

# Social and economic restrictions due to the travel behaviour of Austrian tourists.

## Qualitative research on climate-friendly lifestyles and travel behaviours

### INTRODUCTION

Due to the increasingly visible consequences of climate change [1,2], more and more people start to reflect their personal lifestyle and travel behaviour to become more climate-friendly. This topic has already been addressed by several studies [3, 4] but none on whether the lifestyle is **socially and economically compatible**. In order to analyse people's travel behaviour at first a general lifestyle study of this new target group needed to be carried out.

### RESEARCH QUESTION

How does a climate-friendly lifestyle affect the travel behaviour?



### METHOD

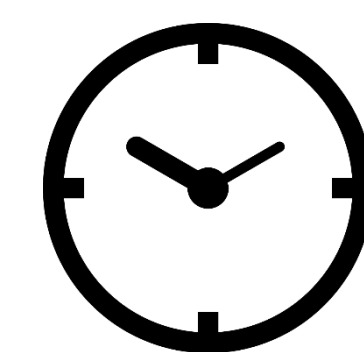
The structured literature research served as a basis for the climate friendly typology which was used for the empirical research. The qualitative survey with eight climate-friendly-living people enabled a deep insight into the living habits of the respondents. Through the interviews, insights and possible challenges in implementing this lifestyle were identified and evaluated using the qualitative content analysis according to Mayring.

### RESULTS

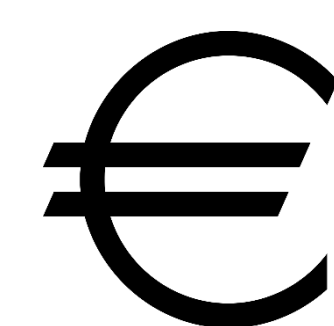
- A climate-friendly **lifestyle** tends to create conflicts with the social and job life
- Climate-friendly **travelling** is mostly socially and economically compatible
- Possible **conflicts**:



Means of transport



Travel length



Financial aspect of climate-friendly products and alternatives

### CONCLUSION

The climate-friendly lifestyle is confronted with social and economic restrictions such as loss of symbolic capital (prestigious consumption). However, it could **not be confirmed** that this lifestyle produces necessarily **higher living** and **travel costs**, but in some cases climate-friendly forms of **travelling** are **less expensive**. All respondents criticized the limited availability of climate-friendly tourism products in Austria. This target group advocates for cheaper bus and train tickets and massive carbon taxes for plane tickets. The insights gained in this work serve tourism stakeholders and companies which try to respond to this growing tourism market by adapting to the constraints of global warming and changing societies.

### SOURCES

[1] Umweltbundesamt Österreich. (2020). *Klimawandel & Klimaschutz*. Access on 13.02.2020 <https://www.umweltbundesamt.at/umweltsituation/klima/klimawandel/>

[2] U.S. Global Change Research Program. (2020). *Climate Change – Impacts on Society*, United States Global Change Research Program. Access on 14.02.2020

<https://www.globalchange.gov/climatechange/impacts-society>

[3] Sung, J. & Woo, H. (2019). Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion. *Journal of Retailing and Consumer Services*, 49, 120–128. <https://doi.org/10.1016/j.jretconser.2019.03.018>

[4] Lu, J.-L. & Wang, C.-Y. (2018). Investigating the impacts of air traveler's environmental knowledge on attitudes toward carbon offsetting and willingness to mitigate the environmental impacts of aviation. *Transportation Research Part D: Transport and Environment*, 59, 96–107. <https://doi.org/10.1016/j.trd.2017.12.024>