

Eco-anxiety in travel decision making among Generations X and Z

Kaisa Hurri



Author Kaisa Hurri	
Degree programme Hospitality, tourism and experience management	
Thesis title Eco-anxiety in travel decision making among Generations X and Z	Number of pages and appendix pages 39+6
<p>Eco-anxiety is an unfortunate result of climate change that affects our health, attitudes and values. It's a result of increased worry and desperation people are experiencing about the environment. Eco-anxiety can appear in many different forms and symptoms such as experiencing different feelings, loss of appetite or panic attacks. This research studies the reasons and solutions of eco-anxiety and its impacts on the travelling behaviour. In this work the phenomenon is observed in more detail from the perspective of two different generations: Generation X, born in 1965-1981 and Generation Z, born in 1997-2012. The report resolves how eco-anxiety is seen and understood between these generations. The literature review consists of relevant subjects that define eco-anxiety as a term and its impacts on travelling. Also, general knowledge, characteristics and travelling habits of Generation X and Z are explained.</p> <p>The objective of this research is to find out whether eco-anxiety has any influence on the decision making of Generation X and Z when travelling. The study focuses on finding out how the two generations experience eco-anxiety and how does it affect their travelling behaviour. The thesis is commissioned by The Finnish Association for Fair Tourism which is an organisation that promotes responsible travel. Quantitative method was chosen as the main research method because it presents a large scale of responses and data that can be generalised and applied to different purposes. Online survey was the best option to reach as much of the population as possible.</p> <p>The survey collected 273 valid responses from people that represented either Generation X or Generation Z. The responses didn't vary significantly between the two generations. Based on the results of the online survey it can be stated that eco-anxiety has only a little impact on the travelling behaviour of Generations X and Z. They care about the well-being of the climate and are interested in responsible travelling. They already know how to travel more climate friendly. However, they haven't made significant changes to their travelling routine. Both generations can be said to be equally climate conscious as any major differences between the generations weren't observed. Their positive intentions about climate still require implementation.</p>	
Keywords Eco-anxiety, climate change, climate friendly travelling, travelling behaviour	

Table of contents

1	Introduction	1
1.1	Research objective	1
1.2	Phases of the research	2
2	Eco-anxiety and climate change.....	4
2.1	Climate change	4
2.1.1	Climate change and travelling	5
2.1.2	Psychological impacts of climate change	5
2.2	Eco-anxiety	6
2.3	Eco-anxiety and travelling	8
2.3.1	Transportation.....	8
2.3.2	Flight shame	10
2.3.3	Flight tax	11
2.3.4	Carbon offset	12
3	Generations	14
3.1	Generation X.....	16
3.1.1	Typical traits of Generation X	16
3.1.2	Generation X as travellers.....	17
3.2	Generation Z.....	18
3.2.1	Typical traits of Generation Z	19
3.2.2	Generation Z as travellers	20
4	Research methods	22
4.1	Quantitative survey	22
4.2	Sampling.....	24
4.3	Analysis methods.....	24
5	Results	25
5.1	Climate friendly travelling	25
5.2	Preferences of destinations.....	29
5.3	Experiences of eco-anxiety	31
6	Discussion.....	33
6.1	Minor impact on travel decision making.....	35
6.2	Benefits for the commissioner	36
6.3	Reliability and validity.....	37
6.4	Learning outcomes	38
	References	40

Appendices.....	51
Appendix 1. Justification of survey questions	51
Appendix 2. Online survey	52
Appendix 3. Blog post	55

1 Introduction

Eco-anxiety and climate change have been very timely topics over the last couple of years. There's been a lot of discussion about it in the media and everyone keeps talking about the climate and environment constantly. The enthusiasm has affected people's attitudes, values and mindsets. Many have made changes in their personal lives to live more climate friendly. This matter has been noticed in the travel industry as well. Travellers have made changes in their habits considering the climate. Flying is one of the biggest issues threatening climate friendly travel. Conscious travellers are feeling desperate and anxious about the future. The thesis provides valuable insights about the impact of eco-anxiety in the travelling behaviour of Finnish travellers.

I've chosen two generations, X and Z to follow in this research. They are both very different from each other, which makes it interesting to study. These two generations have some similarities in their background but have very different preferences when travelling. Generation X enjoys relaxation and family holidays while Generation Z prefers more exciting and active approach (Expedia and The Center for Generational Kinetics 2018, 7; Intelligence 2017.) The research is focused in Finnish travellers and their travelling behaviour.

The commissioner of this thesis is The Finnish Association for Fair Tourism. The non-profit and non-governmental organisation was founded in 2003. The aim of the organisation is to improve the awareness of responsible travel. They distribute the information to travellers and other organisations in the industry. They encourage people to talk about their choices and minimise the negative impacts of travelling while enhancing the positive impacts. Travellers should be aware of the impacts of their actions. The objective is to achieve a position where the destinations can receive travellers without having to sacrifice their natural environment or culture. They want to raise conversation about the impacts of travelling between different parties. The commissioner is able to integrate this work in their content and spread the knowledge to other parties about eco-anxiety and its impact in travelling behaviour. (The Finnish Association for Fair Tourism).

1.1 Research objective

The main objective of this research is to find out whether eco-anxiety has any influence on generation X and Z's decision making when travelling. This research breaks into the reasons and solutions of eco-anxiety and its impacts on the travelling behaviour. It resolves how eco-anxiety is seen and understood between these two generations and what are the most important elements they take into consideration when travelling. Research questions help define the research objective. The main research question is: does eco-anxiety affect

Generation X and Z's decision making when travelling? In this research the sub-questions are the following:

1. What are Generations X and Z willing to do for more climate friendly travelling?
2. What are Generations X and Z taking into consideration when choosing their destination?
3. How are Generations X and Z experiencing eco-anxiety?

This is a quantitative research. Online survey is used as the research method for this thesis. Quantitative survey was chosen as the research method because the sample wanted to be collected from a big audience. The aim of the survey is to collect information from Finnish travellers who represent Generation X and Z. Due to the lack of resources it's impossible to reach the whole population so the sample for the survey is limited. The questions are designed to reveal whether eco-anxiety impacts the travelling behaviour of these two generations. The survey questions are planned according to the research questions and the theoretical framework of the thesis. The answers to the research questions are obtained from the survey. The survey is designed in an online survey tool Webropol. The data from the survey is analysed and presented in the results chapter.

1.2 Phases of the research

There are four main steps that belong to every research project. Preparation – brainstorming, choosing a topic, reading about the topic and choosing the methodology. Planning – developing topics and research methods. Process – practical planning, scheduling the work and collecting data. Lastly, product – analysis of results and theory, evaluation and reporting the results. Every research process varies a little bit so there needs to be room for flexibility as well. (Johns & Lee-Ross 1998, 37-39.)

In figure 1. the phases of this research project are presented. The project is started by choosing a subject that is recent and close to my personal interests. It's followed by reading about the topic and getting familiar with it. It's important to find out what is known already and what is something to focus on with the research. Then the research method is chosen which in this case is the quantitative method. The next phase is the developing and narrowing down the topic and research methods. For this research the main topic is eco-anxiety with two different generations X and Z to compare. Quantitative survey is decided to be the research method. Getting to know the literature and theory of the topic more precisely is the next step. After that the questions for the survey are planned based

on the theory and the survey is published. Then the results are written down and analysed. The project is finished with writing the reflections and conclusions.

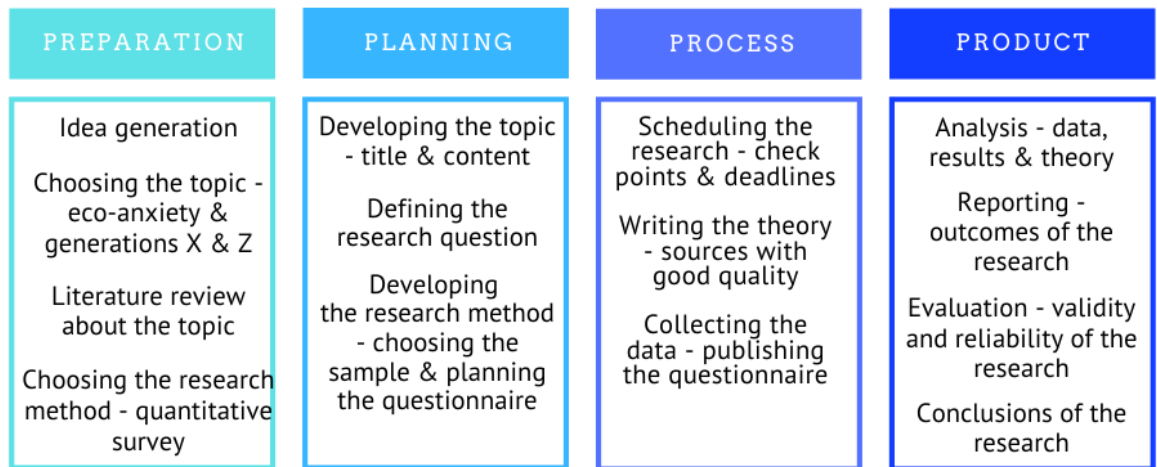


Figure 1. Phases of the research project (Adapted from Johns & Lee-Ross)

This thesis consists of six different chapters. The first one is the introduction to the topic. Next the foundation of the thesis is introduced in the theoretical chapters two and three. In chapter four the research methods of the thesis are explained and justified. The results of the quantitative survey are presented next in chapter five and then analysed in chapter six. The report is ended with my own learning outcomes and thoughts.

2 Eco-anxiety and climate change

As Pihkala (2017, 12) wrote in his book, there's an environment hippo in our living room and everyone keeps ignoring it. Climate change is here and now. We're waiting for the actions to control it. Climate change is still in 2020 a topic that's understated and kept in silence. (Pihkala 2017, 12, 29.) Eco-anxiety is closely tied to climate change being an unfortunate result of it. In Finland the worry for climate has been increasing over the last few years. (Pihkala 2019, 4.) To understand the global phenomenon, it's important take a look at the factors of it. They are explained thoroughly in this chapter.

2.1 Climate change

Warming of the climate was first introduced in the 1950s. Climate change means the rising temperature of the Earth, which is caused by increasing amount of greenhouse gases emitted to the air. The emissions have been mostly caused by industrialisation and modern human life activities. There are a few different gases but most common and known is the carbon dioxide, CO₂. The emissions of carbon dioxide have grown significantly since the pre-industrial era. (Nasa.) World health organization (2019) stated climate change to be the biggest environmental problem for health in 2019.

The impacts of climate change are already visible in many places around the world. It causes changes and degradation in our ecosystems, rise in the sea levels, stronger storms and natural disasters (National oceanic and atmospheric administration 2019). The impacts of climate change are vast but uncertain (Pihkala 2019, 10). In addition to the negative environmental impacts, climate change is also a big issue for people's health; physical and mental (World health organization 2019).

The solution to climate crisis is simple in theory. However, the execution seems problematic. The most effective way to diminish your personal carbon footprint is to change your consumer behaviour. By making small changes to your everyday habits such as eating, shopping and travelling you're already contributing a lot. (Arguedas Ortiz 2018.) On a bigger level changes have to be made as well. Paris agreement is a global agreement formed by United Nations in 2015. It handles climate change and its prevention. In total 197 countries in the world have made an agreement to follow it. The most important goal is to prevent the temperature from rising 1,5 degrees Celsius above the pre-industrial levels. That will keep the negative impacts of climate change at the minimum. (Denchak 2018; United Nations 2015, 3.)

2.1.1 Climate change and travelling

Travelling means moving around voluntarily to different locations outside the traveller's usual environment. Tourism is considered a subset of travelling. The activity of visitors is described as tourism. The purpose of the travel or tourism can be divided into business, leisure or other personal reasons. In addition, travelling can be divided into domestic and international movement. Domestic travel involves traveller moving within their country of residence while international travel includes movement outside their own country of residence. (United Nations 2010, 9-10, 15-16.)

Tourism industry unfortunately is a sector that is also partly culpable for climate change. Travelling causes a lot of emissions. In 2013 tourism was accountable for 8% of world's greenhouse gas emissions (Lenzen, Sun, Faturay, Ting, Geschke, & Malik 2018, 522). International tourist arrivals are expected to grow during the next decade and reach 1,8 billion in 2030. In 2016 the number was 1,2 billion. The increased amount of the tourists will contribute in the growth of carbon emissions as well. Transportation is the biggest contributor to climate change in the tourism industry. Air travel is the most used mode of transport in tourism and it's only expected to grow in the next decade. International travel causes more emissions than domestic travelling as distances are longer and air travel is chosen over ground transportation. (UNWTO 2019, 19, 40-42.)

Climate change also affects tourism in many areas. Travellers seek new destinations and travel to those which might disappear someday. Coastal and island destinations are in great risk because of the rise in the sea level. The rising temperature affects many snowy destinations as the season becomes shorter and there's less snow. Losing biodiversity such as coral reefs sets destinations to difficult situations. (UNWTO 2008, 6-8, 86.) Many tourism destinations depend on the weather and climate. Extreme weather conditions such as floods, tropical storms or heavy rain can compromise the popularity and income of the whole destination. Adaptation to such weather events is required now and in the future. The ability to adjust to unforeseen situations is a necessity in travel business. (UNWTO 2008, 81.) Natural disasters also affect people's safety which is one of the most important criteria when choosing a destination. (Siddiqui & Imram 2018.)

2.1.2 Psychological impacts of climate change

Climate change has many effects on people's health. They can be divided into physical and mental as well as direct and indirect impacts. These impacts especially the indirect ones are often hard to detect and link with climate change. However, some of the physical

impacts are easy to connect with climate change e.g. hurricanes and floods. The increased worry about the condition of the environment leads to growing number of uncertainty and anxiety. (Pihkala 2019, 10.)

