, also traveling.” (Interviewee 1)

It was also pointed out that the consequences of climate change cannot be seen in Finland yet and that was seen as a reason why people are lacking the proper behavior. When I think back on this generation's childhood, we used to have real winter from October to April, now there is snow for a few months and rain the rest. Climate change or coincidence? As the climate change is developing slowly and the consequences like global warming is not happening suddenly (Nordin 2005), this can be drawn to the answers interviewees were given and the lack of worry because they haven't noticed the change. If in 40 years the temperature has only risen 0, 4 degrees (Ilmatieteen Laitos 2014), the rise is so slow that most likely the interviewees do not know the numbers or see/feel the difference.

5.1.3. The role of sustainability in travel decisions

Drawing back to the answers from the interviewees, they seemed to share a common thought about considering the impacts their traveling to the destination they're traveling to. Some named that their traveling should be seen more as a benefit for the place since they are bringing money in. Could be said that maybe some were using their careless attitude as an excuse for that they don't travel that much, that they would need to consider the importance of it.

Also the common theme in the interviews were the fact that if the interviewees want to travel somewhere, they will travel there anyway despite the sustainability of it. Some named they are not thinking about the impacts, but they are taking other things into consideration. This felt a bit like the interviewees were trying to

“compensate” their behavior at the destination since they were not considering the impacts before going there. Like interviewee number 6 is pointing out:

“No, I think more that I’m taking money to the locals when I choose to travel to a certain destination. I use money for the local products and services. I don’t think that much of the environmental side of it.” (Interviewee 6)

There can be seen engagement with sustainable behavior when at the destination. Favoring the local products (crafts and foods) are seen economic contributions to the local economy according to Shamsub & Lebel (2016), which the interviewees seem to do well.

Attitude have said to have an impact on behavior, still tourists’ positive attitudes towards sustainability does not show in their actions in making sustainable holiday choices (Juvan et al. 2014). This can be also seen in the answers interviewees were given. They seemed to have positive attitudes and giving reasons for what they are actually doing, but the behavior was still not connecting to the attitudes. The attitude towards thinking the impacts at the destination were right for some interviewees, like interviewee number 7 is pointing out:

“I don’t consider the impacts that flying or traveling has, because I think that the planes will fly anyway whether I’m there or not. But when I’m at the destination, I think like in Finland, no littering. Also if the environment is sensitive, I take it into consideration more than at home. Like if I would go to Galapagos Islands, I would feel bad how the animals are impacted by people traveling there.” (Interviewee 7)

Interviewee number 7 is showing good consideration of sensitive environmental areas and as it was mentioned in the theory that environmentally sustainable behavior is seen as the best way to reduce the negative impacts (Juvan et al. 2016), this interviewees thinking is proving that well.

5.2. Sustainable related consumer behavior

When looking into the sustainability in marketing, many respondents said they haven't noticed any specific marketing related to sustainability. I find it a bit incoherent when the interviewees were thinking in one of the questions before that information about sustainability is everywhere nowadays and you cannot be without noticing it. Maybe this answer can be related back to the question about sustainability and climate change, when the answers about sustainability were very vague. People seem lacking knowledge about sustainability that is related to tourism and I think this will impact that they do not pay attention to sustainability driven marketing because they are not interested about it. The interviewee who worked for tour agency was more aware about marketing related to sustainability:

“Sustainability has been a big boom in many companies recently and it has been showing. Climate compensated trips are being offered from different airlines and tour operators. I think the boom is calming down now. But it would be good to accuse people a bit more. Marketing doesn't impact on my decisions, price does more.” (Interviewee 10)

5.2.1. Key factors in decision making

To help to find the answer to the research question, it was important to find out what are the factors that are impacting on interviewees' decision making process. When asked why sustainability doesn't matter, the interviewees got very defendant, like they were trying to convince they are not doing anything wrong. All the interviewees were quite unanimous about the impacting factor, but only one factor was in everyone's answer and it was price. Finnish people were said to be said to be price-conscious when choosing the destination (Maaseudun Tulevaisuus 2019), this might be one of the reasons why the interviewees answers were so price oriented. Other important factors most of the interviewees named, were destination related. Destination attractions are named as one of the major motivating factors when choosing to travel (Licorish et al. 1997), which the

interviewees were agreeing to. Other factors like accessibility, climate of the place and travel companion were found important.

Even though the price was seen as an important factor, when asked about what they find the most important one, only few thought it was price. Interviewees found more important the destination's attractiveness and people they are traveling with than price. Some even said that in the name of sustainability, they would be willing to pay more for direct flights if the difference wasn't that much, but soon named it to do more with the comfort of the travel. One couldn't name any and is quoted below:

"I can't name any specific one, but I am aware of the bad impacts of my decisions. But I don't think there is any other option how to travel. More information about the impacts and how much they are impacting, so maybe I would be thinking more sustainably." (Interviewee 2)

The previous answer given by interviewee number two can be related back to the attitude behavior gap (Juvan et al. 2014), since she knows how her decisions are impacting but she is blaming the lack of information as the fault of her behavior, which was named as a reason when trying to understand this behavior gap by Juvan and Dolnicar (2014).

Interviewees who had specific hobbies or interests, had different views about the value of the trip and they were the ones who were still price oriented but some things they were willing to pay more, like interviewee 7 below:

"You can make a cheap trip to anywhere, but if it is an expensive trip, the value of the trip matters. If the trip itself already is expensive, I would be willing to use more money to it. If I only want to relax, it is not so important to spend a lot of money. Also events have an impact, like concerts or sport events, then money doesn't matter if I really want to see something. The location of the events is not so important, but then while there, it would be good to build some kind of activities around the event and see the destination. Next year I will go to see the European

Cup for football and I know it's expensive, but I think it will be worth the money and I want to see the place while I'm there as well." (Interviewee 7)

Below in the figure it can be seen how according to the answers about factors, money is the one that has more power in the decision making process than sustainability, which has zero or very little impact.

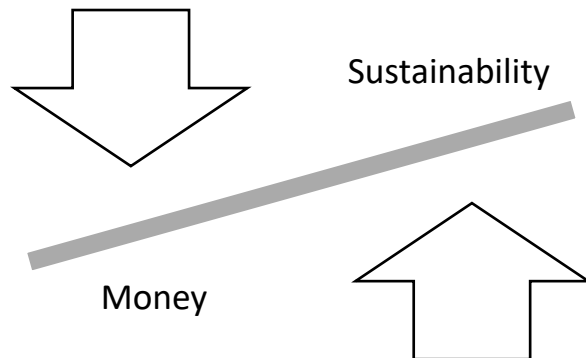


Figure 4. Money versus sustainability on decision making process.

5.2.2. How the importance of sustainability in travel planning is seen

The importance of sustainability in travel planning was asked, some found it was important and others said it is not important at all. Some respondents said that if they would start to think about traveling more and how sustainable it is, they would stop traveling. This same thought was given to some of the previous asked questions, which made the interviewees think that maybe it is better that they should not think the sustainability of traveling so much, or they would feel bad about it. Some respondents said that sustainability has small impact on their planning and they have started to think sustainability more in the past years. Lack of information was named as a reason why sustainability was not found important, because there was not enough knowledge what hotel would be sustainable and what not and it was not seen important enough that the information should be looked for if it wasn't visible. One interviewee didn't find sustainability important, but still had actions that support sustainability:

“I don’t think it’s important, but I try to favors small local business owners when choosing accommodation. I don’t favor big expensive resorts that have been built for tourists. If possible, I choose direct flights, but price is still the one that impacts the most.” (Interviewee 3)

Those interviewees who found the impact of sustainability even somewhat important, named direct flights as one sustainable act and said they would be willing to pay more of it. Some were still bringing up the price and said price matters more than sustainability. Maybe the ones who were willing to pay more should also consider compensating the flight emissions. Some interviewees thought that they travel so little that it has no impact, like below:

“Sustainability doesn’t impact my travel planning. I think I travel relatively little, so when I go, why can’t I go properly once I travel. I don’t think that the emissions caused by my flying has any impact. I find sustainability difficult and expensive. Sustainability is not the most important priority because I don’t travel often enough.” (Interviewee 9)

5.2.3. Whose responsibility sustainability really is?

When reflecting to the literature about who is responsible for being responsible, it was seen that responsibility to be sustainable is for everyone involved in tourism, especially tourists and enterprises (UNEP 2005). Most of the interviewees saw the responsibility the same way that it belongs to everyone. Although four interviewees out of ten did not find it their responsibility to be sustainable, when the rest thought it was everyone’s responsible together or the consumers. The ones who were considering the company being responsible thought the following:

