

The young and active travellers' attitudes towards sustainable leisure tourism

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<p>This bachelor thesis studies the travellers' attitudes towards sustainable tourism. Due to the size of the topic a limitation was made to specify in young and active travellers attitudes and moreover to focus on the leisure tourism.</p> <p>Sustainability is a hot topic in all fields of business but it is not yet a standard. Sustainable business is business that takes the future in notice. Considering the fast growth of the tourism industry, sustainable development will be necessary and needed.</p> <p>The objective of this bachelor thesis is to find out about the attitudes towards sustainable tourism from the perspective of the travellers of today and tomorrow. The research questions aims to find out what are the travellers thinking about sustainable tourism, what are the reasons for choosing or not choosing the more sustainable options and what can be done to improve the sustainability of the industry?</p> <p>The research was conducted with a qualitative method. Six persons were interviewed about their thoughts, ideas, behavior and suggestions for the topic. The interviewees were chosen to be young and somewhat active travellers in order to get fresh and updated responses for the research. That way a description of each interviewee's attitudes towards sustainable tourism was created.</p> <p>As a result of the study four different travellers profiles were build. Each of the interviews revealed that the awareness to the topic and specifically to the details of the topic is low. Although everybody offered a lot of ideas and suggestions travellers do not really know what they can do to promote sustainable tourism, as well as they do not really know what they can demand and expect from other stakeholders. Also a delimitating factor for promoting sustainability in travelling is other resources such as money and time.</p> <p>As a conclusion there should be more cooperation between stakeholders, more push from organizations and more demand from consumers. Especially the idea of travellers' responsibility in trend setting rose as a question and an interesting future research topic.</p>	
Keywords Sustainable tourism, sustainable development, tourism trends, sustainability, attitude study	

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1 Introduction

According to United Nations World Tourism Organisation, UNWTO, (2015) the tourism industry has been growing continuously over the last decades. In 2015 the amount of international arrivals grew by 4%, which means more than 1.1 billion people were travelling abroad last year. That makes it the fastest growing industry in the whole world.

Today tourism industry provides 11% of the global employment and covers around 10% of the global gross domestic product. 7% of the world's exports come from this industry and of the service exports tourism covers 30%. (UNWTO, 2016)

An industry this big inevitably has its negative effects as well. UNEP, United Nations Environment Programme, (2016a) mentions in their thorough listing of the impacts of tourism that for example in the Caribbean approximately 80% of the money income from tourism leaves the destination. Also with an indication to child labour, UNEP lists that roughly 10-15% of all employees in tourism industry are children or young persons under 18 years old. According to World Wildlife Fund, WWF, careless tourism is one of the main reasons that cause the damage of coral reefs (2016). These are just a fraction of examples of the downsides of tourism.

The topic of sustainable tourism has been on the table for a while now. According to Zolfani, S., Sedaghat, M., Maknoon, R. & Zavadskas, E. (2014, 3) sustainable tourism together with sustainable development has been researched more and more since the late 1980's. In the last few years the amount of publications relating to sustainable tourism has increased rapidly.

The idea of this research is to examine the attitudes of the young and active travellers' towards sustainable tourism, and specifically focusing on leisure tourism. This delimitation is made for the reason that the leisure travelling choices are often more in the hands of the traveller itself. The topic of sustainable development is already quite much in the spotlight. The companies, organizations and governments have started their actions to change the industry more sustainable. This research aims to find out what do travellers of today and tomorrow know exactly about sustainable tourism, what are their thoughts and what are they willing to do about it. Moreover the study investigates what are the travellers as in the consumers expecting from the companies and other stakeholders of the industry, and what kind of actions can and should be taken.

- What are the travellers thinking about sustainable tourism?
- What are the reasons for choosing or not choosing the more sustainable options?
- What can be done to improve the sustainability of the industry?

The thesis is structured so that it starts with defining and explaining the key concepts of the topic. The theories chosen to the chapter of *Sustainable tourism development & attitude study* are such that are essential either for the research process or for the results and conclusions. For example the theory of three pillars of sustainability runs through the thesis as a common thread and as well delimits the theory and definition of sustainable tourism in this thesis. The presentation of organizations and reporting find their purpose in the interview analysis and conclusions. The reporting chapter also gives an overview on the current situation of companies' sustainability. The brief introduction to attitude study is to back up the chosen methodology and creation of the interviews. The chapter of earlier related studies introduces different kind of studies conducted with a similar topic.

After presenting the main theories of the thesis is the chapter for justifying the methodology used in the research together with the analysis of the interviews. The analysis includes the results and main findings of the interviews. In the final chapter is concluded the summed up ideas created from the basis of the results as well as consideration of trustworthiness and evaluation of the thesis process.

2 Sustainable tourism development & attitude study

Tourism industry being as a wide concept as it is the definitions tend to vary depending on the aspect. There is not really a one definition of tourism that would take every point of view in to consideration. Different definitions are used in different contexts.

Ever since traveling got easier and got more popular the definitions of tourism have been presented and developed. In 1937 the United Nations' predecessor League of Nations offered a definition of a tourist as follows: "someone who travels for 24 hour or more outside their normal country of residence." From then on the definition experienced improvements and modifications. Aim has been to identify different types of tourists and tourism activities. In addition to technical definitions as this one also conceptual definitions have been presented. In 1981 anthropologist Dennison Nash defined tourism as "the activity undertaken by the person at leisure who travels".

The United Nations World Tourism Organization's most recent definition is as follows: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

2.1 Defining sustainable tourism development

Sustainability and sustainable tourism are terms that have been defined numerous ways by researchers and professionals. Sustainable tourism and sustainable development are often discussed hand in hand, and as the following definitions explains, sustainability is certain kind of development aiming for a certain kind of future. For the same reason the term "sustainable tourism" is often specified into sustainable tourism development.

Perhaps the best-known definition of sustainable development was introduced in 1987 in the Brundtland report by World Commission on Environment and Development: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". With the same message but from the point of view of the tourism industry the sustainable tourism was defined as follows by The World Tourism Organisation, (2001).

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic,

social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

2.2 The three pillars of sustainable tourism development

In 2005 the United Nations General Assembly's World Summit Outcome listed economic development, social development and environmental protection as their sustainable development goals. These three pillars are used often in documents dealing with the sustainable tourism, whether it is done worldwide for example by United Nations, in Europe by Organization for Economic Cooperation and Development or on a national and local level (Indrova & Petru 2005, 127-155). The figure below displays the three pillars or as presented in the figure the three corners of sustainable development.