Many different feelings are involved in climate change. They're usually divide into positive and negative feelings. Grief, fear, helplessness and guilt are just some of the feelings people are experiencing. These feelings are the first step towards eco-anxiety. Even the less noticeable impacts of eco-anxiety can be long-term and can affect one's well-being significantly. (Pihkala 2019, 9.) As a recent example, take a look at the bushfires that dominated large parts of Australia in late 2019 and the beginning of 2020. Thousands of people lost their homes, millions on animals died and vast parts of the biodiversity was lost. The fires caused a lot of grief, distress and empathy; plenty of people wanted to help. This trauma will live in people for years to come, in those who were directly affected by the bushfires but also in those who watched other people suffer. (Charlson 2020.)

According to Union of concerned scientists (2010), people who experience a severe natural disaster e.g. a flood or a hurricane, are in danger to suffer from serious mental health problems. It can cause depression, severe anxiety or stress. The disaster causes trauma and it might be hard to get over it. (Pihkala 2019, 10.) Recovery from serious natural disasters can be slow and difficult (Charlson 2020). Adaptation to new situations and environments is fundamental to process climate change in a healthy way (Pihkala 2019, 8).

2.2 Eco-anxiety

Eco-anxiety is a relatively new concept that describes the anxiety people are experiencing about the state of the environment. It's a reaction to the current climate crisis that affects our oceans, land and air. People have increasingly started worrying about the environment and especially the younger generations feel distressed. (Castelloe 2018; Pihkala 2019, 4, 11.) Eco-anxiety can be recognised in three different forms: concern for oneself, concern for others and concern for nature (Helm, Pollitt, Barnett, Curran, & Craig 2018, 158). Eco-anxiety can be also understood as climate anxiety and environmental anxiety. In English literature eco-anxiety is the most used term while in Finnish climate anxiety (*ilmastoahdistus*) is more popular. There are no significant differences between the terms. In this work I've chosen to use the term eco-anxiety because most of my references are in English so it's easier to follow. However, I think the word climate anxiety reflects better the meaning of the term due to the climate crisis.

Although eco-anxiety hasn't been recognised as a specific diagnosis it does have all the typical anxiety symptoms such as panic attacks, loss of appetite and insomnia (Castelloe 2018). Many of the symptoms are also psychological (Pihkala 2019, 4-5). Castelloe (2018) also states that eco-anxiety is a psychological disorder while Sharp & Hickman (13 October 2019, 13.30) and Pihkala (2019, 4) argue it's a justified reaction to the climate crisis we're dealing with at the moment. Sharp & Hickman (13 October 2019) also state some very good points about eco-anxiety in their podcast. People are suffering from being conscious; they can't decide what to buy in a supermarket because everything seems to be bad for the environment and young people are choosing not to have children in order to save the Earth. Everything you do seems to affect the environment negatively and that causes anxiety. (Sharp & Hickman 13 October 2019, 7.10, 10.00.)

According to Pihkala (2019, 4, 11) young generations are more likely to suffer from eco-anxiety. They might feel angry at older generations for destroying the planet. Even small children might be afraid of the climate crisis, mostly because they don't completely understand it. It's caused by excessive awareness of the damage people are doing to the environment. (Sharp & Hickman 13 October 2019, 8.00; Pihkala 2019, 4, 11.) In 2018 and 2019 millions of people worldwide have participated in climate protests. Even school aged children have taken part in these protests. Fridays for future movement started in Sweden by a 15-year-old Greta Thunberg when she protested against poor actions for climate crisis. Greta is now the face of the global movement and keeps challenging the policymakers all around the world. (Fridays for future.)

To relieve the eco-anxiety, one might be experiencing it's helpful to talk to other people. There are surprisingly many people out there who are going through the same thoughts and emotions. Denying the feelings won't do any good. Sharing the grief and frustration might lead to positive actions on behalf of the climate. Activism is a positive outcome of speaking about difficult issues out loud. It's comforting to know that other people share the same thoughts. (Sharp & Hickman 2019, 19.30.)

Media is a huge stakeholder in eco-anxiety. The concern for the environment is all around us. We read, hear and see it everywhere, no wonder we start to feel anxious. Tabloids are filled with news about how the planet is being destroyed. Of course, it can also be seen as a positive factor as the knowledge spreads faster than ever and reaches people around the world. (Pihkala 2019, 9.) Media has the power to educate and empower people, but it can also mislead the audience. There's been more articles and discussion about climate change over the last decade than ever before (Boykoff & al. 2019).

2.3 Eco-anxiety and travelling

To ease the guilt, one might be feeling over the state of the climate people have started adopting new approaches to travelling. Conscious travellers are looking for alternatives to their travelling routines. Changes are needed to minimize the negative environmental impacts of tourism industry. (Travel and leisure India.) Some people think it's unecological to travel nowadays because of the greenhouse gas emissions of tourism industry. Travellers have started to take actions when it comes to more environmentally friendly travelling. They're now choosing alternative destinations, transportation, accommodation and activities. (Riga.)

Travellers can decrease the environmental impact of their holiday with their own choices. By choosing domestic destinations and neighbour countries they can use public transport to get there. By eating out in local restaurants and buying local food they ensure the income for local residents and minimize the carbon emissions of the food. Economical use of water also makes a big difference in the environment. (McCarthy 2019.) Decades ago, travelling was something most people only dreamt about. Now it's become a lot cheaper and it's available for more and more people. Conscious travellers feel that they shouldn't travel to save the Earth from their carbon emissions. They think it's selfish to travel and they feel guilty. (Newman 2019.) Flying is especially something conscious travellers are starting to avoid (Saner 2019).

2.3.1 Transportation

As it's shown in figure 2 flying releases more greenhouse gas emissions than any other mode of transport. In case you can't avoid flying you can make the most out of it. Flying in economy class is the most ecological option as you take up the least space and more passengers can fit in the same plane. In addition, choose airlines that share your sustainable values, invest in the future, develop new technologies and use new fleet. Finnair claims they've managed to decrease their emissions by 25% by using new aircraft (Finnair a). Airplanes use more fuel on take-offs and landings than in the air. Thus, direct flights are the best option to keep the emissions at the minimum. (BBC 2019a.) Lastly, the heavier the plane is the more it consumes fuel so packing lightly actually benefits the climate (Lagrange 2019).

According to Lamminen (2018) ferries are the second biggest polluter after airplanes (see figure 2). Depending on the airplane type, ferries can pollute even more. It's not always clear what is the most climate friendly mode of transport to a destination. In addition, Finland is located in a challenging place, surrounded by sea so leaving the country by plane

or ferry is the most convenient way. (Lamminen 2018.) In figure 2 the difference between different modes of transport is presented according to their emissions by Lamminen (2018). In this model the airplane is clearly the biggest polluter. The amount of emissions varies depending on the type of fuel, technology and chosen routes. The same applies to ferries, cars, buses and trains. (Landström 2019.) Future travel argues car to be the mode of transportation with the largest emissions especially if there's only one passenger in the car. Bus is shown to have almost as much emissions as private cars. Airplanes are presented only as a third option with less than half the emissions than a car. Train is stated to be least emitting mode of transportation. (Future travel.) Please note that the numbers of the transportation emissions are linked to the sources and vary a lot according to them.

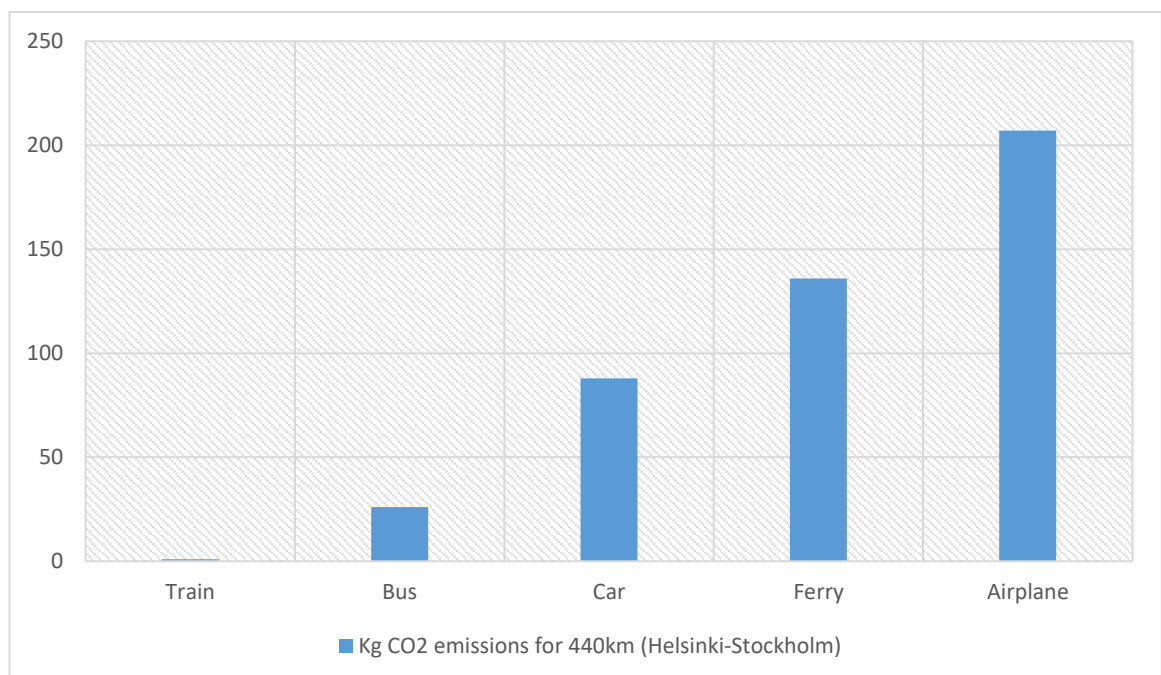


Figure 2. CO₂ emissions of transportation (Adapted from Lamminen)

The biggest impact is made by switching your transportation to a more climate friendly option. Trains are undeniably the eco-friendliest way to travel (see figure 2). They emit significantly less greenhouse gases than other modes of transportation. (Eurail.) For example, all the passenger trains in Finland are carbon neutral. Most of the trains use renewable energy and the rest of the fuel emissions are compensated. (VR-yhtymä Oy 2019.) The emissions of the train depend a lot on the source of energy they use. If the train runs on renewable energy the emissions are very low while a train that uses coal has a lot higher emissions (BBC 2019a).

Finnish rail service company VR reported record high growth in passenger numbers in domestic routes in 2019. The numbers have risen 10 percent comparing December 2018

and 2019 and up to 26 per cent compared to year 2015. Also travelling by train between Finland and Russia has grown significantly. The company states that the reasons for the increased number of passengers are the lower prices and growing ecological awareness. The services and comfort have also increased over the recent years. (VR Group 2020.)

People want to move and be active. According to Talty (2019) motion-based travel is a trend for the year 2020. Cycling, walking and swimming holidays seem to be gaining foot ground. These are great activities for climate as they don't emit a single thing. (Talty 2019.) Using public transport, cycling and walking instead of riding a car in a destination also reduce the impact you're making in the environment during your holiday (Laggrave 2019.) Domestic travel and staycations are also trending ways to travel these days. Travelling in your own country by train or bus for example is a great way to reduce impact on climate. People are looking at the home country with a new perspective. (Paso 2019.)

2.3.2 Flight shame

Flight shame "flygskam" is a movement against flying that started in Sweden in 2017. It encourages people to stop flying and opting for train and other public transportation instead of flying. The word "flyskam" refers to feeling guilty for flying. People are trying to minimize their impact on the environment this way. (Quick 2019; BBC 2019b.) "Flyskam" has already spread to other countries in Europe and is believed to continue to other continents as well (Jokinen 2019; BBC 2019b). Despite the ecological frustration and flying shame, the air travel is still expected to double by 2037. China, India and Indonesia are strengthening their positions in the air travel industry as the purchasing power of their population increases. (IATA 2018.)

The movement protests against the high carbon dioxide emissions of flying. Globally the air industry causes 2-3% of the CO₂ emissions (Lentoliikenne ja ilmasto). According to Off-setters' flight emission calculator a return flight from Helsinki to Bangkok emits 2560kg of CO₂ and a one-way flight from Helsinki to Rovaniemi emits 110kg of CO₂. To compare the same trip on a train that runs on renewable electricity emits close to 0kg of CO₂ (VR-yhtymä Oy 2019). The amount of emissions also depends largely on the source. For example, the emission calculator of Finnair (a) claims the emissions for a return flight from Helsinki to Bangkok only to be 765kg CO₂ on their newest aircraft. The average Finn emits over 10 000kg CO₂e (CO₂e = carbon dioxide equivalent – a unit to describe emissions (Brander 2012, 2).) a year, it's five times more than an average person in India. By 2050 the goal is to reduce the emissions globally per capita to only 700kg CO₂e per year. (Lettenmeier, Akenji, Toivio, Koide & Amellina 2019, 4, 21).

According to Swedavia (2019), the Swedish airport operator, the total number of air passengers in April 2019 is 7 percent lower than same time the previous year. Especially the travellers on domestic flights have decreased drastically, up to 19 percent at Stockholm Arlanda airport. At the same time the biggest Swedish rail company SJ Group (2018) has reported recognisable growth in the number of passengers. Also, the number of rail passengers in Finland has been growing. Travelers are choosing more eco-friendly option for their journey. (VR Group 2020.)