“Companies and airlines, because they are the ones showing example and getting the tourists with. If the big companies are not showing an example, how can the consumer know. I also find it hypocritical and I think it’s more the companies than my own doing.” (Interviewee 9)

Interviewee number 2 was the only one thinking being sustainable comes from bigger things than the consumers:

“Companies are responsible. And bigger things, like governments.” (Interviewee 2)

When the companies were considered as the responsible ones, as interviewee 9 above mentioned, other interviewees were agreeing with that thought who considered that it's the companies responsibility. The tour operators were named responsible for offering sustainable trips and airlines were the ones responsible for the emissions caused by the flights and the sustainability of it. Interviewee number 7 thought that the planes shouldn't fly half empty because it is not sustainable but knows they will do it anyway since the airlines would lose too much money if they wouldn't. There was also conversation about how the destinations and airlines don't care about the sustainability since they only care about getting money from tourism to survive. Interviewee 8 even thought that the stakeholders tour operators are working with should be checked that they share the same sustainable values as the tour operator itself. Governments are seen to push people to use environmentally friendly ways (Lickorish et al. 1997: 85), so they are out there setting the example with the tourism companies, but it is up to the consumer to choose environmentally friendly products.

The ones who were thinking about the consumer as the responsible one, thought that it is your own responsibility what you choose to buy. Like interviewee 5 set an example that no one forces you to buy organic products when you go to the grocery store, the decision comes from you but he also thought that marketing the right products can help the decision making. Interviewee 10 summarized it well:

“Everyone is responsible of it together. Everyone has space for improvement.” (Interviewee 10)

The interviewees who didn't find themselves responsible, could be referred to attribution theory, which points out that people do not find themselves as the reason

of the problems and due to that they do not see a reason to change their behaviour (Juvan et al. 2014).

5.2.4. No to flight tax but yes to traveling sustainably

The next question was related to what is going on in Finland at the moment. The possible flight tax, which some other countries have already, is been a popular topic in the news this autumn and raised conversation amongst Finnish people. According to Finavia (2019) the number of travelers keep rising yearly. When the interviewees were asked about this, some were unknown what this flight tax is, so they needed to be explained the background of it and some thought that we already have it in Finland since they were mixing it with some other taxes. Many of the interviewees said that it would not impact their travels, especially if the price would be included in the ticket. We tried to search with one of the interviewees how this flight tax is presented when you make bookings in Sweden by checking one tour operator's page, but we could not find it, so it remains as a mystery. Interviewee 4 said that if it was shown separately, it would have negative impacts, but no one wouldn't think about it if it would be included. One of the interviewees even used her age as an excuse for not being willing to pay:

“I wouldn't want to pay for it. I think also that I can't afford it since I'm still young. I would also like to get more information on how it would work in practice.”
(Interviewee 1)

Many were agreeing that if the money would go for the right reasons, they would be willing to pay. But since it is not that well explained where the money would actually go to, the interviewees were skeptical about if it would be targeted correctly. If the money would go to help the climate, it was seen as a positive thing. Also some were questioning who is the correct person to decide what the right use for these money gained from the flight tax. Many said they think it is not a good thing, but if it would exist, they would have no other choice than pay, they would not stop traveling for that. The amount the interviewees would be willing to pay was set between 10-20 euros to 10% of the ticket price. One of the interviewees

was the strongest against the tax and his answer was very opinionated, he's thoughts were following:

“I don't think Finland should take it. I think that this flight tax won't fix the existing problems, I find it more like a moral tax which will put people into unequal situation. I also find it problematic because it will impact on leisure travelers' prices, since for business travelers the companies are taking care of the trips and payments. If the price would be 15 euros, people wouldn't maybe care and not travel, but maybe they would be pissed off about it. Airlines are trying to come up with new ideas how to be more sustainable and have less emissions, for example Finnair is decreasing the amount of weight that is loaded on board and so this tax is useless. I'm not ready to pay the tax, but if it would be there, I don't think I would have a choice. Also if the amount would be too high, I wouldn't want to pay. I don't think it will fix climate change, people will travel with or without the tax. The solution should be found from somewhere else than the flight tax. I think it is just a way for organizations to gain money.” (Interviewee 7)

Interviewee 10 even tried to find something good out of this tax by thinking that it shouldn't matter for the consumers why the prices are becoming higher and the tax should be marketed so that it would give the consumer an idea that by them paying a little extra, they can make a difference and be more sustainable. The interviewees attitudes towards the flight tax could be related to pro-environmental behavior, because they don't want to participate if they don't know that their actions have environmentally positive income (Tan et al. 2011). People need to be more convinced that they are making a difference (Tan et al. 2011), so when setting this tax, the Finnish government should market it the right way to the consumers to get more positive thoughts and show examples where the money taken for the tax will be used.

There were positive thoughts against traveling sustainably and many tried to name what they are doing themselves to strive for sustainability. When looking back to the literature, it was said that attitude have said to have an impact on behavior, still tourists' positive attitudes towards sustainability does not show in their actions in

making sustainable holiday choices (Juvan et al. 2014). This can be said to reflect to the interviewees answers, since their positive thoughts didn't reflect on their doings. Many named that when traveling, they try to favor public transportation and favoring train traveling. Others thought that traveling sustainably is too difficult and time consuming and is the main reason why they don't favor it themselves. Also traveling sustainably was considered to be more expensive. Some even pointed out that when traveling from Finland, it is impossible to be sustainable since most likely we have to fly everywhere unless going to the neighbor countries when it is possible to choose other ways of traveling than flying. Interviewee number 8 even questioned that is there really any sustainable about traveling? Unfortunately many also answered that they don't travel sustainably, but think it's a very good thing. Interviewee number 10, who mainly travels for work, said that she isn't even given the chance when traveling for work to impact on how she goes or stays since she isn't doing the bookings herself. Positive thoughts didn't lead to actions towards being more sustainable.

5.2.5. Sustainability as a factor in domestic travel?

The interviewees were asked about their reasons to travel domestically, to see if they would choose to travel inside Finland for the sake of sustainability. Many didn't see it from that side, but those who thought sustainability, still choose to travel abroad like interviewees 3 and 4:

“More sustainable and Finland has nice destinations. I would still choose to travel abroad because I think I've seen enough in Finland.” (Interviewee 3)

“Because it's more sustainable and it's better to favor Finnish entrepreneurs and local businesses. Also the money from tourism would stay in Finland. I would still choose to travel abroad if I would have to choose traveling domestically or abroad.” (Interviewee 4)

The reason why traveling domestically wasn't favored that much was the price. When this is reflected back to the theory where Finnish people were told to be price

conscious and the domestic travel has not seen much development (Maaseudun Tulevaisuus 2019), also the interviewees were agreeing that it is too expensive to travel inside Finland. Nature was seen important factor in domestic travel and many named the clean nature as a reason to stay in Finland. Safety was brought up as a reason as well. According to World Economic Forum (2017), Finland is seen globally as the safest destination to travel to, and this was also appreciated by the interviewees.

Flying domestically was seen too expensive and time consuming by most of the interviewees. Could be said that the location of the interviewees had an impact on the answer, since the interviewees who lived outside Helsinki didn't see flying as an option. Those interviewees who were able to get flight tickets cheaper, like the ones working for an airline, were more likely to choose flying inside Finland because the ticket prices are many times cheaper than train tickets. Train is considered as more sustainable option and fast. Train was also seen considerably cheap. The ones who preferred own car or shared rides found the independence you have when you don't have to be dependent on any form of public transportation.

5.3 Can millennials behavior be changed?

The last part of the questions were about millennial travelers and how the interviewees find the behavior of other millennials. When asked about what could be done to change the consumer behavior of the millennials to be more sustainable, all interviewees were agreeing that marketing should be better? When asked how this marketing should be done, hidden marketing was seen as the best option. One example of how to market correctly was provided by interviewee 8:

“Hidden marketing in social media. Everyone is on their phones nowadays, so the information could reach them easily. More marketing and commercials. Not directly, but maybe through videos. Seizing into people's feelings, showing facts and some sad music.” (Interviewee 8)

The interviewees wanted that sustainability should be more visible when booking trips. The fact that destinations should be offer more sustainable options was seen to help the behavior going in the right direction. Also many of the interviewees thought that the learned behavior should come from home and from education. The environmental habits are transmitted from parents (Naderi et al. 2018), so is the careless behavior of millennials their parents' fault who maybe haven't been recycling at home? I think they have been working as an example, but also it goes back to the knowledge when there is more of it nowadays than back then when the millennial generation still lived at home. The rise of digitalization in the millennial behavior was questioned as well. Millennials are characterized as tech skilled (Senanayake 2019), it should be possible to have meetings via Skype and it wouldn't require traveling for work so much and would be considered more sustainable.