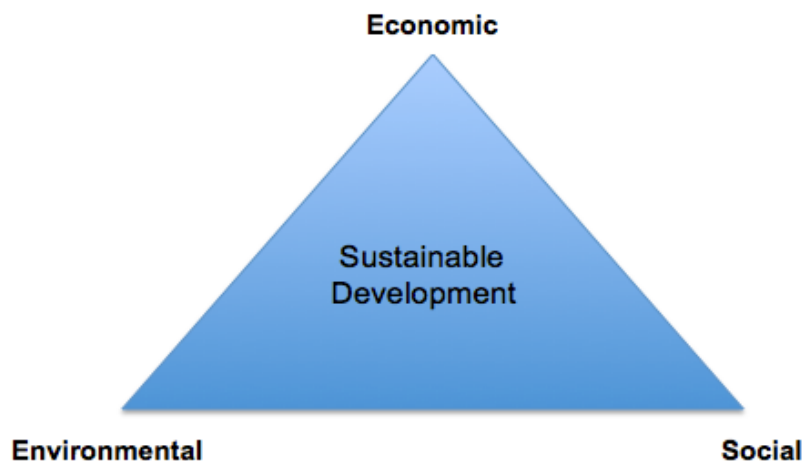


Figure 1: Three corners of sustainable development

Nearly all tourism operations are connected to the environmental aspect. The extent of the impacts depend on for example the location of the facility, the design of the building, waste management systems, emissions, noise, smoke and smells, and overuse and misuse of resources (Edwards & Presbury 2010, 47-48). The environmental impact is commonly the most visible one for the consumers because the results can often be seen clearly at the destination such as litter, polluted oceans and air, dying out species and tourism facilities rising over forests and beaches.

For instance the greenhouse emissions are descriptive when explaining the environmental impacts of the industry. The greenhouse emissions of the tourism industry have been

growing along with the industry. According to the United Nations Environment Program (2016) the CO₂ emissions from the entire tourism industry are today around 5% of the global emissions. "To understand the magnitude of these numbers it should be noted that if we compare tourism with the emissions of countries then tourism would be the 5th biggest polluter worldwide" (UNEP 2016b). Out of this number clearly the biggest emissions comes from the transport section, air traffic being no doubt the main reason. The air traffic is responsible for around 40% of the CO₂ emissions of the tourism sector whereas accommodation services are around 20%. (UNEP & UNWTO 2008)

However as Sunlu (2003, 263-270) sums up in his article there are several ways how tourism can contribute to environment conservation. If it weren't for tourists, their money flows and interest in the destination, many nature conservation programs would not have started and the locals would not understand the value of their surroundings. In Sunlu's article he points out that environmental management and planning at the companies have a major influence on the environment. As well as the raise of awareness created by tourism and travelling can have its affect on appreciation of the environment. Also many travellers wish to contribute straight to the environment and therefore choose the ecotourism as their way of travelling.

The socio-cultural aspect means minimizing negative factors affecting the local culture, such as overcrowding and increase in crime. The sustainable tourism operators respect the local culture and values. United Nations Environment Program categorized the negative socio-cultural impacts of tourism to commodification, standardization, loss of authenticity and adaption to tourist demands. Commodification UNEP (2016c) specifies with "Sacred sites and objects may not be respected when they are perceived as goods to trade". Standardization stands for tourists' preference for familiar service providers as fast food restaurants and hotel chains when in a new and unfamiliar destination. Many tourists are satisfied when seeing only a little of the local culture. When locals are "selling" their culture it leads fast to the loss of authenticity. When tourism is the biggest source of income for the destination, then tourists are the one's to determine what the place should offer.

When big tourism masses flows to a destination the local culture cannot remain intact. Mass tourism speeds up growth and urbanization, and along with that it causes increase in crime rates (UNEP 2016c). Tourists tend to attract for example pickpockets. Pickpockets are nevertheless only a tip of the iceberg. The working conditions in the industry are often really bad including: long working hours, low salaries and bad training (UNEP 2016c). According to UNICEF (2015) there are on an estimate 150 million children around the world engaged in child labor. In the world's poorest countries the share of child labor is

clearly bigger. From 5 to 14 years old children 13% are involved in the child labor in the developing countries (UNICEF 2015). The share of service sector from child labor is 25,4%. Service sector's employer's includes most of the tourism industry such as hotels, restaurants and transportation (ILO 2013). World Tourism Organization's Executive Committee for the Task Force on Exploitation of Children in Tourism, better known as ECPAT, is working for preventing the commercial sexual exploitation of children in travel and tourism. It is a dark side of the industry that has been going on for decades in certain countries and is still even developing in others (ECPAT 2016).

On the positive aspect traveling for instance increases understanding towards other cultures, which has a significance in minimizing the factors causing international conflicts and wars. In some cases it is the tourists that maintain the local culture by setting the demand and respecting the local cultures. This sets pressure for the local community to protect and preserve their culture and environment. (UNEP 2016a)

The economical pillar stands for the money flows of the tourism industry. Many service providers don't leave any money in the destination. Foreign hotel chains that don't employ the locals and take the profits back to the countries of the owners are a good example of the one's violating the economical sustainability. According to UNEP "In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers' home countries), and not to local businesses or workers" (2016a). Especially in developing countries import and export leakage takes the big cash flows often elsewhere. For example when the local food and beverages are not good enough for the tourists' standards or the country simply don't supply what's needed, the products sold to tourists must be imported. That is when the money spent at the location ends up for a foreign company. Also foreign investors create leakage. When the local people can't afford to invest in facilities to start businesses, foreign investors are the one's to own the tourism facilities at the destination. According to UNEP from every 100 US dollars spent in developing country tourism destination only approximately 5 dollars stays there in the local community (2016a).

At its best tourism creates jobs and income to the destination. Where there is tourism there needs to be service. "Receipts from international visitors spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014". Addition to tourism receipts, tourism generates export earnings from transportation. In fact 30% of the world's service exports is from international tourism and 6% is goods and service exports. In 2014 the countries that earned most from tourism were The United States and Spain. (UNWTO 2015)

2.3 Organizations for sustainable tourism

As the topic started to gain interest in the 1980's and researchers started to publish their studies the sustainable tourism development got officially recognized. As a result it started the institutionalization of sustainable tourism. Both organizations straight related to tourism and external to the industry started to put their focus on sustainable development of tourism industry. Also new organizations were and still are established. (Weaver 2006, 11)

Research organization International Institute for Sustainable Development (2013) explains on their webpage that the role of organizations working with sustainable development is crucial due to their international influence. Big organizations such as listed below have resources and possibilities to pressure governments and even bigger corporations with power. At their best organizations provoke negotiations that leads into amendments and changes in processes. Often organizations aim to monitor and criticise the functions of companies and governments from outside.