The climate is the biggest motivator for this movement. According to a survey conducted by Söderberg & Wormbs (2019) the biggest reason for avoiding flying is the increased knowledge about the impact of it on the climate. Reading about climate change has made people realise the reality we're facing if nothing is done. Also, many people in the survey mentioned that extreme weather conditions have made them think about their own choices and increased their willingness to live more climate friendly. In many cases flying was the biggest source of emissions and when the respondents realised it to reduce their personal carbon footprint it had to be given up. The people who responded to the survey feel that flying is impossible in the state that the environment currently is. The respondents feel sad, desperate and panic about the state of the climate and about the sacrifices that have to be done to prevent the worst. (Söderberg & Wormbs 2019, 6-12.)

2.3.3 Flight tax

Cheap air ticket prices tempt passengers to travel. Many countries in Europe have implemented a so-called eco-tax. In most of the countries it's directly linked to aviation to decrease the environmental impact of flying. In Sweden it's estimated that the tax affects more domestic than international travelling and has little effect on business travel. However, the number of air passengers is still believed to increase over the next years. So far, the impacts of the flight tax have been reported to be quite insignificant. (Linnakangas & Juanto 2018, 43-44)

France and Germany both started to collect the aviation tax already in the 90s. The passenger pays extra on outbound flights from the country. In France 3€ is charged for flights outside EU while in Germany the tax is up to 42€. (Lopez 2019.) The money from the flight tax can be used in different projects, e.g. in France they are using the tax money to develop more environmentally friendly travel services (Kokkonen 2019). Engel (2019) argues that the rise in the price of the ticket won't change the customer behaviour enough. In addition, the tax might not actually reach the environmental benefit. He suggests that

the change should be done by decreasing emissions, finding alternative options for fuel and developing new, more eco-friendly technologies. (Engel 2019.)

In Netherlands tax on air travel was put into use in 2008. Combined with the economic crisis at the time resulted in a drastic decrease in the number of air travellers. In 2010 the Netherlands decided to give up the tax completely to restore the tourism flow which was essential for the economy of the country. (Linnakangas & Juanto 2018.) Today, the Netherlands is planning a new flight tax to be implemented in 2021. The capital of the country, Amsterdam is currently suffering from severe overtourism, meaning that they are getting an excessive number of tourists and it's harming the environment and authenticity of the destination. The country is hoping the flight tax will help with regulating the tourism. (Buyck 2019; Quest, Hardingham-Gill & Appiah 2019.)

Following the footsteps of Sweden where flight tax was implemented in 2018, Finland is also considering adding eco-tax for the country. Currently the fuel of domestic flights is tax-free and the tickets for domestic flights are at reduced VAT rate in Finland. The population has started to demand for actions towards the emissions of aviation industry. The citizens' initiative on flight tax reached over 50 000 signatures in 2019 and is heading to be processed at the parliament. (Helsingin Sanomat 2019.) According to The International Council on Clean Transportation (2019) Finland is among the countries that release the most aviation CO₂ emissions per capita. In 2019 nine EU countries have requested a common aviation tax for European Union. It would mean mutual policies on flight tax for all the EU countries.

2.3.4 Carbon offset

Carbon offsetting means neutralising your carbon emissions through a carbon offsetting program. This can be done individually or even by a large company. You can easily compensate any kind of purchases that have caused carbon emissions during the production or in the use. Many of these programs are based in the developing countries to reduce emissions in the future. (Clark 2011.) There are plenty of websites online where to donate to a carbon offsetting program.

In the travel industry many airlines for example Finnair have started their own programs to sell carbon offsets. Finnair's program was called Push for change. Unfortunately, in March 2020 Finnair announced that they have to shut down their offset program for legal reasons (Finnair c 2 March 2020). They offered two options to compensate your carbon emissions; you could either support a cook stove project in Mozambique or purchase biofuel made

from cooking oil. The biofuel was only used in Finnair's flights from San Francisco since the availability is still quite limited. Biofuel actually reduces the emissions of flying while offsetting only a temporary choice. Despite the setback Finnair plans to include the offsetting and biofuels directly in their ticket (Finnair c 2 March 2020). This is part of Finnair's overall goal to reach a carbon neutral growth from 2020 onwards. (Finnair b.) More and more tour operators are also offering a chance to offset your holiday. Some tour operators even sell pre-compensated trips. (Choat 2019.)

Monbiot (2006) and Clark (2011) suggest that carbon offset programs are only providing good conscious for travellers instead of making permanent changes. The real problem is the amount of carbon emissions that need to be diminished and that can't be done by compensating them. Monbiot (2006) compares carbon offset programs to selling absolutions by the Catholic church in the Middle ages, you could get rid of your sins by paying the church. Clark (2011) also argues that many of the offsetting programs aren't reliable. He claims that some of the programs might even cause more emissions to the atmosphere and don't operate the way they claim. You need to do a lot of research to find a trustworthy program that delivers their service. However, Clark (2011) mentions that it's difficult to find assurance of which programs work unless you visit the project yourself.

The prices of the offsetting programs vary a lot. At Finnair the prices are quite modest; 1€ for a return flight in Finland, 2€ for a return flight in Europe and 6€ for an intercontinental return flight. The prices for the biofuel are a lot higher, up to 60€ for an intercontinental return flight. (Finnair b.) At MyClimate, an offsetting company, the prices are a lot higher and precise. You can calculate the price for your exact trip, with or without layovers and choosing your seat class. For example, offsetting a return flight in economy class from Helsinki to London costs 16€ and to Bangkok 61€. (MyClimate.)

3 Generations

Generations are a group of people who were born over the same period. Generations are divided based on the values, characteristics and experiences of people. Political, social and economic situations also affect the division. Usually one generation is born over 15 to 20 years. The memories of a specific generation might differ of a certain situation e.g. a war or economical down shift but most importantly all the people that belong to the same generation have experienced it. Each generation is influenced by different factors. (Pew research center 2015.) According to The Center for Generational Kinetics the most important factors that influence the generations are parenting methods, technology and economics.

The cut-off years between the generations may vary a lot according to different sources. The Center for Generational Kinetics claims that it's more important to focus in the characteristics of the generation than a specific year when a generation supposedly started. The geographical location also affects the division of the generations (The Center for Generational Kinetics). For example, a person who's lived their whole life in Finland has experienced the most important events in life completely differently than a person living in North America or China.

Figure 3 shows the timeline of the generations in the 20th century in the North America. The first generation is called the Greatest generation (born before 1924). The name comes from the fact that this generation had to live through the Great Depression in the 1930s and World War II. Then came along the Silent generation (1925-1945) which was the trailblazer in the 20th century pop culture. After that came the Baby boomers (1946-1964) who were born after the World War II. The population truly peaked during the Baby boomer generation. Generation X (1965-1980) is believed to be the first modern generation. The Millennials (1981-1996) began to emerge in the early 1980s and were followed by the Generation Z (born in 1997 and onwards). (CNN 2019.)

the characteristics and habits don't match with the Finnish population. Also, the number of reliable sources about generational characteristics and travelling habits is very limited.

3.1 Generation X

Depending on the source, Generation X were born between early 1960s and 1980s. In this work I'm going to limit the Generation X according to Pew research center (2015). The source is very reliable since they've conducted a lot of researches related to generations. Hence, the Generation X were born between 1965 and 1980. In 2020 the youngest Gen Xers are turning 40 years and the oldest 55 years. The generation got its official name from Douglas Coupland's book *Generation X: Tales for an accelerated culture* in 1991 (Pew research center 2015).

This generation emerged after the largest generation so far, Baby Boomers and was followed by the Millennials. They're often referred as the forgotten generation because they stayed in the shadow of the Baby Boomers and the Millennials, which both have been very interesting to researchers and media (Woo 2018). Other nick names that have been used from Generation X are the "middle child" due to their place between Baby Boomers and Millennials and "baby bust" because of the low birth rates after the big boom after World War II (Taylor & Gao 2014; Pew research center 2015). The low birth rate can be explained with the launch of the birth control pill in the early 60s. In addition, rise in the standard of living impacted the natality significantly. (Ryan 2004, 37.)

A few of the most important global events that bring the Generation X together are the fall of the Berlin Wall in 1991, the end of the cold war in 1991 and the end of apartheid in South Africa in 1994. To be noted, the Gen Xer were already at the age that they could understand and remember these events. (Woo 2018.) Generation X in the North America also had to go through the great recession in the 1980s and again in the 1990s (Phillips 2015). Finland experienced a recession in the 1990s and it affected deeply its economy and employment rate (Sommar 2012). Although most Gen Xers were just children during the first downturn in the North America it might have impacted their childhood experiences radically. During the recession in the 90s some of the Gen Xers were about to step into the work life, which was challenging since the employment rates dropped to 10% at their worst (Phillips 2015).

3.1.1 Typical traits of Generation X

Gen Xers learned to be self-reliant from a very early age. Divorces were getting more popular at the time which lead to more single parents taking care of their children and working

fulltime. Also, more women started entering the work life so typically both of Gen Xers' parents were working, which was a big change comparing to the previous generation. Some of the Gen Xers had to look after their siblings as well. They grew up to be independent and autonomous while doing everything themselves. They would only trust themselves and their respect needs to be well earned. (Wood, 2; Ryan 2004, 38.)

Generation X grew up at the emerge of technology and were the first ones to be exposed to it and its endless limits. Although all the gadgets weren't present in the everyday life yet, Gen Xers got the hang of them quickly. (Ryan 2004, 38). Gen Zers are confident internet and social media users. Even 90% of Generation X owns a smartphone. However, Gen Xers' faith in internet has decreased over the last few years, they don't only see it as a positive factor in the society. (Vogels 2019.)

Work and personal life balance is important to Gen Xers. They appreciate their living conditions as much as their work hence they tend to settle down before choosing a place to work. (Ryan 2004, 37.) They value time and want to spend it with important people in their life. They're keen on developing their personal goals and achievements as well as professional. (Jörg 2017.) If they're unsatisfied with their conditions at work, they won't think twice about switching to a better place. They would much rather work somewhere they can keep developing their skills and feel appreciated. (Kane 2019.)

This generation tends to be quite sceptical. They question everything to make sure they've chosen the best option. (Zaslove 2017.) The scepticism and cynicality get their roots from the unstable childhood of the Generation X. As they had to watch their parents struggle financially, they began to put more value on questioning their own and other's choices. (Gibson, Greenwood & Murphy 2009, 5.)

Generation X is a so-called hybrid generation. They don't have a preference whether they want to do activities and errands online or offline. They enjoy watching TV, but they can relax just as well by reading a book. They've experienced the ease of shopping online, but they still like to shop in physical stores. They are comfortable with technology and its convenience, but they are happy to wind down without all the gadgets as well. (Jörg 2017.)

3.1.2 Generation X as travellers

This generation tends to travel less than the other generations. They're busy with work and their families. In addition, Generation X is very family-oriented when travelling. They value the time they spend with their families and want to bring them along to the holiday.

When they travel, they opt for domestic destinations. (Intelligence 2017; Sheivachman 2017.) During their holiday Gen Xers enjoy going to museums, sightseeing and experiencing cultural exchange. (Expedia 2017,15.)

Gen Xers are price conscious and always look for the best deals when travelling. More than half of Generation X books their trips through an online travel agency. They compare service providers to find the best prices. (Sheivachman 2017.) They look for information about destinations on the internet, online travel agencies, search engines, travel guides and articles. They also turn to their friends and family for some advice. (Expedia 2017,13; Ipsos Affluent influence 2018, 11-12.)

Reviews from other travellers are important and valued. They choose their destinations, hotels, restaurants and activities based on the reviews. Also Gen Xers tend talk to people who have visited the same destination to find out more about it. Facebook is the most used social media platform for this generation and especially for the women. They are quite active in Facebook and post about their travels but don't use it to find inspiration to travel. (Expedia 2017, 17-18; Ipsos Affluent influence 2018, 11-12.)

Generation X enjoys relaxing and winding down during their travels (Expedia and The Center for Generational Kinetics 2018, 7). They want to escape from their mundane life during the holiday. Especially the women of generation X desire relaxing holidays instead of being active and exploring. The men also want to relax during their holiday but are more responsive to active travels. Nearly half of the men opt for an active holiday. Therefore, it's important that the destination offers opportunity to relax and activities for Gen Xers. (Ipsos Affluent influence 2018, 6.) Many of them also prefer having an all-inclusive holiday which gives them the best change to relax (Expedia 2017,15).

3.2 Generation Z

The name and cut-off point for Generation Z was only confirmed in 2019 by Dimock (2019), a researcher from Pew research center. The generation Z were born in 1997 and onwards. The line to the next generation hasn't been drawn yet. Dimock suggests that the cut-off year to the next generation would be 2012. It will most likely take years to see the bigger picture of these generations. As mentioned earlier the cut-offs between different generations depend highly on the experiences and there are no official years marked where a generation starts or ends. (Pew research center 2015.) In this work I will mark the Generation Z from 1997 to 2012. In 2020 the oldest Gen Zers would then turn 23 years

and the youngest are only 8-year-olds. Many of the Generation Z are children of the Generation X (Wood, 1).

Generation Z follows the current largest generation, the Millennials (1981-1996). Hence, they're often referred as the post-millennial generation. They are also called the iGen due to the fact that smartphones, more specifically iPhones launched in 2007. The critical event that divides Generation Z from the Millennials is the 9/11 terrorism attack in the USA in 2001. Most Gen Zers were too young to understand or even remember the significant event in the world history. (Dimock 2019.)