The interviewee number 5 who wondered about the digitalization, was thinking about if no one can be flexible, maybe traveling should be decreased then. The interviewees thought that showing the negative impacts through marketing and raising prices were thought to be factors that could change the behavior. I don't agree that raising the prices will decrease traveling, since millennials were said to be after places that are usually not seen as tourism destinations (Veiga et al. 2017). Those places that are not seen as tourism destinations might be seen usually more expensive because the demand is lower. Also the negative impacts have been spreading around the media, especially the plastic related pictures and these have not seemed to impact these interviewees behavior. The oldest of the interviewees (Interviewee 10) thought that the millennial generation is too wide, that probably those who are born in the 80's could be said to be wiser than the youngest one of this generation. But also maybe the younger ones are more likely to feel flight shame than the older ones from that generation. I agree with the interviewee number 10 that most likely the younger ones are the ones who feel flight shame because they might have more knowledge. Maybe this is because the younger ones have taken their education later and like the interviewees pointed out earlier, they've had studies that include sustainability studies, so I think it is more common to have courses related to sustainability now.

When asked if the interviewee thinks that are millennials interested about sustainability, the answers were quite divided. Some thought that they are and some thought that not really. Interviewee number 1 was very optimistic about it and thought:

“I think there is positive thinking deep down somewhere and I also think that they believe there is still something that can be done to make the change.” (Interviewee 1)

The cheap prices of flight tickets were named as one of the problems for millennials not being interested about sustainability, because there is a possibility to get anywhere cheap, so many will take benefit of this and forget about the sustainability. Also traveling was named trendy by interviewee 3 and he thinks that millennials are aware of sustainability, but not thinking about it yet. Social media and the way it romanticizes traveling is impacting the picture people have about traveling and makes millennials forget about the sustainability because they find other things more important. Glamour-hungry was also being one of characteristics millennials were referred in theory by Gnanapala (2017), which could be said to support the picture interviewee had about everything being romanticized. Interviewee number 4 was referring to some personal characters she thought this generation have:

“I think it’s 50/50. Some are interested and some are not. People are selfish and after their own good. They rather want to see the world and are curious.” (Interviewee 4)

Also location was thought to impact the level of interest. Helsinki was seen more popular place to have positive interest towards sustainability than those living outside of the capital area. The flow of information was seen raising interest amongst millennials, since the knowledge is not taught at school, but nowadays is coming from everywhere and knowledge raises interest. Some thought that maybe there isn’t enough information yet, but maybe things like becoming a vegetarian

for sustainability reasons and traveling less will come in the near future. Interviewee number 8 even referred to the younger generation as those who are more interested in sustainability as the millennials. That generation is the one who is demonstrating against climate change. Climate change isn't a new thing, it has been around even though when millennials were younger, but many thought that it was just not as much talked about as it is nowadays.

5.3.1. Own willingness to change behavior to more sustainable

The last question was about the willingness of the interviewees to change their behavior towards more sustainable when traveling. Only one honestly answered that she wouldn't be willing to change anything, which can be related to the fact that millennials were seen to have more attitude towards being green than actual behavior (Naderi et al. 2018), because later she changed her mind that if she would have to change the behavior, she listed what she could do. So she had the right attitude deep down, but the behavior doesn't meet the attitude. Many of the interviewees named choosing only direct flight as one of the acts. They still preferred flying and didn't consider other ways of transportation. Eco friendliness of the hotels were mentioned as something interviewees could take into consideration when booking accommodation and paying more attention if the hotel has any specific eco certificates. Interviewee number 5 wasn't thinking this question travel wise like the rest of the interviewees but more like something he would be willing to change in his everyday behavior:

"I would be willing to pay more if I would order some product for example from China, and the product would be transported by plane that would use biofuel. I could also buy a new electric car that is even more sustainable than the one I have." (Interviewee 5)

Two of the interviewees were ready to decrease the amount of luggage they take with them while traveling to cause less emissions. Some named they could favor flights with biofuel, but were still thinking that they would not necessarily be ready to pay more just for the sustainability, unless it would be marketed correctly.

Destination wise the interviewees said to be willing to favor local products, local restaurants and smaller accommodations which would help the local development over the big international chains. Only one was considering the length of the holiday and said she would prefer traveling once for a longer time rather than making many shorter trips yearly. She was also thinking that she could stop using the disposable soaps hotels have. Again the youngest of the interviewees was strongly thinking that when she is older, sustainability will matter more and she will start paying attention to it. The interviewees were naming well what they would be willing to do, but the fact that they would actually do the things they named, I don't think that would happen. I don't know what it would take for them to change their behavior to something they knew themselves was right thing to do.

6. Conclusion

This last chapter of the thesis answers to the meaning and the aim of the research. Results from the research will help to build a picture of what kind of behavior can be detected amongst Finnish millennials.

Within this research, it has shown that Finnish millennials have positive thinking towards sustainability and most have sustainability somehow part of their daily life. Something seems to happen when they start planning their trip and this positive behavior is not transferred into traveling decisions and possibilities to make it more sustainable. The needed knowledge about sustainability and impacts of climate change are there, like the interviewees pointed out that it cannot be unnoticed since the information is coming from all possible channels. They know what the right thing to do is, but they somehow just decide not to do it. Since sustainability was called too expensive and time consuming, the attitude should be changed that it would be seen something that should also be part of daily life. Some of the interviewees pointed out that sustainability should follow them wherever they go and should not be something you only think at home, still after saying this, they said that sustainability has no impact.

Seems that people want to choose the easiest way when taking a holiday and think it is not worth the effort. When looking into tour operators' pages, they had with big signs under each holiday that their flights are emission compensated and even their hotels are climate compensated. Tour operator customers were offered the option to choose to be sustainable, but when people want to travel independently, they are not handed out this opportunity so easily. They have to make the research themselves since booking pages do not offer options directly about ecofriendly hotels. Understandably that requires more effort, but nowadays it is more common to travel independently rather than taking package holidays. Millennials, at least the youngest ones, are maybe not fitting the targeted package holiday group, unless they already have family. Maybe companies are seeing it too expensive to invest into sustainability, like how hotels.com, trivago and booking.com do not have

sustainability as a criteria when you go to search for a hotel. The companies should offer this opportunity for consumers, like it was pointed out in the interviews that if it would be easier, they would choose this option. It is understandable why the interviewees call it more time consuming since the independent travelers are not handed out the option as easily as the package holiday goers.

I think there were more thoughts about sustainability towards domestic travel than traveling abroad. Some even considered sustainability as a reason to stay in Finland and flying was less favored option when going somewhere inside Finland. The rapid grown in train travel in Finland over the past few years can be explained how the interviewees were considering it more green option and it was seen as the easiest. Seemed that the sustainable thoughts stayed between the Finnish borders, because it was not seen possible to travel sustainably outside of Finland, because in most cases it requires flying. Everything else than flying was seen too time consuming and not an option because people don't have that kind of time.

No one considered the possibility to compensate for their flight emissions and there was mostly negative thoughts about the possibility for the flight tax coming to Finland. The tax was not seen to have an impact on their traveling, but if marked separately when booking, it would raise some kind of thoughts that were considered to be more negative than positive. It was seen that Finland as a small country cannot do the difference alone, but of course we have to make our effort as well to show our support for striving for sustainability. Skeptical thinking was detected towards the compensation of emissions and flight tax since nothing is really showing where the money is going. Maybe airlines could show by pictures what the compensation money is used for, maybe images work better on people than words. The amounts should be reasonable enough for people to be willing to pay extra, but most likely everyone will have their own opinion about what is reasonable. If the amount is too little, like 3 euros, it makes the consumer consider what help can that even give.

Seems that sustainability is offered for those who are interested to dig the information. Yes, the responsibility is also for the consumer to be interested, but

if it is not handed out easily, it can be frustrating to look for. The companies should be responsible for addressing the sustainability issues to make it more tempting for the consumer to choose. Marketing was not seen visible or being done correctly. More concrete images were wanted. Maybe the change of behavior requires the people to see the real problems behind the romanticized picture of traveling, like in Bali, where you can swim in the middle of the plastic. The destinations are not able to function sustainability alone, maybe the interviewees who said they haven't seen the problem haven't traveled to these kind of places, hopefully after seeing the problems, it would make a difference in their thinking.

