AN ATTITUDE BEHAVIOUR GAP IN SUSTAINABLE TOURISM: A COMPARISON BETWEEN DANISH GENERATION X AND GENERATION Y TOURISTS

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Abstract

In this research Danish generation X's (1965-1980) and generation Y's (1981-1996) attitude towards sustainable tourism is explored as well as how the aforementioned attitudes match with generation X's and generation Y's travel behaviour. This is done by examining what factors are affecting said attitudes and behaviour.

During the last three decades there has been a growing focus on sustainability and how that can be implemented in the ever-growing tourism industry. This gave way to a new segment of tourism named sustainable tourism meant to make the tourism industry greener and more sustainable, however, the reality for sustainable tourism turned out to be more challenging than first anticipated.

This research based on the exploration of the attitude and behaviour of Danish generation X and generation Y towards sustainable tourism is looking for the answer to the following questions:

What attitudes do Danish generation X and generation Y have towards sustainable tourism and how do they match up with their travel behaviour?

What are the factors affecting their attitude and behaviour while they are on holiday?

While there has been an extensive number of academic articles written on this topic, there has not been a lot of research done in correlation with the Danish generation X and generation Y. This research therefore attempts to a certain degree to fill some of that gap.

By an interpretivist paradigm and a mixed method approach, data has been collected. This was done through an online survey asking about their behaviour at home versus on holiday and how the tourism industry in their opinion could become more sustainable. An online focus group interview was also performed to get a more in-depth understanding of Danish generation X's and generation Y's attitude and behaviour towards sustainable tourism.

The analysis of gathered data shows a large focus on remaining and further maintaining their sustainable behaviour while at home in their local environments while it was a challenge to keep the same focus and motivation while they were on holiday.

The analysis further showed that factors affecting Danish generation X's and generation Y's attitude and behaviour towards sustainable tourism are factors of desire, economy, time, and relaxation. The factors affected the two generations differently and to keep in mind that when researching human attitudes and behaviour it is not possible to claim a hundred percent accuracy but be aware that data will show a general picture as there will always be people that have chosen a different path in life.

List of Abbreviation

GSTC= Global Sustainable Tourism Council

TCC = Transnational Capitalist Class

TNC = Transnational Corporations

TNP = Transnational Practices

UK = United Kingdom

UN = United Nations

UNESCO = United Nations Educational, Scientific and Cultural Organisation

UNWTO = United Nations World Tourism Organisation

VIP = Very Important Person

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Introduction

Globally, the tourism industry has been on a steep increase, and despite the worldwide Covid 19 pandemic, many it is expected that the tourism numbers will return to pre-pandemic times. While travelling can have a lot of advantages, it also has a dark side that involves the environmental damages done by tourism and the tourists (Theobald, 2005; Yehia, 2022; Ingram, 2020; Misrahi, 2021). Although there is lots of evidence pointing towards environmental damage now, only time will tell if the evidence will turn into proof or if a solution can be found. A way to prevent or reduce environmental damage could possibly be through sustainability.

The Brundtland Report (1987) introduced the concept of sustainability (Sustainable development.un.org, 1987) however, for the past 35 years the various definition has been applied depending on who is using it as well as the context. Further, it is relevant to every part of society and all its parts are interconnected with one another and the impacts of sustainability, either positive or negative, will affect all layers like the domino effect. Thus, connectedness aspect of sustainability is made up of the three pillars: social, economic, and environmental, which can be seen in the following definition:

"The integration of environmental health, social equity, and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognises how these issues are interconnected…" (Sustain.ucla.edu, 2022, p. 2).

The clear indication that the three pillars of sustainability are so interconnected to the point where it leaves behind the impression that the responsibility for its success cannot be placed solely on one set of shoulders. Meaning the responsibility for sustainably securing the various travel destinations all over the world cannot be placed on the shoulders of the various destinations but should be seen in connection with the tourists and their travel behaviours or lack of. It is hypothesised that tourists do not bring their sustainable habits with them when they go on an international holiday (Page, 2019). This hypothesis is based on studies being conducted into sustainable consumer behaviour (Han, 2021; Olya et al., 2021; Holmes, Dodds & Frochot, 2021; Prillwitz and Barr, 2011). The tourism industry, travel organisations, as well as travel and tour agencies can develop more sustainable travel packages and guided tours, however, if the tourists do not want them, it does not make sense for the industry and the

different stakeholders on an economic level to invest in these sustainable initiatives and product offerings. The focus should, therefore, not only be on one aspect for example providing sustainable product offerings but should take a holistic point of view and look at how the attitude of the whole industry and all the involved stakeholders can be motivated for change.

The tourism industry as well as other stakeholders are very keen on how to create and influence a consistent, sustainable, travel behaviour in tourists. This has over the years, since sustainability became a publicly known topic, proven to be a difficult task pinpointing down what motivates and sustains sustainable travel behaviour in tourists. Numerous studies have shown that people are modifying their habits that have immediate negative effects on the environment such as lowering energy use, promoting recycling in everyday households (Kua & Wong, 2012) however not the same case with tourism. Tourism is taken as a leisure travel which is situated in a strongly hedonistic framework marked by relaxation and enjoyment and this makes altering tourist behaviour challenging (Dolnicar et al., 2017). According to Dolnicar & Grun (2009) cited in Dolnicar et al., (2017), for the majority of people, their degree of environmentally sustainable behaviour significantly decreases while they are away from home and this implies to even those who work for environmental groups like Greenpeace, but they give various interpretation for the gap between their attitude and behaviour (Juvan and Dolnicar, 2014). In this thesis, the researchers are looking into the attitude behaviour gap using cognitive dissonance theory among Danish tourists travelling to international destinations in relation to sustainable tourism in leisure travel.

A search in Google scholar revealed that there has not been much research done on the topic with Danish tourists as the main focus. There are very limited academic studies done on Danish tourists' behaviour regarding sustainable tourism. Since there is not much information available on Danish tourists' sustainable behaviour while on holiday, we looked at what other nations had done. When the renowned Maya Bay beach in Thailand first opened, the tour guides were required to explain what was and wasn't permitted on the beach as well as the reasons behind each restriction. Thai tour guide, Amie Hemthanon said that the tourists have responded very well, and another guide said he only had to give a fine a handful of times after the beach opened in January of 2022 (Sullivan, 2022). Likewise, in the United Kingdom they chose the local level as their point of entry. Therefore, instead of rules of restrictions coming from high above in the governmental system that would most likely not be a one-solution-fits-all the UK chose to work side by side with the local government to initiate and productively

work on everlasting sustainable habits and patterns. The local government is in a unique position to engage and work with the individual based on attitudes and behaviour (Howarth, 2012).

Sustainability is not a new term in Denmark and the Danish businesses are worried about saving the environment. This can be seen in the *Klima Barometeret 2020* report from the Danish think tank Conceito. Here 62% say that it is important that Denmark has one of the ambitious climate ambitions and 57% say they have done something to limit their own C02 emissions (Conceito, 2020). In the same year Denmark was the eighth biggest nation applying for a green patent worldwide at 0,44% (Statista, 2020).

A year later in 2021, 22% of all Danish citizens said that they wanted more sustainability in their daily life. This indicates that sustainability is taking up more and more conscious space in the mind of the citizen (via.ritzau, 2020). Yet in a study done in the same year only 12% said that sustainability was important to them when they travel (Statista, 2021). On the other hand, various studies are noticing that people are more sensible and ecologically responsible at home or in their home country in contrast to going on holiday away from home Baker, Davis & Weaver, 2013; Holmes et al., 2019). This research attempts to better understand the gap in the tourist's behaviour and how to possibly affect it. Furthermore, the study also aims to understand the possible underlying factors mainly focused on environmental sustainability of Danish tourists through cognitive dissonance theory and see how the actual Danish tourist's, born in generation X and generation Y, attitudes and behaviour varies while on international leisure holiday.

Problem Formulation/ Research Question

What attitudes do Danish Generation X and Generation Y have towards sustainable tourism and how do they match up with their travel behaviour? What are the factors affecting their attitude behaviour gap while they are on holiday?

2.0 Literature Review

We are interested in researching the intriguing topic of human behaviour in relation to sustainable tourism. There has been a plethora of remarkable reports, articles, and books being written about this topic and yet the conundrum remains unsolved.

2.1 Sustainability and Sustainable Tourism

2.1.1 Definitions and characteristics of sustainability

Sustainability is by no means a new topic. United Nations Earth Summits have been held for the last 50 years with the first Earth Summit being held in 1972 in Stockholm (United Nations, 1992). It was the first world conference of its kind and was held to put the environment on the international agenda. What the Stockholm Declaration did was placing environmental issues at the front of international collaborations and started up a conversation between developing and industrialised countries to form a relation between air pollution, oceans, economic growth and further around the globe (United Nations, 1972). However, the topic of sustainability as we know it today did not technically exist until the Brundtland report, named *Our Common Future*, came out in 1987. The report was made by several European countries for the United Nation (Active Sustainability, 2019). The United Nation will from hereon be referred to as the UN. It can therefore be argued that the origin of 'sustainability' is only 35 years of age. Despite the young age it is a controversial topic containing a number of challenges but potentially also great rewards.

One of the biggest challenges is not only researching sustainability but also working with it and the lack of a consistent definition in which several academic literatures agree upon (Chakrabarti & Chakrabarti, 2017; Moore et al., 2017; Glavic & Lukman, 2007; Butler, 1999). The word itself means 'defensible' or 'bearable' and first appeared in the 17th century yet it was not until 1965 that the modern meaning of the word, that we know today, began being used. The modern meaning of sustainability is referring to *'capable of being continued at a certain level'* (Chakrabarti & Chakrabarti, 2017). A comprehensive study done by Moore et al., (2017) identified 24 different definitions of sustainability from over 200 studies (Moore et al., 2017). Glavic and Lukman (2007) agrees and further adds that due to the increasing growth in knowledge and awareness of the importance of sustainability a terminology has become more needed (Glavic & Lukman, 2007).

Sustainability has not had an easy path. The reason is due to the confusion and uncertainty as to what can successfully be characterised as sustainability as well as what the concept covers. According to the Brundtland report, *Our Common Future,* it was defined as:

"... meets the needs of the present without compromising the ability of the future generations to meet their own needs" (sustainabledevelopment.un.org, 1987, p. 41).

Yet, while the above-mentioned definition sounds to be of good validity and was at the time of its creation, it does unfortunately leave a lot of room for interpretation on different levels, from the official government and organisations to the independent business owner, and the individual tourist. To make matters more complicated and confusing the above mentioned quote does not define what sustainability is but defines the sustainable development paradigm.

The sustainable development paradigm covers the three pillars of society, economic, and environmental mentioned earlier, but according to UNESCO also covers a fourth pillar: culture (UNESCO, 2021). Bramwell et al., (1996) further noted down in their review of the principles and practice of sustainable tourism management, seven different levels of sustainability: environmental, cultural, political, economic, social, managerial, and governmental (Bramwell et al., 1996). Sustainable development has a broad appeal and is key in that it aids the natural systems of the aforementioned three pillars to sustain human development (Parris & Kates, 2003; Rogers, Jalal & Boyd, 2012). Sustainable development as a concept focused on meeting the development of humans without compromising the natural systems that sustain the natural resources and ecosystems in which society and its economy relies on (Clarke & Harley, 2020). Sustainable development was first institutionalised during the Earth Summit in Rio de Janeiro in 1992 (sustainabledevelopment.un.org, 1992). Later in 2015, the United Nations General Assembly set up the Sustainable Development Goals, meant to address global challenges such as climate change, environmental degradation and more (Purvis, Mao & Robinson, 2018). As the name suggests sustainable development is linked with sustainability, and in 2015 UNESCO articulated a distinction: "*Sustainability* is often thought of as a long-term goal (i.e. a more sustainable world), while *sustainable development* refers to the many processes and pathways to achieve it." (UNESCO, 2015).

With sustainability being thought of long-term Butler argues that one of the major problems with sustainability in his mind is the inability to define the concepts in such a way that it would satisfy the many different stakeholders that there are in tourism. This means that many actors in the tourism industry are able to claim themselves as sustainable without an official stamp or certification of legitimacy. If the tourism industry were to tackle this right, according to Butler, it would be to develop measures of sustainability in order to help determine what affects sustainability and how it can be achieved. To achieve sustainability without the backing of the public sector willing to impose restrictions or enforce policies it is very unlikely that any stakeholder is willing to follow them as long as they remain listed as appropriate actions. Same

goes for the locals, if they cannot see neither the short-term nor the long-term benefits to themselves and their businesses of the sustainable policies, chances are they will either undermine or ignore them completely (Butler, 1999).

The popular approach to sustainability is that it is developed upon the relationship between the three pillars of society, economy, and the environment (Leal Filho, 2013). The three pillars of sustainability have also been referred to as dimensions, aspects, principles, perspectives, or the factors. They are used interchangeably but, in this thesis, it will be referred to as pillars. Regardless, these three pillars are interconnected to a point where it is no longer possible to separate them. For example, the economy is dependent on the environmental pillar for extraction of resources to feed the society. What affects one pillar, this could for example be the environmental one will sooner or later also affect the societal or the economic one. This can be seen in the Agenda 21 report from 1992 in Rio de Janeiro (sustainabledevelopment.un.org, 1992). Agenda 21 is a non-binding action plan made by the UN in relation to sustainable development. It is a product of the Earth Summit that was held there the same year. The most important point about this Agenda 21 was that it is to be translated into local initiatives on the local governmental level (United Nations, 1992; Bæredygtig Udvikling, 2022).

In Agenda 21 it writes as follows:

"Countries could develop systems for monitoring and evaluation of progress towards achieving sustainable development by adopting indicators that measures changes across economic, social and environmental dimensions" (sustainabledevelopment.un.org, 2022, p. 66).

The environment is important to nature, animals, and humans alike in addition to it also being a huge part of who we are as humans. It provides us with all the resources we and future generations need to not only survive but also to thrive. The environment is, furthermore, also the object of great beauty and admiration. That beauty and admiration makes us travel all over the world in search of great natural gems. The admiration can also become too much, and it is not all environments that are equally happy with a lot of attention. It is, therefore, not a light matter if the environment starts to show possible signs that something is not okay.

In this thesis we focus on environmental sustainability in relation to our problem formulation. Even though there to this day still exist a global debate on how to define sustainability we will in this thesis define it as follows:

"as meeting the resources and services needs of current and future generations without compromising the health of the ecosystems that provide them… and more specifically, as a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity" (Morelli, 2011, p. 6).

The Danes have recently put a lot of effort into living more sustainably. A poll performed in November, 2019 revealed that 44% of all the 2.040 asked participants were very interested in living more sustainably and in 2020 one in five people had a new year's resolution about becoming more sustainable in their everyday life (ecolabel, 2021; via.ritzau, 2020). The year after in 2021 search results, polls, and opinion surveys revealed that many of those one in every five people made good on that new year's resolution. This can be seen from the poll that Realdania and Bolius performed in September 2021 where 8 out of 10 people wanted to live and shop more sustainably in their everyday life and 79% of the participants answered that they were already shopping sustainably or have intentions of shopping even more sustainably (Realdania, 2021). The fight for sustainability has become something you will find in every home almost like a common property as it takes up a lot of media space and yet Forbrugerrådet Tænk could in January of 2022 revealed that the Danes do not view themselves as sustainable.

However, political adviser for environment and transportation, Vibeke Myrtue Jensen working for Forbrugerrådet Tænk points to one of the reasons for this surprising discovery could be the very high sustainable ambitions that the Danes have. The researcher in consumption, climate and trade at Syddansk Universitet Søren Trollestrup Askegaard agrees that the high ambitions and sustainability's high presence can cause the Danes to think they are only performing mediocrely (Taenk, 2022). However, despite the high motivation many Danes still point to the lack of information about sustainability as a barrier. This is both in context to the home, shopping, and food (Realdania, 2021; taenk, 2022; ecolabel, 2021; foedevarefokus, 2018). Many Danes point to this reason for why they have not yet moved from one product to another or done more than what they are already doing because they find it hard to know which wall paint is better for the environment, whether the sweater they bought was produced correctly or

what coffee brand was most sustainably sourced. The high interest in sustainability has also affected the Danes' and Europeans spending habits. Here 37% of the Danes said that, their interest in sustainability have affected their spending habits in how much they buy and what they are willing to pay for it. The European Consumer Payment Report 2020 showed that the interest in sustainability grew from 42% in 2019 to 47% in 2020 (Intrum, 2020).

This tendency can also be seen in the younger generation Y that are looking for far more commitment from the companies in relation to their sustainable packaging solutions. Polls and surveys have shown that generation Y are for now still the biggest sustainably engaged generation, and they are willing to search for that company with a sustainable company policy they can relate to and can reward with fierce company loyalty. And because the internet has become such a big part of everyday life for everyone, generation Y is willing to use the internet to its full potential and even pay a little bit extra to get sustainable quality products (Berlingske, 2019; Scanlux-packaging, 2021). A poll done in 2018 showed that one in three people in gen Y chose to deselect products that were not sufficiently sustainably sourced. Of the 989 web interviews performed on the 18-75 year old, 65% wanted to be more sustainable, for gen Y that counted for 75% and 61% for gen X. The web interviews could also show that 47% of Gen Y had already made an effort in being more sustainable where it was only 30% for gen X (Foedevarefokus, 2018). This is no surprise for consumer expert Anne Glad who refers to the fact that while generation X grew with the fear of a nuclear war, generation Y grew up with a fear of an environmental crisis. This could indicate that despite the low numbers of commitment to a change in lifestyle and sustainable shopping, the majority of generation X do care about the environment and want to make a change, however they lack the habits and knowledge that was given to generation Y during their childhood and upbringing. Yet, in 2020, 79% of generation X said they believed that could make a difference through their purchases (Foedevarefokus, 2018; Retail Institute Scandinavia, 2020).

Consuming products counts for more than home apparel, food, and clothes and further. It also counts holiday related purchases. This covers purchases for transportation to and from the holiday destination, the choice of accommodation, as well as any kind of activity. Therefore, consuming sustainably also counts any purchase made in this category of tourism.

2.1.2 Sustainable Tourism

As mentioned above tourism and sustainability were joined together after the release of the Brundtland report, *Our Common Future*, and at the time increasing attention to tourism. This was done in the hope and belief that the tourism industry was capable of being made sustainable and in doing so limit the negative impacts. One of these impacts was the rapid growth of the tourism market but also the increasing number of international arrivals that put a big strain on the environment (McCool, 2016; Butler, 1999). To put it into perspective, in 1950, 25 million people travelled internationally, that number rised to 1,463,3 billion in 2019 which was just before the covid-19 pandemic (Statista, 2022). The Danes themselves took 10 million shorter holiday trips and 4,9 million longer holiday trips internationally in 2019. A shorter holiday trip covers booking one to three overnight stays and a longer holiday trip covers booking four or more overnight stays (Danmarks Statestik, 2021). It has been more than three decades since the release of the aforementioned Brundtland report and tourism as we know it, has with time developed itself into an umbrella term for a variety of tourism subcategories. As sustainability has become more and more omnipresent in every part of an individual's life from shopping, to transportation and lifestyle; it is not surprising that it has also come to affect the individual's holiday (Tourism Notes, 2022). However, not everyone that agrees on the topic that sustainable tourism is even a type of tourism at all. One that argues against it is the Global Sustainable Tourism Council. More on this further below.

It can be argued that one of the reasons sustainable tourism became so popular was not only the dream that the tourism industry could stay the way it was and neither business nor consumer would have to change their behaviour.

"Many people openly admit to being supportive of 'green' and 'sustainable' principles but are unwilling to sacrifice their annual or additional holiday to reduce carbon emissions: likewise, a few are willing to sacrifice an overseas destination for a less carbon-consumptive and polluting domestic holiday" (Page, 2019, p. 4).

Another argument was also the lack of a common unifying definition of sustainable tourism. What complicated the matter further was the complexity of the word 'sustainable' being applied in a vast variety of activities. With no clear globally accepted definition, the different stakeholders were free to continue working as they pleased and define the concept for their own unique benefit. This could have added to the confusion felt by the Danes about how to make the transition into living more sustainably. As previously mentioned 44% revealed they were very interested in making the change but have not yet done much as they are unsure how

to proceed (ecolabel, 2021; via.ritzau, 2020; Realdania, 2021; Taenk, 2022). Butler (1999) summarised in his paper *Sustainable Tourism: A state-of-the-art review* a table of six different definitions of sustainable tourism all of them with origins in the early to mid-90s. The table below allows us a glimpse into the complexity it was and is to define sustainable tourism.

Table 1   Definitions of sustainable tourism

Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. (World Tourism Organization 1993: 7)

Sustainable tourism is tourism and associated infrastructures that: both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience; accept that these people must have an equitable share in the economic benefits of local people and communities in the host areas. (Eber 1992: 3)

Tourism which can sustain local economies without damaging the environment on which it depends. (Countryside Commission 1995: 2)

It must be capable of adding to the array of economic opportunities open to people without adversely affecting the structure of economic activity. Sustainable tourism ought not interfere with existing forms of social organization. Finally, sustainable tourism must respect the limits imposed by ecological communities. (Payne 1993: 154–5)

Sustainable tourism in parks (and other areas) must primarily be defined in terms of sustainable ecosystems. (Woodley 1993: 94)

Sustainable tourism is tourism which develops as quickly as possible, taking into account of [*sic*] current accommodation capacity, the local population and the environment, and:
Tourism that respects the environment and as a consequence does not aid its own disappearance. This is especially important in saturated areas, and:
Sustainable tourism is responsible tourism. (quoted in Bramwell *et al.* 1996a: 10–11)

Source: (*Butler, 1999, p. 10*)

To Butler himself what he sees as sustainable tourism is:

"Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human, physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes." (Butler, 1993, p. 29).

And another one:

"Tourism which is in a form which can maintain its viability in an area for indefinite period of time" (Butler, 1993, p. 29).

The difference between the two definitions from Butler are the length and the semantics but as Wall (1996) noted the first definition is at odds with the claim from several researchers that in order to hopefully create a satisfactory definition it would need to take a holistic view (Butler, 1999; Wall, 1996; Higgins-Desbiolles, 2010). Here holistic takes the meaning to focus on the whole of something, in this case the whole concept of sustainable tourism, and not just parts of it in order to get closer to create a satisfactory definition for all stakeholders involved. Sustainable tourism is a central issue for many types of tourism activities. It should also be mentioned that sustainable tourism has become a broad subject and involves a variety of dimensions such as social, environmental, economic, cultural, and governance (Bramwell et al., 2017).

There are also organisations like the Global Sustainable Tourism Council, mentioned above, that do not believe that there exists a definition of sustainable tourism because it does not refer to a specific type of tourism but according to them is more of an overall goal of making the industry sustainable. This can be seen in the quote below:

"Sustainable tourism does not refer to a specific type of tourism, rather it is an aspiration for the impacts of all forms of tourism to be sustainable for generations to come" (Global Sustainable Tourism Council, 2021).

The Global Sustainable Tourism Council is an international council that manages the global standards for sustainable tourism and travel also known as the GSTC Criteria that contains two sets. First, the Destination Criteria that focuses on public-policy makers and destination managers. Second, the Industry Criteria That focuses on hotels and tour operators. Combined they represent the worldwide effort in developing a common language around sustainability in tourism. The Global Sustainable Tourism Council collaborates with their members that among others counts big established organisations and businesses such as Google, TUI, South Pacific Tourism Organisation and Foundation for Environmental Education (FEE) to mention a few.

The Global Sustainable Tourism Council is not alone in their more critical stance towards sustainable tourism. Yet where the Council are working with sustainable tourism as a way to

make the tourism industry more sustainable other academic researchers such as Butler (2013) is calling "undefinable and unachievable pursued by the unrealistic", Wheeller (2013) writing sustainable tourism of as a "lame duck" with no discernable purpose, and Sharpley (2009) calling sustainable tourism a "myth" stating "... a gulf remains between the rhetoric and academic theory of sustainable tourism and the reality of tourism development 'on the ground'. It must be understood that much of the criticism on the concept of sustainable tourism reflects an apprehension expressed by some academics that they have little impact on the development and management that goes on. This is not to say that this goes for all academics. Many researchers are deeply involved in the concept and its practice, development, and management (McCool, 2016).

And as previously mentioned, the different definitions of sustainability followed the changes of society and it goes without saying it is the same thing for sustainable tourism. The United Nation World Tourism Organisation, from hereon referred to as UNWTO, put forth their definition of sustainable tourism in 2014 that instead of trying to fit the complexity of sustainable tourism into one definition they chose to encapsulate the underlying ideas and approaches of the concept into three significant points or goals that embraces the traditional framing of sustainable tourism:

" 1. Make optimal use of the environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation." (UNWTO, 2014, p.14 cited in McCool, 2016).

At first glance these three overall goals seem just right, sustainable tourism is a spot in between the three pillars of social, economic, and environment, which is what the UNWTO's definition is based upon. While it is hard to argue with the above-mentioned definition from UNWTO from an ethical or moral ground, it leaves a lot of room open for interpretation. The reason for

this is for example the benefits that are mentioned in goal three as it is not classified what benefits we are talking about nor what is meant by long-term. Same can be said for how they plan on defining a fair distribution of the benefits and the "optimal" use of resources that they are talking about. In order for these goals to have any kind of real effect it is important to invest in a dialogue on how to interpret and understand the goals. At the moment, the three goals from UNWTO leaves too much room for individual interpretation.