As a global non-tourism organization United Nations has increasingly given attention to the tourism industry issues. In fact United Nations work for sustainable tourism is perhaps at the moment one of the most extensive of all the organizations working with the topic. In the following paragraphs is presented their programmes and sub organizations working most for the sustainability as well as other significant organizations and programmes working with the topic.

Matters concerning sustainable tourism are often guided to the United Nations Environment Programme. The UNEP was created in 1972 at the UN General Assembly. The programme's aim is to take part to the international co-operation for the environment. The UNEP established a sustainable tourism programme after consulting world widely states, governments, businesses, NGO's and other stakeholders. Now the programme's objectives are "Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks, Collaboration among stakeholders for the improvement of the tourism sector's SCP performance, Fostering the application of guidelines, instruments and technical solutions to prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders and enhancing sustainable tourism investment and financing" (UNEP 2006.). On their webpage they openly share information of all their projects and approaches and even recruit people and organizations to work with the projects.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) established in 1945, the United Nations Development Programme (UNDP) established in 1965 and the United Nations Industrial Development Organisation (UNIDO) plays a big role as well with the development of sustainable tourism (Indrova & Petru 2005, 129). UNESCO for example offers teaching materials and guidance for schools about sustainable tourism including theory and activities. UNIDO for example has been working as an executive agency for sustainable tourism project The Collaborative Actions for Sustainable Tourism (COAST), which is conducted together with UNEP and UNWTO (COAST 2016).

A major tourism organisation working with the topic is the United Nations' World Tourism Organisation (UNWTO), which has done a big job in making the industry as sustainable as it is today. UNWTO's main purpose is to promote responsible, sustainable and universally accessible tourism. The organisation offers a lot of knowledge and researches from the industry of tourism. The organisation has members from over 157 countries and over 480 members from the private sector, educational institutions, tourism associations and local authorities (UNWTO 2016).

Another major organisation for the industry is the World Travel and Trade Council (WTTC), which functions as an international forum connecting the biggest corporations of the industry of tourism (Weaver 2006, 12). For instance the WTTC hosts the annual "Tourism for Tomorrows awards", which aims to give recognition for the best practises of sustainability in the travel and tourism industry (Tread Right 2016).

In 2000 supported by UNEP, UNESCO and UNWTO, the TOI, Tour Operators' Initiative for Sustainable Tourism Development, was established to encourage Tour Operators to start their work for sustainable tourism. From the beginning TOI's members included major operators such as Accor Tours and TUI (Weaver 2006, 78). In 2014 TOI and The Global Sustainable Tourism Council (GSTC) announced their merger. The organization will go on with the name of Global Sustainable Tourism Council and keep on with the mission of TOI. (GSTC 2014)

Organisation for Economic Cooperation and Development was established in 1961 and plays a major role in the free markets and democratic governance. The organization has both tourism committee and environment committee aiming to support sustainable growth in tourism. The tourism committee for instance offers analysis of the future challenges for the policy makers and promotes sustainable economic growth of tourism. (OECD 2016)

There are also numerous regional organizations with agendas related to sustainable development such as The European Commission, an executive body of UN, OAS, the Organization of American States, and APEC, (the Asia-Pacific Economic Cooperation). Though these are clearly only examples of regional organizations with interest on the topic, the engagement with sustainable tourism development is not yet evident. (Weaver 2006, 12)

Several environmental organisations such as Conservation International (CI) and The Nature Conservancy (TNC) have established ecotourism programmes along with the awareness of the topic. Also the World Wide Fund for Nature (WWF) works with partner organizations with the topic of sustainable tourism. (Weaver 2006, 12)

These organizations listed above are working internationally to develop the tourism industry. They offer a lot of help for private people, government facilities as well as companies to be part of the sustainable development of tourism industry. Material provided by these organizations is behind part of the theory and background presented in this thesis as well.

2.4 Reporting sustainability in the industry

Weaver and Lawton defined the industry segments, which comprise the typical mass tourism industry as "the sum of the industrial and commercial activities that produce goods and services wholly or mainly for tourist consumption" (Weaver & Lawton 2002, 471). Weaver then categorized the industry into eight different sections: travel agencies, merchandise, tour operators, transportation, accommodation, food services, attractions and entertainment (Weaver 2006, 59).

Each of these sectors comprises of uncountable amount of companies around the world. Center for Responsible Travel (CREST) collects the highlights of the recent statistics and trends of responsible travel in their annual study. According to them:

Sustainability is becoming much more mainstream within the tourism industry, with increasing numbers of businesses creating environmental departments, adopting environmental and social 'good practices', seeking certification, mitigating and adapting to climate change realities, and looking at ways to 'green' their supply chain. (CREST 2015)

Choi and Rezaee write in their article (2016, 25-27), The Relevance of business sustainability in the hotel industry, about how the Corporate Social Responsibility (CSR) has got-

ten so much more important in recent years. Previously the economic performance was reported solely to shareholders with the idea that the company's only goal is to maximize profit for the shareholders. The new way of thinking and development has brought sustainability along to the company goal. Choi and Rezaee emphasizes that this change has happened worldwide and in all fields of business, including hospitality. Nowadays all stakeholders', including shareholders', consumers', government's, environment's and society's interests are taken into notice. This is where the CSR starts. Companies have started to report their performance and several organizations are helping them to do it. According to Choi and Rezaee (2016, 26) over 5000 companies worldwide are reporting about their sustainability in issued reports today.

Having all stakeholders in mind most of the companies publish their annual reports online or even sum up the main points in to their own subsections on their webpages. Below is described the sustainability reporting and its main content from several segments and companies of the tourism industry.

The International Air Transport Association is a trade association that announces its mission to "represent, lead and serve the airline industry". IATA consists of hundreds of airlines that represent over 100 countries. The transportation sector's biggest polluter is undoubtedly the air traffic. Which also is the biggest polluter of the whole tourism industry as justified in chapter 2.2. The problem of air traffic emissions is recognized and actions have started by setting targets for the future. The International Air Transport Associations (2016) have listed their ambitious targets for reducing the industry's CO₂ emissions on their webpage. For example they aim to reduce the fuel efficiency on average by 1.5% every year from 2009 to 2020. They also have created a four-pillar strategy for the industry to achieve the set targets. The four-pillar strategy consists of improved technology, efficient operations, infrastructure improvements and a global-market based measure, "to fill the remaining emissions gap" (IATA 2016). In addition to the thorough section of policies where they list for example their environmental policy, IATA also offers a great deal of publications including annual review on their webpage.

While airline industry is notable here due to its high emissions the tour operators claim their amount of responsibility operating in the middle of the industry and between other segments.