Money was seen as the factor that was mostly playing part when traveling. Sustainability was found important, but it was not seen as something that was impacting on the decision making process. It could impact on decisions done at the destination, but before getting there, money was seen as more important. Many interviewees didn't see that their actions play any role, because they saw themselves only as a small impactor in the bigger picture. They also don't see they have any power to make a difference. If every consumer would think this, whose responsibility it is eventually make the difference if everyone is thinking selfishly. The governments and companies' can't make the difference alone, it also comes from peoples' attitudes.

When thinking about sustainability, most of the interviewees were referring to flying or recycling, but there is more to that. I think most of the interviewees weren't thinking deeper, maybe they should have asked the questions differently, but then the questions would have been leading to certain answers, which was not the intention of the interview to get out of what the interviewer wanted to hear, it was more about the honest opinion of the interviewees. Without thinking about the sustainability of it, the interviewees were naming favoring small local businesses as accommodation, avoiding mass tourism destinations, using and offering shared rides in Finland when driving around with an empty car, some even had an electric car.

Despite of the location or the age, the respondents could be said to have similar thoughts. Only thing that was working as a divider, was of course the ones who had tourism background, had more knowledge. Although that knowledge did not seem to reflect their actions. The youngest interviewees were “blaming” their age as a lack of their behavior, but there shouldn’t be set any certain age when you have to start thinking about things happening around you, this kind of wrong attitude should be fixed. The interviewees thought it’s too late for millennials to learn anything because it should have done when we were younger. Since now when there is more knowledge, it should make things easier to do one’s bit when we know more about how to help to prevent things from happening. It was seen that millennials were interested about sustainability, and hidden marketing was said to work as a best way to raise awareness.

To answer the research question set at the beginning of the thesis, sustainability factors are not directly impacting travel decisions, even though there is positive thoughts about it. I think the thoughts were positive, then something happened in the middle when it comes to getting to the destination and the positive behavior continues at the destination. How to fix the gap between getting to the destination to be more sustainable in the price oriented world? When other things than sustainability is seen more important, it is difficult to change the attitudes. I think by the interviewees answers, that not everyone even realized that some of the decisions they make and the way they behave, can be seen as sustainable behavior or something that’s going towards it. I think this can be related back to the knowledge, when the interviewees thought they have some kind of knowledge. Maybe it isn’t enough since that had only little impact on the decision making process and since they were able to give more examples from everyday life rather than tourism related sustainability. Their behavior both at home and at the destination could be seen reaching to sustainability. If the flight to the destination is considered to cause the most emissions, that was not considered to be done sustainably and the location of Finland was used as an excuse not to be able to travel sustainably out of Finland. Sustainability did not impact on the choice of transportation and accommodation abroad, but there was positive behavior towards choosing local products. Seems like sustainability was seen more

important when staying and making decisions inside Finland and generally in everyday life. Sustainability trend is growing and people are chasing after trends maybe that will change these interviewees behavior.

6.3. Suggestions for further research

1. Something that could be looked at in the future is looking into closely the attitude behavior gap mentioned in the theory and what could be done to change that in sustainable consumer behavior. It would be interesting to find out more about why the right attitude doesn't communicate to behavior.
2. There was a need for correct marketing, it could be looked into if marketing sustainably is actually impacting into consumers' decision making process.
3. This same research could be done to older generation to compare the answers and see if the results would be the same.

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APPENDICES

APPENDIX 1. Thesis interview questions

1. Basic information and knowledge

- Age and occupation of the interviewee
- Amount of leisure trips this year?
- Main transport used daily?
- Use of public transportation inside Finland
- Daily sustainable routines?
- What do you think sustainability means in tourism?
- Where do you personally get information about it?
- How would you define what is climate change?
- Are you considering what impacts your traveling to a certain destination has before taking the trip?

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?
- What factors are impacting on your decision making?
- What do you think is the most important?
- How important is sustainability in your own travel planning?
- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)
- What do you think about the flight tax in Finland?
- Why is traveling sustainably important?
- Why is it important to choose ecofriendly hotels and compensate the flight emissions?
- Why would you choose travel domestically?
- Would you favor flying when traveling inside Finland?

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?
- Do you think millennials are not interested about sustainability?
- What would you be willing to do differently to be more sustainable when traveling?

APPENDIX 2. Interview 1

1. Basic information and knowledge

Female/Helsinki

- Age and occupation of the interviewee

25, Compliance officer/student.

- Amount of leisure trips this year?

2 times

- Main transport used daily?

I like to walk because I live in the center, so everything is close by. Sometimes if I want to save time, I use the electric scooters.

- Use of public transportation inside Finland

Depends where I go, usually I take the train

- Daily sustainable routines?

We recycle paper, cardboard, metals, mostly everything but not bio waste because we don't have a specific bin for it. The condominium we live in has good possibilities for recycling. Also using public transportation could be counted as my everyday routine. I also use flea markets to buy things, I don't always have to buy everything new. I use online to sell my own used clothes/stuff.

- What do you think sustainability means in tourism?

I have studied sustainability at University. I think sustainability means minimizing the use of natural resources. Small decisions can help to make the difference.

- Where do you personally get information about it?

Everywhere, but mostly from news and social media. I don't search for the information, but for example at work I took part of a seminar that was about how to invest sustainably.

- How would you define what is climate change?

Climate change is when circumstances become stronger, climate getting warmer, hurricanes etc. gets worse. Consumption impacts the change, also traveling. Chinese people have started to travel more now, which can be later seen as a problem.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

I don't really think the impacts to the destination, I think more how it impacts the world generally. I don't think the impact so much because I don't travel that much. I have been wondering it more for my friends' sake who travel more, how the impacts are.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

I can only think of Finnair and I've seen them marketing sustainability, because I follow Finnair on Instagram. Over the past few years I haven't been booking flights from other airlines than Finnair.

- What factors are impacting on your decision making?

Money and time. I don't want to take a long flight. Also traveling comfortable is important. I wouldn't name sustainability as a factor, but I would be willing to pay more for direct flight if the difference to the flight with a stop would be small enough. I think that maybe if I would be traveling more, I would feel flight shame.

-What do you think is the most important?

Money

- How important is sustainability in your own travel planning?

I have started to think sustainability more in the past years and if I would travel, I could think it through sustainability. But still I think comfort as more important

factor. I think that every day decisions matter more than decisions made towards having a holiday.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

The companies, for example airlines that are responsible for the emissions caused by the flights.

- What do you think about the flight tax in Finland?

I wouldn't want to pay for it. I think I can't afford it since I'm still young. I would also like to get more information how it would work in practice.

- Why is traveling sustainably important?

It is very good thing, but I don't do it myself. When I'm older and can afford it, I will do it.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

I haven't paid attention to things like those because I haven't done the booking myself. If I would be the one booking, my decisions wouldn't be based on the certifications the hotel has, but I think it would be a plus if the hotel would have some of them.

- Why would you choose travel domestically?

I don't think it from the sustainability side, I think about it more where I would like to go. If I want to go to Lapland, then I will go there.

- Would you favor flying when traveling inside Finland?

No, if I travel further, I take the car because I think it is easier than going by plane. Also when going for example to Lapland, there is usually so much stuff with that it is easier to go by own car. I also prefer mostly taking the train, because of the easiness

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

Millennials should be more interested if they want to get some kind of change in the future. Changes like slowdown of climate change. They should be taught things since they were kids at home and school. Also marketing helps to change the behavior

- Do you think millennials are not interested about sustainability?

I think there is positive thinking deep down somewhere and I think that they also believe there is still something that can be done to make the change.

- What would you be willing to do differently to be more sustainable when traveling?

I'm ready to find more about sustainability and the companies when traveling somewhere. I strongly believe when I'm older, these things are going to matter more and I will be paying attention to these more.

APPENDIX 3. Interview 2

1. Basic information and knowledge

Female/Helsinki

- Age and occupation of the interviewee

28/student

- Amount of leisure trips this year?

5 times, twice with a car.

- Main transport used daily?

Bike and train when I have to go to school in Turku. I prefer using public transportation so I can study at the same time.

- Use of public transportation inside Finland

Yes, because it is many times cheaper than going by car.

- Daily sustainable routines?

I recycle mostly everything. I am also vegetarian mostly for environmental reasons.

- What do you think sustainability means in tourism?

Using less resources and leaving something for the future generations. I have written my master thesis related to sustainability.

- Where do you personally get information about it?