There are also social, political and economic issues that unite the Generation Z. The world suffered another global recession in 2008 that affected the western countries specifically. The employment rates dropped to 10% again, many lost their jobs and income. (Chatzky 2018.) Gen Zers were only children at the time but remember the economic uncertainty that dominated the households. The 2010s was the decade for climate and environment discussion. The climate change was finally understood as a serious threat and measures were taken. Surely even the youngest Gen Zers are now aware of the climate crisis. The whole world is talking about Greta Thunberg, the Swedish climate activist, who also happens to be part of Generation Z. Young people especially are interested in the well-being of the climate and they've been actively bringing up the climate crisis around the world. (Leach 2020.)

3.2.1 Typical traits of Generation Z

This generation grew up with technology. Dorsey (2015, 1.25) states that the youngest members of the generation won't remember life without smartphones, tablets and all sorts of gadgets. Their childhood was filled with technology; tv, video games, computers, tablets and the list goes on. These devices have always been present in Gen Zers' life (Wood, 1). Generation Z has got a lot of faith in technological developments in the future (Broadbent, Gougoulis, Lui, Pota & Simons 2017, 20). They want to have the newest and best versions of the technology (Wood, 1). Generation Z is largely influenced by social media. They are living through it. They're always reachable, anywhere, at any time. (Tulgan 2013.)

Generation Z values education more than the previous generations. They are on their way to be the most educated generation yet. Their parents have strong influence on the fact that Gen Zers are applying to university as the generations keep getting more and more

educated. Every generation has been more educated than the previous one. (Fry & Parker 2018.) They also feel that education could be the solution many problems around the world (Broadbent & al 2017, 9).

Gen Zers have a strong desire to make a change and leave their mark on the society. They're hoping for a better world with less violence and more justice. They believe in their causes and are willing to put themselves out there. Greta Thunberg has shown great example by being the face of the climate strikes. She's influencing people and leaders around the world. She is proudly representing Generation Z by fighting for the causes she believes in. (Perna 2019.) Generation Z is more aware and interested in the problems of today's society, economy and environment than any other generation. They're eager to solve these problems. (Lukkarila 2018.)

Equality is an important value for Gen Zers. They believe that everyone should have the same opportunities in every aspects of life. Also, same-sex marriages and transgenders are accepted by the vast majority. Race, gender, culture or religion have little impact on Gen Zers' friendships and decision making. They are more liberal and permissive than previous generations. Generation Z has mutual respect for everyone. (Broadbent & al 2017, 18, 20.)

Young people feel distressed and pessimistic about the future. The world is becoming a worse place to live than it was before. The generation feels especially threatened by acts of terrorism and conflict situations. They've witnessed terrorist attacks, shootings and other uncomfortable situations in the recent years around the world. Also, sustainability and climate change are serious concerns for Generation Z. They want to set an example and guide the world to a better tomorrow. (Broadbent & al 2017, 19.)

3.2.2 Generation Z as travellers

As consumers Gen Zers are expecting a wide variety of products and services. They want to be able to choose the best option. They're used to having it all close-by with an easy access. They are looking for convenience by saving time and effort. Everything is done online, preferably with their smartphone or other devices. Purchases are done with mobile devices as well hence they're expecting it to be effortless. (Lukkarila 2018; Wood, 1.)

Gen Zers use internet and especially social media to look for information. Opinions and recommendations of friends and other contacts are expected and appreciated. More than 1/3 of Gen Zers have chosen to travel to a destination based on a post they've seen on

social media (Expedia & The Center of Generational Kinetics 2018, 15). All the decisions and bookings are made online. They will also share their own experiences in social media. Chats are also used to exchange information. Negative reviews and bad reputation about a restaurant or a hotel are important and many Gen Zers make their decisions based on them. (Monaco 2018, 9-10.)

Young travellers are eager to customize their travels. They prefer personalised travelling over mass tourism. They want to experience unique and authentic destinations. Tourism is seen as a cultural and social event and Gen Zers want to learn about different cultures. They want travelling to be meaningful. It's a way to develop themselves and discover new viewpoints to life. They prefer organising their travels independently instead of using a travel agency. (Monaco 2018, 11-12.)

In their travels, Generation Z is looking for experiences rather than depending on the destination. They want to explore and try new things more than anything. (Expedia & The Center of Generational Kinetics 2018, 7.) They want to experience every tiny detail of the destination. Gen Zers are active travellers who want to do and see during their trips. They place value on travelling to unique destinations where no one has been before. (Whitmore 2019.) Gen Zers are bucket-list travellers. They want to cross off items from their list. (Sheivachman 2017.)

According to a study conducted by Criteo (2019) young travellers are the most concerned about the climate and environment. Generation Z are aware that their travel behaviour needs to change in order to be more environmentally friendly. (Criteo 2019.) A research conducted by Booking.com (2019) states that more than half of Gen Z travellers think about the environmental impact of the destination when travelling. Also, 60% of Gen Zers want to use more environmentally friendly transportation at the destination. (Booking.com 2019.)

4 Research methods

Research means observing, discovering and understanding new concepts and phenomena. The purpose of academic research is to generate new knowledge and to study and apply existing knowledge to the results and analysis of the research and vice versa. (Johns & Lee-Ross 1998, 1, 10.) This is an empirical research. It's based on a theory and focused on explaining a phenomenon and reasons for certain behaviour. Empirical research can be divided into qualitative and quantitative approaches. (Heikkilä 2014, 12).

Qualitative research prepares to answer to questions such as why, how and what kind. The phenomenon is explained through a small but carefully picked sample audience. The research isn't meant to generalise the topic but provide a deeper and broader viewpoint for it. The results of the research are often explained in a form of text. Interviews and observation are common techniques for qualitative research. (Heikkilä 2014, 15.)

Quantitative research answers to questions such as what, where, how much and how often. The research requires a big sample of participants. (Heikkilä 2014, 15.) The research lies its foundation on a theoretical framework. The phenomenon and its factors are known. (Kananen 2011, 12.) The results of qualitative research are often presented in a numerical and statistical form with charts and figures. Findings can be generalised and repeated. (Heikkilä 2014, 15; Creswell 2014, 4.) This is a quantitative research. Quantitative method was chosen because it will present a large scale of responses and data that can be generalised and applied to different purposes. In this research large sample is necessary to study the phenomenon and get insights of it.

4.1 Quantitative survey

Survey is one of the most common methods in quantitative research. In survey research the information is gathered with questions. (Heikkilä 2014, 17.) The aim is to solve and get answers to the research problem and questions with the survey. The survey questions help define the research questions and eventually find solutions to the research problem. (Kananen 2011, 21, 27.) The questions in the survey are presented to the audience always in the same way and in the same order. Survey is a suitable choice for a research method when the sample is big, and the topic of the research is personal. (Vilkka 2007, 28.)

Survey questionnaire is the main method for this research as well. The purpose of the survey is to find out about the level of eco-anxiety Generation X and Z are experiencing and how it affects their travelling habits. Survey was chosen as the method because data

wanted to be collected from a big sample. Large amount of data can be processed with the help of online platforms. Webropol and Excel were chosen as the platforms in this research because the survey wanted to be published online. That is more efficient and eco-friendlier than printing the survey on paper. Also, it is easier to read the data with the help of these platforms.

When planning the survey, it's important to think carefully about the output of the questions. Nothing can be left for misinterpretation. Before publishing the survey to the audience, it should be tested for spelling mistakes and understandability of the questions. (Kananen 2011, 21-22.) According to Heikkilä (2014, 47) a good questionnaire includes some of the following things: it's clear and logical, it asks only one thing at a time, it's not too long and it makes the respondent feel appreciated. Open-ended, multiple-choice and scale-based questions are the most used in surveys. Open questions offer possibilities to get information that the structured questions wouldn't get but they are harder to process statistically. Likert's scale is a common choice for scale-based questions. Usually the scale consists five or seven different answer choices in a way that the scale is ascending or descending. (Hirsjärvi, Remes & Sajavaara 2007, 193-195.)

The survey includes 10 questions and they are based on the research questions and the theory in chapters two and three. With 10 questions, it's possible to collect good amount of data without the survey taking too long to answer. Most of the questions include Likert's scale to answer so diverse data will be collected with it. It takes approximately five minutes to fill the survey and that is mentioned in the beginning of the questionnaire with a foreword. Five minutes is short enough to not have the respondent get frustrated or bored with the questionnaire.

The relations between the research questions, survey questions and theory are visualised in appendix 1. The research questions and theory together justify the questions in the survey. The questions are categorised in three different groups according to the research question. This will make it easier for the respondent to internalise the different areas of research. The survey was tested with a small audience before publishing the final version. Some changes were made according to the recommendations of the test audience. The order of the answer choices was changed to make it easier to read on a mobile device. Also, some typing errors were corrected according to the suggestions of the test audience.

4.2 Sampling

Sampling is used in research to get the necessary data without having to do the experiment to the whole group involved in the research. The sample that is chosen for the research needs to represent the whole population. The sample needs to have the same characteristics as the population at the same proportions. To be able to compare different groups inside the whole sample it's necessary to get 200-300 responses to the survey. Each group should have at least 30 representatives. (Heikkilä 2014, 31, 43.)

The aim is to get at least two hundred responses to the survey. The survey is published in two different Facebook groups; Matkustaminen, lähelle ja kauas with a thousand members and Nordic travel and lifestyle with 10000 members. These groups were chosen because they represent different type of travellers and it's important to get a large variety of answers to the survey. The survey is open for all the members of the groups and anyone who wants can fill it. Facebook was chosen as the main platform because many representatives of Generation X and Z use Facebook on a daily basis. The survey is open for a week from 3rd of March 2020 to 10th of March 2020.

4.3 Analysis methods

There are several different tools online that can be used to collect and analyse the data. Webropol and Digium Enterprise are examples of online research programs to help gather the data at first. These programs are especially suitable for online surveys. Statistical softwares such as SPSS, PSpP and Excel provide good platforms to process quantitative data. (Heikkilä 2014, 118-119.) In quantitative research variables are formed from the existing data. Each variable has its own value. The data can be processed through these variables. (Hirsjärvi, Remes & Sajavaara 2007, 217.)

The survey is designed in Webropol and the results are transferred to Excel to analyse the data. Also, the tools in Webropol are used to separate and analyse the data. Each question and its results are transferred to their own Excel table. Variables are formed from the received data. The results are presented in a way that is typical for quantitative research, graphical charts, diagrams and figures with conclusions of the results in a verbal manner. After explaining the results, the research is followed by the analytical part and comparing the findings with the theoretical framework.

5 Results

The goal to get at least 200 responses to the survey was reached. In total the survey got 273 valid responses. Out of the 273 respondents approximately 38% represents Generation X and the rest 62% represents Generation Z. Most of the respondents were Gen Zers even though Facebook isn't their preferred social media platform. Only about 10% of the respondents were male which that means the sample is too small to analyse separately. As was mentioned in the chapter 3.1.2 Generation X as travellers, women are especially active in Facebook. That was proved with this survey as well since 90% of the respondents were women.

The survey was open for a week as planned from 3rd of March to 10th of March. It was renewed once after publishing it in the Facebook groups. The sample of the survey represents just a small part of the total population so the findings can't be generalised. Some conclusions about eco-anxiety and its connection to travelling behaviour can still be made from the collected data. The questions in the survey weren't compulsory to fill but most of the questions were still answered by all of the respondents. Only the 4th question (appendix 2) got 272 responses and the 5th question got 268 responses.

5.1 Climate friendly travelling

The survey questions in this group were formed to answer to the sub research question "What are Generations X and Z willing to do for more climate-friendly travelling?". In the beginning of the survey respondents' opinions and attitudes towards climate friendly travelling were asked. Their previous knowledge, willingness, actions about climate friendly travelling and are the emissions of travelling affecting their choices were clarified in figure 4. The preferred modes of transportation of Generation X and Z while going on a holiday were resolved in figure 5. The actions for climate friendly travelling are prescribed more specifically in figure 6. In addition, the reduction of flying is presented in figure 7.

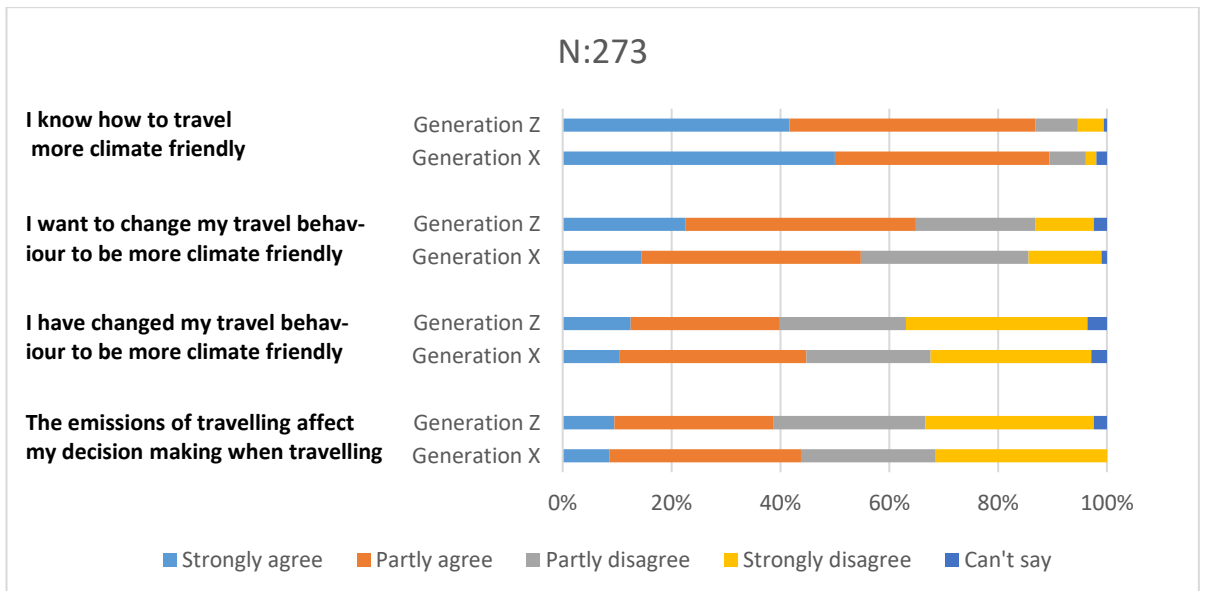


Figure 4. Attitudes towards more climate friendly travelling

As figure 4 shows, most of the respondents from Generation X and Z have got the knowledge to travel more climate friendly, they know how to do it theoretically. There aren't significant differences between the two generations. Up to 88% of all respondents chose answers "Strongly agree" or "Partly agree" to the claim "I know how to travel more climate friendly". Only a small percentage disagree with the claim and doesn't know how to choose climate friendly travelling options. Even a smaller portion chose "I can't say" as an answer.