Looking at the history a question comes to mind if sustainable tourism is more about actually sustaining tourism where it is as of now or if it is more about sustainable development? Even though Butler in 1993 categorised both above-mentioned definitions as definitions of tourism he later in 1999 changed his mind on the second one and categorised it as sustainable development instead.

He described sustainable tourism as:

"Tourism which is in a form which can maintain its viability in an area for an indefinite period of time" (Butler, 1999, p. 36).

And tourism in relation to sustainable development as:

"Tourism which is developed and maintained in the area (community, environment) in such a manner and in such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes" (Butler, 1999, p. 35).

The distinction later made by Butler is important in that it shows an effort in going in a direction of sustainable tourism might not move in the direction of sustainable development that was originally thought and less in the direction of long-term sustainability. Which is important as tourism continues to expand into some of the more unusual places and turning developing countries into nations dependent on tourism. With so many various attempts at formulating a definition for sustainable tourism and none being quite right, it further begs the question whether sustainable tourism ever really existed or if it has become an unrealistic dream people and the academic world are unable to let go of? Or could it be that tourism has been incorrectly framed and we need to look at it from another point of view? If we take a look at whether

sustainable tourism exists or not, we can see that there are some academia researchers that are no longer on board with sustainable tourism.

2.1.3 Reframing sustainable tourism

There are scholars that are following the development of sustainable tourism who either no longer hold the belief or do not think it as attainable as it is currently. This can be understood from McCool's probe on the subject from 2016 as he questions whether sustainable tourism has become a utopia, ideally perfect but impracticable, or is it because we have not yet asked the right question in order for us to generate the right knowledge to be able to achieve sustainable tourism? Sustainable tourism has from the very beginning followed a 'smaller is better' approach and is often associated with the concept of ecotourism which is dependent on natural environment. This raises a fair number of questions as to how this approach would fit in with consumerism which Leslie Sklair claims is underpinning the culture-ideology in consumerism (Sklair, 2002). McCool agrees that he himself no longer has faith in the traditional conception of what sustainable tourism is (McCool, 2016).

McCool further adds:

"Sustainable tourism is often put forward as the solution for many economic and environmental woes: by creating small businesses employing local people environmental impacts of tourism are minimised, personal incomes raised, and the quality of life is enhanced. The 'smaller the better' panacea is often promoted in particular large international conservation organisations seeking to achieve political and social support for lands set aside as parks and other similar protected areas. But in promoting a particular philosophy of economic development, conservation organisations – whose nearly total focus is on protection of biological diversity – have privileged themselves in advocating a model that actually may be rather narrow in scope and of increasing irrelevance to 21st century needs…" (McCool, 2016, p. 214).

McCool therefore suggests that a reformulation of sustainable tourism might be what needs to be done in order for sustainable tourism to become relevant for the 21st century again as well as provide useful insights into how some of the 21st century issues can be solved. He believes that our century differs from the one in which sustainable tourism came into being. Now more than ever we recognise that the mental models we carry around influence our attitude and

behaviour. Mental models are our own private simplification of our reality as we individually see it. They help us to work through the difficulties of everyday life but also world problems like for example poverty or climate changes. A thing to be aware of with mental models is that they are affected and influenced by our past success and can therefore, be held in such strong belief by an individual that it comes to serve as a barrier against seeing evidence of problems that is right in front of our faces and challenges our beliefs.

Back in the 20th century mental models were constructed from a modernist and postmodernist point of view. This meant that complex problems that should have been dealt with from a holistic point of view were being seen as components that all have a solution to them. When the solution to the different components had been found they were put back together in a more effective way. The reduction caused policies to be formed and passed that focused on the community level with very little knowledge of the broader long-term consequences whether positive or negative. When there is not a deep holistic understanding of the problem, the solution which should have been sustainable tourism becomes nothing more than another attempt at a solution that does not fit the problem. The problem in this case is finding the spot in between the society, economic, and environmental pillars for sustainable tourism. The model, though, is too simplistic for the very complex concept and should perhaps more be seen as an idea just as the Global Sustainable Tourism Council mentioned earlier. According to McCool this is where everyone should start to understand that a new set of assumptions would benefit all.

He suggests four points himself that consists of:

"First, we understand that the world is dynamically complex, that is, the world changes in a non-linear rather than incremental manner, that small changes in one variable may lead to large changes in another. This has been popularized by the term 'the butterfly effect'.

Second, for all practical purposes, the world is impossible to completely understand, that is, there will never be enough data or science to completely explain the causes and consequences of events, patterns and structures.

Third, the world is ever-changing, by this I mean that we can always expect surprises, that because knowledge is tentative and incomplete, unpredicted consequences will likely arise in places and at times we are least likely to expect.

Finally, the world is connected as a giant complex adaptive social-ecological system, that numerous drivers and forces acting at the global level influence the effectiveness, usefulness and appropriateness of economic development actions at the local level." (McCool, 2016, p. 218).

However, Buckley, Butler, Weaver and Wheeller, however, had different viewpoints on it. Buckley found that the importance of the five P's of population, peace, protection, pollution, and prosperity was forgotten in McCool's probe where Butler argued that the world should practise more conservation instead. Weaver took another focus and criticised academia for having enough influence on the concept of sustainable tourism. Wheeller went in another direction compared to the other three as he argued McCool's probe was just another academic paper yielding little to no results of any kind. Buckley, Butler, and Weaver furthermore, agreed that the reason for sustainable tourism's failure to become more sustainable can be blamed on politics and economics.

The reason why these different points of views on sustainability have been pulled forward is to show just how diverse of a concept sustainability is. It is a concept where the user, be that an individual, company, or destination, is able to take a part of it and use it in a way that fits their specific needs. Adapt it and make it their own. That adaptability makes it extra challenging for people like the Danish generation X and generation Y to know what is sustainable and what is not. The adaptability will also have influence and affect their attitude and behaviour towards being sustainable. Sustainability is still compared to other academic literature, a young concept, only 35 years of age. It still has many years ahead of it where it can develop into new yet undiscovered directions. This can be seen in all of the above-mentioned points of views that all hold some merit. Sustainability has since first public occurrence in 1987 been the cause of debate and which is likely to continue. On one hand, that is a good thing as it is through debate that as humans are challenged to think innovatively and come up with new and sometimes ground-breaking ideas. On the other hand, ongoing discussion might get strain. There are other concepts to look into for reframing sustainability in tourism, however, as they do not match with the scope or focus of this thesis, they will therefore not be further explored in depth.

2.1.4 Consumerism in sustainable tourism

While there is an almost unified unwillingness to either cut down or restrict tourism from government policymakers because of the positive economic effects tourism has on a

destination, they are not the only ones showing reluctance and dragging their feet (Page, 2019). In his book Tourism Management from 2019, it is also the tourists themselves:

"There is an almost unanimous reluctance among government policy-makers to directly limit or restrict tourist travel due to its economic effects on destination areas. Consequently, many prefer to adopt the politically acceptable and palatable adaptation strategies - seeking to adapt human behaviour and destinations to the effects of climate change. Many people openly admit to being supportive of 'green' and 'sustainable' principles but are unwilling to sacrifice their annual or additional holiday to reduce carbon emissions: likewise a few are willing to sacrifice an overseas destination for a less carbon-consumptive and polluting domestic holiday" (Page, 2019, p. 4).

This indicates that governmental bodies are not the only ones leaning into the consumerism side of tourism. Wheeller has through his work, tried to alert the world to the fact that what he calls globalised capitalism contains dynamics that are the direct opposite of sustainable tourism and allowing it to go on would be contradictory to achieving it. To him the future of tourism only goes in the direction of 'mega-mass tourism' that continuously enjoys the promotion of global tourism (Wheeller, 1993; Higgins-Desbiolles, 2009).

Sociologist Leslie Sklair wrote an analysis of globalisation which according to him has a lot to offer. Sklair himself describes his theory as *'sociology of the global system'* which was new thinking when it was first published in 1991 (Sklair, 1991). Sklair published another edition named *Globalisation, capitalism and its alternatives* in 2002 (Sklair, 2002). In his model of globalisation, he focused on Transnational practices (TNPs). To Sklair these TNPs were the building blocks of the increasing globalisation that we see. This is because:

"These TNPs are the basis of the transcendence of national boundaries as countries become more bound together; they occupy the physical spaces of globalisation; they are present wherever transnational corporations (TNCs) are operating; members of the transnational capitalist class (TCC) meet and mingle and the culture-ideology of consumerism takes hold" (Sklair, 2002, p. 86).

The culture ideological TNPs are a social phenomenon that have no interest in borders and are identified as the moving power behind our globalisation. Other researchers have called it Westernisation or Americanisation (Barber, 1996). Sklair is interested in how these TNPs manifest themselves during capitalist globalisation. Crucial to this structure is the culture-

ideology of consumerism that rose from globalisation of capitalism and a powerful media. And granted while consumerism is not new, the aforementioned culture-ideology is and it fosters a 'worldview' of the consumerist. This means that under a capitalist globalisation the efforts of several stakeholders are focused on ensuring the continued endless consumption by exercising control of the 'realm of ideas. To exercise this amount of control also means controlling the consumers attitude and behaviour. That could make the future living conditions for sustainable tourism very difficult and challenging because if the stakeholders hold the control of the consumers and have no to little interest in sustainable tourism. The world of academia could potentially release paper upon paper on sustainable tourism without much effect. Knowing what factors affect the consumers could hold the answer to how to target the different consumers' attitude and behaviour to gain the most positive outcome.

The endless consumption is meant to underpin the capitalist system because *'without consumerism, the rationale for continuous capitalism accumulation dissolves'* (Sklair, 2002, p. 116). Therefore, the stakeholders and the TNCs have very little interest in the consumers downsizing their travel behaviour. The TNCs have gained ownership of various sectors in the tourism industry and will under globalised capitalism be powerful enough that they together with TCC will be able to manipulate the tourism industry in order to maximise their profits as well as provide VIP holidays only available to an exclusive clientele on the expense of the local community and the locals often having to serve them. It's been seen all throughout the history of tourism, often in poor Asian countries, that big international chains or organisations lure in the communities with the promise of a big financial return for investing in tourism:

"Capitalist globalisation in the Third World depends on the successful promotion of the culture-ideology of consumerism among people with no regard for their ability to produce for themselves, and only with an indirect regard for their ability to pay for what they are consuming. Development assistance (aid), for example, moves funds from taxpayers in rich countries to consumers in poor countries, but not always for appropriate forms of consumption, not to speak of what is syphoned off in corrupt deals or stolen. In this sense consumerism has nothing to do with satisfying biological needs, for people will satisfy these needs without any prompting from anyone else, but with creating what can be called induced wants" (Sklair, 2002, p. 166).

Which is how the capitalist system has been able to move into the societies and economies of developing countries. As Sklair points out:

"The point at issue… is not whether a corporation and its practices are foreign, but to what extent they work in the interests of capitalist globalisation… or in the interests of the majority of the population" (Sklair, 2002, p. 152).

Another useful aspect of looking at consumerism is in relation to culture-ideology and how we as humans believe we have the right to travel. As mentioned earlier, according to Sklair culture-ideology of consumerism is a key point supporting capitalism globalisation. And he further states that consumerism has nothing to do with us satisfying our biological needs as we will naturally seek to get these fulfilled without anyone creating a need for us to cover (Sklair, 2002). A good example of an induced need is tourism as it is mostly hedonic and leisurely in nature as well as being an optional consumption. Tourism is also by the United Nations Declaration of Human Rights not seen as a human right despite it being the major ideological underpinning of consumerism in tourism (Higgins-Desbiolles, 2006). To the United Nations, tourism is seen as an individual's ability to pay in the current system used by capitalist globalisation. Which results in a twisted world where only the wealthy are able to exercise their right to travel. This could create a desperate need for the underprivileged to participate in the tourism activities to join in on the 'good life' and in this way give meaning to their life (Higgins-Desbiolles, 2010). Hall notes: *"Tourism is… very much part of the competition for and consumption of scarce resources…"* (Hall, 1994, p. 195). In relation to the right to travel two aspects in consumerism have been identified: 1. The consumer or tourist and the psychological impact it will have and 2. The neo-imperialistic nature of the relationship it creates between the tourists and the toured. The capitalist conception that the tourist had the right to travel has the psychological effect on the tourist that the tourist is no longer showing their identity through their citizenship but through the individual consumer society that at the heart of it are telling all the participants they are a definite nobody with nothing to assert their identity with.

This consequence of the privileged asserting their right to travel can be seen as a neo-liberal phenomenon. The rich and fortunate use their rights while the poor and less fortunate serve and host the privileged to pay the bills edged on by capitalist globalisation. Bauman describes this by claiming:

"Pay for their freedom; the right to disregard native concerns and feelings, the right to spin their own web of meanings… The world is the tourist's oyster… to be lived pleasurably - and thus given meaning" (Bauman, 1993, p. 241).

The right to travel is an expressed act from the culture-ideology of consumerism. This right has been asserted in an era where we as far and wide travelled tourists, are beginning to realise that the earth's resources are finite. This is set in a corporised tourism industry that has for the past many years practised and praised continuous growth. This is fundamentally unsustainable and the modern tourism industry has continued its mantra of continued growth despite voices saying that the foundations of it are essentially unsustainable (Jenkins, 2006 cited in Higgins-Desbiolles, 2010). This shows that the culture-ideology of consumerism supports and underpins this far-reaching need for growth clashes with the rising demands for sustainable solutions. It could also hint at a limitation to a possible success rate of sustainable implementation in the tourism industry. It could be hoped that with the rising number of stakeholders, tourists and other individuals realising that the earth's resources are finite that this could further help motivate a move to another value system better suited for achieving sustainable tourism.

As earlier mentioned, the TNPs are the moving power behind globalisation that together with the TCC leaves them powerful enough to manipulate the tourism industry to raise their profits. With such a power also comes the need to control the attitude and the behaviour of stakeholders within the industry but especially so of the tourists. It is, therefore, important for the TNPs and the TCC to sell the idea to people all over the world that they need to travel and tell the world about their holiday to inspire more people to travel. This includes the Danish generation X and generation Y. Their attitude and behaviour may not entirely be a product of their own beliefs but influenced by the TNPs and TCCs. Meaning generation X and generation Y may have left their homes with the intention of having a sustainable holiday but were influenced by the TNPs and TCCs of the destination during their stay. It could even be that the destination itself wishes to become more sustainable but are unable to if they are dependent on financial support from TNPs.

Due to the rising demand for sustainability and more sustainable solutions, many individuals have changed from their original products or previous habits to counteract the harmful impacts of single-use plastic, improper disposal of batteries and ink, food waste, not recycling, and other environmentally damaging actions. Many people have jumped on the trend of switching from these harmful actions to finding reusable replacements from hemp or cotton tote bags, metal straws, e-books instead of real books etc (Deloitte, 2022). While this is generally a good change it is important to remember that these alternatives also have an environmental impact,

and as more and more people are switching to reusable replacements their impact will only continue to grow. An individual will have to use their e-reader 45 times and their metal straw 100 to off-set the carbon footprint emitted for making the product. This is known as the concept of sustainable paradox and is a conundrum (Falinski, 2021; Olsson & Gooch, 2020).

To sum up, consumerism in sustainable tourism faces a steep challenge in dealing with the increasing globalisation. A globalisation laced with cultural ideology supporting the transnational practices (TNP) need for growth that clashes with the sustainable solutions performed by people such as the Danish generation X and generation Y. The clash between the TNPs need for growth and rising demand for sustainable solutions could postpone or potentially hamper the goal of achieving sustainability in the tourism industry.

2.1.5 Sustainability in tourism now and in the future

As mentioned earlier the tourism industry is at a crossroad as it wants to be more sustainable but also to continue its growth. The urge of continuous growth is supported by powerful private corporations shaking hands with influential politicians able to remove any "red-tape" restrictions. It was not long after the release of the Brundtland Report, *Our Common Future*, that tourism started engaging with sustainability. Higgins-Desbiolles, an Australian senior lecturer and critical tourism scholar, suspects that sustainable tourism could be the driver of tourism policy, as well as planning and management (Higgins-Desbiolles, 2018). According to her, the ministries that previously through a responsible tourism policy protected the destination in need have neglected that commitment. Instead, the ministries emphasise financial gains and growth, an indicator of economic sustainability taking priority over other aspects of sustainability. She continues referring to her article from 2010, *The elusiveness of sustainability in tourism: The culture-ideology of consumerism and its implications:* of people continuously identifying themselves through their consumer choices and spending habits and how it can be hypothesised that this is one of the aspects contributing to what could almost be called careless and irresponsible growth of the tourism industry (Higgins-Desbiolles, 2010).

It has resulted in a culture of stakeholders and tourists that cannot get on board with the fact that sustainability needs a much heavier commitment than a donation here and a carbon emission offset there. Higgins-Desbiolles (2010) and Hall (2009) has gone as far as augmenting it is time to seriously consider de-growing tourism through an appropriate mind-set and a solid strategy. All of which Higgins-Desbiolles claims can be seen in the slow-tourism phenomenon

(Higgins-Desbiolles, 2018). But in which direction should the overall industry of tourism go? Tourism just like sustainability must be seen in a holistic way meaning in connection with the wider systems that it exists in. Higgins-Desbiolles points out that efforts to make the tourism industry more sustainable will be undermined if we continue promoting the neoliberal paradigm.

The neoliberal paradigm is ideas associated with free-market capitalism. That tourism is in a way contributing to its own demise by continuing these unhealthy, unsustainable growth strategies resulting in a destination on the brink of their carrying capacity, loss of important environmental areas as well as unsafe "destinations". Any destination heavily negatively impacted by tourism is likely to further support it (Higgins-Desbiolles, 2018). This can be seen in the example of Amsterdam that have actively stopped marketing itself since 2014, politicians implementing restrictions on the tourism industry's further expansion into the city by limiting for example AirBnB, and the local police cracking down on disorderly behaviour from tourists all in order to secure the quality of life for the locals and for allowing the city to "breath" again (Von Briel & Dolcinar, 2020; Gemeente Amsterdam, 2014; The Guardian, 2016; The New York Times, 2019).

So, what can be done? Moving away from the familiar neoliberal growth paradigm would require a plethora of questions of the tourism industry's purpose and meaning. Tourism isn't one thing over the other but is both positive and negative. Higgins-Desbiolles frames it like this:

"Tourism in fact represents a microcosm of the existential questions we are facing. On the one hand, tourism can be used for selfish, individualistic, hedonistic and exploitative purposes and on the other, it is one of the facilitators of education, cross-cultural engagement, ecological appreciation and spiritual development." (Higgins-Desbiolles, 2018, p. 3).

One way would be to position tourism in a structural management of the mobilities perspective. It is not correct to facilitate pleasure-seeking tourists into a destination where people could potentially be forced to either move or flee as refugees from impacts caused by the three pillars of tourism. Another way could be working towards a more meaningful sustainability of implementing the views of diverse cultures into the sustainable planning and strategy development. A stable, diverse, and strong community is created by everyone coming together and working towards the same goal. This goes for a strong ecosystem as well, that is built on a

combination of ecological, cultural, and sociological diversity. Regardless, of the direction that the tourism industry inevitably ends up taking Higgins-Desbiolles ends her opinion piece from 2018 *Sustaining tourism: or sustaining something more?* repeating herself from herself from 2010:

"sustainable tourism necessitates a clear-eyed engagement with notions of limits that the current culture of consumerism and pro-growth ideology precludes" (Higgins-Desbiolles, 2010, p. 125).

The generation theory is discussed in the following section, since the danish generation X and generation Y are the main focus of this study. The attitude behaviour gap, consumer behaviour and environmental sustainability, and the cognitive dissonance theory are further discussed.

2.2 Generational Theory

A generation can be defined as a significantly higher proportion of people who are the same age and go through the same life experiences at the same time during their growth (Ferreira, 2020). According to generational theory, generational members are engaged in phenomena and historical developments on sociocultural environments while experiencing such occurrences, which become variables that impact their attitudes and ideas and hence shape their behaviour (Strauss & Howe, 1997 cited in Ferreira, 2020; Kupperschmidt, 2000 cited in Ferreira, 2020). Similarly, generational theory aims at understanding and classifying groups of individuals based on their participation in a generation which is allocated based on birth year (Pendergast, 2010).

The generational approach is divided into three main concepts. The first is generational 'location' refers to the number of years between the birth of a generational group (Pendergast, 2010), second is generation as 'actuality' which highlights the key influences in the larger world and how they affect a generational cohort's identity (Donnison, 2007 cited in Pendergast, 2010) and the third is generation 'units' which classify the generation cohort into sub-divisions that recognize diversity (Pendergast, 2010). Furthermore, these fundamental elements of the generational theory highlight the generational characteristics through traits, values, and beliefs of different generations (Pendergast, 2010).

However, there are many criticisms of generational theory because there is no one acceptable or true interpretation of the theory; instead, there are several competing interpretations that are realistic and valid for conceptualising using this approach (Pendergast, 2010). Similarly, the writer notes that the generational theory which originated in the United States is broadly applicable to all English-speaking people irrespective of race or locational disparities and hence gave rise to the concept of generation and generation gap. The first difficulty with taking a generational approach is that there isn't any absolute agreement on the specific year that comprise each generation (Pendergast, 2010). For generation X and generation Y, multiple perspectives use different dates to indicate their start and end year (Reisenwitz & Lyer, 2009 cited in Li et al., 2013).

There are namely five generations, and they are the silent generation, baby boomers, generation X, generation Y and generation Z. The silent generation are those who were born before 1945, baby boomers are born between 1946 to 1964 and generation X are born between 1965 to 1980. For generation Y, also known as millennials, there are divided opinions. The generation Y are born from 1981 to 1990 (Li et al., 2013), however, others will argue that generation Y lies in between 1981 to 1999 (Chawla, Dokadio & Rai, 2017; Park & Gursoy, 2012 cited in Ferreira, 2020). Later surveys have divided generation Y (born from 1981 to 1996) into two groups, the younger ones, 25 to 32 years old, and older ones, 33- to 41-year-olds (Brunjes, 2022; Meyer, 2022). Last generation is generation Z who are born after 1995 (Robinson & Schänzel, 2019). In this thesis, we are taking generation X born from 1965 to 1980 aged between 42 to 57 and generation Y born from 1981 to 1996 aged between 25 to 41 years old in 2022. In tourism research, the conceptions acquired from generational theory may have significant practical importance for tourism destinations as generational theory is one method of looking into different components of the travel and tourism sector (Pendergast, 2010). The possible differences among generations X and generation Y will be further explained below.

Similarly, with the lens of generational classification, tourism research can identify the travellers' attitudes, interests, and behaviours among various generations and further it helps to study their purchasing trends (Li et al., 2013). The members of both generations X and generation Y are considered as a vital generational cohort to the tourist business since they organise their own vacation (Reisenwitz & Fowler, 2019). Furthermore, the future travel behaviour will change between generational cohorts, therefore there is an inherent need for

ongoing research and studies on each generation to better respond to their wants and desires in the tourism field (Gardiner et al., 2014 cited in Robinson & Schänzel, 2019).

2.2.1 Generation X Versus Generation Y

In recent years research projects and blogs have found that the millennials or generation Y's travelling frequency is more in comparison to generation X as of right now (Ng, 2018; Skift.com, 2019; Confente & Vigolo, 2018). Generation Y also known as millennials consist of almost 40% of all outbound travel in Europe (Ketter, 2020). According to Ng (2018), generation Y loves travelling and annually in average they travel 35 days, and they are considered as the most significant generational cohort for the overall global economy and tourism (Moscardo & Benckendorff, 2010 cited in Kim & Park, 2020). The generation Y are more active, independent, travels in a more ecologically responsible manner, seeks for new experiences, more digitally friendly (Slootweg & Rowson, 2018 cited in Kim & Park, 2020) and as compared to other generation groups. Furthermore, generation Y are more inclined to comprehend and accept variety in terms of race, lifestyles, behaviours, and culture and they can readily accept the differences while they are on their holiday (Moscardo & Benckendorff, 2010 cited in Kim & Park, 2020). Several studies have noted that within five years, millennials will take over generation X in terms of spending in travel and tourism; however, there is no considerable supporting evidence and studies that illustrate distinct values, attitudes, and behaviour of generation Y in the tourism industry (Kim & Park, 2020).