Everywhere, news and social media.

- How would you define what is climate change?

Means that the emission levels are high, so that globally the temperature is rising over normal level.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No I don't because if I want to see some place, then I will travel there.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

Not enough marketing. I think there should be more options available, like what kind of products would produce less emissions. Better marketing and better convergence for products.

- What factors are impacting on your decision making?

Attractiveness of the destination, price and how much time can be used for the trip.

-What do you think is the most important?

I can't name any specific one, but I am aware of the bad impacts of my decisions. But I don't think there is any other option to travel. More information about the impacts and how much they are impacting, so maybe I would be thinking more sustainably.

- How important is sustainability in your own travel planning?

Only small impact. Because I think there is not enough information. As a consumer, I don't know what hotel uses sustainable options. If the information isn't visible, why would I be looking for it.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Companies are responsible. And bigger things, like governments.

- What do you think about the flight tax in Finland?

I have mixed feelings. Many can afford it, but the question is that is it allocated in the right place. I would be ready to pay if I would know where the money would go to. I would believe where the money would go if she was told it.

- Why is traveling sustainably important?

I think it's a good thing, but time consuming because flying should be replaced. I think the sustainable options are in today's world too time consuming, so that's why I wouldn't choose those it myself.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Eco hotels would be important to choose because traveling has become more common and also it is more common that hotels have some kind of certificates. We are producing too much emissions so it would be good to start thinking these things. I would choose these kind of options, like in my upcoming trip, sustainability played an important role in the hotel choice.

- Why would you choose travel domestically?

Cheaper. If you go closer, it is easier to come home and you can take shorter trips. It would be also nice to get to know your home county better

- Would you favor flying when traveling inside Finland?

No, I think train is better option. Because it's an easy and profitable option. I thinks that flying takes too much time and money, but also is more environmentally friendly option to take the train.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

By providing more information. For example where people are booking trips, sustainability should be more visible there.

- Do you think millennials are not interested about sustainability?

Maybe not so much, because flying is cheap now and also social media is impacting traveling. Romanticizing traveling too much gives millennials wrong images.

- What would you be willing to do differently to be more sustainable when traveling?

I would be willing to pick hotels that would be ecofriendly. I could also pay a bit more for my flight ticket (compensate emissions), if I would know that the money would go to nature conservation.

APPENDIX 4. Interview 3

1. Basic information and knowledge

Male/Helsinki

- Age and occupation of the interviewee

28/Specialist

- Amount of leisure trips this year?

9 at the time of the interview, one was still coming week after.

- Main transport used daily?

Bike. Because I live central and many times faster to take a bike than public transportation.

- Use of public transportation inside Finland

Yes because it is more environmental friendly and many times faster than taking own car.

- Daily sustainable routines?

I recycle everything, use bike and public transportation. No food spoilage.

- What do you think sustainability means in tourism?

Using exhaustless options. Less traveling and avoiding masstourism destinations.

- Where do you personally get information about it?

Mostly newspapers. Also I have friends who judge my traveling and tells me how bad flying is. I don't really search for the information anywhere.

- How would you define what is climate change?

Temperature is rising and the water surface is rising as well. I'm not worried because no concrete proof in Finland yet. Also people should be more worried what Chinese people are doing since they have started traveling now and do not care about sustainability.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No, and I cannot name why I'm not considering. If I would think more about sustainability, I couldn't travel because I know it's not good for the environment, but still traveling is good for tourism itself.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

Tour operators in Finland are marketing sustainability. Airlines doesn't, because sustainability doesn't matter when booking a trip, mostly price is the one that matter. Also I think Finnair is marketing mostly abroad because Finnish people are not enough to maintain full flights. I haven't seen destinations doing any kind of sustainability marketing. If there would be two same prices and other price would have less emissions, I would choose that option because of sustainability. But the price would have to be the same. And it would have to be marketed correctly.

- What factors are impacting on your decision making?

Price, attractiveness of the destination. Easy to reach and the duration of the trip. Also how long holiday is, the possibilities to go somewhere.

-What do you think is the most important?

Quality-price ratio. Price is the most important.

- How important is sustainability in your own travel planning?

I don't think it is important, but I favor small local business owners when choosing accommodation. If possible, I choose direct flight, but price is still the one that impacts the most. I don't favor big expensive resorts that have been built for tourists.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Consumer. As well as destination. The destination has to be able to tolerate sustainably the amount of people traveling there. The biggest responsibility is the consumer, because it's the consumer's decisions. If they choose not to fly, the planes won't fly eventually.

- What do you think about the flight tax in Finland?

If it goes to the right place supporting climate for example, it's okay. The amount should not be too big. 10-20 euros depending where you're flying to.

- Why is traveling sustainably important?

I think that it is impossible to travel sustainably from Finland, unless you go to Russia with a bus. The ferries to Tallinn and Stockholm are also unsustainable

because they cause also many emissions. When it is possible, I also try to recycle at the destination.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

So that the world wouldn't destroy and we can travel more and longer.

- Why would you choose travel domestically?

More sustainable and Finland has nice destinations. I would still choose to travel abroad because I've seen enough in Finland.

- Would you favor flying when traveling inside Finland?

Depends where I go. If train is cheap, I rather choose train. If the distance is long, I would pick flying if the tickets are cheap enough. Car if going to a place that doesn't have public transportation.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

Increasing knowledge. This could be done by increasing marketing and through education. I think this should have been already at school when we were younger. Destinations should also market sustainability more and offer more sustainable options.

- Do you think millennials are not interested about sustainability?

I believe that they are aware of it, but not everyone thinks so far, only thinks that traveling is trendy. I think only small amount is really interested about sustainability.

- What would you be willing to do differently to be more sustainable when traveling?

I could choose more sustainable destinations and travel sustainably. Meaning I would choose direct flights. But if traveling sustainably is time consuming and costs more, I wouldn't choose that. Also I wouldn't choose big global chains, smaller accommodation which helps the locals to develop.

APPENDIX 5. Interview 4

1. Basic information and knowledge

Female/Jyväskylä

- Age and occupation of the interviewee

27/Student

- Amount of leisure trips this year?

5 times, one more trip coming the week after.

- Main transport used daily?

Bike

- Use of public transportation inside Finland

Yes because it's cheaper and more sustainable.

- Daily sustainable routines?

I recycle. Also I use bike when moving inside my hometown. I also prefer to buy local Finnish products. I have zero food spoilage. I don't buy plastic bags.

Sometimes I prefer vegetarian food for the sake of environment. When I'm eating two meals a day, I always chooses vegetarian for the second option. It is easy to choose it because my school is providing also vegetarian food.

- What do you think sustainability means in tourism?

Means choosing sustainable options to travel, not always flying. Favoring public transportation and companies that seem to be interested about sustainability.

- Where do you personally get information about it?

From social media and Internet. I'm not searching for the information.

- How would you define what is climate change?

Climate is getting warmer, glaciers are melting and some species cannot live anywhere and will die out. Seasons will get mixed. I'm worried because it is not a positive thing, will impact on everything and everyday life eventually.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No, I like to travel and it is more important than sustainability issues.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

Not enough marketing. I haven't been paying also that much attention because I haven't booked lately my own trips. Hasn't caught my eye that sustainability would be everywhere. If I would have two similar prices, I would choose the sustainable option, but would be willing to pay more for it as well.

- What factors are impacting on your decision making?

Destination. The destination needs to be interesting, no matter what it costs. Also price plays its role. And climate of the destination.

-What do you think is the most important?

Destination.

- How important is sustainability in your own travel planning?

It is important, chooses direct flights and pays more rather than chooses a flight with a bad airline with a stop and pays less.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Everyone's. Mostly the companies, for example airlines and tour operators need to be able to offer sustainable options. It is the responsibility of the company to offer and the responsibility of the consumer to choose those options.

- What do you think about the flight tax in Finland?

Would be good if it would be included to the flight ticket. If it would be marked separately, would have negative impacts. I don't know how much I would be willing to pay for the tax, that's why I think it would be good to be included so one wouldn't think about it at all.

- Why is traveling sustainably important?

Thinks it's a good thing. Especially when traveling domestically and should be favored. When traveling outside Finland, is not so easy to be sustainable. Direct flight should be favored in order to be sustainable.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Because then you know that they recycle and choose more ecological options, certificates are proof of it. The turnover in hotels is huge, so it's better to do it

sustainably. When you need to destroy the world, destroy it better and a little less.

- Why would you choose travel domestically?