Also, the willingness of the traveller to travel more climate friendly was measured. While reviewing figure 4 it can be noticed that Generation Z feels more comfortable expressing their readiness to change their travelling behaviour. About 23% of Gen Zers strongly agree to wanting to travel more climate friendly while out of Gen Xers only 14% strongly agree. Both generations partly agree for more than 40%. The majority from both generations show willingness to travel more climate friendly. However, up to 23% of Generation Z and 44% Generation X partly or strongly disagree with the claim.

Figure 4 shows as well the whether the respondent has taken actions towards more climate friendly travelling. The responses are spread quite evenly among the answer choices. "Strongly agree" got the second least answers after "Can't say" while "Partly agree" was the most popular choice for Generation X and for Generation Z it was "Strongly disagree". There are no significant differences between the generations. The slight majority have chosen partly or strongly disagree. 45% of Generation X and 40% of Generation Z have taken at least some actions to travel more climate friendly. Up to 3% of the total responses chose the answer "Can't say".

One of the questions in figure 4 found out whether the emissions of travelling affect the decision making of the respondent while travelling. Again, there are no significant differences between Generation X and Z. Most of the responses are divided quite the same way as in the previous question; evenly between “Partly agree”, “Partly disagree” and “Strongly disagree”. Less than 10% of both generations strongly agree with the claim. The majority of Generation X and Z partly or strongly disagree with the claim. The emissions of travelling don’t affect the travelling choices of most of the respondents. However, 44% of Generation X and 40% of Generation Z states the emissions affect their decision making at some level.

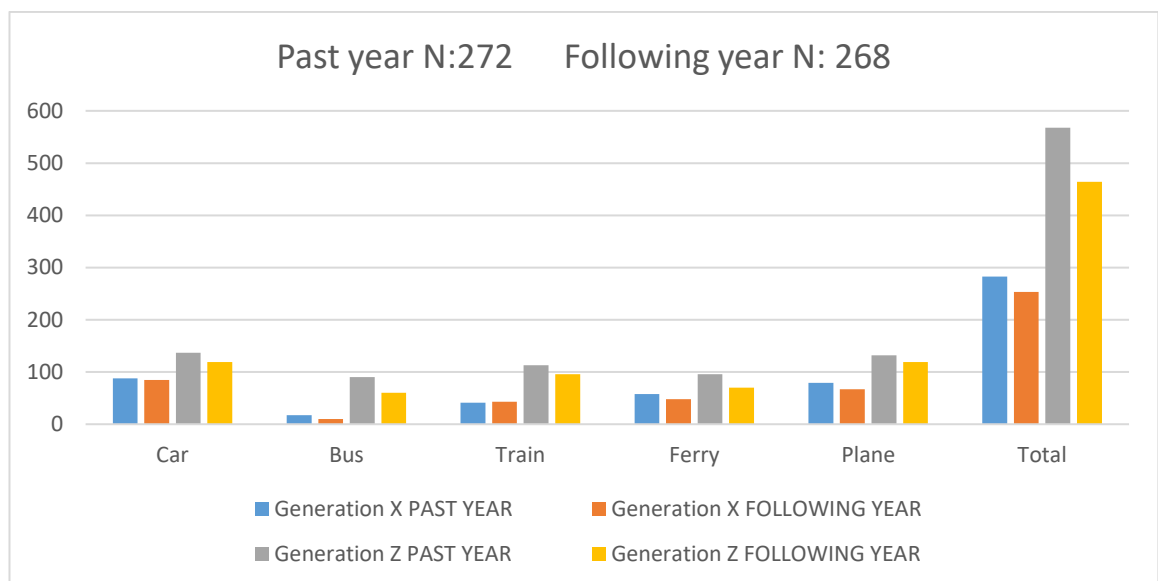


Figure 5. The modes of transportation from the past and the following year

Figure 5 represents the types of transportation people have used during the past year and what people are planning to use the following year when going on a holiday. The number of total answers for the following year diminished by almost 16% compared to the past year. From total answers it’s also possible to notice that Generation Z has chosen about twice as many options as Generation X but to point out also 62% of the respondent of the survey were Gen Zers. Car was the most popular mode of transportation for both generations during the past year. Airplane was the close second option for both generations. Compared to Generation Z bus and train were chosen much less among Generation X. They were the least opted means of transportation for Gen Xers while bus and ferry travelling were the least opted among Generation Z. The responses are divided quite similarly for both years.

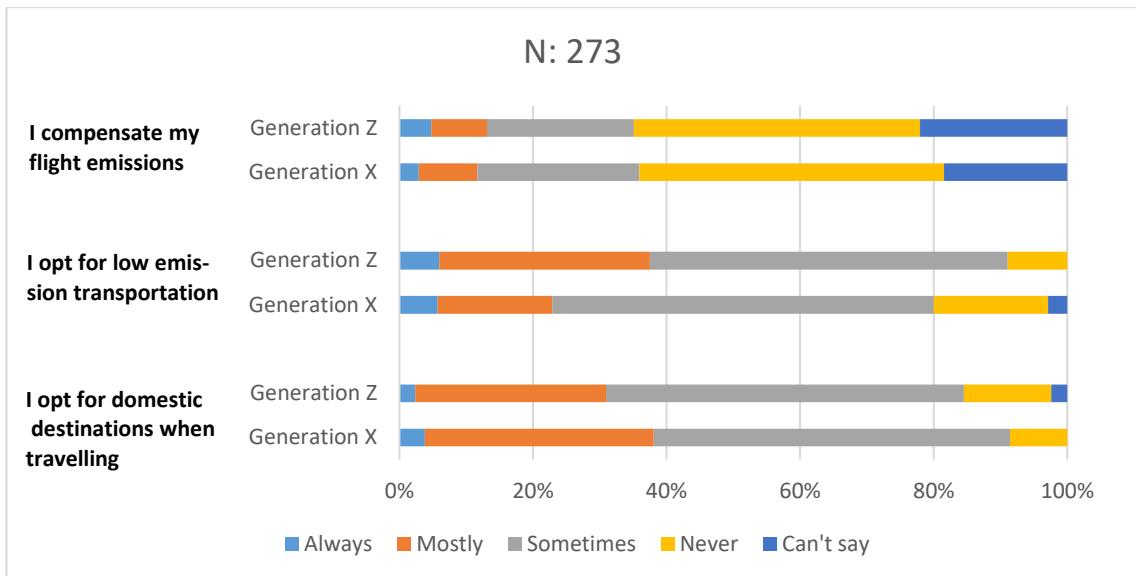


Figure 6. Actions for climate friendly travelling

Figure 6 shows statistics for the claim “I compensate my flight emissions”. The vast majority with 46% of Generation X and 43% of Generation Z doesn’t compensate their flight emissions or only does it occasionally. Only a small percentage of both generations always compensate their flight emissions. About 8% of both generations mostly compensate their flight emissions. Also, 18% of Generation X and 22% of Generation Z chose the answer “I can’t say”.

One of the claims in figure 6 shows how much do the respondents opt for low emission transportation. The most popular answer in this claim was the option “Sometimes” with 57% of Gen X and 54% of Gen Z. Mostly was chosen by 17% of Generation X and up to 32% of Generation Z. About 5% of the respondents always opts for low emission transportations while 17% of Generation X and 9% of Generation Z never choose a low emission transportation.

The last claim in figure 6 shows whether the respondents opt for domestic destinations when travelling or not. A small percentage always opts for domestic destinations while 34% of Generation X and 29% of Generation Z mostly choose domestic destinations. The majority of both generations about 53% sometimes opt for domestic destinations. Only 9% of Generation X and 13% Generation Z never choose domestic destinations for their travels. This claim answers better to the sub-question in the destination category but is displayed in this sub-chapter because it was part of the same question as the other claims above.

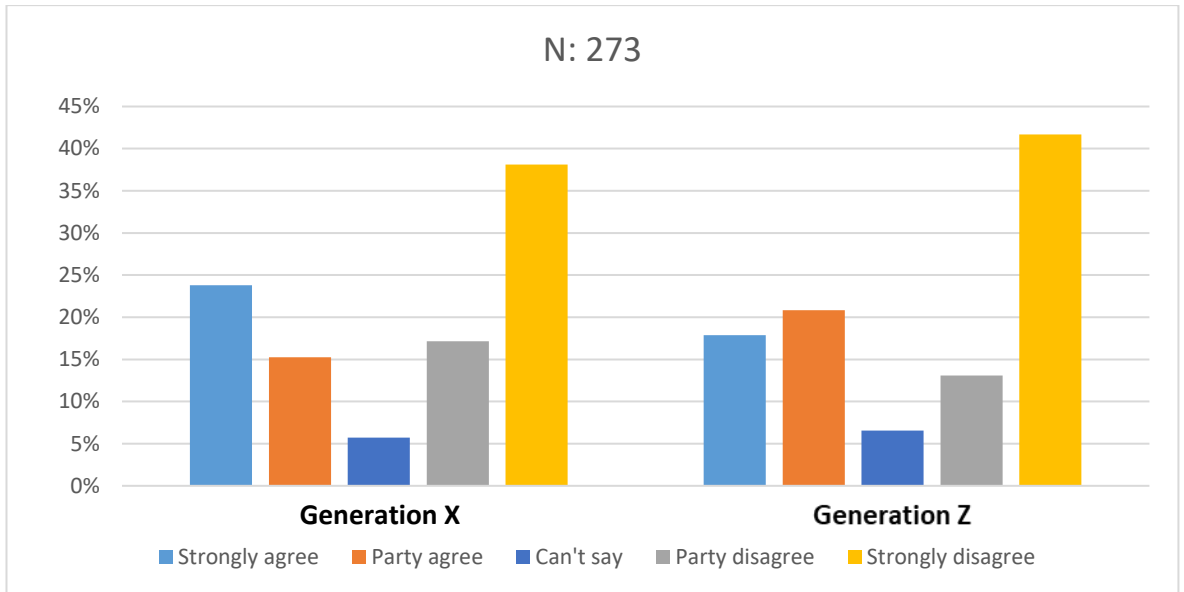


Figure 7. The reduction of flying

Figure 7 represents the statistics for the claim “I have reduced flying in the past three years”. The answers have spread quite similarly between the two generations. The majority with 38% of Generation X and 42% of Generation Z state that they strongly disagree with the claim. However, up to 24% of Generation X strongly agree and 16% partly agree with the claim. Out of Generation Z 18% strongly agree and 22% partly agree with the claim. About 6% of all respondents chose “Can’t say” as an answer.

5.2 Preferences of destinations

In this section the preferences for the destination were asked. The survey questions were designed to answer the sub research question “What are Generations X and Z taking into consideration when choosing their destination?”. Different factors from theoretical chapters 3.1.2 Generation X as travellers and 3.2.2 Generation Z as travellers were introduced to the respondents. Figure 8 presents the preferences of Generation X and Generation Z from the most important to the least important.

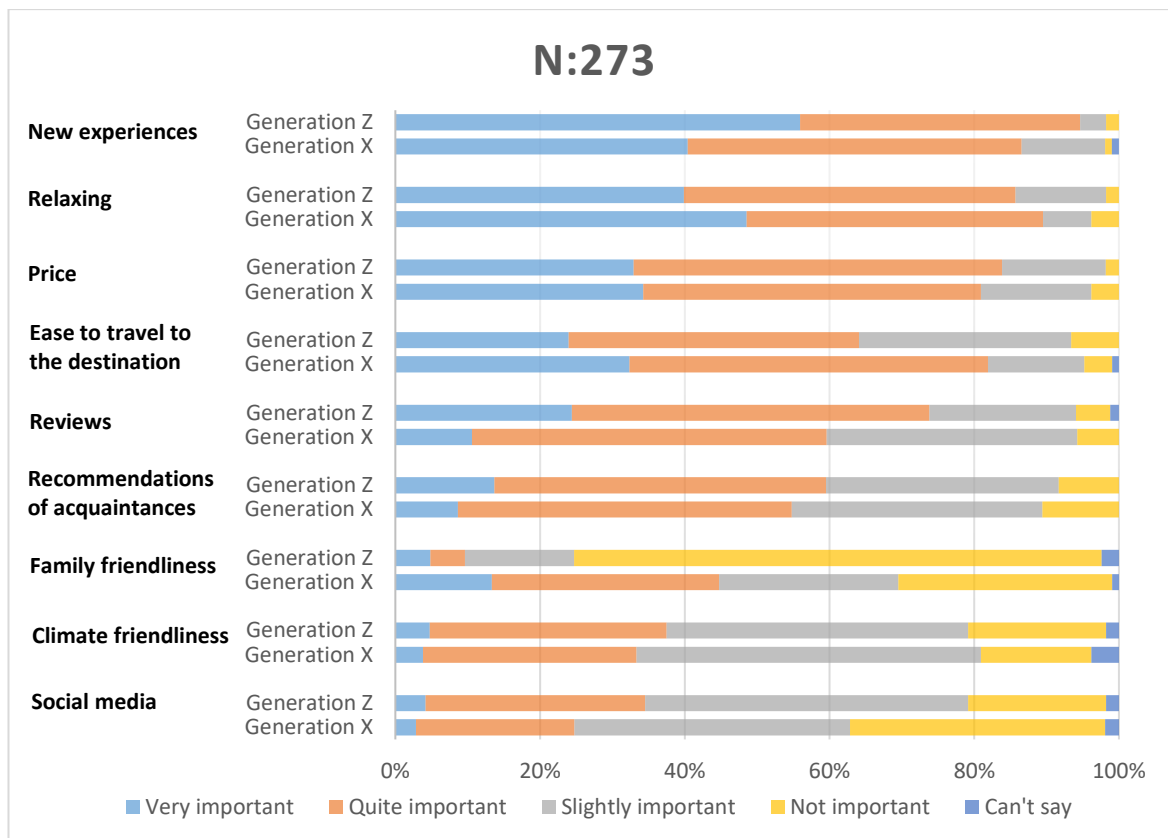


Figure 8. The preferences of the destination

Figure 8 shows the factors that affect the decision making when choosing a destination for a holiday. The most important factors for both generations are “New experiences”, “Relaxing” and “Price”. “New experiences” is considered very important or quite important by 87% of Generation X and 95% of Generation Z. “Relaxing” was the most popular option for Generation X with 90% of very important or quite important options. “Price” was considered the third most important option for Generation Z. However, for Generation X the “Ease to travel to the destination” marginally overtakes “Price” for preference by one percent when taking both “Very important” and “Quite important” options into account. “Reviews” were the fourth most important factor for Generation Z with 74% of very important or quite important. Comparing with Generation X, the number is only 60%. “Recommendations of acquaintances” were considered very important or quite important by 55% of Generation X and 60% of Generation Z.