When it comes to behaviour, generation X and generation Y have their own unique behaviour in relation to their generation cohorts. A generational cohort is a group of consumers born within the same birth years and share behaviour, attitudes, and experiences (Pendergast, 2010; Confente and Vigolo, 2018). Generation X lies in between baby boomers and generation Y and is considered as a target generation of the travel industry. Generation X have had a tendency throughout history to be overlooked as they have stayed out of the spotlight for most of the time. This has made finding information about Danish generation X a challenge. For this reason and for the sake of comparison we decided to look at generation X born in America. In America generation X makes up 17% of the country's population (Alch, 2000; Norum, 2003; Phillips, 2005). Researcher Reisenwitz and Fowler discovered in their 2019 paper *Information sources and the Tourism Decision-making Process: An Examination of Generation X and Generation*

Y Consumers that generation X is a generation that is more risk averse than generation Y. The reason for this could be that generation X is at a place in life where they feel more secure and are therefore more willing to take risks or as Reisenwitz and Fowler suggested, it could be to generation X's frequent technology exposure that could lead them to take riskier decisions (Reisenwitz and Fowler, 2019). According to various research, generation X travellers spend around 26 days in a year, and they prefer more domestic destinations. Due to the family orientation for many generation X's two things are important to them: direct and efficient transport and family friendly activities. This may serve as an explanation as to why generation X likes to travel more by their own vehicles in comparison to other generations (Ng, 2018a; Ng, 2018; Chicago Tribune and Media Group, 2018; Kow, 2018). The family-friendly trips, rest and relaxing holiday and trouble-free travels are the main requirements of generation X when they are in this life stage (Ng, 2018a). This generation looks for more luxurious holidays as they are currently having the highest purchasing power and financial flexibility of any other generations (Kow, 2018; Ng, 2018a; Chicago Tribune and Media Group, 2018; Statista, 2016). The generation Y are soon expected to have significant spending power, however currently in terms of tourism, generation X's are controlling the travel industry (Kow, 2018).

As mentioned up above we have chosen to also look at the American Generation Y for comparison sake. The American generation Y counts for up to 41% of the entire country's population and have even taken the title as being the biggest generation from the Baby Boomer generation (Pendergast, 2010; Reisenwitz and Fowler, 2019; Loroz and Helgeson, 2013). Where generation X likes to get inspired by facebook and Pinterest generation Y likes to get inspired by Instagram. Here they can indulge in spending money on experimental travel in exotic destinations which is something generation Y likes to do quite a bit as they are the generation that spends the most time a year travelling, up to 35 days. And yet, 92% of generation Y will not finalise their holiday booking regardless of it being a short or longer trip until they feel they have the best deal. This could be connected to the fact that many in generation Y came of age during or just after the recession in 2008 and have by some been named the frugal generation (O'Connell, 2015; Ng, 2018; Pewresearch.org, 2020). That generation Y have the time to travel 35 days a year could be connected to the fact that this generation postpones bigger life events such as marriage and having children. In 2019, 55% of generation Y were living with a family of their own (Pewresearch.org, 2020; Ng, 2018; Garikapati et al., 2016). Perhaps because generation Y tends to be more financially cautious, they tend to value experiences over activities such as sightseeing and laying at the pool

(Chicago Tribune & Media Group, 2018 cited in Ng, 2018). This study will try to find out the comparison between generation X's and generation Y's perceptions on sustainability and sustainable holiday practices during their leisure travel.

2.3 The attitude behaviour gap

There is frequently a gap between people's attitudes and behaviour. This gap can be seen in their everyday life, at the workplace or during a vacation. People are often aware of environmental awareness and possess pro-environmental behaviour however, their intentions and cooperate which results in an attitude behaviour gap. Likewise, Bamdad (2019) has argued that the attitude behaviour relationship has been challenged for not leading to pro-environmental behaviours especially on environmental concerns. Various authors have suggested that the attitude-behaviour gap is a conflict amongst different attitude dimensions in people such as cognitive, emotional, and behavioural (Passafaro, 2019). Attitude can be defined as:

"a mental and neural state of readiness, organised through experience, exerting a directive or dynamic influence upon an individual's response to all objects and situations with which it is related" (Allport, 1935 p. 810 cited in Passafaro, 2019).

The sustainability in the tourist industry is a hot topic, and the tourist's attitude-behaviour gap has sparked even more criticism in the tourism industry. One of the most debatable issues in the tourism sector is the relationship between sustainable tourism and traveller's attitude and behaviour gap while at home and on holiday. In this thesis, the Danish tourist attitudes and behaviours particularly generation X and generation Y are examined in relation to the tourist's sustainable practices while they are vacationing in international destinations for leisure trips. Prior studies have noted that people behave more environmentally friendly and have pro-environmental awareness at home in comparison to when they are on holiday. It is possible to have many identities at the very same time (Palmer, 1999 cited in Hibbert et al., 2013) but, depending on a variety of elements, for example, who we are among, and even the person we could become as some identities will be much more prominent at different times (Morgan, 1993 cited in Hibbert et al., 2013). According to Rosenblatt and Russell (1975) cited in Hibbert et al., (2013) argue that holidays are the ideal time for conflict and aids attitude behaviour gap among people as being on holiday brings people closer together, modifies their routines, and removes agreed upon regions and borders.

According to Prillwitz & Barr (2011), a diverse perspective in terms of daily life with the 'special' time spent on a holiday might cause the same individual to behave and think considerably differently and have a varying attitude. Furthermore, undertaking behavioural adjustments in the home could be simpler than generating changes in travel behaviour. An individual's socio-economic factors such as family size and income as well as the values and attitudes are the important determinants of pro-environmental behaviour at home (Poortinga et al., 2004 cited in Prillwitz & Barr, 2011). Bohler et al., (2006) cited in Prillwitz & Barr (2011) also found that the socio- economic characteristics had a significant impact on the travel decisions and a choice of destination however, these factors have no impacts on alteration of traveller's travel. The writers further reflected that the people alter their behaviour and have an attitude behaviour gap on holiday because of insufficient knowledge and lack of alternate possibilities.

For instance, the research done in the southwest of England with the age group of 20-29 (young age group), 30-44 and 45-59 (middle age group) and 60 to 70 plus (older generation) to find the attitude of these generations towards environmental sustainability and modes of transportation at home and while on holiday. The findings showed that middle-aged group preferred private mode of transportations (car) whereas younger generations preferred more environmentally friendly modes of transportation (walking, cycling, public transport) however, both group of participants were more likely to have major impact on their everyday travel behaviour regarding sustainability whereas they showed no or little influence on their holiday travel behaviour (Prillwitz & Barr, 2011). Becken (2007) also noted that tourists make a clear distinction among their holiday trips as something unique in relation to daily lives and the writer discovered that tourists on holiday are more likely to lack readiness to adjust toward more sustainable holiday travel and have a poor sense of personal responsibility. Furthermore, the researcher claimed that the tourists' holiday travel behaviour and cognitions of essential adjustments to consider environmental sustainability do not represent current attitudes and behavioural gap rather it is a psychological gap.

When people do not behave as environmentally conscious tourists, they feel unhappy about it; however, they quickly come with an excuse so that their guilt doesn't get in the way of enjoying holiday relaxation (Juvan & Dolnicar, 2014). Here people's behaviour at home is highly influenced by residual cultural context, whereas their acts on holiday are driven by the tourist cultural environment (Nicolau, 2011 cited in Baker, Davis & Weaver, 2013). The attitude

behaviour gap is linked to several individual psychological barriers that prevent people from engaging in pro-environmental behaviour and such challenges are based on personal and common societal beliefs (Antimova, Nawijn & Peeters, 2012).

The attitude behaviour gap regarding environmental concern depends upon social features with the developed and individualistic nations as much research noted that the nations with higher level of development in terms of GDP as well as overall concern for the environment, attitudes to environmental practices and willing to spend on environmental products are significantly higher in comparison to the nations with low levels of development (Morren & Grinstein, 2016). The country's border and culture are crucial in displaying its residents' environmental behaviour. For example, the research done by the Jacobsen (2007) cited in (Pereira, Mykletun & Hippolyte, 2012), almost 50% of Norwegian tourists visiting northern Norway considered themselves above average regarding environmental considerations and these visitors also chose to stay longer than tourists who were less concerned with environmental sustainability, indicating a favourable attitude towards the destination's environmental performance. This shows an environmentally responsible attitude both at home and on vacation where there exists no gap among visitor's attitude and action (Mehmetoglu, 2010 cited in Pereira, Mykletun & Hippolyte, 2012).

The research done by (Morren & Grinstein, 2016) found that the developed and the individualistic nations citizens show positive intentions to behave more environmentally friendly behaviour in comparison to developing countries. For example, in countries like Switzerland, Netherlands people demonstrate higher levels of environmental considerations when compared to countries like Russia and Slovenia (Marquart-Pyatt, 2012 cited in Morren & Grinstein, 2016). The subjective norms and culture as well as people are empowered to act more sustainably in developed countries and other than this there are two main reasons behind it. The first key force is that in developed countries more people participate in environmental actions due to their past behaviours and habits which will influence their future behaviour (Knussen et al., 2004 cited in Morren & Grinstein, 2016). And the second reason is introducing a system of incentives which will drive individuals to act environmentally sustainably in wealthier nations (Seyfang & Longhurst, 2013 cited in Morren & Grinstein, 2016). The subjective norms, values, and culture also play a vital role in displaying their intentions and behaviour. According to Ando et al., (2010) cited in Morren & Grinstein (2016), attitudes regarding environmental behaviour is a more significant motivator in Germany than they are

in Japan when it comes to pro-environmental intentions. Similarly, the intention to purchase organic products differs greatly among countries like Finland, the UK, and Italy (Avola et al., 2008 cited in Morren & Grinstein, 2016). However, according to Dolnicar et al., (2017), pro-environmental behaviour alone is inadequate to influence tourist's behaviour toward becoming more eco-friendly.

According to Juvan & Dolnicar (2014), in general tourists have a positive perspective towards its environment and would not like to perform in unethical ways to the environment. Further the writer notes that it is difficult to understand the actual traveller's behaviour since many studies focus on consumers desire to participate in sustainability rather than their actual performance during their vacation. The tourists on average, have a poor insight of tourism's social and environmental impacts and so as an outcome, negative consequences frequently follow from their lack of knowledge (Miller et al., 2010 cited in Gao et al., 2016). Tourists have justifications to act unsustainably whenever they have guilt over not acting environmentally friendly (Juvan & Dolnicar, 2014). However, there lies a question will tourists benefits by showing their sustainable practices while on holiday? It is a challenge, as in general, any financial savings associated with performing the desirable action do not directly benefits the tourists. For instance, saving energy at home results in financial savings. However, the hotel does not lower the accommodation charge therefore most of the time, tourists that act sustainably do not benefit monetarily from acting sustainably (Dolnicar et al., 2017).

2.3.1 Consumer behaviour and environmental sustainability

Various studies have strongly argued that it is challenging for the tourists, regardless of their environmental impacts, to transfer their attitudes into sustainable holiday practice (Holmes, Dodds & Frochot, 2019). Several studies notes that it is often believed that the green travellers have a unique socio-economic characteristic and those tourists with a higher level of concern to sustainability have a high level of educations and income (Juvan & Dolnicar, 2016; Buffa, 2015; Ramchurjee & Suresha, 2015 cited in Holmes et al., 2019; Shamsub & Lebel, 2012 cited in Holmes et al., 2019).

When looking further into socio-demographic segmentation, people perform and behave a way environmentally friendly at home and the strongest indicators are environmental awareness, feeling of altruism, morally and legally obligated to behave towards an environment-friendly manner, age, and social background (Dolnicar, 2010 cited in Holmes, Dodds & Frochot, 2019).

Likewise, income also displays tourist behaviour and considered as strongest predictor to behave environmentally friendly and visitors are even willing to pay an extra cost to ensure that their travel behaviour is environmentally sustainable (Dolnicar, 2006 cited in Holmes et al., 2019; Dodds, Graci & Holmes, 2010 cited in Holmes et al., 2019). Those individuals who have a positive attitude towards environmental sustainability tend to use ecologically friendly modes of transportation in their daily travel life whereas, they appear to have little or no impact on tourist travel behaviour (Tanford & Montgomery, 2015).

Most environmentally sustainable tourism tends to be highly costly to their less sustainable alternatives and travellers must be prepared to spend more to become more sustainable (Hedlund, 2011 cited in Pulido-Fernández & López-Sánchez, 2016). However, this depends upon sustainably sourced travels and products as they are not always necessarily expensive. For example, if tourists choose to walk or cycle rather than drive during their vacation, then it is cheaper and sustainable than other alternative means of transportation. Likewise, from the business point of view, if the hotel changes its structure for example room size or plate sizes then the hotel can save operating costs as well as save the environment. At the breakfast buffet, if the size of the plates is reduced then there will be less food waste and these tiny changes can result in a large shift in tourist behaviour and moreover, this technique of making hotel more ecologically friendly does not require hotels to invest additional costs but lowers operating expenses (Kallbekken & Sælen, 2013 cited in Dolnicar, 2020).

The environmentally sustainable consumer behaviour commonly consists of green purchase, reusing and recycling as well as resource conservation (Dong et al., 2020 cited in Han, 2021; Zhao et al., 2014 cited in Han, 2021). In the hospitality and tourism industry, environment sustainability comprises water conservation, reuse of towel, energy conservation, renewable product purchasing, use of locally produced goods, reuse of plastic containers, and reducing food waste at tourist destinations (Choi et al., 2015; Kiatkawsin &Untaru et al., 2016 cited in Han, 2021; Han, 2017 cited in Han, 2021). The tourists with high levels of intelligence show higher levels of commitment, knowledge, positive attitude, and behaviour. They were classified as pro- sustainable tourists and encouraged to spend more during their visit and choose more environmentally friendly destinations as well as display their sustainable practices (Pulido-Fernández & López-Sánchez, 2016). It is often seen that people who have strong pro-environmental attitudes tends to be environmentally conscious, nevertheless, it has been found

that environment friendly consumer attitude altered while they were on holiday (Juvan & Dolnicar, 2014; Hares et al., 2015 cited in Passafaro, 2019).

In this thesis, we are using the cognitive dissonance theory to distinguish and examine Danish Generation X and Generation Y travellers' actual intention and behaviours while they are at home and on vacation. The concept of dissonance has significant impacts on consumer behaviour (Awa & Nwuche, 2010 cited in Tanford & Montgomery, 2015) and hence the concept of cognitive dissonance is discussed in further sections.

2.4 Cognitive Dissonance Theory

The cognitive dissonance theory is the theoretical framework used in this study. Cognitive dissonance is a psychological phenomenon (Festinger, 1957) which outlines the emotions that people experience while they have conflicting notions, and they seek the justification for their beliefs or avoid concepts or others that present opposing opinions since feeling discord is uncomfortable (Tanford & Montgomery, 2015). Cognitive dissonance theory explains the gap between intentions and actual actions of an individual (Kah & Lee, 2015). A dissonance among attitudes and behaviour can cause discomfort, which individuals will strive to alleviate by modifying perhaps their views or their behaviour (Festinger, 1957; Festinger, 1964 cited in De Vos & Singleton, 2020). The cognitive dissonance theory by Festinger (1957) proposed three basic methods in which dissonance is formed in an individual (Wicklund & Brehm, 2013). According to Festinger (1957) an individual can experience dissonance when he or she has to select among alternatives, second is introduction of action which would usually be rejected and the last is response to the available information or the response to the conflicting stimuli (Festinger, 1957 cited in Wicklund & Brehm, 2013). Further explanation of these three proposed dissonances is explained below.

According to Festinger, the first way in which dissonance is produced when an individual has to select between alternatives causes dissonance in people if the options are similar in appeal and have distinct sets of results. The positive benefits of the selected option and the negative consequences of the denied alternatives are consistent with the reasoning of choice when an alternative is chosen, the negative aspects of the chosen alternative and the positive aspects of the rejected alternative are dissonant with the cognition of choice when an alternative is rejected. Because the ensuing dissonance may be decreased by increasing consonant cognitions

and decreasing the discordant, it's reasonable to assume that the attractiveness of the selected option will rise while the preference of the rejected declines. However, De Vos & Singleton (2020) argues that dissonance can develop when people have to choose between for example two different options that they both want. Each option would provide different desirable features that the opposite options do not have. This could for example be an individual choosing to live in an urban neighbourhood due to the adequate public transportation and facilities for biking but still nonetheless miss the open spaces found in more rural neighbourhoods. Therefore, every decision made has the potential to either minimise or enhance a potential dissonance by adjusting their behaviour accordingly to alleviate the dissonance.

The second Festinger's dissonance theory is the induction of a behaviour that would normally be rejected is described as "forced compliance'' which explains that there is an application of a force to people, such as the threat of a reward, to persuade someone to engage in an activity. This type of dissonance encourages people to express thoughts that are counter to their own convictions by creating incentives to do so. People alter their views in the favour of the induced opinion to lessen the conflict between demonstrated and actual beliefs (Festinger, 1957 cited in Wicklund & Brehm, 2013). For example, pro- environmental individuals are more likely to select green accommodations but if they choose a non-green hotel over green hotel while on holiday then they have a post- decision dissonance as it alters their attitude and behaviour, and their dissonance level is high which generates higher level of inadequate justifications (Tanford & Montgomery, 2015). Most of the studies demonstrated that consumers' attitude and their actual behaviour at home and while on holiday varies as they are affected by touristic culture. However, Jones & Mills (2019) argued that since most of the people have a high self-concept, they are prone to experience dissonance after they act in ways that they perceive to be irresponsible, unethical, or impractical.

The third way of dissonance creation according to Festinger is exposure to information where people experiencing dissonance will be encouraged to seek out the harmonious information while avoiding dissonant information (Festinger, 1957 cited in Wicklund & Brehm, 2013). Similarly, cognitive dissonance on information has been discovered that a person experiencing cognitive dissonance deliberately avoids information that would tend to enhance cognitive dissonance while actively looking for information which would support his/ her choice (Kah & Lee, 2015). People are experiencing conflict while selecting among alternatives and they try to alleviate cognitive dissonance by boosting the perceived appeal of the selected option while

rejecting the deselected alternative, gather the information to corroborate the decision or modify the attitudes to match towards the choice (Festinger, 1957 cited in Tanford & Montgomery, 2015).The conflicting attitudes, ideas and behaviours are the cognitive dissonance which causes psychological discomfort, which leads to a change in one's attitudes, behaviour, beliefs or actions in order to mitigate the dissatisfaction and bring stability (McLeod, 2018). Furthermore, people who know information they didn't know previously can have an impact on their emotions and consequently their emotional processes (Chatterjee & Scheiner, 2015 cited in Van Wee, De Vos & Maat, 2019). The information regarding climate change for instance, can alter cognitive processes leading to more sustainable travel behaviour and experiences on public transportation, on the other side, might impact behavioural processes and make individuals more aware of the actual travel durations and expenses of that form of transportation (Van Wee, De Vos & Maat, 2019). De Vos (2018) found that during travel, travel mode dissonance can emerge due to lack of travel skills or options as well as travel hurdles such as an individual unable to ride a bicycle, less or no public transportation in his community or the travel distances that are impossible to cycle. This can affect an individual's attitude and behaviour at home or while on vacation.

Every time a decision is taken, cognitive dissonance may build or develop especially when there is restricted freedom of choice which is called forced compliance where individuals must choose among adversely views alternatives as for instance, residential dissonance is more probable to occur when individuals have constrained flexibility to choose a new community due to some financial price limit or other constraints, whereas travel mode dissonance may take place when a car enthusiast during leisure travel is forced to choose either public transportation or active travel (walk or cycle) because individual is unable to operate a car due to legal or financial reasons (De Vos & Singleton, 2020).

2.4.1 Dissonance Reduction

Cognitive dissonance has been characterised as a motivating condition that drives a person to want to decrease and minimise it as dissonance is caused by inconsistencies in information and the relevance of dissonant cognitions can be decreased or abolished (Festinger, 1957 cited in Wicklund & Brehm, 2013). Furthermore, Festinger claims that people may lessen their dissonance by changing their behaviour or views. When people experience cognitive dissonance, it will increase until they change their behaviour and then dissonance will

eventually disappear again (Brehm & Cohen, 1962; Festinger, 1957 cited in De Vos & Singleton, 2020).

For instance, Van Wee, De Vos & Maat (2019) found that people reduce their travel dissonance by changing one's behaviour, such as choosing a different method of transportation for future visits, is one of the strategies to try to alleviate dissonance and the associated discomfort.

People try to avoid dissonance- arousing circumstances by choosing to be involved in new knowledge to lessen dissonance caused by attitude and behavioural changes (Kowal, 2008 cited in Kah & Lee, 2015). Individuals may alter their behaviour to alleviate discomfort by altering their attitudes to maintain the balance among attitudes and behaviour. To rationalise a choice, people may involuntarily adjust their attitudes by connecting positive characteristics to the selected options and negative characteristics to the deselected alternatives (Van Wee, De Vos & Maat, 2019).

Figure: 1 Cognitive dissonance (reduction)
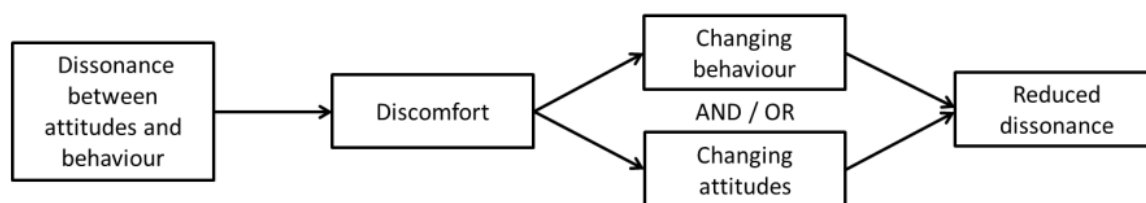
Source: Festinger, 1957 cited in De Vos & Singleton, 2020

As stated above, cognitive dissonance is a psychological phenomenon as "There is no guarantee that the person will be able to reduce or remove the dissonance'' (Festinger, 1957, p. 6 cited in De Vos & Singleton, 2020). Dissonance can be reduced only when the individual is self-conscious and responsible for bringing cognitive distortions into an inconsistency connection (Wicklund & Brehm, 2013).

3.0 Methodology

In this section we will be going through the paper's methodological beliefs and approaches that will show how this thesis came to be. Methodology is a core part of any assignment also for this thesis as it shows the reader how the problem formulation was answered. Furthermore, it also features the structure of the thesis in addition to a clarification for the reader as to how the

data was collected to offer an overview on how the knowledge base for the thesis was made as information, attitudes and beliefs will affect the thesis. For the purpose of this thesis and concerning the attitudes of the Danish generation X and generation Y have towards sustainable tourism as well as the factors affecting their attitude and behaviour while they are on holiday, we as the authors chose to conduct mixed method, both a quantitative survey and a qualitative focus group interview. This decision was based on the estimation that to truly get a sense of the attitudes and behaviours of the two generations towards sustainable tourism as well as the factors affecting just mentioned attitudes and behaviours while on holiday the mixed method approach was necessary. After conducting a survey, we created a focus group interview questionnaire based on the results.

3.1 Paradigm

The paradigms have been subject to debate, just as sustainability, sustainable tourism; however, originally the word comes from the Greek *paradeigma* that in modern English means pattern. One of the first academic writers to write about paradigms was Thomas S. Kuhn there in 1962 published his book *The Structure of Scientific Revolutions* (Kuhn, 1962). Thomas Kuhn made use of the term to explain how a group of people, for example academic researchers can have and share the same framework of the mind in the way they research a topic and analyse their way to a result. Kuhn himself used the example of scientists that shared the same conceptions that provided the scientists with the same tool for examining an issue and finding a solution to it. Regardless, of whether it is a group of academic researchers within the faculty of humanities or scientists of the scientific faculty each group will share the same research culture in which they have the same set of assumptions, ideas, values, and beliefs on what in their mind is the correct way to do research (Antwi & Hamza, 2015).

However, as previously mentioned paradigms have been up for debate and not everyone agreed with Kuhn. Two people that did not agree with Kuhn are Guba and Lincoln. According to them what can be categorised as a paradigm is a set of basic beliefs built on ontological, epistemological, and methodological assumptions (Guba and Lincoln, 1995; Rehman and Alharthi, 2016). There is no way to establish the exact truthfulness of the basic beliefs but must simply be accepted by faith. Paradigms correspond to the worldview of the researchers and show the nature of the "world" according to how we see it (Morgan, 2007).

3.1.1 Ontology

As mentioned earlier, paradigm is a Greek word and so is ontology. But unlike earlier ontology, it is made up of two individual words. One being onto meaning 'being' and the other being logia meaning 'science, study or theory'. Ontology is the interest of the nature of being and what can and cannot exist. Said in another way, ontology represents the nature of our beliefs and assumptions about reality and is a branch of philosophy (Antwi & Hamza, 2015; Richards, 2003, p. 33). It wants to know what can be specific about what we can know about the world and what cannot. This implies a certain requirement for researchers to consider topics of what the meaning of being is and what can for certain be said to be true and exist (Guba and Lincoln, 1994).

Because of this the ontological stand within this thesis is relativistic due to our interpretivist point of view cannot agree to their only being one reality, but that there are several, we believe they are all constructed socially and are consisting of individual subjective experiences, experienced by different people creating their own reality (Rehman and Alharthi, 2016)

3.1.2 Epistemology

Epistemology is like mentioned in the quote above a part of the foundation for an academic paper and it refers to:

"The branch of philosophy that studies the nature of knowledge and the process by which knowledge is acquires and validated" (Gall, Gall, and Borg, 2003, p. 13).

To put it into comparison, ontology is concerned with finding out the nature of being and what we can truly claim to be exist, where epistemology is focused on how we create knowledge and how that knowledge was obtained as well as looking into the most valid ways of researching the truth (Antwi & Hamza, 2015). Epistemology has a lot of questions that revolve around the need and desire to understand our knowledge, thoughts, and nature. Questions epistemology would be interested in investigating could be the relationship between researcher, which can also be called the knower, and what is known. Furthermore, it is interested in figuring out how we know what we know and what can be valued as knowledge and what cannot (Guba and Lincoln, 1994; Rehman and Alharthi, 2016; Cohen, Manion and Morrison, 2007, p. 7). It is all these many questions that makes a researcher question:

"The possibility and desirability of objectivity, subjectivity, causality, validity, generalisability" (Patton, 2002, p. 134).