TUI Group, which is the biggest travel and tour operator company in the world, has sustainability pretty much as one of the first things you see when you enter their home page. With one click you can read more about their actions for sustainable tourism. As a first

thing they declare that since they are leaders of the industry they have to take the responsibility (TuiGroup 2016). As a next thing they specify it that they have the responsibility in addition to manage their own impacts to also “lead the way in understanding, improving and innovating for sustainable tourism” (TuiGroup). On the same page you can also open a heading for all the recognition they have gotten. Also you can download their sustainability reports and studies. They even give the contact information for their sustainability team for further questions.

In their sustainability strategy for 2015-2020, Better Holidays, Better World, they thoroughly go through the situation now, they define their challenges and approaches. Their ambitions by 2020 are for example to “operate Europe’s most carbon-efficient airlines and reduce the carbon intensity of our operations by 10%” and to “invest €10 million per year by 2020 to enhance the positive impacts of tourism, creating the TUI Care Foundation to support this work”. (Tui Group 2014)

The biggest tour operator company in Finland, Aurinkomatkat, offers information of their commitment to sustainability in the web as well. The sustainability section on their webpage is surprisingly hidden nonetheless. You need to scroll down the page, open a balk and behind two clicks you will find their sustainable tourism section. There you can first read what sustainable tourism stands for in theory. Then they have listed some figures about the industry emissions and economical impacts. Aurinkomatkat reports to be working together with other tour operators and UN organizations to minimize the climate impacts and improve the positive effects of tourism. After that on the same page they have listed their actions to make sure traveling is possible in the future as well. For example they inform to be working only with such partners that takes the local environment and culture into account. Additionally they have sub headings for “what you can do” and “tips for sustainable tourism”. (Aurinkomatkat 2016)

As a last thing on the page Aurinkomatkat speaks about the “dark side of tourism” with what they refers to child sex tourism. The company has signed “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” or commonly known as The Code. By signing that they commit to act against the commercial sexual exploitation of children. (Aurinkomatkat 2016)

The Code is a good example of how companies can contribute and commit to sustainable tourism development by also benefitting from it themselves. The Code webpage reasons for the companies that joining the The Code will not only help to keep the children safe it also benefits the company by making it a responsible brand. The Code being internation-

ally recognized initiative promise competitiveness for the company along with the membership. Also the membership will make the company a part of a new tourism community and network. (The Code 2016)

Scandic, a hotel chain operating in northern Europe shows a lot of pride when presenting their history of sustainability. The information is easily found from their webpage. In the early 90's the chain started to put focus on sustainability and decided to be the leader of sustainability in the sector. It was Scandic that initiated the idea of hanging up the towel if the guest wishes to keep using it. The first Nordic Ecolabel was certified to a Scandic hotel in 1998 and today 91% of their hotels have the label. In addition they have an environmental manager in each hotel and they offer the staff trainings in sustainability.

Another good example of a hotel chain with reputable commitment to sustainable development is Marriot. They offer thorough information of their corporate social responsibility on their webpages including annual sustainability reports. Marriot has been awarded for numerous different acknowledgements such as "One of the 100 best places to work for women" and "healthy workplace environment". As one of their values they have a strong human right policy including fighting against illegal trafficking. For environmental sustainability they set annual targets for example for reducing energy and water consumption. Together with their partners they design and build new green hotels.

Choi and Rezaee (2016, 35) write in the same article as mentioned earlier about the evolution of sustainability in the hotel industry. According to them the interest and actions towards hotel sustainability has been growing already decades. Although it was only from the beginning of the 21st century that hotels actually started to activate and increase focus on corporate social responsibility. Today it is perfectly common to for example have staff trained for environmental practices. One of the biggest sustainability trends in accommodation industry is to aim for green certifications awarded by public and private organizations.

2.5 Studying attitudes

As Bohner and Wänke explains attitude itself is merely an evaluation of object of thought. It is attitudes that "encompass" responses such as behaviour. Meaning because somebody has an idea of something, it makes this somebody act a certain way. Response might as well be affective or cognitive, as explained in a paragraph about tripartite model. (Bohner & Wänke 2002, 4-5)

The relation of attitudes and behaviour is widely studied. Richard Lapiere conducted one of the most famous researches of the topic in 1934 concluding that attitudes do not always result in behaviour. The relation of attitudes and behaviour has been proved controversial in several later studies as well. Uusitalo (1986, 59) indicated in her research that the consumption of environmental friendly products doesn't necessarily increase though the attitudes are changing in Finland.

Attitude is a psychological concept that has transferred in to use in the spoken language. Psychologists have studied attitudes thoroughly developing theories and aiming to make a precise definition for the term. "In a current social psychological context, attitude is defined as the predisposition to respond in a generally favourable or unfavourable manner with respect to the object of the attitude" (Robinson, Stimpson, Huefner & Hunt 1991, 17).

Attitudes are one of the most studied psychological findings and can be studied both quantitatively and qualitatively. Bohner and Wänke (2002) explain that attitudes cannot be studied simply by observing and therefore concludes that the easiest way is most likely to ask the person.

Likert Scale survey developed in 1932 is one of the quantitative methods used for measuring attitudes. The respondent can choose the answer from a scale usually of five options. The qualitative research methods are for example in-depth interviewing and observing the behaviour of the respondents. (Brace 2008, 73-73)

Especially the quantitative methods for studying attitudes has been criticised for the reliability of the results. The respondents are noticed to choose more socially acceptable answer alternative in the survey instead of the respondent's true attitude. This measurement error that causes the critic is called social desirability bias. (Foulsham & Kaminska 2013)

According to Ajzen one of the most influential psychological approaches to attitudes is based on the tripartite model introduced by Rosenberg and Hovland in 1960 (AJZEN 2005). This hierarchical model is composed of three factors that form the attitude. The affective component is the positive or negative feelings towards the object. The cognitive component is the beliefs and thoughts about the object. The conative component stands for the behaviour or intentions towards the object. (Robinson et al. 1991, 17)

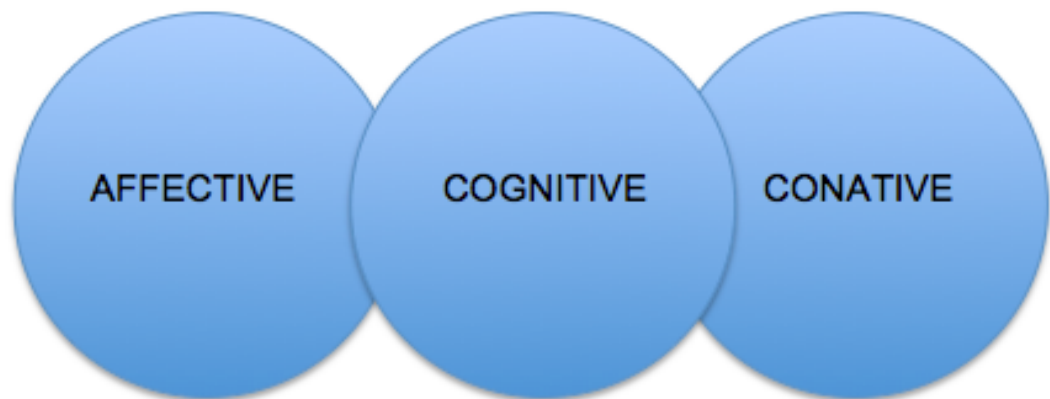


Figure 2: The three components of an attitude

The affective component in this topic means for example the travellers' excitement or irritation towards the sustainable tourism. Cognitive component then again could be for example the travellers' impression of sustainable tourism meaning only ecotourism or camping. An example of the conative component could be a traveller only using bike or train for transportation in order to support sustainable tourism.