The responses are divided quite similarly among both generations in figure 8. Only “Family friendliness” has got very different responses. For Generation Z “Family friendliness” is considered only slightly important or not important by the majority of 88%. It’s the least important factor for Generation Z. Only 5% of Gen Zers see it as a very important factor. Up to 45% of Generation X see it as a very important or quite important preference.

The least important factors when choosing a destination for both generations were “Climate friendliness” and “Social media”. “Climate friendliness” is considered as very important or quite important only by 33% of Generation X and 38% of Generation Z. “Social media” is seen even less important to Generation X with 25% of very important or quite important responses. Compared to Generation Z social media is a bit more important with 35% of very important or quite important responses.

5.3 Experiences of eco-anxiety

The questions presented in this sub-chapter were formed to answer the sub research question “How are Generations X and Z experiencing eco-anxiety?”. The figure 9 presents the feelings and symptoms of eco-anxiety that the respondents have experienced. There was also a blank box to leave a comment about their own ideas of what they have been feeling. Some claims about eco-anxiety in practice are introduced in figure 10. This is going to form a general idea of how these generations are experiencing eco-anxiety.

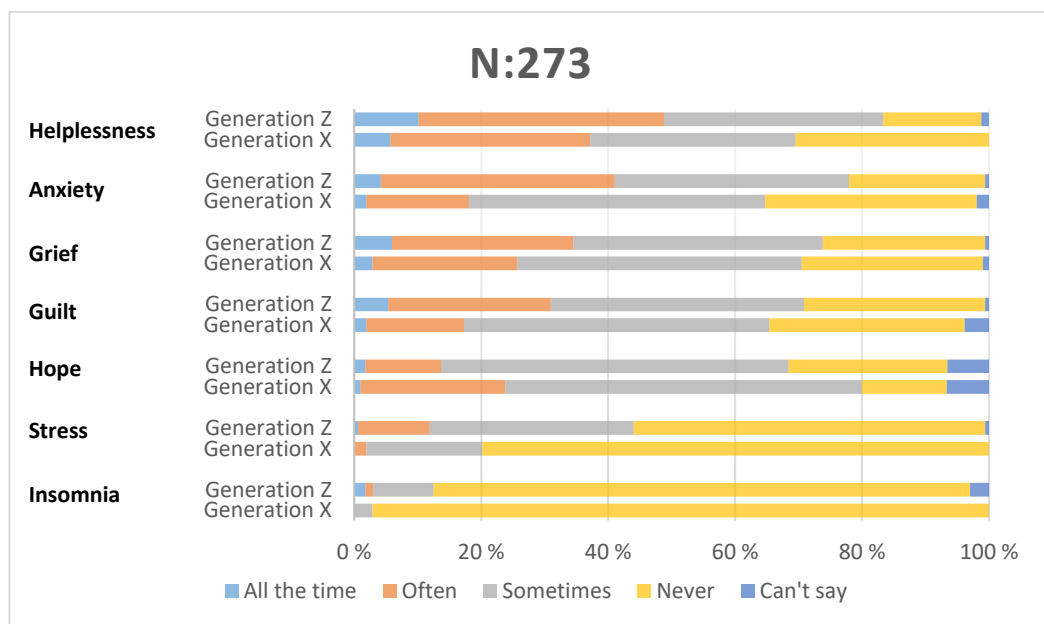


Figure 9. Feelings and symptoms of eco-anxiety

The claim for the answer choices presented in figure 9 was “I have experienced the following emotions or symptoms concerning the state of the climate”. From all answers it’s possible to notice that Generation Z has chosen a lot more “All the time” or “Often” answers than Generation X. On the contrary Generation X has chosen more “Never” option than Generation Z. The only exception is the symptom “Hope” which has been more experienced among Generation X. “Hope” also collected the most “Can’t say” answer with almost 7% of both generations. All symptoms have been experienced at some level among both generations.

The most experienced symptoms considering the climate for Generation X and Generation Z are helplessness, anxiety and grief. Helplessness was experienced “All the time” or “Often” among 49% of Generation Z and 37% of Generation X. Anxiety was the second most popular among Generation Z with 41% of “All the time” or “Often” answers. Grief was the second most chosen for Generation X with 26% of “All the time” or “Often” choices. Guilt was more popular among Generation Z but up to 68% of them stated they only feel it sometimes or never.

The least experienced symptoms among both generations are stress and insomnia. Insomnia was hardly even recognised among Generation X with no “All the time” or “Often” responses at all. Stress got similar results among Generation X with no “All the time” responses and only 2% chose “Often” as an answer. Among Generation Z the majority has never experienced insomnia with 85% when considering the climate. Stress is experienced “Often” or “Sometimes” by 43% of Generation Z. The vast majority of Generation X chose “Never” for insomnia with 97% and stress with 80%.

The open box in the end of the question created interesting statements from some respondents. Some of the most repeated answers were irritation, frustration and being upset. The respondents criticised the actions taken by the government and the system that prevents the actions towards more climate friendly lifestyle. Some stated that they also feel annoyed when someone doesn’t seem to care about the climate at all or when climate is all people talk about. Worry about the climate and future also came up.

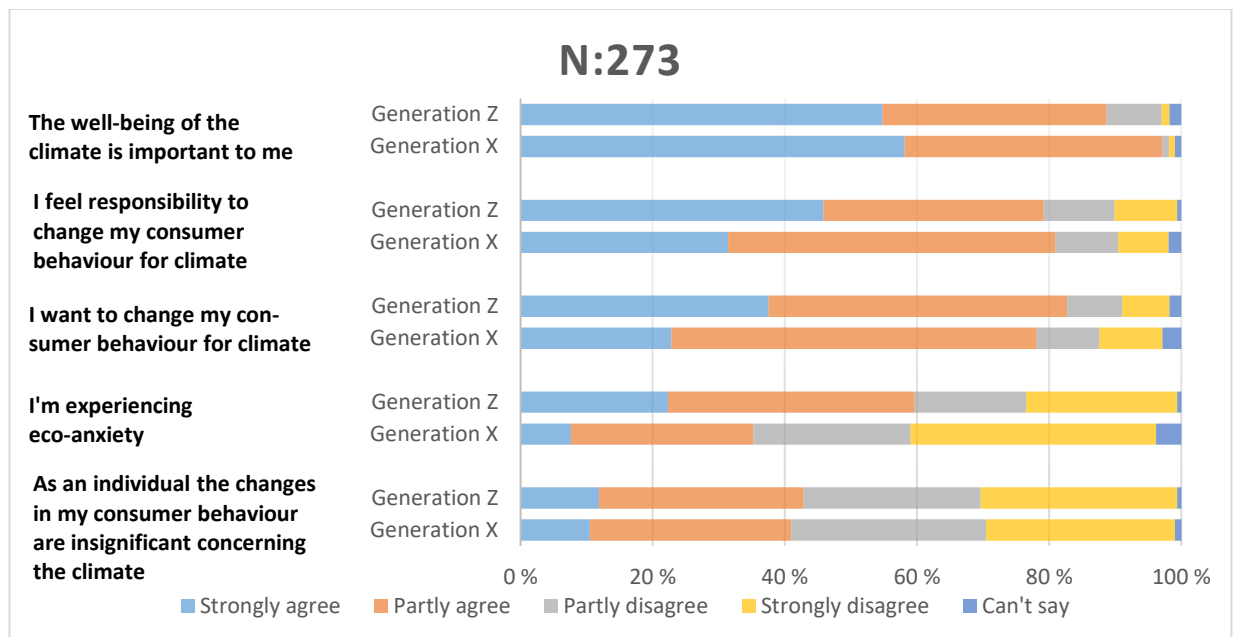


Figure 10. Experiences about climate and eco-anxiety

Figure 10 presents different claims about experiences of eco-anxiety that were stated to the respondents. The first claim “The well-being of the climate is important to me” collected a large amount of answers that agreed with the claim. Up to 97% of Generation X and 89% of Generation Z chose to strongly or partly agree with the claim. Only about 1% of both generations strongly disagree with the claim. The next claim resolves whether the respondents feel responsibility to change their consumer behaviour to be more climate friendly. The majority agrees with the statement. 31% of Generation X and 46% of Generation Z strongly agree while only 8% of Generation X and 10% of Generation Z strongly disagree with the claim.

The willingness to change consumer behaviour for climate was suggested in one of the claims in figure 10. Again, most of the responses were positive. 78% of Generation X and 83% of Generation Z strongly or partly agree with the claim. 10% of Generation X and 7% of Generation Z strongly disagree with the claim. The next claim “I’m experiencing eco-anxiety” got different responses from the generations. The majority of Generation X partly or strongly disagree with the statement with 61%. However, the majority of Generation Z strongly or partly agree with the claim with 60%.

In the last claim in figure 10 “As an individual the changes in my consumer behaviour are insignificant concerning the climate” the responses are spread quite evenly among all the options, except “Can’t say”. The responses are also similar for both generations. “Strongly agree” got the least votes from both generations and “Partly agree” was marginally the most popular option for Generation X with 30% and for Generation Z with 31%.

6 Discussion

Some of the main findings of the survey are that Generations X and Z care about the well-being of the climate and know how to travel climate friendly. Both generations are equally climate conscious as any major differences between the generations weren’t observed. However, their actions speak louder than their words. Many of the respondents don’t choose climate friendly options when travelling. They might have updated their everyday habits to be more climate friendly but travelling habits still lack improvement. Their positive thoughts about climate require implementation.

Chapter 2.3 Eco-anxiety and travelling presents different options for more climate friendly travelling. It states that people can choose low emission transportation, domestic destinations, reduce flying and offset their carbon emissions. Low emission transportation and domestic destinations interest roughly 1/3 of the respondents of the survey. The majority

hasn't reduced flying but also about 40% of the respondents have done it at some level. Flight emissions are compensated by only a small amount of people even though it is offered by many airlines and travel agencies. Making decisions towards more climate friendly travelling is more occasional than a regular habit. Most of the respondents choose climate friendly options only sometimes. It seems that the conscious travellers are a small group of people and they don't represent the majority.

Symptoms of eco-anxiety were discussed in chapters 2.1.2 Psychological impacts of climate change and 2.2 Eco-anxiety. Stress, grief and guilt were mentioned among other symptoms. According to the results of the survey most the symptoms that were mentioned in the theory were experienced by the respondents. Generation Z expressed to have experienced more symptoms than Generation X. Gen Zers are more vulnerable to external influences. As it was mentioned in chapter 2.2 Eco-anxiety younger generations are more likely to suffer from eco-anxiety is proven to be true with the survey. A significant part of Generation Z said to experience eco-anxiety comparing to Generation X.

Chapter 3.2.1 discusses the characteristics of Generation Z. Sustainability and climate change are said to be big concerns especially for this generation. Still, their genuine interest for climate isn't significant when looking at the findings of the survey. Generations X and Z gave similar responses to the survey questions and Generation Z doesn't stand out with being more climate conscious. More Gen Xers stated the well-being of the climate being important to them. Thus, Generation Z isn't more climate friendly compared to Generation X.

Some factors that were mentioned in chapters 3.1.2 Generation X as travellers and 3.2.1 Generation Z as travellers were verified with the survey. New experiences, relaxing and price turned out to be important factors for both generations when choosing a destination. Even though new experiences were mentioned in Generation Z chapter and relaxing and price were mentioned in Generation X chapter they were chosen by both generations. Other elements such as social media and climate friendliness weren't as important as it was stated. They were both mentioned in Generation Z chapters 3.2.1 and 3.2.2. After all, social media isn't such a strong influence when choosing a destination.