Because as mentioned above in the ontological section we do not believe that there is only one truth and one way of getting there. Epistemology wanted to know the origin of what we today view as knowledge (Von Glasersfeld, 1989)

The epistemological approach in our thesis is that of a transactional and subjective epistemology as we adhere to the interpretivist paradigm that believes researchers and the object of interest are linked meaning the finding we as researchers will get are created as our examination of the object is progressing. As the research is progressing the distinction between ontology and epistemology becomes more and more blurry and could be gone completely by the end meaning we have become more knowledgeable as we gained more and more data. Fostering a conversation between the participants and the researchers is a core part as it is through these conversations that an even deeper informed understanding of the social world that we live in and our knowledge on how attitudes can affect Danes international travel behaviour.

3.1.3 Methodology

First thing that should be mentioned is that despite the similarities in name methodology is not the same as method. Methodology first of all covers how we as researchers found out what we believe can be known and second, methods refer to how and which tools were used to collect the data with. Methodology can be shown in a quote from Ellen:

"An articulated, theoretically informed approach to the production of data" (Ellen, 1984, p. 9).

Methodological beliefs in this thesis are derived from our ontological and epistemological beliefs that have melted into guidelines in how research should be handled and conducted (Antwi & Hamza, 2015; Grix, 2004, p. 32). The guide includes what type of data is required for this type of study and which collection of data tools will be the most suited for the purpose of the study (Rehman & Alharthi, 2016; Daymon & Holloway, 2011; Guba & Lincoln, 1994).

Our methodology is based on the well-founded techniques of the survey as well as the focus group interview. The pandemic and the fact that the focus group participants lived in various parts of Denmark were the primary reason for conducting both the survey and focus group interview online. We as the authors of this thesis want to acknowledge that there is debate on mixed methods containing both qualitative and quantitative data collections. The debate

contains two primary arguments that 1. A paradigm contains one specific worldview and is therefore not compatible with other paradigms and 2. That certain paradigms can only be used in combination with either quantitative or qualitative approaches (McChesney, 2021; McChesney & Aldridge, 2019). However, moving beyond that traditional assumption we believe that the survey can be used in combination with the interpretivist paradigm because as the interpretivist paradigm allows us to understand the complex world from the point of view of the participants. The survey allows us to determine and analyse the scale of the researched issue. Furthermore, the numerical data assisted us in clearly distinguishing and separating the opinions between the researched generations. This thesis will be led by the definition of Guba and Lincoln (Guba and Lincoln, 1994). The paradigm used in this study is interpretivism. This is due to the reason that we as researchers of this thesis wish to observe the attitude and behaviour of our participants that we collect data from as well as a deep interest in the authentic experience of the people. Through interpretation and observation, the paradigm of interpretation tries to understand the phenomenon and trends in society through the meaning that has been given to them (Antwi & Hamza, 2015; Rehman & Alharthi, 2016).

The reason behind using these two techniques can be located in our paradigm of interpretivism where the ontological beliefs do not believe that there is only one reality and truth can exist but several that are susceptible to change because of the social world that live side by side with the individuals that creates it and thereby socially constructed. The answers that we get from the survey respondents will help us analyse the responses and gain a perspective into what further questions should be asked to get a deeper understanding in the focus group interview. This choice can also be found in our epistemological belief that is mirrored in interpretivist paradigm that say reality is made or constructed by the actions of people interact with others and thereby give meaning to their own as well as others' actions (Daymon & Holloway, 2011).

3.2 Research Design

Like with any other problem formulation, together with ours, can be many ways which are dependent on the angle of the paper (Higginbottom, 2009, p. 4-6). We fully acknowledge that there is no picture-perfect way to create a thesis or paper as it all comes down to the context of the research.

Quantitative research provides a way to explain phenomena by collecting numerical data and analysing them. With a quantitative approach the data collected must be numerical, otherwise

the method used is not quantitative (England, 2022, p.71). Then the method used is a qualitative research method. The qualitative research is a solution to provide answers to the collected numerical data from the quantitative research method. This could for example be answers to behaviours, actions, and words (England, 2022, p. 89). Qualitative research method can be used together with every paradigm depending on the angle; however, it is not always the right approach to choose. Whether it is the right one to choose depends on the problem formulation (Daymon & Holloway, 2011). The primary reason we selected the quantitative study design was to collect the larger sample size and gauge the degree to which Danes born between 1965 to 1996 are concerned about their sustainable travel practices and attitude behaviour gap while on holiday. In addition, we were aware that the quantitative information we gathered from the survey would not be sufficient on its own because it would only provide the researchers with a relatively general overview of attitudes and behaviour but not allow us to go in-depth into the details. Therefore, a focus group discussion was conducted to better understand the differences in attitude behaviour among Danish generation X and generation Y regarding sustainable tourism when they are away for leisure travel. And as mentioned in earlier section, the interview questions were based on survey questionnaires.

3.3 Method and Data Collection

In this thesis, we have used a mixed method to collect data as well as to answer the problem formulation. According to Antwi & Hamza (2015), the mixed method approach, it is critical to comprehend both the subjective and intersubjective (linguistic, discourse, sociocultural) and objective (physical and materials) realities in our society. In addition, the writer states that the mixed method is structured in pragmatism's philosophy where it attempts to address the research question by combining both quantitative and qualitative methodologies, methods, or theories in specific research or a series of projects. As described in the above section, we used both quantitative and qualitative research methods to distinguish the Danish generation X and generation Y's attitude-behaviour gap related to sustainable tourism.

The cognition and behaviour are seen to be relatively avoidable and understandable in quantitative study where researchers try to find cause and effect linkages so that they make create statistical prediction and presumptions whereas qualitative researchers frequently see human behaviour as flexible, interactive, and changeable through time and space, and they are typically uninterested in making generalisations beyond specific persons they are studying (Antwi & Hamza, 2015). Furthermore, quantitative methodology is focused with an attempt to

measure human behaviour, gather, and analyse statistical data within an emphasis on the relationships between a limited number of qualities over many cases (Antwi & Hamza, 2015). The questionnaires, surveys, and experiments are used in quantitative research to collect data, which is then updated and tabulated in numbers, allowing the data to be categorised by statistical analysis (Hittleman & Simon, 1997 cited in Antwi & Hamza, 2015; Antwi & Hamza, 2015).

According to Antwi & Hamza (2015) people tend to build their own reality or perceptions in qualitative research methods and these societal values impact how individuals view or explain their environments, what they perceive to be acceptable and inappropriate and how individuals should behave in the society. Furthermore, writers noted that the qualitative approach is concerned with decoding the knowledge of social phenomenon and focuses on connections between a bigger number of variables in a smaller number of options (Antwi & Hamza, 2015). The quantitative results give the evidence or suggestions of patterns and correlations between dependents and independents variables in the mixed method, whereas qualitative methods are utilised to illuminate the cause for such trends and interactions (Ivankova et al., 2006 cited in Árnadóttir et al., 2021). The interviews, focus group discussions, observations are the common method of data collection in qualitative research. In this study, descriptive analysis was used to compare the sustainable behaviours of generation X and generation Y in relation to their international leisure travel rather than using statistics.

3.3.1 Survey

In the quantitative approach, the survey method is one of the most often used and popular ways for data collection. Survey can be defined as *"the collection of information from a sample of individuals through their responses to questions''* (Check & Schutt, 2012, p.160 cited in Ponto, 2015). Survey provides a wide range of ways for recruiting people, collecting data and use of various statistical and instrumentation techniques and survey can be conducted in the mixed methodologies of survey research (Ponto, 2015). Online surveys have several advantages including broad reach, adaptability, a larger sample size, convenience, low or no cost, easy follow-up but there are some potential weaknesses, as well like low response rates, unclear instructions that could result in incomplete responses, confidentiality and security concerns and others (Evans & Mathur, 2005; Ponto, 2015).

In this project, an online survey was used as a primary source of data collection (complemented by an online focus group interview) as it was aimed to produce larger respondents' numbers and more generalise results. The total of 21 questions were made on Survey XACT and they were closed-ended questions as respondents had to choose the answer from limited given options and most of the options were multiple-choice questions and five-point Likert scale as we were trying to find people's attitude and behaviour related to sustainable tourism. Our main aim of the questions was comparing the Danish generation X and Generation Y as well as comparing people's attitude and behavioural gap while on holiday (mostly on leisure tourism).

3.3.2 Questionnaire and measurement scale

The survey questions were framed according to the problem formulation and since our target groups were Danish generation X and generation Y, questionnaires were firstly made in English and later translated into Danish language. The survey consists of 21 questions (Appendix-B). The survey questions were framed from an exploratory phase that includes literature reviews and articles from previous studies. The questionnaires were divided into three sections where respondents at first were asked to select their age or the generations they belong to and if they did not belong to generation X and generation Y then their responses were not recorded.

The first section is about understanding the term sustainability and sustainable initiatives taken at home and while on holiday. The questions were framed from a study done by Han (2021), Dolnicar (2020) and Pereira et al., (2012). Since our project is related with environmental sustainability, Danish generation X and generation Y were asked about their attitude and behaviour at their home and while on holiday. In the second section there were questions regarding sustainable tourism and three dimensions of sustainable tourism (social, economic and environment). The questions and the options for sustainable tourism were taken from a study by Prillwitz & Barr, (2011), Barr & Gilg, (2006), Fernández Robin et al., (2016). In the third section, there were questions regarding the attitude and dissonance of the Danish population towards green accommodations and transportation as well as factors considered in terms of sustainability while on holiday. Though the five-point Likert scale, attitude behaviour gap among people and people's perception on environmental sustainability were asked through choice of means of transportations and accommodation while on holiday and study by Juvan & Dolnicar, (2014), Árnadóttir & Heinonen, (2021), Bamdad, (2019), Kah & Lee, (2015) were taken as reference while making questionnaire for survey.

A five-point Likert scale ranging from agree as scale 1 to strongly disagree as a scale 5 was used to evaluate people willingness to pay more on green transportation, accommodation, people concerned on environment sustainability and factors related to sustainable practices while on holiday. The literature used on these questions were taken from Juvan & Dolnicar, (2014), Baker et al., (2013), Dolnicar et al., (2019), Árnadóttir & Heinonen (2021). Socio-demographic variables plays an important role in environmental sustainability and the vital variables are age, education, sex, and income (Fernández Robin et al., 2016). Lastly there were few socio-demographic questions (gender, annual income, education) (Appendix B).

The survey questions were uploaded in various social media such as Facebook and LinkedIn. The researchers were trying to reach generation X and generation Y through social media especially Facebook, LinkedIn and also personal groups. To get larger responses from generation Y, the survey questions were upload in the educational Facebook groups like spørgekemaer DK, Spørgeskemaer, Undersøgelser (Exsamensproject, Eksamens, Eksamensopgave), Spørgeskemagruppe/Surveygroup, KUA. Similarly, to reach large number of generation X personal facebook groups, local area facebook groups like Brønshøj, Vores Faaborg, Det rigtige Faaborg, Hjælp hinanden i Hoven, free your stuff Aalborg, personal contact etc. The survey was conducted for educational purposes therefore no monetary incentives or reward were given to motivate respondents to answer our survey questions. Hence, the survey was voluntary and the informed consent as well as survey's objective were clearly mentioned prior to responding to our survey questions and the respondents were anonymous.

3.3.3 Focus group interview

A focus group interview is a qualitative data collecting approach where a focus group consists of a collection of people who share certain characteristics and meet to discuss either an issue or subject (Anderson, 1990, p. 241 cited in Rabiee, 2004). The key feature of focus groups is the ability to create data based on the synergies of group discussion (Green et al., 2003 cited in Rabiee, 2004). According to Denscombe (2007) cited in Dilshad & Latif (2013), *"focus group consists of people, usually between six and nine in number, who are brought together by a trained moderator (the researcher) to explore attitudes and perceptions, feelings, and ideas about a topic''* (p. 115). There are several strengths of focus group interviews. Focus group interviews require only a minimal time for both participants and moderators, allowing for the collection of rich qualitative data in a short period of time (Rabiee, 2004). Dilshad & Latif

(2013) claims that the focus groups provide an instant possibility for discussion or explanation on someone's point of view, with the help of other participants. They allow researchers to consider not just what is spoken, but also postures, facial gestures, and other nonverbal signals. Similarly, focus group discussion can help a researcher uncover previously unknown features of the subject under investigation (Rabiee, 2004). Aside from the advantages of a focused group interview, the focus group interview has some limitations. There requires a group of people to conduct focus group interviews but getting everyone together at the same time is tough (Gibbs, 1997 cited in Rabiee, 2004). During a group discussion, a few participants may overpower other members and some members may be influenced by the answers of others, even if they do not agree with them (Rabiee, 2004). Finding the group with the appropriate features for an interview might be tough for the researcher to conduct a focus group interview (Dilshad & Latif, 2013).

We had conducted an online focus group interview via video conferencing, zoom for this project, since our participants were from various cities of Denmark, and another major reason was the ongoing Covid-19 pandemic. We wrote this project as a team, with one of us conducting an interview as a moderator and the other as an observer. The participants' responses were recorded by the moderator and observer by taking notes as well as recording responses online. The responses were later transcribed for data analysis. The open-ended questions were framed for the focused group interview and questions were asked in Danish language where respondents were asked to share their in-depth thoughts on sustainability practices, Sustainable tourism as well their attitude and behaviour gap at home and while on holiday. There were also discussions related to the barriers that they faced regarding sustainable practices while on international leisure trips.

A total of 7 people took part in the focused group interview where four of them were female and three men. Each of the participants completed our survey before conducting a focus group interview. The online focus group discussion was originally meant to be performed containing eight participants in total. The participants were selected through close personal contact. Four from each generation with two women and two men representing their generation. However, unfortunately one man from generation X had to cancel at the very last minute due to complications at work and a woman from generation Y was home alone with a sick child but participated to the best of her ability. Nevertheless, the focus group interview went on with only a few technical difficulties (bad internet connection) and was chosen as the second source

of primary data for deeper understanding of the attitudes and consequently behaviours behind generation X and Y. There are various challenges while conducting focus group discussion. While conducting online interview, the interviewee can feel the need to omit the truth in order to appear good especially while talking issues regarding their behaviour. During our focus group discussion, some respondents were giving much more information on how tourism can be sustainable during holiday rather than sharing their actions during holiday. Some of the participants were more comfortable agreeing with the group rather than giving their own perceptive on sustainable holiday practices. Due to this, we didn't get required answers on how participants were reducing dissonance regarding during their leisure trips.

The focus group interview was held online as well for the sake of convenience as the participants lived all over Denmark, but also to be considerate as many of the participants had never been in a focus group interview and many expressed varying degrees of nervousness. Using the 134 number of responses from the survey and the comments from the seven participants in the focus group interview we analysed and identified key themes. This was done by referring to the theoretical insights from generational theory, attitude behaviour gap, cognitive dissonance theory, and consumer behaviour in relation to environmental sustainability. The transcription of the focus group interview and figures of survey responses can be found in Appendix A and Appendix B.

3.3.4 Survey and focus group participants

In this project, target groups were generation X and generation Y, and their age lies in between 25 to 57 in the year 2022. The total number of online survey respondents were 182, out of which 48 of them belonged to another generation and were therefore discarded. Therefore, the total number of participants for this study was 134 and unexpectedly, both generation X and generation Y had 67 each respondent. The responses of the survey were collected from April 11th to April 25th, 2022. In the online survey, the total number of male and female respondents in generation X were 21% and 79% respectively. Similarly, 28% of generation Y were men and 66% were women. The average annual mean income of generation X was 4,47,388.1 Danish kroner and generation Y was 2,64,552.2 Danish kroner (Appendix-B). In terms of education, 43% of generation X had a bachelor's degree, followed by Ungdomsuddannelse (31%) while the majority of the respondents in generation Y also had a bachelor's degree (49%) but followed by master's degree (40%). After collecting survey data, we conducted an online focus group discussion on 27th of April and it lasted around 1 hour and 15 minutes. The

demographic profile of both survey participants and focus group interviews are presented below in Table 2 and Table 3.

Table 2: The demographic profile of generation X and generation Y

TABLE 2: Demographic profile of generation X and generation Y			
Gender			
	Male	Female	Other
Generation X	21%	79%	0%
Generation Y	28%	66%	6%

Education				
	Intermediate (Ungdomsuddannelse)	Undergraduate (bachelor) Mellemlang Uddannelse	Post-graduate (kandidat) Længere Videregående Uddannelse	Ph.D
Generation X	31%	43%	25%	0%
Generation Y	11%	49%	40%	0%

Personal Yearly Income							
	Below 50,000	50,000-200,000	200,000-350,000	350,000-500,000	500,000-650,000	650,000-800,000	Over 800,000
Generation X	0%	7%	19%	45%	13%	9%	6%
Generation Y	2%	38%	38%	12%	5%	3%	2%

Table 3: Focus Group Participants

TABLE 3: Focus Group Interview Participants			
	Gender	Year of Birth	Occupation
Generation X	Woman (X1)	1980	Insurance consultant - Local Authorities
	Woman (X2)	1976	Senior Relations Manager - SOS Børnebyerne
	Man (X3)	1970	Engineering worker - Louis Poulsen
Generation Y	Woman (Y1)	1985	Ergo therapist
	Woman (Y2)	1991	Yoga Instructor
	Man (Y3)	1995	School Teacher
	Man (Y4)	1984	Automatic Control Technician

In conclusion, an online survey was conducted to collect a significant number of responses (larger sample size) from the Danish population, mostly generation X and millennials. After obtaining the most common responses or generalisation results, we did a focus group interview to know more in-depth knowledge and perspectives of people's attitude and behavioural gaps at home and on holiday. We performed a focus group interview to learn about cognitive dissonance or dissatisfaction and measures taken to reduce dissonance related with environmental sustainability. As a result, we used an online survey to uncover more generic results from a larger target population (both generation X and Y), while the focus group interview provided more comprehensive and detailed discussion on related topics from a limited number of participants. During online focus group discussion, participants were asked about their sustainable practices at home and while on vacation. It was interesting to find that both generation X and generation Y were conscious about sustainability in their daily life, and they were doing their best to save the environment for instance sorting trash, buying electric vehicles, use of public transportations, buying second hand clothes and furniture etc. Further, findings on the online survey and focus group interview are further discussed below in the analysis and discussion sections.

3.4 Ethics

Ethical considerations in the research are considered as one of the most important procedures where a researcher must follow a set of procedures and a set of rules (Bhandari, 2021). In this

research, we have used both quantitative and qualitative methods to collect data where researchers tried to make every effort to safeguard the rights, confidentiality, morality, and well-being (Wiles et al., 2012) of the respondents that we took during online survey and focus group discussion. This research is based on voluntarily informed permission where personal data of the respondents were kept private, and the participants remained anonymous in both online survey and focus group discussion; however, names can be mentioned, unless they expressed a desire to be identified (Wiles et al., 2012).

The obtained data confidentially (Wiles et al., 2012) was assured, and the data privacy was prioritised. In this project, prior to performing both the online survey and focus group interview, the main goal of the data collection was stated. No data would be utilised for personal gain or for any other educational purpose (Bhandari, 2021).

4.0 Analysis

We have attempted to identify the unique patterns of generation X and generation Y. The patterns divided themselves into seven overall themes. Characteristics where both generation X and generation Y would agree and characteristics that were specific to the individual generation. A topic both generations stressed throughout the interview was the human factor. They were all self-aware and honest enough to realise and admit that even though they wanted to be as environmentally sustainable as possible all the time, it was just not feasible. It was phrased very well by participant Y4 (generation Y) from a focus group interview.

"We are also just human so we sometimes think that our little household of two parents and two children will not make that big of a difference but if everyone has the attitude and really wants to do a difference well that is really going to make a difference that can be felt."

The above-mentioned point deepened our insight and understanding into the attitudes and behaviours of generation X and generation Y which will be explored in further detail below with various themes.

4.1 Environmental sustainability

It was interesting to find that both Danish generation X and generation Y were concerned about environmental sustainability. However, from the survey and focus group interview, the proportion of Danish generation X and generation Y who were concerned about the

environment varies in their everyday lives and while on holiday (Table 4). It was not specified prior to the interview to the participants that the focus of this thesis is environmental sustainability.

TABLE 4					
Please think about your daily life, how concerned are you about the environment?				Please think about when you are on holiday, how concerned are you about the environment?	
	Generation X	Generation Y		Generation X	Generation Y
Very concerned	16%	6%		15%	6%
Concerned	49%	52%		37%	23%
A little concerned	31%	37%		43%	54%
Not at all concerned	3%	5%		4%	17%

The environmentally sustainable consumer behaviour commonly consists of green purchase, reusing and recycling as well as resource conservation (Dong et al., 2020; Zhao et al., 2014 cited in Han, 2021). When looking at sustainable acts for everyday life, generation Y's top three answers in the survey were sorting the trash, reducing food waste and use of public transportation. The participants in the interview, furthermore, mentioned environmentally sustainable acts such as buying second hand items and limiting the amount of plastic such as bringing a hemp net when shopping (Appendix A). While generation X did the same as generation Y in terms of sorting trash and minimising food waste, their third preference was to restrict their usage of water and electricity (Figure 2). This correlates with data found in the literature review from the Pew Research Center which points out these generational differences (Pewresearch.org, 2020).

Figure 2: What sustainable initiatives do you do at home?
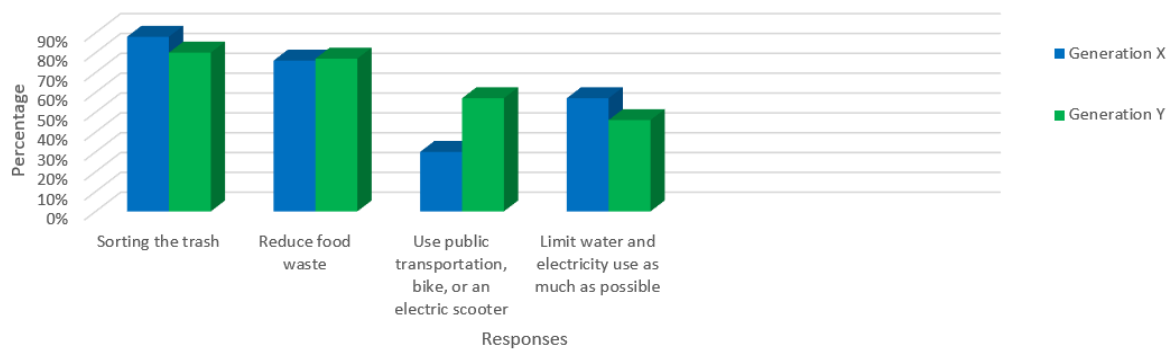
It was additionally agreed upon by the two generations in the interview that it was not possible to do every single environmentally sustainable act at the same time, therefore, the top priorities were the actions where they felt a difference could be made in their everyday life. Participant Y2 from the interview, for example chosen transportation as a top priority by not acquiring a car and therefore, choosing to rely on public transport or a bike to get around (Appendix A; Figure 2). The same goes for participants Y1 and Y4 that they were conscious about environmental sustainability into their transportation and had recently acquired a hybrid car. They further stated that they were solely relying on second hand items for as many things in their everyday life as they can. In their opinion there was no reason to constantly mass produce everything (Appendix A).

Another participant X2 revealed that their family had started thinking about what they were eating and that some of it was harder for the environment to produce and later degenerate (Appendix-A). They further quickly agreed that even though they always had the best of intentions, sometimes it would slip, e.g., when on holiday and out of their everyday life. This could indicate that they are trying to make excuses to avoid potential guilt from their clashing attitude and behaviour. This is known as cognitive dissonance (Festinger, 1957). Cognitive dissonance is a psychological phenomenon where the individual experiences contradicting notions and in so is trying to avoid said notions by justifying the contradiction by either avoiding any information that could prove them wrong because it would cause uncomfortable discord (Tanford & Montgomery, 2015).

From the above explanation on environment sustainability, both generation X and generation Y are more concerned on ecological sustainability at home than while on holiday. The major difference that we found in the survey and focus group interview was at home, generation Y are using sustainable means of transportation (hybrid cars) and using more public modes of

transportations whereas generation X use less means of public transportations in their daily life. However, to be environmentally sustainable, generation X limits the use of water and electricity in comparison to generation Y.

4.2 Sustainable Paradox

Another theme both generation X and generation Y agreed upon was the underlying sustainable paradox. Participant X1 from the interview, admitted that while they firmly believed in sustainability and were focused on doing what they could in their everyday life, the rapidly growing number of electric cars on the roads were thought-provoking. X1 further explained that naturally it was not the electric car itself they found scary but what was inside of it. Namely, the batteries. Because when a battery dies, and it cannot be charged up anymore it will have to be degraded and disposed of somehow by nature. What X1 pointed out here is called the sustainable paradox (Appendix A).