2.6 Earlier related studies

As stated for example by Theresa Bauer (2016, 8) in her article about human rights in hospitality industry "the CSR has become an increasingly relevant topic". Choi and Rezaee (2016, 25) study the relevance of business sustainability in hotel industry in the same collection of papers backing up Bauer by starting the chapter with addressing to the "growing attention to business sustainability".

The International Centre for Responsible Tourism writes in their homepage "There is no blueprint, no internationally valid prescription for how tourism should be made more sustainable. The salience and importance of issues varies from place to place, affected by the cultural and natural environment, and solutions vary too" (2016). The argument is supported with a statement in a research *The Eco-Efficiency of Tourism*: "There is a broad consensus that tourism should be sustainable; however, the question of how to achieve this remains an object of debate" (Ceron, Dubois, Gössling, Patterson, Peeters & Richardson 2004, 105-106).

Bohdanowicz, Zanki-Alujevic and Martinac study the Attitudes Towards Environmental Responsibility among Swedish, Polish and Croatia Hoteliers (2004, 1-21). The researchers justify the objectives of the study by explaining that the tourism is very dependent on the clean natural environment, although the industry is causing significant pressure on it all the time. The research topic was limited to hoteliers, reasoned with the fact that the hotel industry is in fact a great deal of the whole tourism industry. The research itself was a quantitative research conducted with questionnaires with open-ended answer possibilities. It was pointed out that the whole change into more sustainable hotel industry has to be started with an analysis of performance. The willingness and ability of hoteliers as well as awareness should be recognized before moving further. The results of the research were focused on the differences between the three countries, concluding that the awareness and interest of the topic is highest in Sweden. Polish hoteliers were presumed to be on the edge of recognizing the importance of the topic, and the year of the publication should be noted here. Croatia was stated to have high awareness and interest in the topic as well although among these countries it was the least probable one to initiate environmental actions in the hotels. The research results forecasted that the interest and environmental initiatives in hotel industry of these countries would increase due to interest in cost savings and customer demand. (Bohdanowicz & al. 2004)

A survey conducted by Booking.com, an accommodation reservation website, studied travellers attitudes towards sustainable accommodation in 2015. The survey had 32 000 traveller respondents from 16 different countries. The results revealed that 52% of the global travellers are likely to choose the more sustainable option as their destination. The variations between nations were quite big. For example 74% of Brazilian respondents were interested in sustainable travel whereas from Danish the number was only 36%. However the survey proved that over half of the travellers are interested in traveling sustainably, and since this number had risen from the previous year the next year number has a good chance to rise again.

Riikka Puhakka (2014, 34-48) studied the Y-Generations, as in the young people born in the 90's, values and meanings attached to natural areas and outdoor recreation. In her article Y- Generation in nature she writes about her study. She mentions in the abstract the young people's alienation from nature to be an issue especially in the Western societies. With the help of thematic writings and surveys she aimed to find out how the young people living in a certain area in Finland experiences outdoors and nature, considering the urbanization of the society. She set her research questions to find out how do the young

people recreate in outdoors nowadays, what kind of values and meanings are connected to outdoors and how will their relationship with nature develop over time.

Puhakka concludes that though the relationship with nature might change by time, even the people living in cities still value and will value nature in the future. According to the study the young peoples' relationship with nature is based on their habitat and customs learned from the family. Young people's interest towards nature is likely to grow later in their lives.

3 Methodology and analysis of the interviews

3.1 Methodology

The method I ended up using in my research could be defined as semi structured thematic interview. As Tuomi and Sarajärvi (2003, 24) explain in their book of qualitative research and the analysis there are numerous definitions and approaches for qualitative research. The main idea behind the approaches of qualitative research is however to gain in-depth information of a phenomenon instead of aiming to make a generalization of it (2003, 87).

To get more reliable and interesting results for this thesis, a qualitative research is a better research method. For quantitative research, in addition to the challenge of getting a good sampling of the group, it would be impossible to get comprehensive and trustworthy results because the research topic is so wide in nature.

For the data collection method I chose interviewing. Typical methods to collect data for qualitative research are interviewing, survey, observation and information from documents (Tuomi & Sarajärvi, 2003, 73). Vuorela (2005, 37) points out that especially interviewing is a highly diverse research method since there are different types of interviews and it can be combined with other research methods such as observation. Tuomi and Sarajärvi (2003, 74) simplifies the idea of interviewing by explaining that when you want to know what a person thinks of something or why the person is acting a certain way, it is reasonable to ask it from the person.

The same idea of asking people about their attitudes was presented in Bohner's and Wänke's (2002, 4-5) course book about attitudes as mentioned earlier in chapter 2.5. Supported by these both sources I made the final decision that interviewing will be my method for the research. Although attitudes can be studied quantitatively as well, for example with Likert Scale, also explained in chapter 2.5, I excluded survey from my options with the justifications in earlier paragraphs.

Vuorela (2005, 37) divides different types of interviewing into three categories, which could be translated in English as structured-, thematic- or semi-structured- and unstructured interviews. The same division was used in Tuomi's and Sarajärvi's (2003, 76) book. They also pointed out that the structured interview is in fact more of a quantitative method. Thematic interview can be very informal situation but the same topics are covered with all

interviewees (Preece, Rogers & Sharp, 2002). In the unstructured interview only the topic of the discussion is defined (Tuomi & Sarajärvi, 2003, 76).

Too strictly planned interview as structured interview would guide and limit the answers too much for my purposes. Semi-structured interview and unstructured interview are in that sense more fruitful for the research. However since the topic is clear and there are questions that have to be covered the ideal interview type for this research is the semi-structured interview.

The strengths of interviewing are the flexibility and the linguistic interaction. Thematic interview moves on with the in advance planned topics but leaves a freedom for the interview situation (Hirsjärvi & Hurme 2009, 34-48). The communication between the interviewee makes it possible to ask things that could not have been planned beforehand (Hirsjärvi & Hurme, 1995).