Because it's more sustainable and it's better to favor Finnish entrepreneurs and local businesses. Also the money from tourism would stay in Finland. I would still choose to travel abroad if I would have to choose traveling domestically or abroad.

- Would you favor flying when traveling inside Finland?

If the distance is long, I would rather choose train or a bus. If more people, then car. I don't fly inside Finland. The location impacts since the location of the airport is far and only few flights a day. Too time consuming and expensive to fly.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

More talk about the topic. Airlines should also market more and have more information on their websites. There should be education about sustainability, but for this age it is a bit too late.

- Do you think millennials are not interested about sustainability?

50/50. Some are interested and some are not. People are selfish and after their own good. They rather want to see the world and are curious.

- What would you be willing to do differently to be more sustainable when traveling?

Could choose flights that are more sustainable (biofuel), at the destination favor local products and restaurants. Also choose accommodation with certificates and small local business.

APPENDIX 6. Interview 5

1. Basic information and knowledge

Male/Vantaa

- Age and occupation of the interviewee

31 years/Installation manager

- Amount of leisure trips this year?

6 times

- Main transport used daily?

Own car. No other option because my work is not in one place and I need to move around. Occasionally I could choose public transportation, but I don't see that it would serve me well.

- Use of public transportation inside Finland

I mostly prefer my own car/motorbike. Because my traveling plans might change. If I know I don't have to move from one place to another, I would choose train if it goes where I'm intending to go. No bus, not comfortable enough.

- Daily sustainable routines?

No. I'm not interested about sustainability. I live alone and I think it doesn't make any sense to recycle for example bio waste, because the amount of waste is so little. I own an electric car, which could be considered part of my daily sustainability.

- What do you think sustainability means in tourism?

I haven't thought it from tourism side, but I think sustainability is something that we should think what we leave for the generations after us, that we are not the last ones on the planet. Also when traveling, behavior should be same as at home, favoring public transportation and so on.

- Where do you personally get information about it?

News. Not searching for it.

- How would you define what is climate change?

Who knows? Something that started long time ago and will continue. It is something that changes all the time.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No. I don't think my traveling has negative impacts, I feel that the destination is benefitting from tourism since most places live out of tourism.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

If you search for the information, then you will see that they are marketing. I'm is very skeptical what the companies are doing for real. When Finnair is marketing that they are growing trees in Africa to be more sustainable, is it really happening. There should be more marketing. I think that Finnish people are not looking for the information, but if it would be found everywhere without looking, people would believe it better.

- What factors are impacting on your decision making?

People I'm traveling with and economy. Also different kind of events impact. Destination itself and curiosity.

-What do you think is the most important?

Destination first. Then you think about the price. Still have to be reasonable prices, if it's very expensive then I wouldn't choose the destination.

- How important is sustainability in your own travel planning?

Has no impact on anything. Economy comes first. If direct flight is more expensive, I don't choose it. When choosing a hotel, I don't pay attention to sustainability, price matter more.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Yourself. Also society. Because what you choose to buy for example from the grocery store, is your own choice if you choose the organic option or not. The options are coming through marketing and how it is being marketed. If you don't know about other options, then I don't know whose responsibility it is.

- What do you think about the flight tax in Finland?

I don't think it is a good thing, unless the money is used wisely. Smart use would be used to transportation with sustainable options, like bio fuel. Also since I'm am engineer, I think development is smart use. If that's where the money goes, I would be willing to pay. Maybe 10% of the flight price. I'm not interested how many trees can be grown with that money, I want to see concrete examples how the money would be used, not just marketing speeches. I don't think the amount to be paid matters, because if I want to go somewhere, then I'm willing to pay whatever it costs.

- Why is traveling sustainably important?

Everyone should strive for it, also myself. I don't know how it would be possible, but I'm not going to wait for 3 weeks to travel sustainably if the trip can be done in 2 hours. When I choose to travel with public transportation, then I'm being sustainable.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Again I'm skeptical and I think we are being fooled with the certificates and emission compensation because I don't know what is really happening and where the extra money is going to. I would be willing to compensate emissions if I know how it is used, but I don't want 100€ ticket to become 200€ because of that. I think that the prices of the tickets are cheap at the moment and I don't think it will change any time soon.

- Why would you choose travel domestically?

To visit friends. Or to attend to some event. My hobbies take me around Finland.

- Would you favor flying when traveling inside Finland?

No I would go by car. I think it's easier and you're not dependent on anything. Also I favor shared rides, so I don't have to drive alone. Sometimes I take the train, if it would be even faster, I would always choose that option.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

The behavior should be directed better. Everyone should see concretely where the money goes to. Millennials are responsible of their own actions. More options should be offered and of course marketing is important. If no one can be flexible, then traveling should be decreased. I think that traveling for work should be decreased because today's digitalization should make it possible to have meetings over skype.

- Do you think millennials are not interested about sustainability?

I think millennials are more interested nowadays, maybe before not so much.

Also I think that millennials who are living in Helsinki are more interested than millennials who live in the countryside and doesn't travel.

- What would you be willing to do differently to be more sustainable when traveling?

I would be willing to pay more if I would order some product from China, and the product would be transported by plane that would use bio fuel. I would be ready to buy new electric car that is even more sustainable. I would also be ready to look for sustainable options, if I would know for sure that they are really sustainable.

APPENDIX 7. Interview 6

1. Basic information and knowledge

Female/ Espoo

- Age and occupation of the interviewee

26/Flight attendant

- Amount of leisure trips this year?

Haven't traveled for leisure at all. I travel too much for work that I have no interest to do it in my free time. And I don't have money for that.

- Main transport used daily?

Depends where I go. Usually train or car. Also depends who she is going with which transportation method I would choose.

- Use of public transportation inside Finland

Yes, train. Because if I travel alone, it's the easiest and fastest option.

- Daily sustainable routines?

I recycle cardboard and bottles. No bio waste because too much effort when I'm living alone. I don't think that my household is causing big damage.

- What do you think sustainability means in tourism?

Sustainable decisions and favoring local products.

- Where do you personally get information about it?

News. Also clothing stores have started to market more sustainability. Many news about how the globe will be destroyed. I think that Finland is tried to be blamed for destroying the world, even though Finland is a tiny country.

- How would you define what is climate change?

Ozone layer is getting thinner and radiation is getting through. Weather conditions and also more turbulence for the airplanes.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No, I think more that I'm taking money to the locals when I choose to travel to a certain destination. I use money for the local products and services. I don't think that much of the environmental side of it.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

No, I don't think that there is that much marketing.

- What factors are impacting on your decision making?

Need, if it should be beach or city holiday. Money. People you travel with. Time.

-What do you think is the most important?

Money and the people you go with.

- How important is sustainability in your own travel planning?

I don't find it important. I think that my individual choices have no impact on anything.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Company, for example the airlines. Hotels are responsible that they take care of recycling. For example Japan doesn't have trash cans and so I'm wondering where their waste goes to. I don't think it's my responsibility to be sustainable.

- What do you think about the flight tax in Finland?

Would make traveling more difficult. Also I travel so rarely that I would be willing to pay the tax. I can't name how much I would be willing to pay. I don't think it is a good thing, but would be willing to pay if I had to. It should be

included to the flight ticket price. It's the company's problem how it will be added to the ticket price.

- Why is traveling sustainably important?

It's too difficult and expensive. That's why I wouldn't choose to travel sustainably.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

It is important because the actions should come from the consumer. Also I don't think if I would choose an ecofriendly hotel that the world would be saved. Or if all Finnish people would do it. I think that the problems are outside of Finland and Finnish consumers, like China, India and America.

- Why would you choose travel domestically?

For the sake of safety and easiness. You always get home faster and easily. Finland also has many nice places.

- Would you favor flying when traveling inside Finland?

If I go to Lapland, then I prefer flying because of the distance. Otherwise I prefer my own car. It's the fastest and easiest option. And you don't have to be dependent on anyone else.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

It's all about the companies. Also if traveling would get more expensive, I think that would have impact. Examples from home.

- Do you think millennials are not interested about sustainability?

I think they're not interested. Because only in the past few years sustainability has been more visible and it has been talked about. I think millennials haven't learned enough about it yet.

- What would you be willing to do differently to be more sustainable when traveling?

I'm not ready to change my behavior. But if I would change it, I would buy more environmentally friendly products and pay for bio fuel in my flight ticket.

APPENDIX 8. Interview 7

1. Basic information and knowledge

Male/Helsinki

- Age and occupation of the interviewee

31 years/catering worker

- Amount of leisure trips this year?

6 times

- Main transport used daily?