Participant X1 was not the only one grappling with the sustainable paradox. Participant Y4, was also struggling with it in relation to their local authorities that cannot live up to the sustainable goals they themselves have made. By this Y4 meant that their local authorities had asked all of its citizens to sort their trash according to the government's requirements, however, it was later revealed that the local authorities could not handle the enormous amount of trash coming in. They either had to store it somewhere until they could deal with it or have it driven out to another location that had the capacity and technology to handle it. Y4 confessed that sometimes it could make them demotivated to sort their trash because to them it felt like the environmentally friendly action, they had performed by sorting their trash was neutralised by the gas used for the trucks to transport the trash around (Appendix A).

Here both participants X1 and Y4 were showing signs of Festinger's type three cognitive dissonance which is exposure to information. Individuals experiencing this type of dissonance will be motivated to seek out harmonious information to avoid the information that caused dissonance. By this, it means that both participants firmly held a certain belief in mind, but when they were exposed to the correct information that directly challenged both sets of beliefs it reduced the importance of their original beliefs (Festinger, 1957 cited in Wicklund & Brehm, 2013). The participants were at a crossroad, and to reduce their dissonance they will either have to change their attitude or change their behaviour or both.

The sustainability paradox can therefore make it quite a challenging for everybody, individuals and companies alike, wishing to become more sustainable. This lack of information creates a barrier which causes changes in individuals' attitude and behaviour and potentially leading to dissonance. This has been identified in the last few years by several important companies, associations, and organisations (Realdania, 2021; Taenk, 2022; Ecolabel, 2021; Foedevarefokus, 2018; Deloitte, 2022).

4.3 Environmental behaviours at home versus on holiday

Through the survey, it was interesting to find that Danish generation X and generation Y members both at home and on holiday attempted to remain environmentally sustainable in their actions and behaviours.

Human behaviour is a very complex and challenging matter that is affected and shaped by a number of things such as culture, upbringing, and situational factors. It is expressed mentally, physically, and socially by individuals or groups of people who can respond to internal as well as external stimuli. Throughout a person's life some personality traits will stay more consistent while others will change and adapt throughout their life of childhood, adolescence, adulthood, parenthood, and retirement (Farnsworth, 2019; Zabel, 2005, p. 725). With behaviour being partially adaptable it makes room for other types of behaviours to develop. Kollmuss and Agyeman (2002) define environmental behaviour as:

"... environmental behaviour as a type that consciously seeks to minimise the negative impacts of one's activities on the environment." (Kollmuss and Agyeman, 2002).

While there does seem to be a sense of concern for the environment from generation X in both the survey and the focus group interview it is primarily present when they were at home in their everyday surroundings. This correlates with the following questions in the survey where 49% from generation X answered that on an everyday basis they are concerned about the environment, however, when on holiday 37% say they were concerned about the environment. The gap between the concern for the environment between being at home and being on holiday is also visible in the survey answers from Generation Y. Here, 52% answered that they were concerned about the environment when they were at home but only 23% were concerned when they were on holiday (Table 3).

For generation X, at home being environmentally sustainable means sorting their trash, reducing their food waste and limiting the use of water and electricity as much as possible. This correlates with what sustainable actions generation X would consider doing while on holiday. The interesting part is generation X's attitude towards public transport. At home 30% say they use public transport, however, 43% say they would consider using it when they are on holiday. This is a contrast to 24% of generation X saying that they would protect the environment while on holiday by using public transport. Instead, what sustainability acts generation X actually would consider doing while on holiday is saving on room cleaning, eating at local restaurants in addition to buying locally grown produce (Appendix B). The behaviour of generation X is a clear indicator of the attitude-behaviour gap and correlates with how previous studies have found that people behave more environmentally friendly as well as show greater environmental awareness when they are at home compared to when they are on holiday (Palmer, 1999 cited in Hibbert et al., 2013). Furthermore, holidays are the ideal time for conflicts as it removes people from their routines and aids the attitude-behaviour gap according to Rosenblaat and Russell (1975) cited in Hibbert et al., (2013).

The sustainable acts of generation Y at home matched that of generation X in relation to sorting trash and reducing food waste, however, as mentioned under *environmental sustainability* where generation X had more focus on limiting the use of electricity and water, generation Y focused on using public transport (Figure 2). Yet, this pattern does not carry through to what sustainability means to generation Y while on holiday. Here what matters to them is, eating at local restaurants, buying locally grown produce as well as reusing towels and saving on room cleaning, which correlates to generation X. The curious thing here is that out of six options generation Y considered using public transport is the second lowest with 42% (Table 5). As mentioned under *Environmental sustainability,* participant Y2 from the interview has made the choice of not acquiring a car and solely relying on public transport or a bike. Participants Y1 and Y4 were considering other alternatives, such as purchasing second hand goods and furniture, purchasing a hybrid automobile, and only using it when required, as well as further separating their garbage into what is necessary (Appendix A).

TABLE 5		
What is sustainability to you when on holiday?		
	Generation X	Generation Y
Buy locally produced products	63%	57%
Eat at local restaurants	69%	65%
Book an activity from a local operator	9%	23%
Protecting the environment by using public transport or renting a bike	24%	42%
Reusing your towels as well as use the "do not disturb" sign to avoid unnecessary laundering	87%	51%
Reduce the use of plastic	49%	46%

When going on a holiday, being sustainable starts with the planning. One of the initiatives that can be done is choosing a destination closer to home. Not only will it limit the travel time but also reduce the individual carbon footprint. Another thing that can be done is choosing one longer holiday over several shorter ones (DW.com, 2021; Albeck-Ripka, 2020). For generation X, the majority with 30% remained neutral in the choice of choosing a destination closer to home but was closely followed by 27% disagreeing (Table 6). The choice of planning one longer holiday instead of several shorter had 36% of generation X answered disagree and 28% remained neutral. Similar answers can be seen for generation Y regarding choosing a destination closer to home as the majority of 32% remained neutral but was also closely followed by 25% disagreeing. However, this is where the two generations vary as 38% agreed but 37% remained neutral for generation Y (Table 7).

During holiday, generation X were more concerned in saving water and electricity (82%) while generation Y were more interested in using public transportations and renting bikes (69%). It was interesting to find out that 78% and 74% of generation X and generation Y respectively

were concerned about minimising food waste and plastic waste while on leisure trips (Table 8).

TABLE 6: Choose a destination closer to home (shorter travel time)		
	Disagree	Neutral
Generation X	27%	30%
Generation Y	25%	32%

TABLE 7: Choose one longer trip over several shorter trips			
	Disagree	Neutral	Agree
Generation X	36%	28%	19%
Generation Y	18%	37%	38%

TABLE 8: How likely are you to consider doing these sustainable initiatives while on holiday?					
Limit water and electricity as much as possible					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Generation X	0%	6%	10%	52%	30%
Generation Y	3%	17%	25%	29%	26%
Reduce food and plastic waste					
Generation X	0%	3%	19%	45%	33%
Generation Y	0%	11%	14%	46%	28%
Use public transportation or rent a bike					
Generation X	0%	7%	27%	43%	21%
Generation Y	0%	12%	17%	35%	34%

To sum up there is an indication that there is a link between an individual's motivation and their sustainable behaviour (Han et al., 2011 cited in Baker et al., 2013; Deloitte, 2022). It indicates that the more positively aware an individual is about their own sustainable lifestyle the greater chance of the individual maintaining their environmental habits that follow up on their positive attitude towards buying green products.

4.4 Two generational cohort's dissonance regarding green accommodation

According to Han et al., (2011) cited in Baker et al., (2013), the consumers' intentions to buy green products are positively correlated with their environmental awareness and attitudes. These environmentally friendly consumers are willing as well as determined to stay at a green hotel. Looking at the survey data, 49% of generation X and 37% of generation Y believed that tourism could be more sustainable when tourists book green accommodations (Figure 3).

Figure 3: Book a certified green accommodation
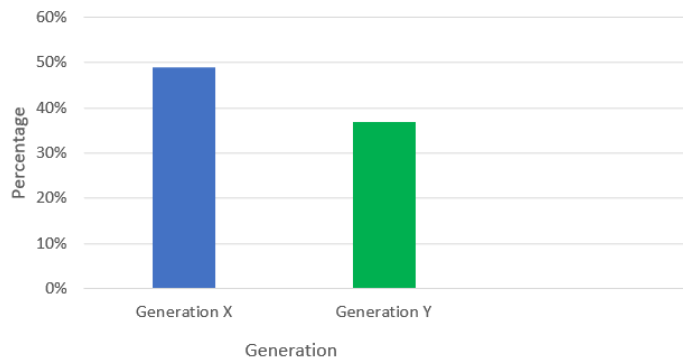
As so it was interesting to find that 31% of generation X claimed that they did not know enough about green accommodations and ecolabels, although there are various logos within the tourism industry. This would explain why 43% remained neutral regarding willingness to make a reservation. It was of further interest to find that most of generation Y respondents claimed the same as generation X of not knowing enough about green accommodations. However, 20% of generation Y were willing to make green hotel reservations where respectively 23% strongly disagreed and 23% disagreed and therefore, a combined of 46% were not interested in doing so. In relation to that, it was revealed in our focus group interview, that generation Y did not prioritised green hotels and had different opinions on green accommodation. Yet, as mentioned above 37% of generation Y believed that the tourism industry will be more sustainable if they book green hotels (Table 9 & Table 10).

TABLE 9: I am familiar with green accommodations and the industry's green labels such as the green key label			
	Strongly Disagree	Disagree	Neutral
Generation X	10%	31%	30%
Generation Y	37%	34%	8%

TABLE 10: I am more likely to stay in a green hotel that employs green practices than a non-green hotel			
	Strongly Disagree	Disagree	Neutral
Generation X	9%	24%	43%
Generation Y	23%	23%	29%

Below are two responses from the focus group interview.

Y4: "Yes, even though it probably would not be the biggest factor for me, it is signalling that the hotel is thinking in a modern way and is attempting to do something."

Y1: "Green hotels have no place in my mind when I consider where to book for my holiday. Here it is again the practical factors taking centre stage, because I think about what is the most practical with smaller children, and what I think fits into our family holiday in terms of booking a hotel. Maybe I will think more about it when the children are older but for now, no. It is all about having smaller children and thinking about what is best for us and most convenient and practical."

Price and luxury also displayed major factors to book green hotels for both generation X and generation Y. This correlates with Laroche et al., (2001) cited in Baker et al., (2013) that discovered that an individual's environmental sentiments are substantially linked to their willingness to pay extra for a green product. According to Baker et al., (2013) an individual's intention to pay extra for a product may be influenced by his or her beliefs and concern about the seriousness of environmental issues. Therefore, an individual's environmental awareness and willingness to pay extra for green efforts have a significant correlation to where the notion of discomfort connects with green measures and works against the willingness to pay extra. However, Tang & Lam, 2017 cited in Agag et al., 2020 claim that some people are hesitant to pay extra for green efforts and products as they believe that green products are pricey and of poor quality. Through the survey, more than 67% of generation X and 50% of generation Y

responded in a neutral manner when questioned whether green hotels are more expensive and less luxurious than non-green hotels (Figure 4).

According to Hedlund, (2011)

"...*many ecologically sustainable tourism alternatives are more expensive than their less sustainable counterparts. Hence, tourists need to be willing to pay more in order to be more ecologically sustainable."* (p. 279).

Figure 4: I find green hotels are costly and have less luxuries than non-green hotels

From the focus group interview, it was found that participants from both generation X and generation Y had positive attitudes towards green logos and that they could be a deciding factor to choose green accommodations. Furthermore, it was fascinating to find out that, if generation X through a search engine could find a green hotel that fulfils all of their requirements, then, there would be a high probability that they would be willing to pay extra for the green hotel in comparison to choosing a non-green hotel.

X1: "If you find a hotel that fulfils the demands you have for your summer holiday and you find two hotels that cost almost the same, I for one would be willing to pay a little bit extra for the green hotel if it fulfils all the requirements I have."

Unlike generation Y, generation X also had positive attitude on green accommodation logos displayed as the first option on websites of search engines.

X2: "That would be absolutely brilliant if they were forced to show that like the information label on the back of food products. It would be wonderful if it was a requirement. But then you would also have to make it a requirement across other industries as well as to make sure there is still fair market competition. But it would be wonderful if it was not something you needed to remember when you were looking for accommodation, but something that was a natural part of it."

However, according to participant Y3:

Y3: "The only thing I am worried about in relation to the markings of the different industries is that there will eventually be too many markings or logos. I am worried because you talk about a united logo for cruise ships, hotels, aeroplanes etc but they are completely different industries. If you start releasing logo on logo eventually people will be so fed up, they do not care anymore and we will be back to square one. People will see it and that will be that. No action."

Participants Y3 further noted:

Y3: "...a united logo will be very difficult to do because it will have to straddle different and complex industries and if you start making logo after logo and what they stand for it will be way too big of a deal for the common tourist to deal with when they want to go on a holiday abroad."

To sum up, it is clear from the above explanation that neither generation X nor generation Y are aware of green accommodations. For both generations, booking a green accommodation while on holiday is not an important factor. However, generation X are more positive and willing to book green hotels if they fulfil their requirements while on holiday. They are even ready to pay a little extra to green hotels and positive attitude towards eco-labelling and green logos on green accommodation. While generation Y choose their accommodations for their vacation based on convenience for their family as green hotels were not a significant consideration for them. The convenience and practicality were the most important aspects for generation Y. In contrast, they believe that the travel and tourism sector can be sustainable if travellers stay in green accommodations while on holiday. This displays attitude behaviour gap among both generations regarding booking sustainable accommodation while on vacation.

4.5 Dissonance concerning transportation among generation X and generation Y

As mentioned previously cognitive dissonance can be explained as confliction notions where the gap between an individual's intentions and actual actions. If the individual experience a conflict between their attitude and actions it can cause great discomfort while will in turn make the individual seek to minimise that discomfort by modifying either the attitude or behaviour (Festinger, 1957; Kah & Lee, 2015; Festinger, 1964 cited in De Vos & Singleton, 2020).

For generation X that dissonance can be seen in the question where generation X were asked in their opinion how tourism could become more sustainable. Here they showed conflicting notions. Here, they said that they believed in limiting the number of towels provided as well as booking a green hotel and using public transport while on holiday. Yet, the option of adding green fees on transport scored a very low percentage of responses. This could indicate that while generation X believes that tourism could become more

TABLE 11: In your own opinion, how could tourism become more sustainable?		
	Generation X	Generation Y
More green taxes on transportation	28%	51%
Use the public transportation while on holiday	61%	63%

sustainable with using public transport, but they were not interested in paying extra for it (Table 11). This can be linked to the paragraph regarding *Two generational cohort's dissonance regarding green accommodation*, where the individual's sentiments in relation to the environment is linked to them being in an agreeable state of mind to pay extra (Laroche et al., 2001 cited in Baker et al., 2013). In turn the willingness to pay more is closely connected to the individual's environmental concerns which for generation X is highest when they were at home but not while on holiday.

This does not correlate with the 34% of the respondents answering that they were not concerned about the environment when it comes to transportation during their holiday. And in spite of that 55% said that they would

Figure 5: Which modes of transporation do you generally use while travelling to your destination?

ultimately look for the cheapest flight for their holiday (Table 12). Which is also shown in that generation X preferred flying as their most used means of transport for going on holiday followed by car and train. The picture is a little different while on holiday as generation X's preferred means of transport was a car followed by train and bus (Figure 5). From the focus group interview, it was discovered that comfort was the primary element for generation X when it comes to transportation.

TABLE 12: Accommodation					
I am not concerned about the environment when it comes to holiday travel					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Generation X	9%	34%	30%	24%	3%
Generation Y	11%	28%	18%	37%	6%
I am aware about environmental sustainability however I look for low-cost airlines for my holiday					
Generation X	4%	15%	19%	55%	6%
Generation Y	5%	11%	9%	40%	35%

X1: My immediate thought is comfort. You take the aeroplane because it is easy and convenient instead of spending 20 hours in a car getting to Southern France. For us it is definitely about counterbalancing the comfort and what is easy. There are many other aspects like time, money and so on but comfort is one of the biggest.

When generation Y were asked the same question, how tourism could become more sustainable, it revealed a willingness from generation Y to still use public transport even though they had to pay extra for it. This can be seen from the responses from generation Y as their responses were, '*use public transport while on holiday*' and '*more green taxes on transportation*'. It also correlates with the aeroplane being generation Y's preferred mode of transport while going on holiday, and the bus and train being the preferred modes of transport while generation Y is on holiday (Figure 6).

Figure 6: Which modes of transort do you use while on holiday?

In line with this 40% of the generation Y respondents said that even though they were aware of being sustainable they would still ultimately choose the cheapest flight (Table 12). This points in the direction of a price sensitive generation where affordability is at the forefront of their minds. Interestingly, 28% of generation Y claimed that because they couldn't avoid using a car in their everyday life they tried and used public transport while on holiday to offset their CO_2 footprint (Table 13). Here

generation Y is showing signs of cognitive dissonance as they chose to prioritise the price over the environment. By doing so they experienced conflicted notions between their attitude and actions so to relieve some of the possible guilt or discomfort they attempted to do something about it, by using public transport while on holiday.

TABLE 13: I use my car in my daily life but choose public transportation while I am on my holiday to reduce my CO2 footprint.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Generation X	9%	30%	33%	19%	9%
Generation Y	15%	25%	25%	28%	8%

Even though protecting the environment is the most important part of sustainable tourism to generation X with 73% and 57% for generation Y, price played a determining role in choosing their modes of transportation (Figure 7). Both generations were conscious about environmental sustainability nevertheless they seek cheap flights for their leisure travel, as 84% of generation X and 83% of generation Y choose air travel as the most dominant means of transportation to reach their destination

Figure 7: Environmental respect

(Figure 4). This shows an attitude behaviour gap among both generation X and generation Y as air travel reduction is known as one of the most effective ways to decrease individual CO2 emissions (Ivanova et al., 2020 cited in Árnadóttir et al., 2021). This was also noted by Czepkiewicz et al., (2019) cited in Árnadóttir et al., (2021) that out of all the different kinds of public transportation, CO2 emissions from aeroplanes were the dominating one as an individual would annually emit 3 tonnes CO2.

4.6 Reasons against sustainable actions

While both generation X and generation Y showed positive intentions in the survey to bring their sustainable habits with them while on holiday, the participants in the focus group interview revealed that reality was a bit more mixed. Participant Y3 explained that even though

they had the best of intentions of maintaining their sustainable habits while on holiday it would sometimes unintentionally slip.

Y3: "It is honestly fifty-fifty. You are after all on holiday, and you do not walk around thinking of your everyday routine from back home where sorting your trash and other sustainable habits kick in. On top of that you are missing your regular opportunities to sort the trash, especially if you are staying at an Airbnb or a smaller hotel…"

And participant Y1 further agreed and explained:

Y1: I think it has something to do with the fact that you are on holiday, and you are in an unknown place so for me it has something to do with not knowing where or how you are supposed to sort your trash in this destination. Also, when you are on holiday you are more relaxed than when you are not in your regular surroundings where your everyday life is already set in a routine and know this is how we do things. Being on holiday is something I believe makes you feel more relaxed, and you think very little about everyday matters because you are in this unknown place…"

According to the *Sustainability & Consumer Behaviour* report from Deloitte, 2022 one of the reasons for not adopting a sustainable lifestyle are related to lack of information followed by it being difficult or not made available to them. Deloitte's findings pointed in the direction of giving people better access to information as well as presenting better availability of sustainable options (Deloitte, 2022). Being in an unfamiliar place can also be seen as a barrier as explained below:

X2: "…if there is no obvious trashcan around you for plastic or metal. I mean I would like to get rid of them sustainably, but I also cannot collect 42 metal cans in my hotel room. So, in that way it is a barrier, because at home you know exactly how and where you can get rid of them. It is not the same when you are on holiday, so if it is not made easy for you it becomes a barrier…"

Other sustainable barriers experienced by the participants of the focus group interview revealed barriers like an annoyance of being overwhelmed with plastic bags when the participants were out shopping as well as what they imagined must be big amounts of food waste from the buffets. To counteract this the participants came up with different solutions for the plastic bags including inducing a fee for the plastic bag like there is in Denmark. For the buffets ideas

included smaller plates, colour coded places, a chip system, or a set price per a certain amount of food on the plate. Participant X2, mentioned a new place they had visited where the customer paid a set price for eating at the restaurant and were thereafter allowed to order whatever they wished from the menu. However, a fee would be imposed for every piece of food left on the table. The participant revealed that it made the group think twice about how much they ordered as they did not want to pay double for their food (Appendix A).

To sum up this section, both generation X and generation Y were self-aware and honest enough to realise and admit that even though they wanted to be as environmentally sustainable, it was just not possible. Even though the reason for this variation from person to person is a common theme was that the everyday just had to work and sometimes that happened at the cost of environmentally sustainable principles. The unfamiliarity with the new place or destination, lack of information on sustainable practices such as recycling, reuse and waste management as well as the pursuit of relaxation and pleasure during leisure travel acted as a barrier for Danish generation X and generation Y to act environmentally sustainably while on international leisure trips.

4.7 Factors affecting generation X and generation Y while on holiday

The second part of our problem formulation is the factors affecting generation X and generation Y attitude behaviour gap while they are on holiday. The desire, time and relaxation, price and practical factors are explained below.

4.7.1 Desire Factor

The desire factor is a factor that covers the part of the behaviour where the individual is more ruled by their desire of what they want to do and not what they should do. It is a factor where both generations quickly agreed with each other when asked if an international holiday had more appeal than a national one. Through the survey it was found that generation X and generation Y mostly travelled to international destinations before the pandemic. It was interesting to find that the majority of generation X with 43% travelled domestically, yet only 34% travelled internationally both once a year. The majority of generation Y also travelled once a year. Nationally with 31% and internationally with 37%. Yet, 25% of generation Y

travelled both nationally and internationally twice a year (Table 14). From this we found that generation Y travelled more for leisure vacation in comparison to generation X.

Through a focus group interview, it was found that, for both generation X and generation Y's level of desire is highly dependent on the kind of vacation they are on.

X1: "We like going on ski holidays and that is a little difficult to do in Denmark, so we have to go outside the borders of Denmark. But I will say we primarily are looking for holidays internationally outside. A ski holiday in Denmark is not possible and if you want to be guaranteed nice weather it is typical to go South because the Danish summer weather can be very temperamental."

TABLE 14: Travel frequency

Before the pandemic how often did you go on holiday domestically?

	Less than once a year	Once a year	Twice a year	Three times a year	More than three time a year
Generation X	10%	43%	24%	10%	12%
Generation Y	23%	31%	25%	15%	6%

Before the pandemic how often did you go on holiday internationally?

Generation X	22%	34%	22%	12%	9%
Generation Y	18%	37%	25%	9%	11%

Participant Y4 from the focus group interview even went as far as hypothesised that what type of holiday and the location of the holiday the individual wants and desires whether that be international versus national, a package holiday versus ski holiday, or a road trip depends on the individual's social inheritance.

Y4: "I think sometimes it also has something to do with your social inheritance in relation to what kind of holiday you like. If you are used to taking the aeroplane down to a package holiday, then that is what you will also do when it is your time to choose your holiday. Some people grew up taking the car on their holiday and there can be special, emotional memories attached to that, so it becomes more attractive to you. I personally think it is strongly linked to your social heritage and what type of holiday the individual person will choose."

However, when asked about it all the seven participants in the focus group interview, admitted that sustainability was not in any way a deciding factor in the decision-making process of where

to go for your holiday. That was completely ruled by desire and the emotional factors of what sounded good to them. Y1 on the other hand, while admitting that it was not a deciding factor for them right now either, said that perhaps with time in the future it would change and X3 admitted that even though money was not tight for them and their partner it was more about what they wanted and desired at a given moment that weighed heavier (Appendix A).

This in combination with the participants' earlier claim of always wanting to do the correct environmentally sustainable thing is a clear indication of an attitude behaviour gap. This can be seen in what the participants say they are doing and what they are actually doing does not match up. Only as long as it is convenient for the participants (Bamdad, 2019). This fits with previous studies found on the topic. And according to Prillwitz and Barr (2011) if an individual has a varied perspective on life meaning they see their everyday day in one way and their time away on holiday as 'special time' then that could cause an otherwise environmentally conscious individual to behave differently. They further note that for the individual it could be less daunting changing their behaviour at home in their natural environment compared to when they are in an unfamiliar place. The unfamiliar barrier was something both generations recognised as a pattern of their own (appendix A).

4.7.2 Time and relaxation factor

Time and relaxation are considered two vital factors where people tend to have conflicts among their thoughts and actions. This could also be seen among generation X and generation Y. It was a barrier for the participants as they felt they had no time to relax and get acquainted with the sustainability policy of the destination before they had to return home. This can be seen in the quote below from Y4 from the focus group interview.

Y4: "It also has something to do with the time factor. When you are on holiday you are there for a limited amount of time, and you do not feel you have the time to familiarise yourself with the time schedule for a bus or train. It is a lot easier to get in a cab. So, the time factors play a role in that you do not want to sit and waste time by waiting for the right sustainable solution to come by. It is about using your time most efficiently when you are there." (Appendix A)

Participants X1, X2, Y1 and Y3, further agreed. Y3 explained that even though being sustainable is key to them they also do not feel like there is enough time for environmentally sustainable habits while on holiday and the focus, therefore, remains on getting the most out of the time you are there. So, things like sustainable transportation slips into the background. Y1

added that even though sustainability is such a big part of their identity ever since the respondent was a child, they admitted that if being sustainable was not made easy for them while they were in an unfamiliar place then it would not happen.