3.1.1 Selection of the interviewees

The original idea was to study the attitudes of the Y-Generation towards sustainable tourism. However after giving up with the quantitative research idea and changing in to the qualitative one I had to give up with the idea of making a generalization of the population (Tuomi & Sarajärvi, 2009, 85). Each of the interviewees is representing the Y-generation from their point of view but does not give enough statistical data for making the generalization. This research is therefore investigating and meant for gaining in-depth understanding of the attitudes behind supporting or not supporting the sustainable tourism.

I chose to interview six young people limited to Y-Generation as in the people born during 1980s and early 1990s. Why Y-Generation, it's because those are the people making the future travel trends alone, with friends and with their families.

I also decided to limit the interviewees to only such persons who can be defined as "active travellers". Active in this case means that the person leaves his or her home region for over 24 hours at least several times per year and considers him/herself an active traveller. This limitation was made because the people who have more experience in travelling and are more interested in it, are more likely to have opinions about tourism and are the ones who have influence on it. As Tuomi and Sarajärvi (2009, 85) reasons, since the idea is to describe a phenomenon meaningfully instead of generalizing statistically it is important that the interviewees have knowledge or experience of the topic studied.

The aim was to get interviewees with different backgrounds concerning education, work and living situation. Also two of the interviewees were living abroad at the moment. Due to the different living situation three of the interviews were made via Skype and three of them face to face.

From the figure below can be seen the coding of the interviewees. The aim of coding is to structure the collected material, help describe the results and identify the important factors from the researcher's point of view (Tuomi & Sarajärvi 2003, 95). From the table can be seen the differentiating factors between the interviewees that might be interesting and relevant for the analysis of the results.

Two third of the interviewees were female and one third were male. Two of the them are born in 1986, one in 1991, one in 1993 and two in 1994. The background of tourism education is taken into consideration for the reason that those interviewees might have had education concerning sustainable tourism. Any level of education with focus on tourism was counted. The work experience of tourism was limited from the earlier division in chapter 2.4 about the companies of tourism industry. Only travel agency, tour operator, transportation, accommodation and attraction work experience were counted, because in merchandise, food service and entertainment work the contact with tourists and tourism industry is not evident.

Table 1: Coding of the interviews

Respondent	Sex	Year of birth	Have studied tourism	Work experience from tourism industry
A	M	1986	no	yes
B	M	1986	no	no
C	F	1991	no	no
D	F	1993	yes	yes
E	F	1994	yes	yes
F	F	1994	no	yes

3.1.2 Planning the interviews

This research consists of six semi-structured thematic interviews. The preparations for the interviews were such that I listed questions and topics that I wanted to be covered in the interview. Also hoping that the discussion would run and perhaps bring me even more point of views for the topic. The questions asked in the interviews were therefore open ended. The order of the questions and topics was made to be flowing for the interview situation. I didn't want to limit the duration of the interviews, because I wanted the interviewees feel free and relaxed in their responses.

In the beginning I didn't tell the interviewees that my topic was precisely sustainable tourism because I wanted to get genuine answers and reactions to my questions. After introducing themselves I asked them to tell about their traveling experience and reason and motives behind it. I asked everybody if they had some criteria when planning and booking their trip. After that I asked about their explanation and ideas for the term sustainable tourism. I didn't expect them to be able define it very well. Then I explained some theory behind the term in order to bring the interviews to the point. The final topic of the interview was about their experiences of sustainable tourism. How did they experience it, have they been traveling sustainably from their point of view, do they usually consider sustainable aspects, and if yes then which of them. In addition I asked if they think their friends put thought on such matters when traveling, and what are the reasons behind it. The most important questions of my interview for the development suggestions were the final ones: what are the reason why people don't put so much thought on sustainable aspects when traveling and what are they willing to do to travel more sustainably. The ultimate questions were what could be improved by the companies to make the future tourism more sustainable and how do they see themselves traveling in the future.

With the questions I aimed to recognize the three components of attitude from the basis of the multicomponent model of attitudes as explained in the chapter 2.5 about attitudes. As the interview was only semi structured and it would not have been fruitful in the sense of responses the questions were not presented in order by the components. From the figure below can be seen how the interview questions are categorized in the order of the components.

Table 2: Interview questions categorized by the tripartite model

The component of an attitude	The question in the interview
CONATIVE=Behavior or intentions towards the object	<ul style="list-style-type: none"> - What kind of traveling habits? - What kind of experience of sustainable tourism? - Do you usually consider sustainability when booking a trip? - Willingness to choose more sustainable option?
COGNITIVE = Beliefs and thoughts about the object	<ul style="list-style-type: none"> - Familiar with the concept of sustainable tourism? - Examples of sustainable tourism?
AFFECTIVE = Feelings towards the object	<ul style="list-style-type: none"> - Do you usually consider sustainability when booking a trip? - How do you see yourself traveling in the future?

With the questions about their traveling habits I aimed to find out about the conative as in the behavioural aspect to the topic. Taking into consideration that in this point most of the interviewees did not know about the topic, I later asked more specifically if they act for their thoughts about sustainable tourism. Expecting that the ones with positive thoughts about sustainability would behave or would have intentions to behave in favour for sustainable tourism. To specify the question I asked about the interviewee's willingness to choose the sustainable option over for example a cheaper one or faster one.

The cognitive component stands for the way the interviewee thinks about the matter, how it is perceived. This aspect I aimed to study by asking their knowledge and examples of sustainable tourism. Here especially I left space for the interviewees to share their ideas and beliefs about the topic, in order to recognize their way of perceiving it.

The affective component as in the feelings about the topic I aimed to recognize both from the interview situation in general but also by asking whether they consider sustainability when booking the trip and in the end about their traveling intentions for the future expecting there to be a mentioning about sustainability in case the interviewee would feel positively about the topic.

3.2 Analysis of the interviews

All the interviews lasted between 20 to 40 minutes. I started the analysis by making a mind map of the interviews. I categorized the results into themes with the help of my research questions. The first category was to identify their thoughts towards sustainable tourism from the basis of what they told. The second topic was to open the reasons why travellers don't seem to always choose the sustainable option. The third topic was the interviewees' suggestions for future of tourism. And as final analysis I separated the interviewees into different type of travellers based on their travel experience and goals.

3.2.1 Interviewees attitudes towards sustainable tourism

I aimed to identify from the interviewees' stories the genuine thoughts about sustainable tourism and reasons for not choosing always the most sustainable option. I did not limit the concept of tourism in the interviews because I wanted to hear as impulsive as possible answers and thoughts about the topic. From the different transcriptions I noticed that same ideas kept coming out and I was able to list some overall attitudes and main reasons for not choosing the sustainable choice.