My own car. Because I have one. Not the smartest way, but the easiest. If I go inside the city, I use public transportation. If outside the city, I take my car.

- Use of public transportation inside Finland

Despite of the price, I choose train even though bus would be cheaper. More comfortable by train. Also I know that train is “greener” option, but that isn’t my motive. Bus would be faster in many cases, but I think that comfort of travel is more important.

- Daily sustainable routines?

I would like to recycle but I don’t because there is no possibility for that where I live. I think recycling is important. When I live alone, bio waste doesn’t work because there is not that much waste. Also I don’t eat meat, I have more knowledge so I find it better not to eat it. Sustainability could be said to be one reason for not eating meat, but I also has other reasons, like animals.

- What do you think sustainability means in tourism?

We shouldn’t waste more than we spend. Is it economically wise that everything should be done sustainably? I don’t really have an opinion what sustainability is in tourism.

- Where do you personally get information about it?

From the news. I have also been taking sustainability courses at school, but I don’t find that they have had any impact on anything.

- How would you define what is climate change?

Changes of living spaces and conditions. When this happens to all people and animals, it will impact the normal habits and eventually to a breakdown. When this happens, it will cause chaos.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

I don't consider the impacts that flying or traveling has, because I think that the planes will fly anyway whether I'm there or not. But when I'm at the destination, I think like in Finland, no littering. Also if the environment is sensitive, I take it into consideration more than at home. Like if I would go to Galapagos Islands, I would feel bad how the animals are impacted by people traveling there.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

I have noticed how Finnair is marketing online, but also I think it's because I'm working for Finnair. I don't watch tv, so I don't see commercials. I've seen commercials online, like Norwegian is marketing about sustainability by different kind of videos. I think that marketing is impacting the decision making process, I would choose the sustainable option if I would have two prices and other one saying it is more sustainable. Recently when I moved, I chose the electric company by the promises of less emissions by the company.

- What factors are impacting on your decision making?

Who I'm traveling with. Destination, usually I want to travel to somewhere new. Price.

-What do you think is the most important?

You can make a cheap trip to anywhere, but if it is an expensive trip, the value of the trip matters. If the trip is expensive, I would be willing to use more money to it. If I only wants to relax, it is not so important to spend a lot of money. Also events have an impact, like concerts or sport events, then money doesn't matter if I really wants to see something. Where the event is, is not so important, but then while there it would be good to build some kind of activities around the event and see the place. Next year I will go to see the European Cup for football and I

knows it's expensive, but I think it will be worth the money and I want to see the place while I'm there as well.

- How important is sustainability in your own travel planning?

I think it's a nice thought, but if I want to do something, I will do it anyway. I find sustainability important, but it doesn't impact on my own decision making. Maybe I'm a selfish person because of that. Also I think when I don't have kids, maybe I don't have to think about it. If I would have kids, maybe I would think about it more. The present is more important than something that will happen in 100 years.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

It is everyone's responsibility. When I'm at the destination I think more about sustainability. Also I think that planes shouldn't fly half empty, but they will because they get money from it. Destinations are maybe not so interested about sustainability, because they need the money from tourism to survive, no matter if it's in Tenerife or in Asia.

- What do you think about the flight tax in Finland?

I don't think Finland should take it. I think that this flight tax won't fix the existing problems, I find it more like a moral tax which will put people into unequal situation. I also find it problematic because it will impact on leisure travelers' prices, since for business travelers the companies are taking care of the trips and payments. If the price would be 15 euros, people wouldn't maybe care and not travel, but maybe they would be pissed off about it. Airlines are trying to come up with new ideas how to be more sustainable and have less emissions, for example Finnair is decreasing the amount of weight that is loaded on board and so this tax is useless. I'm not ready to pay the tax, but if it would be there, I don't think I would have a choice. Also if the amount would be too high, I wouldn't want to pay. I don't think it will fix climate change, people will travel with or without the tax. The solution should be found from somewhere else than the flight tax. I think it is just a way for organizations to gain money

- Why is traveling sustainably important?

When I travel in Europe, I favor train traveling because you get from center to center and it is faster. I think traveling by train should be favored more by

everyone. I would be willing to pay more for the comfort when the flight would be direct. Also for the sake of sustainability.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Has been visible lately, so maybe it will raise peoples' interest. I could choose hotel based on its eco friendliness, but not the destination. Knowledge about sustainability is raising, but I don't know if it will have any impact.

- Why would you choose travel domestically?

To see some new and interesting places he haven't visited before. Sustainability plays no role in this.

- Would you favor flying when traveling inside Finland?

-If I don't need a car at the destination, I would choose flying. I would choose it because it's cheap.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

By better marketing. Also word of mouth, thinks things that people hear from friends play an important role.

- Do you think millennials are not interested about sustainability?

They are, because it is part of the future. Our knowledge is increasing and it makes it more interesting. If there wouldn't be no talk about it, no one would know about anything.

- What would you be willing to do differently to be more sustainable when traveling?

My own choices of traveling. For example going to a summer cottage together in one car with my friends so the emissions would be less. I could give up on many things, like taking less luggage on board to cause less emissions. I should also think the use of local resources while on holiday.

APPENDIX 9. Interview 8

1. Basic information and knowledge

Female/Helsinki

- Age and occupation of the interviewee

28 years/ Flight attendant

- Amount of leisure trips this year?

3 times

- Main transport used daily?

Public transportation, mainly train. I have my own a car, but I don't use it a lot. I live next to the train stop, so I think that's the fastest and easiest option.

- Use of public transportation inside Finland

Yes, bus or train. It's cheaper when you go alone. The bus companies have good deals, so usually I use those.

- Daily sustainable routines?

I recycle: plastic, bio, glass, metal, paper. No other daily routines.

- What do you think sustainability means in tourism?

Thinking about the emissions and compensating it. Also considering the transportation one chooses to travel. When staying in a hotel, not changing the sheets and towels every day. Favoring local products.

- Where do you personally get information about it?

I have studied tourism. I'm receiving a tourism magazine home monthly. Also I get information from media, but I don't search for it.

- How would you define what is climate change?

The average temperature rises globally.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

No, because I don't think I travel that often. I avoid littering when traveling and don't destroy places.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

I have noticed the compensation campaigns airlines have. I think that there is marketing, but I think it's more to advance one's own business. If two same prices and other would be marketed as sustainable, I would pick the sustainable option. I feel that sustainability should be every day action, not just something you think while you travel.

- What factors are impacting on your decision making?

Price and availability of the flights and accommodation. Season, what type of weather it is. Also own interests towards the destination.

-What do you think is the most important?

Depends what I'm after on that holiday. Maybe purpose of the trip is the most important.

- How important is sustainability in your own travel planning?

Not important, since price impacts more.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Everyone's. If tour operator is sustainable and you're not, that's not helping the place when you go there to make a mess. Also tour operators should make sure their stakeholders have same values with sustainability.

- What do you think about the flight tax in Finland?

I find it a bit hypocritical. Where does the money go to? And who is the one deciding the right use for them? I don't think it would be a good thing. I would be willing to pay max 20 euros. Maybe eventually I would get used to it if it would exist.

- Why is traveling sustainably important?

Good for them who are doing it. But in the end, is there anything sustainable about traveling?

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

For the sake of environment. I don't choose these on my own holiday. It's not my criteria while choosing a hotel, but it's always a plus if the hotel has some certificates. Price matters more.

- Why would you choose travel domestically?

For the sake of friends and family. No other reasons.

- Would you favor flying when traveling inside Finland?

Sometimes, because I get cheap tickets, but only when I'm going longer distances. Otherwise for shorter distances I choose to use train or bus.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

Radical marketing and commercializing. Showing the negative impacts, more concrete examples. Also by raising the prices could impact. Many times cheap promotions, then the price impacts more than sustainability.

-Do you think millennials are not interested about sustainability?

I think that minority is interested. People who are born after millennials are maybe more interested, since they are the ones having the climate demonstrations. I think our generation is already late, since even though climate change has been knowledge when we were kids, but it wasn't that much talked about back then and we haven't been taught about it so much.

- What would you be willing to do differently to be more sustainable when traveling?

Choosing ecofriendly hotels, taking direct flights.

APPENDIX 10. Interview 9

1. Basic information and knowledge

Female/Vaasa

- Age and occupation of the interviewee

31 years/ Entrepreneur

- Amount of leisure trips this year?

4 times.

- Main transport used daily?

Car. Getting into work and grocery store is easier. During summer I prefer taking a bike.