There's a clear conflict between the will and the actions of the respondents. There might be multiple different reason for people acting against their values towards climate. As the survey stated people have the knowledge and willingness to travel more climate friendly but they don't do it. Other factors are considered more important than climate when travelling. People in Finland are used to a certain lifestyles and standard of living. For some it

includes travelling and perhaps “showing off” to friends and acquaintances. For others it might be a yearly habit to travel somewhere warm and familiar. Patterns are hard to break. It’s a privilege to be able to travel although many see it as a necessity or a right. The ideal holiday nowadays for Generations X and Z is to have new experiences while relaxing with a decent amount of price. Extreme and remote destinations are glorified on social media. Until that image is broken there is no change to be expected in the bigger scale. The majority does what others do.

6.1 Minor impact on travel decision making

The research objective and questions of this thesis were presented in the introduction of the work. With the results and analysis of the survey it’s possible to answer the questions. To revise, the main objective is to find out whether eco-anxiety has any influence on generation X and Z’s decision making when travelling. The answer to the objective is formed with the help of the research questions. The main research question is: Does eco-anxiety affect Generation X and Z’s decision making when travelling? The sub-research questions are the following:

1. What are Generations X and Z willing to do for more climate-friendly travelling?
2. What are Generations X and Z taking into consideration when choosing their destination?
3. How are Generations X and Z experiencing eco-anxiety?

The report presents different suggestions to travel more climate friendly. Reduction of flying, climate friendly transportation and offsetting one’s flight emissions are mentioned. The findings of the survey state that most of Generations X and Z are not compensating their flight emissions. However, some of them are choosing climate friendly transportation such as train and travelling to domestic destinations. Some of them have also reduced flying in the past three years. The majority hasn’t done significant changes to their travelling routine, but changes can be perceived in the pattern.

Preferences for travelling and destinations are discussed in in the theoretical framework. The factors for both generations are different. Social, media, climate friendliness, recommendations of friends and family, reviews, family friendliness, the ease to travel to the destination, price, new experiences and relaxing stand out from the theory. Question 8 of the survey finds out the preferences for the destination. According to the survey Generations X and Z take new experiences, relaxing, price, the ease to travel to the destination

and reviews into consideration when choosing a destination. Social media, family friendliness and climate friendliness are considered the least.

Eco-anxiety and its factors are explained in the beginning of the report. Its symptoms, causes and attendance are explained thoroughly. Survey questions 9 and 10 focus on finding out how Generations X and Z are experiencing eco-anxiety. According to the survey the most observed symptoms for eco-anxiety are helplessness, anxiety and grief. Insomnia and stress were experienced the least. In addition, both generations feel responsibility and willingness to change their consumer behaviour for climate.

To answer the objective and the main research question of the research all these sub-questions have to be considered. Does eco-anxiety affect Generation X and Z's decision making when travelling? Based on the result of the survey eco-anxiety has a little effect on the decision making. The survey didn't find any major differences between the generations. The respondents have willingness to change their travelling habits for more climate friendly, but only a small group of people has actually chosen options that support the climate.

6.2 Benefits for the commissioner

The commissioner company, The Finnish Association for Fair Tourism can put to account this research in many ways. They benefit from the research by gaining fresh, local data about eco-anxiety and travelling. They can develop new material to their channels, design new services and share the findings with other stakeholders in the industry. They can keep producing inspiring content to consumers to encourage them to make climate friendly decisions when travelling. Eco-anxiety is a new subject and not many researches have been conducted about it in Finland. This thesis gives the commissioner advantage to innovate and lead example. In addition, this thesis can be useful for other stakeholders and companies in tourism industry for same purposes. Also, travellers can use it to explore new, more climate friendly ways to travel. They can look for inspiration and practical ways to change their travelling habits that The Finnish Association for Fair Tourism provides.

It was agreed with the commissioner in the beginning of this project that I will write a blog post (appendix 3) about the thesis for The Finnish Association for Fair Tourism. It will include summaries of the theoretical background with some conclusions and insights of the themes of the thesis, survey and the results. The blog post is published at the website: <http://www.reilumatkailu.fi/blogi/>. I believe that climate friendly travelling is going to keep

growing in the following years. Travellers need reliable platforms to find relevant information about the topic and The Finnish Association for Fair Tourism is able to provide that information.

6.3 Reliability and validity

It's important to evaluate the credibility of the research during the research process already. Reliability and validity are the measurements to do it. They represent different areas of credibility. Reliability means repeatability and stability of the research. A reliable research requires the results to be repeatable and nonconsequential. (Hirsjärvi, Remes & Sajavaara 2007, 226-227.) Recording the process and justifying the decisions is important in quantitative research. Thus, the process can be repeated and declared reliable. The reliability doesn't guarantee the validity of the research. (Kananen 2007, 123.)

Validity means the ability of the research method to measure what was intended at the first place (Hirsjärvi, Remes & Sajavaara 2007, 226-227). Choosing the right research method and measurements to gather data are significant factors in validity. E.g. If the questions in the survey are misinterpreted that could jeopardise the validity of the whole research. To be able to generalise the data the sample needs to represent the whole population. The right measurement is an important part of a valid research, and it should be documented accurately. (Kananen 2011, 121, 123.)

This research has some issues that impair the reliability and validity of it. Only about 10% of the respondents of the survey were men. The sample of the survey doesn't represent the whole population. Hence, the results can't be generalised. The objective was to get a sample of Finnish travellers but 273 people who answered the survey published on Facebook groups don't represent Finnish travellers well enough. Even though the aim to get at least 200 responses to the survey was reached, it's still considered a small sample. In addition, Facebook isn't a very reliable platform to use for scientific research, but resources are limited when doing a bachelor's thesis. The findings of the research might vary if it would be conducted again. The results of the survey can be seen directive because the topic is still new and interesting.

The online survey is another issue with the research. There's no guarantee that the respondents understood all the questions as were intended or if the respondents answered the questions honestly. Nonetheless, a quantitative online survey was a good choice for a research method because it was easy to distribute over the internet and a lot of new knowledge was discovered about the topic. It's possible that if this kind of research would

be conducted again in a couple of years the results might be very different as people's opinions and attitudes change constantly.

The chapter 2 Eco-anxiety and climate change of the theoretical framework can be said to be reliable. I was able to find interesting and reliable sources to build the chapter. The issue is with the chapter 3 Generations. First of all, as I mentioned earlier in chapter 3, it's mostly based on North American literature which is conflicting with the thesis because it's supposed to study Finnish generations. The characteristic and travelling habit chapters are quite brief due to the fact that the information was very difficult to find. The image of the generations might be hard to perceive based on the chapters.

6.4 Learning outcomes

The research process was long and time-consuming for me since I wanted to do my best and not just pass. I also found it very educational and challenging. The project forced me to get out of my comfort zone to explore and learn new things. Eventually that's the best way to learn for me. At times I was frustrated and annoyed, but I also found joy in success when reaching my personal goals for this task. The knowledge I gained during this research process can be utilized and developed in my future in many ways. My time management and organisational skills were put to use as well. I was able to finish the project on time. During the process I never missed a checkpoint or deadline that was agreed with my thesis instructor.

I now understand the entity what a research is and how much work and effort it truly requires. It's a controlled process that includes precise steps to follow. It was a completely unfamiliar subject to me. Before starting the thesis process, I thought I could just start writing and go on from there. However, it requires much more planning and anticipation. I also got very familiar with all the different research and analysis methods. I wasn't aware of them before this project.

The usage of reliable sources and criticism towards sources are some of the most important skills I learned during the process. The origin, variety and reliable author are essential to consider when looking for good sources. I've understood the meaning of reliable source and how to implement them in the text. I've developed my skills in marking the sources correctly and finding sources that provide respectable and recent information. Google Scholar, ProQuest and other databases have become familiar to me. I've learned to search information from the right places and Google search is not the only source of information anymore.

I've learned to use different online tools with the research. Word and Excel were already quite familiar to me, but I've also found new aspects and functions of them. Processing the survey data in Excel opened many new possibilities that I didn't know about before. Another important tool that I used was Webropol. With Webropol I was able to conduct the survey online without any complications. Also, the preparation of the survey – making the questions and designing the output was a new and exciting experience for me. Every question in the survey has to have a mission and background and they're not consequential.

The topic of the research was already interesting to me before starting the project. On the way my interest towards eco-anxiety and climate friendly travel options got even deeper. The thesis increased my knowledge about the topic profusely and I want to keep learning more about it. I also want to develop my own travelling choices to be more climate friendly in the future. I also made me think about my career and study choices. In the future I want to work with sustainable development in the travel industry. I'm also interested in studying more about the topic.

References

BBC 2019a. Climate change: should you fly, drive or take the train? URL: <https://www.bbc.com/news/science-environment-49349566>. Accessed: 24 January 2020.

BBC 2019b. What is flygskam? Greta speaks up about 'flight-shaming'. URL: <https://www.bbc.co.uk/newsround/49032117>. Accessed: 20 December 2019.

Booking.com 2019. Zen-Z Unpacked. URL: <https://destinationgenz.com/>. Accessed: 20 February 2020.

Boykoff, M., Benham, A., Daly, M., Fernández-Reyes, R., McAllister, L., McNatt, M., Nacu-Schmidt, A., Oonk, D., Osborne-Gowey, J., Pearman, O., Simonsen, A.H., & Ytterstad, A. 2019. European Newspaper Coverage of Climate Change or Global Warming, 2004-2019. URL: https://sciencepolicy.colorado.edu/icecaps/research/media_coverage/europe/index.html. Accessed: 22 January 2020.

Brander, M. 2012. Greenhouse Gases, CO₂, CO₂e, and Carbon: What do all these terms mean? URL: <https://ecometrica.com/assets/GHGs-CO2-CO2e-and-Carbon-What-Do-These-Mean-v2.1.pdf>. Accessed: 12 February 2020.

Broadbent, E., Gougoulis, J., Lui, N., Pota, V. & Simons, J. 2017. What the world's young people think and feel. URL: <https://www.varkeyfoundation.org/media/4487/global-young-people-report-single-pages-new.pdf>. Accessed: 5 February 2020.

Buyck, C. 2019. Dutch government sets rates for new aviation tax. URL: <https://www.ai-nonline.com/aviation-news/air-transport/2019-05-14/dutch-government-sets-rates-new-aviation-tax>. Accessed: 23 January 2020.

Castelloe, M. 2018. Coming to terms with ecoanxiety. URL: <https://www.psychologytoday.com/intl/blog/the-me-in-we/201801/coming-terms-ecoanxiety>. Accessed: 15 December 2019.

The Center for Generational Kinetics. Generational breakdown: info about all of the generations. URL: <https://genhq.com/faq-info-about-generations/>. Accessed: 27 January 2020.

Charlson, F. 2020. Grief, frustration, guilt: the bushfires show the far-reaching mental health impacts of climate change. URL: <https://www.theguardian.com/commentis-free/2020/jan/17/grief-frustration-guilt-the-bushfires-show-the-far-reaching-mental-health-impacts-of-climate-change>. Accessed: 27 February 2020.

Chatzky, J. 2018. 10 years after the Great Recession: What 2008 taught us not to do with our money. URL: <https://www.nbcnews.com/better/business/10-years-after-great-recession-what-2008-taught-us-not-ncna907296>. Accessed: 3 February 2020.

Choat, I. 2019. More travel companies offsetting carbon emissions. URL: <https://www.theguardian.com/travel/2019/oct/14/travel-companies-offsetting-carbon-emissions-every-holiday-tree-planting>. Accessed: 23 December 2019.

Clark, D. 2011. A complete guide to carbon offsetting. URL: <https://www.theguardian.com/environment/2011/sep/16/carbon-offset-projects-carbon-emissions>. Accessed: 23 December 2019.

CNN 2019. American generation fast facts. URL: <https://edition.cnn.com/2013/11/06/us/baby-boomer-generation-fast-facts/index.html>. Accessed: 21 January 2020.

Creswell, J. 2014. Research design. SAGE Publications, Inc. 4th edition. Croydon.

Criteo 2019. Green Travel Trends 2020: Gen Z and Beyond. URL: <https://www.criteo.com/insights/green-travel-trends/>. Accessed: 20 February 2020.

Dangerfield, K. 2017. From baby boomers to millennials: Which generation speaks to you? URL: <https://globalnews.ca/news/3587440/generation-traits-millennials-baby-boomer-generation-x/>. Accessed: 27 January 2020.

Denchak, M. 2018. Paris climate agreement: everything you need to know. URL: <https://www.nrdc.org/stories/paris-climate-agreement-everything-you-need-know>. Accessed: 12 February 2020.

Dimock, M. 2019. Defining generations: Where Millennials end and Generation Z begins. URL: <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>. Accessed: 20 January 2020.

Dorsey, J. 2015. What do we know about the generation after millennials? URL: <https://www.youtube.com/watch?v=4f16o9Q0XGE&t=83s>. Accessed: 3 February 2020.

Eurail. Why Eurail is your greenest choice. URL: <https://www.eurail.com/en/get-inspired/everything-you-need-know-about-eurail/advantages-train-travel/why-eurail-your-greenest-choice>. Accessed: 24 January 2020.

Expedia 2017. American multi-generational travel trends. URL: http://veilletourisme.s3.amazonaws.com/2017/10/American_Multi-Generational_Travel_Trends.pdf. Accessed: 26 February 2020.

Expedia & The Center for Generational Kinetics 2018. Generations on the move. URL: <https://viewfinder.expedia.com/wp-content/uploads/2017/12/Expedia-Generations-on-the-Move.pdf>. Accessed: 22 February 2020.

Finnair a. Finnairin päästölaskuri. URL: <https://www.finnair.com/fi/fi/emissions-calculator>. Accessed: 24 January 2020.

Finnair b. Push for change. URL: <https://www.finnair.com/fi/gb/pushforchange>. Accessed: 23 December 2019.