All of the interviewees showed a lot of interest and respect on the topic of sustainable tourism. Although I did not tell in the beginning of the interviews that I'm studying sustainability, the interviewees were immediately excited when the topic was revealed. I asked about people's motives and criteria for traveling and none of the interviewees that didn't know about my topic mentioned sustainability before me asking about it. After the topic was made clear, the interviewees were very interested and excited to share own ideas and experiences of sustainable tourism.

Clearly the biggest reason for not choosing the more sustainable option, whether it is about transportation, accommodation or even restaurant services, is the expensiveness of the product. The financial situation and willingness to use money for the trip really affects on many decisions about sustainability. The low cost airlines make travellers choose flying over trains or other more sustainable options. It is the same thing when buying food or consuming other products. The cheaper option is often less sustainable option. This is when the consumer makes consciously an unconscious purchasing decision. Money just makes that much of a different. This idea is backed up even by a research published by University of Southampton, which indicates that plane ticket prices should rise by 1.4 % in order to drop the demand for plane tickets and that way make travellers choosing more climate friendly options (Grote, Preston & Williams 2014, 214-224).

However all of the interviewees claimed to be willing to sacrifice time and comfort up to a certain point. Interviewee C said she is willing to choose the slower or less comfortable option especially if the sustainable benefits are stated clearly and believable. Interviewees B and C pointed out that that they do favor the more sustainable option but for example if the only reasonable way for making the travel is by flying they do not hesitate to choose that one. Interviewee D said: "always when I'm offered more sustainable option, I take it".

Another dominant reason for not choosing the sustainable option is unawareness. Before interviewing about their opinions towards sustainability I asked all the interviewees to explain sustainable tourism in their own words. Every one of them had some idea and examples of it. However most of the interviewees couldn't give a thorough definition of it but more just own ideas what it could be. Everybody mentioned that flying is the most unsustainable way of traveling but they didn't really know any numbers behind it, they didn't know in what extent. Four of the six interviewees started defining sustainable tourism with the idea of giving something back and supporting the local community. Also everybody mentioned environmental aspect in their definition. Only interviewee B had a clear idea and theory for the definition. Simply many don't know which all aspects can be harmed with unsustainable tourism and therefore these aspects are not noticed when planning a trip or traveling.

Indifference as a reason for not choosing the sustainable choice is perhaps the most socially unacceptable one. Still none of the interviewees brought the topic to the discussion before me introducing it. This is a strong proof that it is not the first thing on people's mind when traveling, and it might not even be the second thing if a minor general assumption can be made from the basis of these six interviews. When the interviewees were asked how they think sustainability is taken into consideration in their social circles, many started the answer confident that it really is a factor in the decision-making and ended as interviewee E concluded: "I would like to think so".

3.2.2 The interviewees suggestions for the future

The common proposition in majority of the interviews was more visibility and credibility. Since most of the bookings and purchases of transport and accommodation is done online today, there should be more visibility of sustainability. The information online is experienced vague and weakly justified. Interviewee D pointed out that a company doesn't deserve trust if they have a long list about sustainability on the webpage but is still in real life

working against it. Companies should be more honest and transparent with their sustainability marketing. The interviewees wish more visibility about the companies' values and sustainable choices but also they hoped that the information would be properly justified and credible. If the sustainability values are only verbiage, the consumer is not convinced.

Interviewee A offered an idea of an emissions calculator. The calculator for example on a transportation retail shops webpage would show how much CO2 emissions does the consumer's planned trip with that choice cause and next it would offer options with other methods and show those emissions. The main point behind the calculator is that consumers want to know more but they hope that the access to the information is easy. Other interviewees too mentioned that the consumers are lazy in a way that they are not willing to use time and energy for searching information concerning their holiday's sustainability. As a conclusion in addition to trustworthy information the consumers hope more information about their travel and their choices.

Equality in prices between the sustainable options and other options were hoped. The interviewees felt that the sustainable option is often more expensive than the unsustainable options for example in transportation. Flight tickets indeed are usually the cheapest transportation method. Interviewee D pointed out that if the options would be as expensive she would without hesitation choose the sustainable one. Interviewee C felt that the companies are on purpose making money with the sustainability instead of actually having it as a basic value of the company.

Interviewee F wanted to see more visual actions from companies when travelling. This interviewee had mainly traveled in Latin America and was hoping visual actions from companies at the destination such as hiring locals, investing in energy saving systems and supporting local businesses by using their products. The interviewee felt that neither travellers nor the service providers had any interest in sustainability. In this case more information is hoped for both parties.

Cooperation between companies was interviewee E's suggestion. She proposed that companies should work more together and that way actually make the industry more sustainable. Together they could agree to give up some unsustainable actions or procedures. If enough companies start to work together like that and take big steps towards sustainability it would put pressure on other companies as well.

3.2.3 The traveller profiles presented

As I aimed when planning the sampling I chose six quite different people to represent the Y-Generation. Not only did the interviewees study quite different fields or didn't study at all at the moment, they turned out to be very diverse travellers as well. From the six interviews I am able to create four very different traveller profiles. I started collecting key goals and terms the interviewees used when describing their traveling. Combined with their travel stories I had created traveller profiles to represent today's and tomorrow's travellers.

First profile is adventurous, like a local, solo traveller. Two of the interviewees had just recently spent more than 6 months in the central- and South America. Other one of them worked in several countries while traveling there to finance her travel. She also lived for the same reason in several countries. Typically the final destination for these travellers is somewhere preferably on the other side of the world. "I don't want to be stuck in one place", described D. The other one was first attending an exchange program and then continued studying individually at the same country but did smaller trips to the neighboring countries. They don't care about dominant trends but rather want to create own. Both of them enhanced that they wanted to learn the culture and more like be part of it. They also described the driving factors for traveling to be curiousness and the urge to go for an adventure. Characteristic for this traveller type is to stay longer periods in order to learn from the local culture. He/she wants to build a bond with the place.

Second profile could be described as inspiration seeking weekend traveller. The interviewee travels on average every two months at least and typically to a bigger European city. The driving factor for making the trips is to escape the small hometown and find inspiration from the places, people and their culture and way of living. What separates this type from a more traditional idea of a weekend tourist is that he said that he is more interested in the local lifestyle than the top ten sightseeing of the city. This traveller type is looking for alternative lifestyles and inspiration to take back home to the daily life both for business and pleasure. "Sometimes you search for other inspiration and other ways to live", described A.

The third traveller profile is a close range, nature traveller. This traveller is instead of great travel experiences seeking for a place he feels connected with. He likes to experience the journey itself and therefore prefers to travel by trains, bike or by foot. He is interested in nature sights and especially the ones that tell a story that signifies something to him or something he can relate with. This draws him to the nearby regions where he can relate to the culture and history and is able to speak the language at least passably.