"...when you are on holiday you are more relaxed and when you are not in your regular surroundings where your everyday is already set in a routine and know this is how we do things" (Appendix A).

The respondents pointed out that while they themself is very visual, they could imagine it was the same thing for other people. Y3 concurs and further points out that because being sustainable is not something we are used to being while on holiday it is important to get a constant reminder while learning a new habit. Most will not want to do it despite knowing that their behaviour can put a strain on the environment of the holiday destination (McCool, 2016; Butler, 2007, Poortinga et al., 2004 cited in Prillwitz and Barr, 2011).

Y3: "I also believe if you do not get that constant reminder then you are quickly going to forget it again even though that is not your intent. When you are on holiday, you relax, and you forget." (Appendix A)

The same goes for the environmentally conscious tourist that could be experiencing cognitive dissonance but have become skilled in decreasing the dissonance by using one or more of Festinger's three ways in which cognitive dissonance is formed and lessened. This could either be through changing existing or alternative beliefs, adding new beliefs, or reducing the importance of the belief in order to either avoid or reduce the dissonance and the feeling of guilt (Festinger, 1957). The participants were all very focused on not wasting time while they were on holiday because the time spent there was already too short, they just wanted to relax, be spoiled, and have a good time before returning to their everyday lives. Another strong reason given by the participants was that they lack information when they are on leisure tourism. With the environmental situation the way it is, it is important that people bring their environmentally sustainable habits with them while on holiday as it will not do to only be sustainable while at home. Therefore, the analysis draws on the chosen theories to better understand the attitude behind the behaviour.

4.7.3 Economic Factor

The economic factor (price) is considered as the most significant factor that explains peoples' unsustainable practices. The participants in generation X and generation Y from the focus group interview acknowledged that their individual economy influenced the decisions they make while on holiday. That makes the economic factor an important factor to keep an eye out for in combination with the practicality factor that can take priority over the above-mentioned factors of desire, time, and relaxation. More on the practicality factor down below. The survey findings revealed that while on holiday only 18% of generation X found that price was an important factor in comparison to 55% of generation Y (Table 15).

TABLE 15: What practical factors play a role for you when choosing where to go for your holiday? (1 is the highest and 5 the lowest)

Price					
	1	2	3	4	5
Generation X	18%	33%	31%	15%	3%
Generation Y	55%	17%	17%	5%	6%

The participants discussed several circumstances when the economic aspect had been prioritised. For X1 and X2 they would both be willing to pay extra. X1 for comfort and X2 for easy transport around the holiday destination. When asked about it X1 said they would be willing to pay a bit more for a green accommodation if the green accommodation fulfilled all the requirements they had for an accommodation. X2 on the other hand was not so sure they would do the same if it was them as they admitted falling back into their old non-environmentally friendly habits when things would become rough and uncomfortable (Appendix A, p. XX).

For generation Y it became clear that Y2 and Y3 were more generic i responses, particularly when it came to transportation. As previously indicated, Y2's decision to avoid purchasing a car had made the respondent more conscious than ever of finding affordable prices on public transportation. (Appendix A). Y3 acknowledged that they were willing to accept several layovers when flying if it was the cheapest option, even though they knew it would put an extra strain on the environment (Appendix A). For Y4 and Y1 it was more about payment and luxury. Y4 disclosed that if they had paid for something even though it was something that did not mean that much to them, they would use it as much as they could while they were there and for Y1 it was a question of allowing themself to feel and get that sense of luxury while they were on holiday. An example that was used was that if they came back from the beach and their towel was a little dirty then they would without hesitation ask the hotel for a new one. Y4

agreed but also said that if that changed and the hotel required the guests to pay for example €2 for a new towel then they would think twice about it because they felt that the money used on fresh towels could be spent on something much better during the holiday (Appendix A).

Regardless of the reason behind wanting to feel that luxury like Y1 or prioritising easy transport like X2, what is shown here is several clear examples of attitude behaviour gap. The participants made a very clear distinction that according to Becken (2007) is quite common to other tourists that also distinguishes between their daily lives and their holiday. Becken (2007) also discovered that while on holiday the tourists tended to be less inclined and ready to adjust their behaviour and that the tourists' holiday attitude and behaviour as well as important cognitions did not represent their current attitude and behaviour that Becken (2007) would call a psychological gap. This habit of coming up with an excuse when people are not able to or want to behave in an environmentally conscious manner is something Buckley (2011) cited in Juvan & Dolcinar (2014) as well as Juvan & Dolcinar (2014) also came across in their respective research. Nicolau, (2011) cited in Baker, Davis & Weaver (2013) concurs and adds that people's behaviour is highly influenced by the residual cultural context they live in, however, while they are on holiday the tourists are influenced by the cultural environment, they are in. All the above mentioned matches the participants from our interview and survey.

While both generations agreed that the economic factor could make them go back to their non-environmentally habits, generation X generally seemed less price sensitive and more willing to pay extra for green products as well as green accommodations compared to generation Y. For generation Y the price factor had priority and overshadowed other factors.

4.7.4 Practicality Factor

The last and final factor is the practicality factor that straddled various socio-economic differences between the participants but that everyone agreed upon. This can be seen in X2 and Y1 that are both part of a small children family. They both agreed that whatever happened when on holiday things just simply had to work no matter what. Everything else was down prioritised. Y1 formulate it like this:

"We also have more focus on the practical matters when we are on holiday. It needs to be practical when you travel with smaller children. We do not compromise on that…" (Appendix A).

For X2 the family takes presence:

"…if you have smaller children they take presence over your sustainable principles, because everything just needs to work…"

That these two participants experience an attitude behaviour gap is of no surprise to Palmer (1999) cited in Hibbert et al., (2013) as they believe it is possible for an individual to have more than one identity through their life. Rosenblatt and Russell (1975) further argue that holiday time is the perfect time for the different identities an individual can have during life to come out and cause conflict for the individual. If the conflict within the individual is not taken care of it could lead to cognitive dissonance that refers to conflict between an individual's attitude, beliefs, and behaviour (Festinger, 1957; McLeod, 2018)

The practicality factor also affected other areas of the holiday like for X3 and X1, that despite going on different types of holidays, both said they took the car to the destination and then left it there while on holiday. X3 said that when they and their partner went on a big city holiday to, for example Copenhagen, they would leave the car there and use the metro to get around. Same goes for X1 when they and their family visits Copenhagen. X1 further went on and explained that they normally do not drive to their ski destination. But if they did, they would leave it at the cabin and not use it until it was time to return home. X2 nodded in agreement and agreed with X3 and X1 saying that they and their family had used public transport on more than one occasion while on holiday but that it had always been a principle of practicality and not of environmental sustainability. Y2 was of the same opinion indicating that despite wanting to prioritise environmental sustainability more while travelling, practicality in combination with the economic factor, mentioned above, overshadowed everything else in their decision-making process (Appendix A).

Several of the participants expressed that if they were to for example start sorting their trash and take the public transport more while on holiday it needed to be made more practical and available to them. It was suggested that the accommodation provide available maps of public transportation and the associated schedules as well as maps of places where tourists could dispose of their recyclable trash. Participant X2 firmly believed this could help more tourists in sorting their trash while they were away on holiday, because as X2 formulates it:

X2: "…if there is no obvious trashcan around you for plastic or metal. I mean I would like to get rid of them sustainably, but I also cannot collect 42 metal cans in my hotel room."

However, Y3 was not convinced and expressed their concern over the material and the accuracy of the maps. And further noted that for example paper would be so easy to misplace or forget. Another concern for Y3 was that it would require quite the commitment from tourist destinations to add a lot of strategically placed recycling stations that would give the tourist easy access.

According to Juvan and Dolcinar (2014) tourists in general have a positive attitude towards the environment and do not deliberately want to behave in a non-environmental way. However, as the participants from the focus group interview showed, it is possible to have one point of view until you have a new one. It seems that they are coming up with excuses for them not to behave accordingly to their attitudes, creating a gap, resulting in cognitive dissonance where excuses are formed to avoid the guilt (Festinger, 1957; (Holmes, Dodds & Frochot, 2019; Dolnicar, 2010 cited in Holmes, Dodds & Frochot, 2019).

5.0 Discussion

Based on the findings from both the survey and the focus group interview it can be argued that both generation X and generation Y had a positive attitude towards sustainable tourism and generally wanted to behave in a sustainable manner while they were on holiday. However, the findings also disclosed that the sustainable behaviour was heavily influenced by where the individual found themselves. This is referring to the stable sustainable behaviour the respondents and participants are portraying at home in their local environments. That sustainable behaviour is greatly challenged when on holiday. The situational and practical factors played an important role for both generation X and generation Y while on international leisure travels. They all believed that they had sufficient knowledge about environmental sustainability and sustainable practices, however, their attitude, knowledge and behaviour while on leisure holiday were inconsistent. It was difficult to distinguish whether they were actually trying to be sustainable or making an excuse as on holiday tourists are driven by the tourist cultural environment (Nicolau, 2011 cited in Baker, Davis & Weaver, 2013). According to Rosenblatt and Russell (1975) cited in Hibbert et al., (2013), holidays are the ideal time for conflict and aids attitude behaviour gap among people as being on holiday brings people closer together, modifies their routines, and removes agreed upon norms, values, knowledge, and borders.

In the survey, the respondents were asked about their understanding on sustainability, sustainable tourism, and their travel behaviour. It can be argued that the sustainable holiday behaviour already starts with the planning of the holiday such as choosing a destination closer to home to reduce the amount of CO2 emitted in combination with booking one longer holiday over several shorter ones. A shorter holiday is here defined as 1-3 overnight stays where a longer holiday is 4 overnights stays or more (Danmarks Statestik, 2021). Both generation X and generation Y answered disagree to neutral in choosing a holiday destination closer to home despite of them having a positive attitude towards remaining sustainable while on holiday. Both generations also preferred using the aeroplane as their most used means of transport for going on holiday despite the aeroplane being the transportation that emits the biggest amount of CO2 Czepkiewicz et al., (2019) cited in Árnadóttir et al., (2021). Generation X were also not interested in booking one longer holiday instead of several shorter ones, however, generation Y showed a positive attitude towards it. That gives an indication of generation X experiencing a bigger attitude-behaviour gap than generation Y that seem more inclined to follow up on their attitude than generation X. Despite common belief booking one longer holiday is actually more sustainable than booking several shorter ones as the one holiday will generate less CO2. This is regardless of the choice of transportation. It would of course generate less CO2 the closer the holiday destination is to home as well as what kind of activities are being done on the holiday (DW.com, 2021; Albeck-Ripka, 2020). It is worth to keep in mind that generation X did not grow up with the fear of an environmental crisis, but generation Y did (foedevarefokus, 2018; Scanlux-packaging.dk, 2021).

Previous studies have discovered two main barriers that prevented otherwise sustainably motivated individuals were cost and lack of information (Deloitte, 2022; eco-label.dk, 2021; taenk.dk, 2022; realdania.dk, 2021). This also became clear during our findings. Some of the barriers the participants experienced that prevented them from adopting a more sustainable lifestyle while on holiday were for example the many plastic bags they were given when shopping, lack of trash cans to sustainably sort their trash, food waste and lack of public transport. It could be argued why generation X and generation Y have not themselves sought out information to maintain their sustainable lifestyle while on holiday, one could be generation X that has not grown up with the fear of environmental crisis and have had to learn throughout life and generation Y that despite having a deeper knowledge are very price sensitive. From the survey, we found out the mean income of generation Y is almost 50% less in comparison to generation X. Second, it could be because the internet is a jungle of information to sort

through. A jungle of information that can be tough to sort through even for the more seasoned researcher. The average individual of generation X and generation Y would most likely not have the necessary tools to do so and would wait for the information to be made available. The findings of this study, therefore, point in the direction of the information that needs to be made ready, easy, and available for generation X and generation Y.

In this study, the attitude behaviour gap regarding environmental sustainability of Danish generation X and generation Y are shown through cognitive dissonance theory. Cognitive dissonance is a psychological phenomenon (Festinger, 1957) which outlines the emotions that people experience while they have conflicting notions, and they seek the justification for their beliefs or avoid concepts or others that present opposing opinions since feeling discord is uncomfortable (Tanford & Montgomery, 2015). According to Festinger, there are three different types of dissonance formed in an individual. An individual can experience dissonance when he or she must select among alternatives, second is forced compliance behaviour and the last is response to the available information or the response to the conflicting stimuli (Festinger, 1957 cited in Wicklund & Brehm, 2013). During our focus group discussion and survey, the Danish generation X and generation Y mostly formed dissonance while they were on holiday due to forced compliance behaviour and lack of information as well as excuses that they are on leisure travels. When people do not behave as environmental conscious tourists, they feel unhappy about it; however, they quickly come with an excuse so that their guilt does not get in the way of enjoying holiday relaxation (Buckley, 2011; Juvan & Dolnicar, 2014 cited in Dolnicar, 2020).

Becken (2007) noted that tourists make a clear distinction among their holiday trips as something unique in relation to daily lives and the writer discovered that tourists on holiday are more likely to lack readiness to adjust toward more sustainable holiday travel and have a poor sense of personal responsibility. Similarly in our study, we have found that both the generation X and generation Y had made a clear distinction between their home and while on vacation behaviour regarding sustainable practices. They were more environmentally sustainable at home than while on vacation. In our focus group discussion, generation X and generation Y faced conflicting notions on sustainable principles and its practices due to challenges such as lack of information at new places, lack of proper sustainable tools like adequate number of trash cans in touristic areas, no pant system, forced to buy plastic bags, lack of connecting public transportations in actual tourist destinations. They seemed to have

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forced compliance dissonance as they were willing to be environmentally sustainable but due to above challenges in the destination, they were not able to be sustainable. Here participants were showing dissonance as their knowledge and behaviour on sustainability was different while they were on leisure trips. It was found that both generations were reducing their guilt to be not sustainable by adding new thoughts of excuse as they were totally in a new place only for a few days and an individual cannot make big differences as the destination lacked sustainable tools. Furthermore, they argued that the sustainable tools were not made easily available which became main barriers for both generation X and generation Y to become sustainable on leisure trips. The practical factors (family priorities over sustainability) mattered the most for generation Y whereas convenience (more use of cars) for the generation X.

In our survey data, it was found that despite having knowledge about sustainable tourism, generation Y doesn't prefer to book green accommodations as they are more expensive and less luxurious, and search for low-cost airlines when travelling. They prefer using public transportations both at home and while on holiday but are unwilling to pay extra fees for environmentally friendly and sustainable products. The income of tourists displays tourist behaviour and considered as strongest predictor to behave environmentally friendly and visitors are even willing to pay an extra cost to ensure that their travel behaviour is environmentally sustainable (Dolnicar, 2006; Dodds, Graci & Holmes, 2010 cited in Holmes, Dodds & Frochot, 2019). The annual mean income of generation Y is less than generation X. For Danish millennials, price is the primary consideration followed by practicality factors (Family needs over sustainability). This inconsistency among generation Y displays attitude behaviour gap. The generation X were willing to pay extra on green accommodations and book environment friendly flights for their holidays. As generation X's mean annual income is double in comparison to generation Y. They were willing to pay extra cost to save the environment, however convenience is a primary factor as they prefer to use private cars and planes at home and while on holidays. This displays the attitude behaviour gap among generation X.

According to Festinger, an individual forms dissonance and tries to reduce it either by changing attitude and behaviour. In our study, Danish generation X and generation Y lessen their dissonance by altering their behaviour and have a number of justifications for not acting sustainably during leisure trips. The first part of our problem formulation is what attitudes do Danish generation X and generation Y have towards sustainable tourism and how are they matching up with their travel behaviour? From our study we have found that both generations

have positive attitudes towards environmental sustainability in their daily life and they are happy about their actions as they are taking environmental considerations at home. However, while they were travelling to international destinations for leisure tourism despite sustainable concerns and willingness to practise their sustainable habits, both generation X and generation Y were not environmentally sustainable due to some challenges (lack of information). The second part of problem formulation is the factors affecting their attitude behaviour gap while they are on holiday. The economic factor (price), emotional factors (rest and relaxation, convenience, travelling for short time), practical factors (prioritise children's needs, escape from daily routine) highly affected their sustainable behaviour. It was interesting to find that while the emotional factor played a vital role for generation X whereas generation Y considered practical and economic considerations while travelling to international leisure trips.

5.1 Limitations and Practical implications

It is also important to note that while the findings of this thesis retrieved through the survey and the online focus group interview gives a general picture. The findings cannot be said to be representative of the entire Danish generation X and generation Y. It is risky to put the two generations in a box and claim it is characteristic for everyone as there will always be someone that has chosen a different path in life (Pewresearch.org, 2020; Grønhøj, 2014; Carpenter, 2022; Bruening, 2019; Kow, 2018; Levinsen, 2021). An example can be found in the answers from generation X and generation Y on whether they would choose a destination closer to home and one longer holiday over several shorter ones. Here the answers from both generations were very close to one another indicating a more variated picture. Some things to be mindful of regarding the sample size from the survey is that it is on the smaller size as well as it is containing more answers from female respondents.

For the online focus group interview the participants were all of close relation to one of the authors. However, the participants were only informed of the topic and the duration of the interview prior to the online focus group interview taking place.

5.2 Practical Implications

The particle implications for this thesis can be seen in the gap in the sustainable behaviour at home versus on holiday in that many tourists do not bring their sustainable lifestyle and ensuing habits with them. This leaves a lot of room for wondering as to why that is and how come their

holiday behaviour is so different. It is clear that the change will not solely come from the tourists themselves and that it is therefore important for every stakeholder within the tourism industry to participate. Tourism policy makers or local authorities can benefit from this as the findings revealed that one of the biggest reasons for the participants to not maintain their sustainable lifestyle was lack of information and available sustainable tools such as trash cans both inside the accommodation as well outside in tourist sites, proper public transportation options, as well as less use of plastic. The information on this could assist the tourism policy makers in how to best assist the tourists in maintaining their sustainable lifestyle while at the same time aiding the tourism destination.

There are fewer academic articles on Danish tourist travel behaviour and this study provides Danish generation X and generation Y attitude and behaviour gap regarding environmental sustainability. This study found that people living in various parts of Denmark have sustainable practices in their daily life.

6. Conclusion

The present study analysed the attitudes of Danish generation X and generation Y towards sustainable tourism and the factors affecting their attitudes and behaviour while they are on international leisure holiday. The inconsistent attitude behaviour gap at home and while on holiday regarding environmental sustainability of Danish generation X and generation Y are shown through cognitive dissonance theory. The mixed method of data collection was done to find the attitudes, behaviour, and dissonance among the participants through online survey and focus group discussion. The research showed that the Danish population generation X and generation Y were engaged in some actions that are environmentally sustainable at home and have taken various sustainable initiatives. It was interesting to find out that both generations were practising their sustainable principles in their daily life. They were conscious about waste management, recycling, more use of public modes of transportations, limiting water and electricity use, buying second hand clothes and furniture, and reduction of plastic bags. They were happy with their actions and concerns about their environmental actions. However, during their leisure travel, despite having sustainable knowledge on sustainability and sustainable tourism, both generations were not practising their sustainable habits while they were in the actual tourism destination. They overshadow the guilt of being unsustainable due to factors like cost (expensive to book sustainable travels), emotional factors (rest, relaxation, and pleasure) and lack of information (forced compliance behaviour).

The findings revealed that there is not as big of a difference as first expected among Danish generation X and generation Y living in Denmark. One of the biggest differences found between the two generations was that while generation X were generally willing to pay a little bit more for sustainable products and services, it was not the same for generation Y. Generation Y in turn were in general more willing to be sustainable but as mentioned if it affected the price. The generation Y were more positive on using sustainable modes of transportation while on holiday, however generation X preferred to use their car or rented private vehicles. The major factors affecting their sustainable habits were factors such as desire, money, time, and practicality. Each of the factors influenced the participants in different ways, causing them to falter from their otherwise sustainable behaviour. It was clear from the focus group interview that if the tourist destinations want the tourists to act more sustainably then the destinations must begin thinking about ecologically sustainable practices. The participants from the focus group discussion had no objections to act sustainably if the destination has proper tools and facilities to become environmentally sustainable.

During our focus group interview, the participants of both generation X and generation Y argued that they were aware of environmental issues and tried to act sustainably on their trips, but they encountered various challenges. The main barrier both generations mentioned was lack of information due to which they had forced compliance dissonance. The participants desired to be environmentally conscious and behave ecologically friendly while on vacation, but they were prevented from acting accordingly due to unfamiliarity of the location as well as lack of information. This could be in the shape of different coloured trash cans in the hotel rooms, additional garbage cans in the public places, information about it at tourist information centres, tour guide companies and so on. The participants were more conscious about food waste reduction and waste management. In the focus group discussion, respondents were comparing the system they have in their home country regarding sustainable practices like sorting garbage, waste management, pant system, using public transportations as much as possible, limiting water and electricity use etc. However, no steps were taken to resolve the dissonance they had during their leisure vacation. The respondents expressed no desire to alter their travel habits and no sense of responsibility for not being sustainable in the tourist destinations as they were reducing their dissonance by giving justifications that the touristic culture of relaxation and free from routine work outweighs environmental sustainability and their sustainable practices. The sustainability was not the major consideration, while choosing

the destination as well as while they were in destination. However, there lies a dilemma whether generation X and generation Y are being sustainable due to economic constraints or whether they actually have a positive attitude towards environmental sustainability at home or while on holiday.

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Appendix

Appendix A: Focus Group Interview

Transcribing of focus group interview – 27.04.22

Originally the focus group was supposed to be made up of four participants from generation X and four participants from generation Y, however due to unforeseen circumstances, one of the participants from gen X had to cancel. Another participant from gen Y was home with a sick child but tried to participate as best as possible.

<u>C1: Okay, we will start out gently by asking what you generally think about sustainability and what you feel about it?</u>

Y4: Sustainability is an important thing that I think we need to take seriously going forward. And we can correct a lot of things in regard to taking care of the nature and the biodiversity and not have this extreme use of plastic and all the other things that are artificially made and cannot be decomposed by nature in a way that naturally will take way to many years in relation to the production time there is. Things need to be done in such a way that the world can keep up and in a way that is natural for us. It is something that is important to us and to me and is something we take very seriously in relation to sustainability.

<u>C2: Is it something to practise in your everyday life?</u>

Y4: I think in the last few years we have sorted a lot of plastic and done extra compared to what is required to do in handling trash and sorting plastic even though we know it is not yet a requirement for us to do. We believe we might as well do it now even though no one is telling us to do it. Regarding transportation, we only take the car when it is necessary. We do not take unnecessary trips, but that is primarily because of the financial situation that we do not drive around the country just because we want to.

Y1: I also want to mention we recently bought a hybrid car, so we have tried and thought a little alternatively regarding transportation. I mean I grew up in a household where I became very influenced by the environment I grew up in sorting trash and my parents have always been way ahead of others and the rest of the country in relation to sorting their trash and other things like that. We even had an herb garden, so I am very influenced by the environment I grew up in so I am really passionate about sorting our trash and our children have almost entirely only worn second hand items and have only as far as possible bought used baby items and other second baby stuff. We really try and think about what it is we buy and what it is we do.

Y4: We are also just human so we sometimes think that our little household of two parents and two children will not make that big of a difference but if everyone has the attitude and really wants to do a difference well that is really going to make a difference that can be felt. So, it is kind of like rings in water, right? We feel we are doing our bit and then we hope the neighbour will do the same and so on so everything can become better.

X1: I believe that we also…

Y4: It is also one of the reasons that we…

X1: I believe that we also have come quite far in relation to the next generation that others have mentioned, because they are growing up with sorting trach and only using the car when necessary, turning down the heat when you open a window and so on. We do ours to bring it on to the next generation. We no longer use plastic bags when we go grocery shopping, you bring your own shopping bag. So, our children are exposed to sustainability from early childhood.

C3: What do the rest of you think about sustainability?

X2: Well, I also think that all the things that have been mentioned so far are very important and true and also something that we practise in our little household with sorting our trash. We MUST sort our trash, we have an incredible amount of trash cans, and we will get even more in the coming years which I think is totally fine and really good. I cannot imagine anyone thinking sustainability is not important because we have by now really thoroughly and objectively proven that sustainability is a thing. The world needs us to do something so that we all can continue to get something to eat in the next 50 or 100 years. So, it is really important. We have also slowly started thinking about what it is that we are eating, that there are some foods that are harder for the planet to produce and harder to process afterwards. So, this is something we have slowly started to introduce in our home even though it is challenging with two small children. Somehow, they do not think lentils are the coolest to eat.

C4: Does anyone have anything to add? Maybe someone that has a different view on sustainability? Has anyone perhaps changed their viewpoint as we have all learned more along the way?

X1: Yeah, I think we have. You only need to turn on the TV or the radio and then there is almost always something about sustainability. Of course, along the way you become influenced by that and all the nudging you are being exposed to with the many repetitions. These will along the way become an unconscious action. So yeah, I believe in one way or another we have all become conscious about what we think about sustainability on an everyday basis. There are also some families and individuals that think a lot more about gas, or electricity, or maybe even meat. I believe at some point we will all move from point A to point B. We cannot do everything at the same time, but as long as we are doing something, one thing at a time, before we know it, we are doing a lot more than we think.