- Use of public transportation inside Finland

Depends who I'm traveling with. And how long it will take. Usually I choose train or bus. Mostly because it's the best quality-price ration.

- Daily sustainable routines?

I recycle. Also I think about the consumption and how my decisions are impacting. I think about it, but I don't always implement it the best way because comfort and effectiveness are more important. I recycle trash, glass, metal, cardboard and bio waste. I think it would be good to eat more vegetarian food, but usually I eat whatever I feels like. Sometimes I have meat free months, but more for the sake to see if it has any health benefits. I don't buy clothes often. Zero food spoilage. I try to use my bike when possible, no chances for public transportation in my city.

- What do you think sustainability means in tourism?

That all tourism companies are making decisions that do not harm the environment and culture. For travelers, respecting the local nature and culture.

- Where do you personally get information about it?

Online. I don't look for it, but for example when booking a hotel, I pay attention if it has certificate.

- How would you define what is climate change?

The world is getting warmer as a result of the greenhouse gases. It is impacting the living of people in different areas and makes the life of animals and people more difficult. Also natural phenomenon are getting stronger and impact on living and traveling.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

Sometimes. Only when thinking where to go and if the place has a lot of tourism.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

I don't think that tour operators or airlines would market. I haven't seen any marketing, so it also haven't had any impact on me. If I would see some commercials, I don't think they would play any role in my decision making since it's more important how fast you can get to the destination and what the price is.

- What factors are impacting on your decision making?

Price. Fastness. People you're traveling with. Duration of the trip. Weather.

-What do you think is the most important?

All the factors should go hand in hand, but thinks that the people she's traveling with is the most important.

- How important is sustainability in your own travel planning?

Sustainability doesn't impact on my travel planning. I think I travel relatively little, so when I go, why can't I go properly once I travels. I don't think that my emissions caused by flying has any impact. I find sustainability difficult and expensive. Sustainability is not the most important priority because I don't travel often enough.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Companies and airlines, because they are the ones showing example and getting the tourists with. If the big companies are not showing example, how can the consumer know. Also I find it hypocritical and I think it's more the companies than myself.

- What do you think about the flight tax in Finland?

Wouldn't bother my life, if it comes, then it comes. I don't know how much I would be willing to pay. Depends of the price, maybe 10%.

- Why is traveling sustainably important?

It's a good thing. In my own traveling going by train is my way of being sustainable. I would like to buy an electric car, but my city doesn't have enough plugs for the car to be smart to have.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Because then you would know that the hotels care about the environment. Also through that the consumer can get a feeling that the employees and customers are treated right. Creates a feeling of trust.

- Why would you choose travel domestically?

Finland has nice nature destinations. And Finland is clean, which makes traveling nicer. Good roads and connectivity. But more expensive when traveling inside Finland because Finland isn't cheap country.

- Would you favor flying when traveling inside Finland?

No, because it's too much hassle with luggage. I prefer train. But when going to east then by car because the train doesn't run diagonally in Finland. If going to Lapland, then also by own car because usually the destinations are isolated and going from the station to the destination without own car has made impossible.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

Hidden marketing in social media. Everyone is on their phones nowadays, so the information would reach them easily. More marketing and commercials. Not directly, but maybe through videos. Seizing into people's feelings, showing facts and some sad music. At workplaces the management should show example how to be more sustainable, maybe some way of rewarding of it.

- Do you think millennials are not interested about sustainability?

Probably they are. Maybe we haven't grew with the information and we haven't been taught about it when we were kids. Now when we are older, we have started getting more information. I can see people talk about it more and also think more about their actions and change them. Some think about traveling less and not eating meat.

- What would you be willing to do differently to be more sustainable when traveling?

I could pay attention if the hotel has some eco certificates or find out what the airline is doing for sustainability. I could also pay for the flight tax.

APPENDIX 11. Interview 10

1. Basic information and knowledge

Female/Dubai/Vaasa

- Age and occupation of the interviewee

35 years/ Destination manager

- Amount of leisure trips this year?

One time. Between the seasons I come to Finland, but I don't count that leisure traveling.

- Main transport used daily?

Car because it's the fastest and handiest option. Easiest way to go to work, other options would be too time consuming.

- Use of public transportation inside Finland

Mostly train. Easy and cheap.

- Daily sustainable routines?

I use a fabric bag, I don't use plastic bags, not even for vegetables. For water I use reusable glass bottle. I don't recycle, because it's not possible where I live, if it was, I would do it. I don't buy unnecessary clothes or stuff. When in Finland, I recycle my clothes for the ones in need. I borrow stuff when I travel, so I don't have to buy my own new ones for each trip.

- What do you think sustainability means in tourism?

Considering sustainability for example when flying, biofuel. Compensating emissions. I know what my employer (Aurinkomatkat) is doing for sustainability. When I travels, I considers the amount I'm packing and I try to pack less to be more environmentally friendly.

- Where do you personally get information about it?

From the Internet. Mostly also from my own job. I don't still do what I know I should.

- How would you define what is climate change?

We are destroying the world with emissions and waste. The ozone layer is getting smaller and the radiation is staying in. Climate gets warmer and the glaciers are melting. Plastic waste is increasing and there is no place to put it. Countries are not responsible enough to take care of their own trash, they take it to poor countries who can't take care of them and it will end up to everyone's problem then.

- Are you considering what impacts your traveling to a certain destination has before taking the trip?

Not really. I think more other things, like when I recently traveled, there wasn't so much tourism, how everything I posted online is giving out a positive picture

of the destination and is good marketing and maybe people feel that it is okay to travel to the destination.

2. Consumer behavior

- How do you see marketing about sustainability (airlines, tour operators)?

Sustainability has been a big boom in many companies recently and it has been showing. Climate compensated trips are being offered from different airlines and tour operators. I think the boom is calming down now. But it would be good to accuse people a bit more. Marketing doesn't impact on my decisions, price does more.

- What factors are impacting on your decision making?

Attractiveness of the destination, activities, relaxation, price

-What do you think is the most important?

Attractiveness of the destination.

- How important is sustainability in your own travel planning?

Not so much. Not choosing the trip based on its sustainability. If I would start thinking about it, I wouldn't probably travel at all.

- In your opinion, whose responsibility is to be sustainable? (Destination, transportation company, you)

Everyone is responsible of it together. Everyone has space for improvement.

- What do you think about the flight tax in Finland?

Doesn't matter if it's included to the flight tickets price. Shouldn't matter for the consumer what is the reason the prices become higher. Maybe the consumer would be happier if it was marketing to them that they can make a difference and be more sustainable by paying this tax. If it's not shown at the ticket price, but is included, it wouldn't feel that bad.

- Why is traveling sustainably important?

It's a good thing, which I don't do myself. I travel more for business, so I can't think about it because I don't make the bookings myself.

- Why is it important to choose ecofriendly hotels and compensate the flight emissions?

Because then there would be knowledge that hotels for example are taking environment into consideration. I've that in Dubai hotels are becoming more ecofriendly, no straws, no plastic bottles to the rooms. I would choose ecofriendly hotels if the price was the same as "regular" hotels. I don't know how much I would be willing to pay more, because I don't travel much and I try to save money when traveling.

- Why would you choose travel domestically?

For family and friends. Also for the ability to go out in clean and verdant nature.

- Would you favor flying when traveling inside Finland?

No, it's too expensive. I prefer train or car because of the distances. I don't have my own car, so train is the easiest option. When there is no public transportation, I borrow car from someone.

3. Millennial travelers

- How do you think the Finnish millennials consumer behavior could be changed to be more sustainable?

Too big gap with the people, because people who are born in the 80's are probably wiser than the ones born end of 90's. The younger ones might be more enlightened. Also role models has an impact, nowadays it's cooler to be sustainable. Some people might experience flight shame about traveling, maybe more for those born latest early 90's. Hidden marketing best way to reach the millennials even though they would have zero interest for sustainability.

- Do you think millennials are not interested about sustainability?

Probably some are more than the others, but for example things like work place and if you're traveling are impacting on the interest. Those who have to travel for work and can't impact for the sustainability, should they in that case quit their job?

- What would you be willing to do differently to be more sustainable when traveling?

I would love to favor long holidays and longer stays at the destination. Also thinking about the amount and weight of luggage I carry with me. I'm not ready to be flexible about the price, I won't pay extra just that it would be sustainable.

Only way I would choose the sustainable option is that it would be marketed so well while making the booking and showing that it is used for the right reasons. I could favor tent and nature holidays and borrowing stuff for my holiday. Not changing sheets and towels too often while on holiday, also use of disposable soaps at the hotel should be considered.