This traveller type wants to feel like he is connected to the place and belongs there on some level. Instead of simply entertaining oneself and possibly only consuming without giving back to the local community, this one has a genuine interest on the sight and its culture and aims to leave only a positive trace.

The fourth profile is somebody hungry for people, places and vibes, a social traveller. The motivator for these travellers is to experience something new. They want to see everything. They choose the destination according to the vibes of the moment. They might travel alone or with a company just as long as there are people along the journey. They are dying to see new places and meet new people. Therefore the destination tends to be a big city. Typical for them is to take good care of social media and make sure that the world follows their moves. They are ready to use every dime they have for even a short get away, but are all the time prepared for longer journeys as well. They have been working and studying abroad and are comfortable leaving home for travels. “ I just want to see everything in this world”, said E. Still home is an important base for these travellers. They don't really have limitations to where to travel or how as long as a next trip is already booked. This type of traveller is sort of a travelling junkie.

4 Discussion & suggestions

The interviewees of the survey did represent all very different traveller types and still left many other types uncovered. From the basis of their answers some clear conclusions of the attitudes towards sustainable tourism can be drawn.

The travellers of today travel with selfish motives, to entertain themselves and escape the everyday life. However they are open for learning from the local cultures and raise their awareness. They respect the local community, their culture, environment and habits. They want to travel now and in the future.

They do prefer consuming sustainable products and services as long as it is a rational option and doesn't cost more than the unsustainable one. Money makes especially for the budget travellers a big difference when planning and making the trip. Nevertheless the bigger the price difference is the more likely consumers choose the less expensive option.

Travellers are interested in sustainability of their actions. Though not many are willing to see the trouble of finding out more information on their own. The information about sustainable options should be handed quite easy to them. At the moment the level of knowledge motivates the travellers to think about sustainable options if those are available. Still they don't often know enough or rely on the information given to them in order to make a clear difference in the purchasing decisions.

As concluded already by Ceron et al. (2004) since it is already quite commonly approved that tourism industry should be made more sustainable, the open question is how it should be done.

4.1 Suggestions for future

By combining the interviewees suggestions with the theory studied came out three main points for what can or should be done to make the industry more sustainable. As explained earlier the tourism industry is complex covering many aspects of sustainability and having many stakeholders responsible for the development of the industry. The following thoughts apply on a general level for the tourism industry.

4.1.1 Improving reporting

Although the interest in reporting of companies' sustainability has clearly risen in the recent years and lead to a significant increase in issued reports and reporting online as explained in chapter 2.4, the interviews revealed that there is still need for more visible and credible reporting of sustainability.

The problem is not actually often the lack of information and reporting but more like the lack of credibility. It is already common to have list of certifications on the webpage of the company but the certifications itself don't tell much to the consumer. The options would be to offer an introduction of the certificate or to invest in certifications with a better brand. The downside in the first option is that the consumers tend to want service fast and easy especially when talking about Internet purchases. The consumers would want to know with a quick overview where they are investing their money.

To make the reporting more credible and thus more influential, companies should make sure their actions support their mission, goals and other promises. At latest the consumers get to combine their expectations with the reality of the company's sustainability at the destination. This is why the reporting of sustainability should meet the reality, and companies' should make sure they can and will prove it to all the stakeholders.

4.1.2 More pressure from organizations to companies and travellers

The number one issue with sustainability is the high price of such services and products. Often the reason for the higher price is justified with the increased production costs. This is where the organizations' and governments' impact plays a big role.

Surely not many companies want to raise their prices with the threat of losing customers, and therefore keep the prices for other than sustainable products lower. This naturally leads to customers choosing the cheaper option. With the pressure from organizations, governments could set demands for companies to ease the inequality between prices for sustainable products and unsustainable products.

Thinking about the amount of organizations and their resources, such as the sub organizations of United Nations, it should not be a mission impossible to pressure the companies of the industry for greater actions.

Organizations as well have a front seat for raising awareness of the travellers. With projects, by organizing events, or using social media for sort of “viral” marketing, organizations can start reaching the young and active travellers for a new way of thinking in travelling.

4.1.3 Travellers’ responsibility in sustainable tourism development

The responsibility of the travellers themselves on the matter should not be forgotten. As described earlier, all of the interviewees admitted that they should and would want to always choose the more sustainable option. However it seemed that they felt that this is the only way a traveller can have an impact. The final suggestion came up in fact as a result of that none of the interviewees really mentioned it.

The purchase decision is already a big statement, but surely there must be other ways a traveller can have an impact. What about the whole social media and the power that comes with that? What about supporting and starting sustainable travelling trends online? What about using social media for pressuring and demanding more from the companies?

4.2 Trustworthiness of the research

Although the interviews were planned and organized so that the responses would be as trustworthy as possible there are always factors that have an impact on the trustworthiness. As explained in chapter 2.5 especially quantitative research methods suffer from a measurement error of respondents choosing more socially acceptable answer choices. Qualitative research method that was chosen in this thesis supports the trustworthiness more. When the interviewees are let to speak more freely and in the form of a conversation it is harder to give false or biased responses.

The sources used for the theory background are versatile both in the sense of amount and style. Sources are obtained both online and from libraries. In addition to the academic publications other sources such as companies’ webpages are used. The publications and other sources are all quite recent and up to date. A few older sources are justified with the significance of the sources.

What brings challenge to the trustworthiness of the results is the wideness of the topic. More accurate responses and results could have attained by a better delimitation since a more precise delimitation would have helped also to delimit the interview questions.

4.3 Evaluation of the thesis process

This thesis process in its entirety was a great lesson for future research and writing work. Every step of the way guidance was appreciated and many parts could have been done differently with better knowledge and focus on the research work.

Interviews were one particular part that has a significant effect on the final product. It is actually quite challenging to carry out a successful interview. There are different aspects that need to be done well from the planning till the analysis.

A good interviewer needs skills and experience, which requires training and education. The interviewer should aim to be as neutral as possible in the situation and should not express one's own opinions. (Nielsen, 1997)

The interviews lasted from 20 minutes to 40 minutes and all the aspects I planned were discussed. Though I would have hoped the interview situations to be a bit more relaxed and that way bring more ideas and point of views about the topic. Later on I came up with few specifying questions. Therefore I was more satisfied with the last interviews I made. This is surely something that can only be improved by practising.

As well the delimitation of the topic in the earliest stages of the process would have helped significantly while reviewing the literature and choosing the theories. The topic was edited several times and although the main idea did not change it would have helped to have the focus in right points from the beginning.

The results meet the objective of the thesis quite well although general assumptions cannot be drawn due to the research type. The interviews offer useful speculation for the topic and hopefully will be helpful for future research and development of the sustainability of the industry.

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