C5: Has it at some point become too much for all the things we are being told through the media? Have you felt stalked at some point?

X2: No, I do not believe so.

Y4: No, not at all.

X1: No, me neither. Not at all.

Y4: I think that some of the initiatives are coming in the wrong order in relation to that authorities are asking a very big number of people to do the right thing and sort their trash, but then you find out that that they are not even ready to handle the enormous amount of trash that it will bring and that it will just be stored somewhere. That can be very demotivating for those of us that are trying to do something extra for the environment by sorting our trash and so on. That the technology are not even ready to handle the enormous amount of trash can be very demotivating when you hear stories how the trash have been transported somewhere else because the technology and capacity cannot keep up and then they spend a big amount of gas and energy to move it somewhere that can handle it and have the technology for recycling plastic or glass or something else. Using all that gas is not appropriate. When something like that happens you feel like they should have thought it through better and done some testing before they start handling enormous amounts of trash they cannot deal with anyway. One step at the time as you say. The only thing we can do at this point is continue to do ours and hope for the best. Hopefully that someone will throw in some time and money into seeing the opportunities and making the best out of it.

X1: I have to admit I very much agree with what you are saying in regards to if society is not ready for it. I also think it is a little scary with all the electrical cars that have and will be driving on the roads for many, many years because when the battery is dead and will have to be changed it will have to be decomposed by nature. That is something I have not realised until now and all the reading I have done about it says it is going to be very, very hard for nature to decompose these batteries. Maybe even harder than us driving around in gas and diesel cars because it is supposedly not the same environmental strain. Nothing is cost free. It is somewhat of a paradox and there are many examples of it.

C6: How environmentally conscious are you generally in your everyday life? Do any of you have some examples of how you think sustainability into your everyday life?

Y2: In my everyday life I feel like the area where I can make a difference is transport. I have made the choice not to get a car. So, the way I get around is by biking, taking public transport or walking. I bike for example 15km to get my child to day-care and the same with getting to work. As the other participants have mentioned you cannot do everything so you decide where the area is, I can make the biggest difference and work your way from there. So, this is where I feel I can contribute with something.

C7: Are there others that have another point of view on sustainability in their everyday life? We have heard about food and transport.

Y1: There is also recycling and second hand. The thing of not always buying new stuff, because there are a lot of really nice things out there and nothing is wrong with it. Take for example old furniture and make them new and exciting with very little funds. There are so many nice things out there we do not need to go out and mass produce a lot all the time.

X2: I also believe that this has become one of the parameters for me when I shop, not the most important one, but a factor. Especially if I shop online and have the opportunity to check out the company's own sustainable profile. I am maybe a little biassed as I work with this, but I believe that a rising number of people are doing the same thing and becoming more conscious about where the things they are buying are coming from. That the companies can no longer only compete on price and quality. That there is an attitude but also an ethical codex in the choice of company you choose to spend your money at. So, in a way it gradually becomes part of your daily consumption pattern.

C8: Have you changed your consumption pattern compared to when you first heard about sustainability and climate change and where you are now?

X2: Yes, because gradually as we become more enlightened and conscious and gradually as things are being mentioned more and more to us it starts becoming common knowledge and we start noticing all the little places in our everyday life where it is present and plays a role. It is something I do myself and I can imagine others are doing it too. We will also start noticing it in our spending habits as well.

C9: How often do you go on holiday? Are we talking five times a year or once a year?

X2: Can you be more specific? Holidays can mean many things. When your family lives in Jutland, but you live in Copenhagen, does that count for a holiday as well?

C10: You can say that, but we were thinking more along the lines of Easter holiday, Summer holiday and so on.

Y4: Well, I think that will be three to four times a year for us

Y1: Or more

Y4: A couple of trips internationally and a summer cottage two or three times so it will be between three and five times. Approximately.

X1: When there is no covid-19 we would like to travel

Y4: absolutely.

X1: It will also be around three times a year here. Winter, Summer, and Autumn.

Y3: Approximately one time internationally and two times nationally.

C11: Is it more important for you to travel internationally and nationally? Does international travel have more appeal?

X1: That really depends on the type of holiday we are going on. We like going on ski holidays and that is a little difficult to do in Denmark, so we have to go outside the borders of Denmark. But I will say we primarily are looking for holidays internationally outside. The last couple of

years we have been holidaying in Denmark for obvious reasons with our children and it has been great showing them some of Denmark. Denmark is an amazing country, and we are so lucky having it beneath our feet every day. But, as I mentioned before, it depends on the type of holiday. A ski holiday in Denmark is not possible and if you want to be guaranteed nice weather it is typical to go South because the Danish summer weather can be very temperamental.

<u>C12: When you go on holiday both international but also national do you think sustainability into your day when you are on holiday?</u>

Y3: It is honestly fifty-fifty. You are after all on holiday and you do not walk around thinking of your everyday routine from back home where sorting your trash and other sustainable habits kick in. On top of that you are missing your regular opportunities to sort the trash, especially if you are staying at an Airbnb or a smaller hotel. Plus the countries that you are visiting might not have the same focus on sustainability or they might sort their trash in a different way. I think it has a lot to do with when you are on holiday you are on holiday and every now and then you are reminded of it by seeing trash laying in the streets or when passing by an attraction where you can see it been worn down by human interaction and you think to yourself it is so sad and horrible, and then you become hungry and the hunt start for food instead. I think it is being forgotten on the holiday, simply because your brain is on holiday too.

<u>C13: What are the rest of you saying? Is this something you recognise?</u>

Y4: I can definitely recognise the bit where you do not think about sustainability or think we have to be sustainable while we are on holiday. I think you are being reminded of the contrasts to Denmark by for example trash in the streets and you think to yourself that it is so sad for the streets to look like that and thankfully it will never look like this in Denmark. But for example, if you are in a big city or some other place with a lot of people you can almost taste the pollution in the air. For example, if you are on a big city holiday you can really see the contrast between Copenhagen in comparison to Paris or Budapest. It is another experience completely, where you taste the pollution in the air, and you can see the number of restaurants in comparison to... It is hard to explain. You can sense that some places have a heavier focus on sustainability compared to other places. It is just something you notice when you travel internationally.

Y1: We also have more focus on the practical matters when we are on holiday. It needs to be practical when you travel with smaller children. We do not compromise on that, so if we want to rent a car, we do, if that is what makes more sense to us. If we take public transport, it is because that is what makes more sense to us, the same goes for if we take the car on holiday or fly. So, it is definitely the practical aspect and what is more convenient for us that takes centre stage when we have smaller children.

<u>C14: Could you be more tempted to take public transport if it was more accessible, if there were ready metro cards, train, and bus schedules and so on ready at the holiday accommodation sites?</u>

X2: You mean when you travel abroad?

<u>C15: Yes.</u>

X2: We have done that regularly, but it has not been in consideration to the environment. That has been because it is so much easier to take public transport when you are holidaying in a small mountain village, than driving around in a rented car. Also a lot of destinations in Southern Europe have a very nice infrastructure for public transportation. And yes, I also agree it has something to do with the convenience element. Especially as someone mentioned if you have smaller children, they take precedence over your sustainable principles. Everything just needs to work, so walking a kilometre to the nearest bus stop is not happening.

<u>C16: So, when you are on holiday it is more the practical matters that take presence in comparison to make the everyday while you are on holiday work?</u>

X2: Yes, I would say that. Because you would like to relax now that you are on holiday and not making it an entire project getting out of the door.

Y4: It also has something to do with the time factor. When you are on holiday you are there for a limited amount of time and having to familiarise yourself with the time schedule for a bus or train is too much. It is a lot easier to get in a cap. So, the time factor plays a role in that you do not want to sit around and waste time by waiting for the right sustainable solution to come by. It is about using your time most efficiently when you are there.

X2: I thought of something else now that we are talking about international travel and sustainability. In relation to pollution, there has been an increasing trend with places advertising that they only serve locally produced food. It has created a total hype around breakfast buffets only consisting of locally produced marmalade and honey from the local farm's beehive and so on. It is also sustainable that they are using local produce instead of having it flown in from South America or something. That is another direction you can think of in terms of sustainability even though I do not think it will contribute to whether I choose to eat at that place or not. It is something I notice though and think that it is nice that they think in that direction. I tell myself that because it is locally produced it is just a little bit extra sweet and delicious. Higher quality.

<u>C17: That could potentially add to the attraction?</u>

X2: Yes, it is just a little bit more exquisite than something that was packaged 42 days ago in Guatemala. However, it is not for certain that it will taste better for that reason.

X1: I totally agree with you X2, I also think in relation to transport, and how you get yourself from point A to point B and so on, depends on the type of holiday. If you are going on a package holiday, you choose to fly, and maybe you get a rented car because you want to visit the coast or something. But if you choose a big city vacation, which we have tried several times, there is no way we want to take a car into the madness that is big city traffic. So, that is the place where we use the metro or shuttle buses a lot, because in this way you also see more of Paris, London

or wherever you are. Their public transport system is a lot better than here in tiny Denmark. So, I believe that it also lives up to the requirements about being sustainable even though nobody has thought about it because it has been like this for years. And as I mentioned before I do believe it is connected to the type of holiday and destination you have chosen. If you are on a ski holiday you drive up there and leave the car there because you have a cabin and bring everything you need from home because things are very, very expensive there, especially in Norway and Sweden. So depending on the type of holiday you can ride on the sustainability cloud without really knowing it.

C18: What do you think X3? Can you recognise some of the things that have been mentioned by the others?

X3: Yes, I would say I do. I think when my partner and I are on big city holidays we walk around a lot. Sometimes we plan a day where we start out by taking the metro and back. But sometimes we like to walk around in a neighbourhood and end up walking back.

C19: If you for example were on holiday in a suburb and the public transport was better extended and improved than they are today could you in the future be more tempted to leave the var because it is easier to take the bus or train because you are in a touristy area?

X3: Well you do not have to go further than to Copenhagen. We normally drive over there, and then leave the car somewhere, where it stays until we leave again. We move from point A to point B by metro or by foot.

C20: Is it something you think about that it is more sustainable to take the train or walk in comparison to taking the car or is it more the practical factors affecting that choice?

X3: No, it is not. It is simply because it is more practical for us to move around like that.

C21: How about you Y2? Is this something you consider when you are on holiday?

Y2: I consider it every weekend. It is the way I move around when I am on holiday, especially when I travel as much as I do. I travel almost every weekend as my partner lives in Sweden, so I do not know if I would call that a holiday, but it is a lot of transport. What I did before I had my child, I would use a lot of hitch hiking otherwise a lot of public transport. I have to admit that for me it is about….

A lot of static noise on the line and I have trouble hearing what Y2 is saying. We struggle for a moment to make the sound work.

Y2: Can you please repeat the question for me?

C22: Do you think sustainability into your holiday or is it more the practical matters ruling?

Y2: The practical and the cheapest in relation to my finances which I have to admit plays a very big role.

We are asking because we have seen in our survey that the vast majority have answered that they are more environmentally conscious when they are at home in their regular surroundings, and it sounds like it is a behaviour you all can recognise. Do you have an idea how it can be that you are more environmentally conscious when you are at home compared to when you are on holiday?

Y1: I think it has something to do with the fact that you are on holiday and you are in an unknown place so for me it has something to do with not knowing where or how you are supposed to sort your trash in this destination. Also, when you are on holiday you are more relaxed than when you are not in your regular surroundings where your everyday life is already set in a routine and know this is how we do things. Being on holiday is something I believe makes you feel more relaxed and you think very little about everyday matters because you are in this unknown place. It would be too demanding having to get fully acquainted with how they sort their trash in England if that is where you are going for your holiday. Do they sort their plastic or how does that work? So, I think because it is so unknown it makes a big difference for us. Stuff like being sustainable in a country or destination you haven't been in before is very challenging.

Y4: It is also psychological in some way if you are in a hotel and you see this enormous and delicious breakfast buffet, it is so easy putting too much on your plate because you simply want to try everything causing you to have a lot of leftovers left. That could be a big contributor to food waste.

Y1: The same goes for towels. If it is a little wet and dirty because you have been to the beach you toss it in the hamper and ask for a new one.

Y4: Totally. You want a little bit of luxury, because now you are there and you have paid for it, then you also want that extra service in the shape of a new and fresh towel. You are on holiday and you just want to feel good and relax so you forget all the good habits you have at home. It is all about psychology. If the new towel for example would cost 20kr or a couple of euros pr. Day, then you would suddenly start thinking about asking for that new towel because the money for it could be spent on something way nicer during your holiday. So, as a tourist you are very controlled by your economy. But, if it is a free service, then you want it because you are on holiday.

24C: That actually leads me to my next question: whether you are experiencing any barriers, such as sustainable barriers when you are on holiday? For example, you want to do the right thing for the environment but have experienced challenges in doing so when on holiday?

X2: No, then it would have to be like the others have mentioned if there is no obvious trashcan around you for plastic or metal. I mean I would like to get rid of them sustainably, but I also cannot collect 42 metal cans in my hotel room. So, in that way it is a barrier, because at home you know exactly how and where you can get rid of them. It is not the same when you are on holiday, so if it is not made easy for you it becomes a barrier. The same thing if you are out shopping and they give you a plastic bag, I mean it is three years since I have been travelling

internationally, but I assume they still do this. Here in Denmark, you no longer get a plastic bag even at the pharmacy unless you ask for it. It becomes a barrier because you accept that plastic bag even though you do not want to because you forgot your fancy hemp net back in Denmark that you use when shopping.

25C: You are kind of already talking about my next question about how it can be a barrier that you do not know where things are, maybe the destination has another policy on how to sort the trash?

Y2: For me it is about bottles. The thing to me that hurts my heart the most is the lack of a pant system like we have here. It is something only a very few countries are practising, and for someone like me that drinks a lot of juice and smoothies I have to just throw out that bottle. It really hurts my heart that there is no pant system or something like that. Especially because it works so well here in Denmark, so it is something I notice and is irritated by.

26C: Perhaps if your destination, whether that is a hostel, hotel, or Airbnb had a map over the metro, a map of where the closest recycling plant was and so on you would be more inclined to recycle and sort?

X1: I mean for me it would make a difference if I am at a hotel or other holiday accommodation where I will be met in the reception with a map over the metro like they have over attractions. That if I'm told if I go shopping and I want to dispose of my plastic bottles there is a container just around the corner. Or maybe they are trying something new where they have different little trash cans in the hotel room so you can sort your trash and the cleaners will come and take it when they clean your room. So, to me it would definitely make a difference because it is kind of like that at home where there is one trash can for plastic and another for glass and so on.

Y3: I think it is also important to keep the distance in mind, because it could really mean a lot. If you for example have a map over Madrid and there are only 25 cycling places then I do not belive it is going to help that much plus there is also the material of the map. If you are giving it in paper form, it is easy to lose, or you forget it in your hotel room. Perhaps the spots are badly marked or something else. I also believe if you do not get that constant reminder then you are quickly going to forget it again even though that is not your intent. When you are on holiday, you relax, and you forget.

27C: Is that something anyone else can recognise?

Y1: For me it is all about clarity when I am out travelling. If it is not clearly marked that this is how we do it here in this country, it slips. In Denmark there are some hotels that have a really nice system with colour coded trash cans for different kinds of trash in your hotel room. It needs to be very clear for me how things are done, otherwise it is difficult for me to know what to do with my trash because I am not in my normal surroundings.

28C: Is there anyone that has some tips or tricks to when they meet a challenge like sorting your trash while on holiday what they do to make it happen anyway?

Y4: That would be easily accessible because there are many places where you can get rid of your trash, no matter whether it is plastic, glass, paper, or regular food. Trash cans and the like needs to be easily accessible and easy to spot so you do not have to hold on to your trash for too long. Nobody wants that.

Y3: It also has something to do with a pant system that was mentioned earlier. If there is a kind of smart pant system where you could get some euros in cash for turning in your trash instead of just dumping it. It would get rid of your trash the right way like we do here in Denmark. Of course, there needs to be places in different neighbourhoods to target the most people. In general, cash seems to really motivate people.

Y4: For example, if you are in Paris or London and you have a metrocard with some money that you use to get around with and they put up a pant system at the entrance of the metro you could get the pant money directly on your metro card instead of having to deal with cash or not having a bank account in thar country because you are on holiday. In that way you actually get something out of returning your plastic and glass bottles.

29C: So, the trick with having a carrot at the end of the stick actually helps?

Y4: Yes, because we are all controlled by our economy so if there is a little benefit for you then you want that benefit. It is the same system here in Denmark where you want the pant from your pant bottles. You do not just toss it if there is pant on it.

30C: Is there anyone else that has considered something similar where they have tried something really annoying while on vacation that they do differently at home in relation to sustainability?

X2: I for one think it is super annoying if you are on holiday and they basically throw plastic bag after plastic bag at you. It especially happens if you are grocery shopping, and because the quality of the bags is bad and you cannot have that much in them, you really get quite a lot. Often, they are completely free, which I think is wrong because we are so used to paying a fairly high price for them here in Denmark. They have become so high by now you do not want to bother with it, so you make sure to bring your own grocery net from home like X1 said earlier. That is definitely something I notice in a way I did not just 10-15 years ago.

X1: That was because I was thinking it has become such a normal thing for us having the high prices for a plastic bag that it is second nature bringing your own grocery net. I also started thinking about the buffets' that were mentioned before and is something we all meet when we are on holiday. They must have a lot of food waste on a daily basis. Maybe something can be done? Because we have all fallen into the trap of getting up to refill your plate for the third time during this dinner which is totally overkill but there is so much delicious food that you paid for and now you need to try it. It is a very human thing to do. I think we have all done it and will do it again, but perhaps something can be done where you put a limit on how many times you can visit the buffet during each meal, so the accommodation does not have to throw out perfectly fine food that has not been touched. Maybe you can have a specific-coloured plate

for the first and second time, I am not sure how to do it, but it happens especially during the summer holiday in these big hotels with people on a package holiday that takes too much food that needs to be thrown out. Same goes for drinks being wasted. So, maybe a system where you only have access to the buffet a limited number of times.

X2: Or smaller plates.

Y3: Maybe only give people a single plate that costs a certain price that people can reuse so the accommodation can save on dish washing.

X1: Smaller plates is a good idea or getting two chips handed to you when you enter the buffet area that you can use for entering the buffet twice and then the accommodation expects the guest to be full.

X2: I was out eating at a restaurant recently, and they have a very inspirational business model as they solved the food waste problem in a very smart way. What they did is that you paid a certain price and then you could order whatever you wanted from the menu. However, if you could not finish your meal you would have to pay extra for what was left on your plate. For example, paying 10kr extra for every piece of sushi left on your plate, which I think was brilliant because everything looked so good we wanted to order everything. But because we would have to pay extra for what we could not eat we controlled ourselves. I was thinking you could do the same thing with buffets. Because X1 is totally right with the enormous food waste from buffets that have to throw the food out because it's been out for three hours and cannot be sold anymore. It is just awful to think about.

X3: We also tried visiting a place where you had to pay for each gram you put on your plate. You would then weigh the plate and pay a fixed amount for every 100 gram you had taken. It was the same for breakfast, lunch, and dinner. We would always do the breakfast, but it variated with lunch and dinner. The principle of you paying for every 100 gram you put on your plate causes you to think about what it is you put on your plate and not just throw it out afterwards. So, I think that could also be a solution.

31C: They are all some really good ideas. We have by now talked about sustainability and the factors that could potentially affect the choice in what you do while on holiday but have these sustainable factors ever affected the choice in where you went on holiday?

X3: No, not at all.

X1: No. No, cannot say it ever has.

32C: That choice is ruled by where you want to go?

X1: Yes, it is. Perhaps we will all become more conscious in the long run. But for me and my family it is not something we consider when we book our holiday unfortunately.

Do not worry about that. There is no right or wrong answer here. What we also noticed in our survey is that the majority answered that they either did not care or just did not think about sustainability when they were booking their accommodation whether that be a hostel, hotel, Airbnb, a summer cottage or something else. Would you be interested in booking for example a green hotel if there was a specific logo showing that this hotel was green? Think about the green keyhole logo you can see when you go grocery shopping.

Y4: Yes, even though it probably would not be the biggest factor for me, it is signalling that the hotel is thinking in a modern way and is attempting to do something. It could also contribute to the feeling that this hotel knows what it is doing and is behaving in a professional way which I think could have a say in where I choose to book. If they have a modern way of thinking in relation to sustainability, then hotels cannot be all that bad.

Y1: It is completely different for me. It has no place in my mind when I consider where to book for my holiday. Here it is again the practical factors taking centre stage, because I think about what is the most practical with smaller children, and what I think fits into our family holiday in terms of booking a hotel. Maybe I will think more about it when the children are older but for now, no. It is all about having smaller children and thinking about what is best for us and most convenient and practical.

Y4: True, but it does signal that the hotel knows what it is they are doing, I believe.

Y1: Sure, it does, but it is not something I think about right now.

Y4: Such a logo would also make it safer and more comfortable making that choice. Because you have a standard of what you can expect.

X1: I think it can make a big difference if they are marked if you for example are looking for a holiday through Spies or Momondo. If you find a hotel that fulfils the demands you have for your summer holiday and you find two hotels that cost almost the same, I for one would be willing to pay a little bit extra for the green hotel if it fulfils all the requirements I have. So, it could make a difference, otherwise I agree with what Y4 and Y1 are saying that you choose the hotel that best fulfils your requirements from the search. It is not something I am specifically looking for, but as I mentioned before if two or three hotels came up that were almost the same, I would most likely choose the green options.

C: What if these search engines were required by law to show the green accommodations first would that be something that could nudge you in the sustainable direction?

X2: That would be absolutely brilliant if they were forced to show that like the information label on the back of food products. It would be wonderful if it was a requirement. But then you would also have to make it a requirement across other industries as well to make sure there is still fair market competition. But it would be wonderful if it was not something you needed to remember when you were looking for accommodation, but something that was a natural part of it.

C: What if instead of a logo was a point system where you could see how many sustainable stars the accommodation had? Just like we currently have with restaurants. Could that be a deciding factor?

Y1: Absolutely. The more visual things are the better as well as accessible. That would definitely be essential for me.

C: What about you X3 and Y2, is it something you could consider?

Y3: The only thing I am worried about in relation to the markings of the different industries is that there will eventually be too many markings or logos. I am worried because you talk about a united logo for cruise ships, hotels, aeroplanes ect. but they are completely different industries. If you start releasing logo on logo eventually people will be so fed up they do not care anymore and we will be back to square one. People will see it and that will be that. No action.

C: So, you are thinking of one logo for hotels…

Y3: I am thinking more in the lines of that a united logo will be very difficult to do because it will have to straddle different and complex industries and if you start making logo after logo and what they stand for it will be way too big of a deal for the common tourist to deal with when they want to go on a holiday abroad. And if that is the only holiday you are taking during the year then I believe it is only a very few tourists that will sit down to try and understand all the logos. The next question will be on how to measure it. Because with the current star system we have now a hotel can have 5 stars and still be pretty bad. I am just worried that everything will be lost in translation for the tourist, but otherwise it is a pretty nice concept especially if it could be presented for the EU.

C: Just a last question before we close the interview. We discussed how to choose a means of transportation while going on holiday, but how about when you are on holiday? Why did the choice fall in this particular kind? Is it something specific that makes you choose the car over the aeroplane or train when you are on holiday?

X1: My immediate thought is comfort. You take the aeroplane because it is easy and convenient instead of spending 20 hours in a car getting to Southern France. For us it is definitely about counterbalancing the comfort and what is easy. There are many other aspects like time, money and so on but comfort is one of the biggest.

Y3: That and **price** for me. Because when you talk about aeroplane travel there are a lot of people, including myself, that will choose the cheapest you can get. This usually means a lot of stopovers which I can imagine, will be extra rough for the environment compared to flying direct. Sometimes flying direct is not even possible even if you have the money for it.

Y1: It is also about what type of vacation you dream about. If you want the car holiday, or the package holiday with an aeroplane or something else. It is also dependent on the length of your

holiday. If your holiday is shorter there is a bigger pressure to get the most out of it and not waste time on transportation. Time and money are the big factors here.

C: So, amongst others it is factors such as comfort, time, economy, that are the controlling factors?

Y1: And desire.

C: If you all think about your favourite means of transportation while you are on holiday, are there ways to make an alternative version of it more attractive?

X2: Well, then I think it has to live up to some of the factors we spoke about before about comfort, practicality, and price. If these requirements are met then I think a lot of people are willing to consider something else. But this is all about your holiday being only for a short moment and all the practical things just have to run smoothly. If something becomes difficult, more expensive or uncomfortable then I personally believe you have to be super, super cool to stick to your sustainable principles instead of going back to your original ways.

Y4: I think sometimes it also has something to do with your social inheritance in relation to what kind of holiday you like. If you are used to taking the aeroplane down to a package holiday, then that is what you will also do when it is your time to choose your holiday. Some people grew up taking the car on their holiday and there can be special, emotional memories attached to that, so it becomes more attractive to you. I personally think it is strongly linked to your social heritage what type of holiday the individual person will choose. For some the holiday starts when they get in the car and others just have to get there as fast as possible without having to think about it for another week. Some people do not like planning too much before their holiday, they like the adventure. Social heritance is connected to your holiday as well.

Y1: It really depends on what you want. I have a friend that just booked an all-inclusive to Europe because they like the adventure compared to us that plan everything down to the smallest details which my friend would never have done. So, it really depends on what you feel comfortable diving into.

C: Y2 you mentioned before that you used something like hitch hiking and sharing your travel. Do you have any ideas to make that more appealing?

Y2: It is definitely the social aspect that counts.

C: Others that would like to contribute with anything? What if your hotel had a shuttle bus available for you to take if you lived outside the centre?

Y3: I think it really depends on the demographic. If it was young people travelling then yes, I think it would be appealing to them, but not if you are a family with 2-3 children. Then I could imagine it would be a lot better for them to drive alone so you do not risk getting split up like there is a risk when you take the aeroplane. It is already a problem when you decide to fly.

Appendix- B: Survey Responses from Generation X and Generation Y

Overall Status

		Number of answers
New	0%	0
Distributed	0%	0
Partially Complete	0%	0
Complete	100%	67
Rejected	0%	0

Vi er to studerende fra Aalborg Universitet, på kandidaten for Turisme. Vi er ved at skrive vores kandidat omkring danskernes bæredygtige opførsel når de rejser internationalt på ferie.
Her er vi specifikt interesseret i generationerne 1965-1980 og 1981-1996

Personlig Data
Alle besvarelser er anonyme og følger GDPR regulationerne. De anonyme data kan blive brugt til yderlig
forskning. Dataen vil blive opbevaret i op til et år og blive håndteret efter GDPR reglerne.

Tilladelse
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		Number of answers
Ja, jeg forstår og accepterer betingelserne	100%	67

1. Hvilken generation er du født i?

	Number of answers
a. Generation X (1965-1980)	67
b. Generation Y (1981-1996)	0
c. Other	0

a. Generation X (1965-1980) — 100%
b. Generation Y (1981-1996) — 0%
c. Other — 0%

2. Hvad betyder bæredygtighed for dig når du er på ferie? (Vælg din top 3)

	Number of answers
a.Købe lokalt produceret produkter	42
b.Spise på lokale restauranter	46
c.Bestille en aktivitet ved en lokal turistguide	6
d.Bestykke miljøet ved at bruge offentlig transport eller ved at leje en cykel	16
e.Genbruge dine håndklæder eller ved at bruge "Vil Ikke Forstyrres" skiltet for at undgå unødvend...	52
f.Mindske brugen af plastik	33

a.Købe lokalt produceret produkter — 63%
b.Spise på lokale restauranter — 69%
c.Bestille en aktivitet ved en lokal turistguide — 9%
d.Bestykke miljøet ved at bruge offentlig transport eller ved at leje en cykel — 24%
e.Genbruge dine håndklæder eller ved at bruge "Vil Ikke Forstyrres" skiltet for at undgå unødvend... — 78%
f.Mindske brugen af plastik — 49%

3. Hvilke bæredygtige initiativer gør du derhjemme? (Vælg din top 3)

Initiativ	Procent	Number of answers
a.Sorterer affaldet	88%	59
b.Genbruge og genanvende ressourcer som plastik, papir, og pap	52%	35
c.Reducerer madspild	76%	51
d.Bruge offentlig transport, cykle, eller el-løbehjul	30%	20
e.Begrænse brugen af vand og elektricitet så meget så muligt	57%	38
f.Vaske tøj ved en lavere temperatur	34%	23

4. Hvor sandsynligt er det at du vil bruge nogle af disse bæredygtige initiativer mens du er på ferie?

	Number of answers	Average
a. Vælge en destination tættere på hjemmet (kortere rejsetid)	67	3.2
b. Vælge en længere ferie i stedet for flere korte ferier	67	3.3
c. Vælge grønne hoteller med et bæredygtigt certifikat	67	2.9
d. Genbruge dine håndklæder	67	3.9
e. Begrænse brugen af vand og elektricitet så meget så muligt	67	3.1
f. Reducerer plastik og madspild	67	3.2
g. Bruge den offentlige transport eller leje en cykel	67	3.0
h. Spise på en lokal restaurant i stedet for en stor international restaurantkæde	67	3.6

a. Vælge en destination tættere på hjemmet (kortere rejsetid): 6, 27, 30, 22, 15
b. Vælge en længere ferie i stedet for flere korte ferier: 6, 36, 28, 19, 10
c. Vælge grønne hoteller med et bæredygtigt certifikat: 4, 15, 37, 34, 9
d. Genbruge dine håndklæder: 3, 34, 61
e. Begrænse brugen af vand og elektricitet så meget så muligt: 6, 10, 52, 30
f. Reducerer plastik og madspild: 3, 19, 45, 33
g. Bruge den offentlige transport eller leje en cykel: 7, 27, 43, 21
h. Spise på en lokal restaurant i stedet for en stor international restaurantkæde: 7, 40, 51

Legend: Meget Uenig, Uenig, Neutral, Enig, Meget Enig

0% 25% 50% 75% 100%

5. Hvilket aspekt af bæredygtig turisme som du har hørt om, er mest vigtig for dig? (Vælg din top 3)

Aspekt	Procent	Number of answers
a. Bevaring af den lokale kultur og arv	46%	31
b. Forståelse og respekt af kulturel diversitet og forhindre dens udnyttelse	31%	21
c. Beskyttelse af menneskerettighederne og lige adgang til ressourcer for alle…	37%	25
d. Fordelagtigøre den lokale økonomi	22%	15
e. Fokus på længerevarende investeringer uden at påvirke den lokale økonomi negativt	9%	6
f. Respekt for miljøet	73%	49
g. Beskyttelse af økosystemet for understøttelse af det generelle helbred og velvære nu og…	42%	28
h. Hjælpe med at bevare den naturlige arv og biodiversitet	37%	25

6. I din egen mening hvordan kan turisme blive mere bæredygtig? (Vælg din top 3)

	Number of answers
a.Flere grønne gebyrer på transport — 28%	19
b.Booke grønt certificeret indkvartering — 49%	33
c.Et begrænset antal håndklæder og sengetøj baseret på antallet af rejsende og antal dage booket — 66%	44
d.Tættere samarbejde mellem lokale turistguider og restauranter — 39%	26
e.Reducere den mængde plastik du bruger mens du er på ferie ved at medbringe en pose hjemmefra — 36%	24
f.Bruge den offentlige transport mens du er på ferie — 61%	41
g.Købe souvenirs lavet af de lokale — 22%	15
h. Andet — 1%	1

6. I din egen mening hvordan kan turisme blive mere bæredygtig? (Vælg din top 3) - h. Andet
Lokalt producerede fødevarer

7.Før pandemien hvor rejste du oftest hen på ferie?

	Number of answers
a.Til en national destination — 31%	21
b.Til en international destination — 69%	46

8.Før pandemien, hvor ofte rejse du på ferie nationalt?

	Percentage	Number of answers
a.Mindre end en gang om året	10%	7
b.En gang om året	43%	29
c.To gange om året	24%	16
d.Tre gange om året	10%	7
e.Mere end tre gange om året	12%	8

9.Før pandemien hvor ofte rejste du på ferie internationalt?

	Percentage	Number of answers
a.Mindre end en gang om året	22%	15
b.En gang om året	34%	23
c.To gange om året	22%	15
d.Tre gange om året	12%	8
e.Mere end tre gange om året	9%	6

10.Bekymring for miljøet

	Number of answers
a.Jeg tænker ikke på miljøproblemer når jeg er på ferie — 6%	4
b.Jeg er mere miljøvenlig derhjemme end når jeg er på ferie — 25%	17
c.Jeg er tænker meget på miljøet når jeg er på ferie og jeg tænker på hvordan jeg kan mindske m… — 25%	17
d.Jeg er mere miljøbevidst når jeg er hjemme end når jeg er på ferie — 34%	23
e.Når jeg er på ferie, er jeg mere villig til at betale for bæredygtige produkter. — 9%	6

11.Når du tænker på din hverdag, hvor bekymret er du for miljøet?

	Number of answers
a.Meget bekymret — 16%	11
b.Bekymret — 49%	33
c.En smule bekymret — 31%	21
d.Jeg er slet ikke bekymret — 3%	2

12.Når du er på ferie, hvor bekymret er du for miljøet?

a.Meget bekymret — 15%	
b.Bekymret — 37%	
c.En smule bekymret — 43%	
d.Jeg er slet ikke bekymret — 4%	

13. Hvilke praktiske faktorer spiller en rolle for dig når du vælger hvor du vil på ferie? (Hvor 1 er det højeste og 5 det laveste)

	Number of answers	Average
a. Pris	67	2.5
b. Kort rejsetid	67	2.8
c. Tage på ferie langt væk hjemmefra	67	3.3
d. Godt vejr	67	2.1
e. Mængden af kulturelle oplevelser	67	2.4
f. Tiltrækningskraften af destinationen	67	2.5
g. Positive anmeldelser af destinationen	67	2.5

a. Pris: 18 | 33 | 31 | 15 | 3
b. Kort rejsetid: 7 | 30 | 45 | 12 | 6
c. Tage på ferie langt væk hjemmefra: 3 | 15 | 45 | 24 | 13
d. Godt vejr: 45 | 16 | 24 | 9 | 6
e. Mængden af kulturelle oplevelser: 25 | 28 | 25 | 18 | 3
f. Tiltrækningskraften af destinationen: 22 | 28 | 28 | 15 | 6
g. Positive anmeldelser af destinationen: 24 | 31 | 22 | 15 | 7

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

14. Hvilke følelsesmæssige faktorer spiller en rolle når du vælger hvor du vil hen på ferie?

	Number of answers	Average
a. Afslapning og hvile	67	3.9
b. Følelsen af at være velkommen	67	4.2
c. Venlige lokale	67	4.2
d. Positive oplevelser af fornøjelse og spænding	67	3.9
e. Smukke naturlige omgivelser	67	4.3
f. At destinationen er sikker og stabil	67	4.3

a. Afslapning og hvile: 9 | 15 | 51 | 25
b. Følelsen af at være velkommen: 9 | 60 | 30
c. Venlige lokale: 10 | 58 | 30
d. Positive oplevelser af fornøjelse og spænding: 3 3 | 18 | 57 | 19
e. Smukke naturlige omgivelser: 4 | 60 | 34
f. At destinationen er sikker og stabil: 9 | 37 | 51

Legend: ■ Meget Uenig ■ Uenig ■ Neutral ■ Enig ■ Meget Enig

15. Indlogering

	Number of answers	Average
a. Jeg er bekendt med grønne indlogerings muligheder og industriens grønne mærkat...	67	2.3
b. Jeg er mere tilbøjelig til at bo i et grønt hotel der bruger grønne initiativer end et ikke grønt hotel	67	2.3
c. Jeg syntes at grønne hoteller er dyre og mindre luksuriøse end ikke grønne hoteller	67	2.1
d. Jeg foretrækker at bo på et hotel der prioriterer gæstens komfort uanset om det er et grø...	67	2.3

a. 10 | 31 | 30 | 21 | 7
b. 9 | 24 | 43 | 18 | 6
c. 3 | 10 | 67 | 19
d. 3 | 19 | 36 | 39 | 3

Legend: Meget Uenig, Uenig, Neutral, Enig, Meget Enig

16. Transport

	Number of answers	Average
a. Jeg er ikke bekymret for miljøet når det kommer til transport under ferien	67	2.2
b. Jeg er opmærksom på bæredygtighed, men jeg kigger dog mest efter billige flyafgan...	67	2.7
c. Jeg kan ikke undgå at flyve så uanset prisen vælger jeg et flyselskab der bruger vedvaren...	67	2.2
d. Jeg bruger min bil i mit daglige liv, men vælger at bruge den offentlige transport mens jeg er ...	67	2.3

a. 9 | 34 | 30 | 24 | 3
b. 4 | 15 | 19 | 55 | 6
c. 10 | 21 | 51 | 18
d. 9 | 30 | 33 | 19 | 9

Legend: Meget Uenig, Uenig, Neutral, Enig, Meget Enig

17. Hvilke former for transport bruger du generelt når du rejser på ferie? (Vælg din top 3)

Transport	Procent	Number of answers
Fly	84%	56
Bil	82%	55
Tog	36%	24
Bus	22%	15
Færge	25%	17

18. Hvilke former for transport bruger du generelt mens du er på ferie? (Vælg din top 2)

Transport	Procent	Number of answers
Bil	63%	42
Tog	51%	34
Bus	51%	34
Færge	9%	6

19. Hvad er dit køn?

Køn	Procent	Number of answers
Mand	21%	14
Kvinde	79%	53
Anden	0%	0

20. Hvad er din personlige årlige indkomst?

	Number of answers
a.Under 50,000 — 0%	0
b.50,000-200,000 — 7%	5
c.200,000-350,000 — 19%	13
d.350,000-500,000 — 45%	30
e.500-000-600,000 — 13%	9
f.650,000-800,000 — 9%	6
g.Over 800,000 — 6%	4

0%   25%   50%   75%   100%

21.Hvad er dit uddannelsesniveau?

	Number of answers
a.Ungdomsuddannelse — 31%	21
b.Mellemlang Videregående Uddannelse (Bachelor) — 43%	29
c.Længere Videregående Uddannelse (Kandidat) — 25%	17
d.Ph.d. — 0%	0

0%   25%   50%   75%   100%

Overall Status

		Number of answers
New	0%	0
Distributed	0%	0
Partially Complete	0%	0
Complete	100%	67
Rejected	0%	0

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		Number of answers
Ja, jeg forstår og accepterer betingelserne	100%	66

1. Hvilken generation er du født i?

		Number of answers
a. Generation X (1965-1980)	0%	0
b. Generation Y (1981-1996)	100%	67
c. Other	0%	0

2. Hvad betyder bæredygtighed for dig når du er på ferie? (Vælg din top 3)

		Number of answers
a.Købe lokalt produceret produkter	57%	37
b.Spise på lokale restauranter	65%	42
c.Bestille en aktivitet ved en lokal turistguide	23%	15
d.Bestykke miljøet ved at bruge offentlig transport eller ved at leje en cykel	42%	27
e.Genbruge dine håndklæder eller ved at bruge "Vil Ikke Forstyrres" skiltet for at undgå unødvend...	51%	33
f.Mindske brugen af plastik	46%	30

3. Hvilke bæredygtige initiativer gør du derhjemme? (Vælg din top 3)

Number of answers

Initiativ	Procent	Number of answers
a.Sorterer affaldet	80%	52
b.Genbruge og genanvende ressourcer som plastik, papir, og pap	38%	25
c.Reducerer madspild	77%	50
d.Bruge offentlig transport, cykle, eller el-løbehjul	57%	37
e.Begrænse brugen af vand og elektricitet så meget så muligt	46%	30
f.Vaske tøj ved en lavere temperatur	31%	20

0%   25%   50%   75%   100%

4. Hvor sandsynligt er det at du vil bruge nogle af disse bæredygtige initiativer mens du er på ferie?

	Number of answers	Average
a. Vælge en destination tættere på hjemmet (kortere rejsetid)	65	3.1
b. Vælge en længere ferie i stedet for flere korte ferier	65	2.8
c. Vælge grønne hoteller med et bæredygtigt certifikat	65	2.9
d. Genbruge dine håndklæder	65	3.7
e. Begrænse brugen af vand og elektricitet så meget så muligt	65	3.3
f. Reducerer plastik og madspild	65	3.2
g. Bruge den offentlige transport eller leje en cykel	65	3.4
h. Spise på en lokal restaurant i stedet for en stor international restaurantkæde	65	3.7

Legend: Meget Uenig, Uenig, Neutral, Enig, Meget Enig

5. Hvilket aspekt af bæredygtig turisme som du har hørt om, er mest vigtig for dig? (Vælg din top 3)

Aspekt	Procent	Number of answers
a. Bevaring af den lokale kultur og arv	52%	34
b. Forståelse og respekt af kulturel diversitet og forhindre dens udnyttelse	31%	20
c. Beskyttelse af menneskerettighederne og lige adgang til ressourcer for alle...	34%	22
d. Fordelagtigøre den lokale økonomi	25%	16
e. Fokus på længerevarende investeringer uden at påvirke den lokale økonomi negativt	15%	10
f. Respekt for miljøet	57%	37
g. Beskyttelse af økosystemet for understøttelse af det generelle helbred og velvære nu og...	46%	30
h. Hjælpe med at bevare den naturlige arv og biodiversitet	40%	26

6. I din egen mening hvordan kan turisme blive mere bæredygtig? (Vælg din top 3)

	Number of answers
a.Flere grønne gebyrer på transport — 51%	33
b.Booke grønt certificeret indkvartering — 37%	24
c.Et begrænset antal håndklæder og sengetøj baseret på antallet af rejsende og antal dage booket — 38%	25
d.Tættere samarbejde mellem lokale turistguider og restauranter — 31%	20
e.Reducere den mængde plastik du bruger mens du er på ferie ved at medbringe en pose hjemmefra — 32%	21
f.Bruge den offentlige transport mens du er på ferie — 63%	41
g.Købe souvenirs lavet af de lokale — 23%	15
h. Andet — 6%	4

0%   25%   50%   75%   100%

6. I din egen mening hvordan kan turisme blive mere bæredygtig? (Vælg din top 3) - h. Andet
undgå turisme
få lokale venner, som kan vejlede dig til "grønnere beslutninger"
Undgå madspild i buffeter på hoteller.
Afskaffe: All inclusive

7.Før pandemien hvor rejste du oftest hen på ferie?

	Number of answers
a.Til en national destination — 22%	14
b.Til en international destination — 78%	51

8.Før pandemien, hvor ofte rejse du på ferie nationalt?

	Number of answers
a.Mindre end en gang om året — 23%	15
b.En gang om året — 31%	20
c.To gange om året — 25%	16
d.Tre gange om året — 15%	10
e.Mere end tre gange om året — 6%	4

9.Før pandemien hvor ofte rejste du på ferie internationalt?

	Number of answers
a.Mindre end en gang om året — 18%	12
b.En gang om året — 37%	24
c.To gange om året — 25%	16
d.Tre gange om året — 9%	6
e.Mere end tre gange om året — 11%	7

10.Bekymring for miljøet

	Number of answers
a.Jeg tænker ikke på miljøproblemer når jeg er på ferie — 23%	15
b.Jeg er mere miljøvenlig derhjemme end når jeg er på ferie — 29%	19
c.Jeg er tænker meget på miljøet når jeg er på ferie og jeg tænker på hvordan jeg kan mindske m... — 12%	8
d.Jeg er mere miljøbevidst når jeg er hjemme end når jeg er på ferie — 26%	17
e.Når jeg er på ferie, er jeg mere villig til at betale for bæredygtige produkter. — 9%	6

0% 25% 50% 75% 100%

11.Når du tænker på din hverdag, hvor bekymret er du for miljøet?

	Number of answers
a.Meget bekymret — 6%	4
b.Bekymret — 52%	34
c.En smule bekymret — 37%	24
d.Jeg er slet ikke bekymret — 5%	3

0% 25% 50% 75% 100%

12.Når du er på ferie, hvor bekymret er du for miljøet?

a.Meget bekymret — 6%	
b.Bekymret — 23%	
c.En smule bekymret — 54%	
d.Jeg er slet ikke bekymret — 17%	

0% 25% 50% 75% 100%

13. Hvilke praktiske faktorer spiller en rolle for dig når du vælger hvor du vil på ferie? (Hvor 1 er det højeste og 5 det laveste)

	1	2	3	4	5	Number of answers	Average
a. Pris	55	17	17	5	6	65	1.9
b. Kort rejsetid	15	14	34	25	12	65	3.0
c. Tage på ferie langt væk hjemmefra	5	17	29	22	28	65	3.5
d. Godt vejr	37	26	18	12	6	65	2.2
e. Mængden af kulturelle oplevelser	29	28	20	20	3	65	2.4
f. Tiltrækningskraften af destinationen	32	22	29	11	6	65	2.4
g. Positive anmeldelser af destinationen	37	17	23	15	8	65	2.4

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

14. Hvilke følelsesmæssige faktorer spiller en rolle når du vælger hvor du vil hen på ferie?

	Meget Uenig	Uenig	Neutral	Enig	Meget Enig	Number of answers	Average
a. Afslapning og hvile	5	6	22	26	42	65	3.9
b. Følelsen af at være velkommen			28	42	28	65	3.9
c. Venlige lokale		3	38	42	17	65	3.7
d. Positive oplevelser af fornøjelse og spænding			12	68	18	65	4.0
e. Smukke naturlige omgivelser		3	6	55	35	65	4.2
f. At destinationen er sikker og stabil		3	17	32	48	65	4.2

Legend: ■ Meget Uenig ■ Uenig ■ Neutral ■ Enig ■ Meget Enig

15. Indlogering

	Number of answers	Average
a. Jeg er bekendt med grønne indlogerings muligheder og industriens grønne mærkat...	65	2.8
b. Jeg er mere tilbøjelig til at bo i et grønt hotel der bruger grønne initiativer end et ikke grønt hotel	65	2.6
c. Jeg syntes at grønne hoteller er dyre og mindre luksuriøse end ikke grønne hoteller	65	2.5
d. Jeg foretrækker at bo på et hotel der prioriterer gæstens komfort uanset om det er et grø...	65	2.6

Meget Uenig — Uenig — Neutral — Enig — Meget Enig

16. Transport

	Number of answers	Average
a. Jeg er ikke bekymret for miljøet når det kommer til transport under ferien	65	2.5
b. Jeg er opmærksom på bæredygtighed, men jeg kigger dog mest efter billige flyafgan...	65	3.4
c. Jeg kan ikke undgå at flyve så uanset prisen vælger jeg et flyselskab der bruger vedvaren...	65	2.2
d. Jeg bruger min bil i mit daglige liv, men vælger at bruge den offentlige transport mens jeg er ...	65	2.6

Meget Uenig — Uenig — Neutral — Enig — Meget Enig

17. Hvilke former for transport bruger du generelt når du rejser på ferie? (Vælg din top 3)
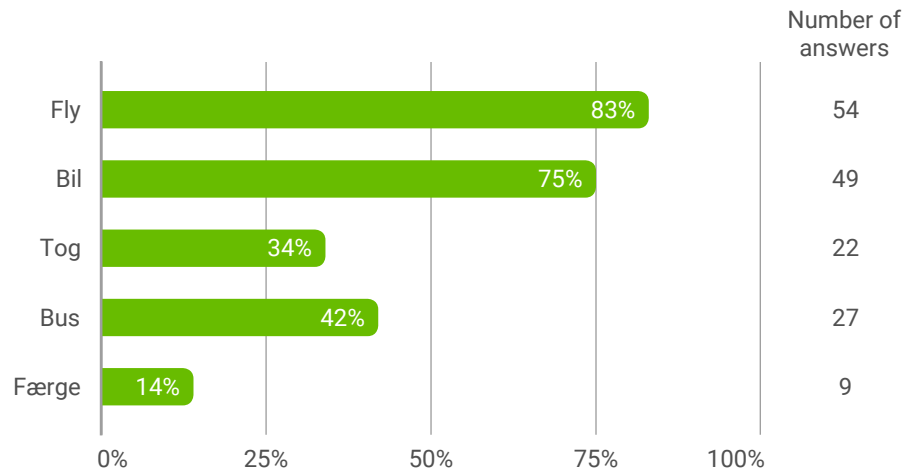
Transport	Procent	Number of answers
Fly	83%	54
Bil	75%	49
Tog	34%	22
Bus	42%	27
Færge	14%	9

18. Hvilke former for transport bruger du generelt mens du er på ferie? (Vælg din top 2)

Transport	Procent	Number of answers
Bil	32%	21
Tog	68%	44
Bus	78%	51
Færge	11%	7

19. Hvad er dit køn?

Køn	Procent	Number of answers
Mand	28%	18
Kvinde	66%	43
Anden	6%	4

20. Hvad er din personlige årlige indkomst?

Number of answers

Kategori	%	Antal
a.Under 50,000	2%	1
b.50,000-200,000	38%	25
c.200,000-350,000	38%	25
d.350,000-500,000	12%	8
e.500-000-600,000	5%	3
f.650,000-800,000	3%	2
g.Over 800,000	2%	1

21.Hvad er dit uddannelsesniveau?

Number of answers

Kategori	%	Antal
a.Ungdomsuddannelse	11%	7
b.Mellemlang Videregående Uddannelse (Bachelor)	49%	32
c.Længere Videregående Uddannelse (Kandidat)	40%	26
d.Ph.d.	0%	0

X	f	M	FM
Under 50000	0	25000	0
50000- 200000	5	125000	625000
200000-350000	13	275000	3575000
350000-500000	30	425000	12750000
500000-650000	9	575000	5175000
650000-800000	6	725000	4350000
Over 800000	4	875000	3500000
	67		29975000

GENERATION X   MEAN   447388,1

Y	F	M	FM
Under 50000	1	25000	25000
50000- 200000	27	125000	3375000
200000-350000	25	275000	6875000
350000-500000	8	425000	3400000
500000-650000	3	575000	1725000
650000-800000	2	725000	1450000
Over 800000	1	875000	875000
	67		17725000

GENERATION Y   MEAN   264552,2