Finnair c 2 March 2020. Joudumme lopettamaan suosituksen Push for Change - - Facebook post. URL: <https://www.facebook.com/finnairsuomi/photos/a.549465708424554/2734159899955113/?type=3&theater>. Accessed: 2 March 2020.

Free management library. Understand Generational Differences: Guidelines and Resources. URL: <https://managementhelp.org/interpersonal/understand-generational-differences.htm>. Accessed: 27 January 2020.

Fridays for future. About and Statistics. URL: <https://fridaysforfuture.org/about>. Accessed: 16 December 2019.

Fry, R. & Parker, K. 2018. Early benchmarks show 'post-millennials' on track to be most diverse, best-educated generation yet. URL: <https://www.pewsocial-trends.org/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/>. Accessed: 13 February 2020.

Future travel. Statistics – environment. URL: <http://futuretravel.org.uk/statistics/>. Accessed: 25 April 2020.

Gibson, J., Greenwood, R. & Murphy, E. 2009. Generational Differences In The Workplace: Personal Values, Behaviors, And Popular Beliefs. URL: <file:///C:/Users/Kaisa%20Hurri/Downloads/4959-Article%20Text-19850-1-10-20110711.pdf>. Accessed: 16 February 2020.

Heikkilä, T. 2014. Tilastollinen tutkimus. Edita Publishing Oy. 9th edition. Porvoo.

Helm, S., Pollitt, A., Barnett, M., Curran, M. & Craig, Z. 2018. Differentiating environmental concern in the context of psychological adaption to climate change. *Global environmental change*, 48, 2018, pp.158-167.

Sharp, V. & Hickman, C. 13 October 2019. Climate psychology therapist. Climate psychology alliance. Podcast. United Kingdom. URL: <https://www.climatepsychologyalliance.org/podcasts?start=6>. Accessed: 20 December 2019.

Hirsjärvi, S., Remes, P. & Sajavaara, P. 2007. Tutki ja kirjoita. Otavan Kirjapaino Oy. 13th edition. Keuruu.

IATA 2018. IATA Forecast Predicts 8.2 billion Air Travelers in 2037. URL: <https://www.iata.org/en/pressroom/pr/2018-10-24-02>. Accessed: 20 December 2019.

Intelligence 2017. From Boomers to Gen Z: travel trends across the generations. URL: <https://globetrender.com/2017/05/19/travel-trends-across-generations/>. Accessed: 26 February 2020.

The International Council on Clean Transportation 2019. Not every tonne of aviation CO2 is created equal. URL: https://theicct.org/blog/staff/not-every-tonne-of-aviation-CO2?fbclid=IwAR082pFfvOHY7vxjQdjiZsl4w2wpTYHhwz-spDsS1OOwN_P6IGhsZ7L0JOjg. Accessed: 23 January 2020.

Ipsos Affluent Influence 2018. The new experiential traveler. URL: https://www.ipsos.com/sites/default/files/ct/publication/documents/2018-07/iai_experiential_traveler_v4c_compressed.pdf. Accessed: 26 February 2020.

Johns, N. & Lee-Ross, D. 1998. Research methods in service industry management. Redwood books. Trowbridge.

Jokinen, J. 2019. IATA:n pääjohtaja: Ruotsista alkanut lentohäpeä leviää vielä globaaliksi ilmiöksi – Presidentti Niinistökin vetoaa kansalaisiin, mutta ei usko lentoveroon. URL: <https://www.aamulehti.fi/a/9649df63-8063-483a-aeef-e316a5e29661>. Accessed: 20 December 2019.

Järvensivu, A., Nikkanen, R. & Syrjä, S. 2014. Työelämän sukupolvet ja muutoksissa pärjäämisen strategiat. Tampereen yliopistopaino Oy – Juvenes. Tampere.

Jörg, M. 2017. Introducing generation X. URL: https://www.engage.net/introducing-generation-x/#.Xkg1rCNS_IU. Accessed: 15 February 2020.

Kananen, J. 2011. Kvantti: Kvantitatiivisen opinnäytetyön kirjoittamisen käytännön opas. Tampereen Yliopistopaino Oy – Juvenes Print. Tampere.

Kane, S. 2019. Common Characteristics of Generation X Professionals. URL: <https://www.thebalancecareers.com/common-characteristics-of-generation-x-professionals-2164682>. Accessed: 16 February 2020.

Kokkonen, Y. 2019. Ranska ottaa käyttöön lentoveron – enimmillään 18 euroa matkalipulta. URL: <https://yle.fi/uutiset/3-10869382>. Accessed: 24 December 2019.

Lagrange, K. An A to Z guide to not killing the planet when you travel. URL: <https://www.cntraveler.com/story/eco-friendly-travel-guide>. Accessed: 24 January 2020.

Landström, M. 2019. Lentoalan kasvavien päästöjen vähennykset riippuvat uusiutuvien polttoaineiden kehityksestä. URL: <https://www.sitra.fi/uutiset/lentoalan-kasvavien-paastojen-vahennykset-riippuvat-uusiutuvien-polttoaineiden-kehityksesta/>. Accessed: 5 February 2020.

Lamminen, K. 2018. Juna on ylivoimaisesti vihrein kulkuneuvo – potkurikoneella pääsee lähes samoilla päästöillä kuin autolla yksin ajettaessa. URL: <https://www.maaseuduntulevaisuus.fi/ymparisto/artikkeli-1.226412>. Accessed: 4 February 2020.

Leach, M. 2020. The 2020s is the decade that demands more from environmental politics. URL: <https://www.ids.ac.uk/opinions/the-2020s-the-decade-that-demands-more-from-environmental-politics/>. Accessed: 3 February 2020.

Lentoliikenne ja ilmasto. Lentoliikenne ja ilmasto. URL: <https://www.lentoliikennejailmasto.fi/>. Accessed: 20 December 2019.

Lenzen, M., Sun, Y., Faturay, F., Ting, Y., Geschke, A. & Malik, A. 2018. The carbon footprint of global tourism. *Nature climate change*, 8, June 2018, pp. 522-528.

Lettenmeier, M., Akenji, L., Toivio, V., Koide, R. & Amellina, A. 2019. 1,5 asteen elämäntavat. Erwenko. Helsinki. URL: <https://media.sitra.fi/2019/05/15135519/1o5-asteen-elamantavat.pdf>. Accessed: 30 January 2020.

Linnakangas, E. & Juanto, L. 2018. Lentoveron ylösnousu? Ilma- ja avaruusliikenteen verotus. Grano Oy. Helsinki. URL: <https://lauda.ulapland.fi/bitstream/handle/10024/63444/Linnakangas.Esko?sequence=1>. Accessed: 23 January 2020.

Lopez, F. 2019. Aviation tax: which EU countries charge passengers? URL: <https://www.euronews.com/2019/07/10/aviation-tax-which-eu-countries-charge-passengers>. Accessed: 20 December 2019.

Lukkarila, A. 2018. Z-sukupolvi haastaa edelläkävijän – matkailupalvelujen myynti ja markkinointi murroksessa. URL: <https://www.aklukkarila.com/matkailu/matkailupalvelujen-myynti-ja-markkinointi-z-sukupolvelle-haasteellista-edellakavijoillekin/>. Accessed: 20 February 2020.

McCarthy, A. 2019. Earth day: 7 easy tips for eco-friendly travel on a budget. URL: <https://www.lonelyplanet.com/articles/eco-friendly-budget-travel-tips>. Accessed: 20 December 2019.

Monaco, S. 2018. Tourism and the new generations: emerging trends and social implications in Italy. *Journal of tourism futures*, 4, 1 (2018), pp. 7-15. URL: <https://www.emerald.com/insight/content/doi/10.1108/JTF-12-2017-0053/full/pdf?title=tourism-and-the-new-generations-emerging-trends-and-social-implications-in-italy>. Accessed: 16 February 2020.

Monbiot, G. 2006. Paying for our sins. URL: <https://www.theguardian.com/environment/2006/oct/18/green.guardiansocietysupplement>. Accessed: 23 December 2019.

MyClimate. Offset your flight emissions. URL: https://co2.myclimate.org/en/flight_calculators/new. Accessed: 12 February 2020.

Nasa. Global climate change. URL: <https://climate.nasa.gov/causes/>. Accessed: 15 October 2019.

National oceanic and atmospheric administration 2019. Climate change impacts. URL: <https://www.noaa.gov/education/resource-collections/climate-education-resources/climate-change-impacts>. Accessed: 23 December 2019.

Newman, A. 2019. If Seeing the World Helps Ruin It, Should We Stay Home? URL: <https://www.nytimes.com/2019/06/03/travel/traveling-climate-change.html>. Accessed: 20 December 2019.

Offsetters. Flight emissions calculator. URL: <https://www.offsetters.ca/education/calculators/flight-emissions-calculator>. Accessed: 30 January 2020.

Paso, V. 2019. Kotimaanmatkailu kasvaa nuorten ja ympäristötietoisten parissa – taustalla vaikuttaa somessa leviävä lentohäpeä. URL: <https://yle.fi/uutiset/3-10878013>. Accessed: 12 February 2020.

Perna, M. 2019. Gen Z is already changing the world—just ask time’s 2019 person of the year. URL: <https://www.forbes.com/sites/markcperna/2019/12/27/gen-z-is-already-changing-the-world-just-ask-times-2019-person-of-the-year/#4771ba1b41e2>. Accessed: 14 February 2020.

Pew research center 2015. The whys and hows of generations research. URL: <https://www.people-press.org/2015/09/03/the-whys-and-hows-of-generations-research/>. Accessed: 21 January 2020.

Phillips, M. 2015. The US economy isn’t having a ’90s flashback, it’s having an ’80s flashback...and it’s totally rad. URL: <https://qz.com/321494/the-us-economy-isnt-having-a-90s-flashback-its-having-an-80s-flashback-and-its-totally-rad/>. Accessed: 29 January 2020.

Pihkala, P. 2017. Päin helvettiä? Ympäristöahdistus ja toivo. Kirjapaja. Helsinki.

Pihkala, P. 2019. Ilmastoahdistus ja sen kanssa eläminen. URL: https://mieli.fi/sites/default/files/materials_files/ilmastoahdistusraportti-mieli2019-web.pdf. Accessed: 20 December 2019.

Quest, R., Hardingham-Gill, T. & Appiah, L. 2019. How Amsterdam is fighting back against mass tourism. URL: <https://edition.cnn.com/travel/article/amsterdam-overtourism/index.html>. Accessed: 23 January 2020.

The Finnish Association for Fair Tourism. Yhdistys. URL: <https://www.reilumatkailu.fi/yhdistys/>. Accessed: 15 March 2020.

Riga, A. Travellers want a tourism industry that is more eco-conscious. URL: <http://www.canada.com/travel/travellers+want+tourism+industry+that+more+conscious/947500/story.html>. Accessed: 16 December 2019.

Ryan, R. 2004. The Next Generation of Entrepreneurs: How to attract, keep and grow them. URL: http://208.35.88.201/knowledgecenter/docs/spec_fa04NextGeneration.pdf. Accessed: 29 January 2020.

Saner, E. 2019. Could you give up flying? Meet the no-plane pioneers. URL <https://www.theguardian.com/travel/2019/may/22/could-you-give-up-flying-meet-the-no-plane-pioneers>. Accessed: 20 December 2019.

Sheivachman, A. 2017. U.S. Millennials Travel the most but Gen Z is on the rise. URL: <https://skift.com/2017/10/02/u-s-millennials-travel-the-most-but-gen-z-is-on-the-rise/>. Accessed: 22 February 2020.

Siddiqui, S. & Imran, M. 2018. Impact of climate change on tourism. URL: https://www.researchgate.net/publication/327190152_Impact_of_Climate_Change_on_Tourism. Accessed: 24 December 2019.

SJ, 2018. Annual and sustainability report. URL: <https://www.sj.se/content/dam/SJ/pdf/%C3%85rs-och-h%C3%A5llbarhetsredovisningar/Engelska/SJ-Annual-Report-2018.pdf>. Accessed: 20 December 2019.

Smith, T. & Nichols, T. 2015. Understanding millennial generation. *Journal of business diversity*, 15, 1, pp. 39.

- Sommar, H. 2012. 1990-luvun lama kaatoi pankkeja ja ihmisiä. URL: <https://yle.fi/aihe/artikkeli/2012/03/19/90-luvun-lama-kaatoi-pankkeja-ja-ihmisia>. Accessed: 29 January 2020.
- Swedavia 2019. Swedavia's passenger statistics for April 2019. URL: <https://www.swedavia.com/about-swedavia/news/swedavias-passenger-statistics-for-april-2019/>. Accessed: 20 December 2019.
- Söderberg, M. & Wormbs, N. 2019. Grounded: Beyond flygskam. Spektar. Ixelles. URL: <https://fores.se/wp-content/uploads/2019/11/Grounded-Beyond-Flygskam.pdf>. Accessed: 30 January 2020.
- Talty, A. 2019. The four biggest travel trends for 2020. URL: <https://www.forbes.com/sites/alexandratalty/2020/12/31/the-four-biggest-travel-trends-for-2020/#69c7e7181ced>. Accessed: 24 January 2020.
- Taylor, P. & Gao, G. 2014. Generation X: America's neglected 'middle child'. URL: <https://www.pewresearch.org/fact-tank/2014/06/05/generation-x-americas-neglected-middle-child/>. Accessed: 29 January 2020.
- Travel and leisure India. This climate change report is why you need to make conscious travel choices pronto. URL: <https://travelandleisureindia.in/climate-change-conscious-travel/>. Accessed: 20 December 2019.
- Tulgan, B. 2013. Meet Generation Z: The second generation within the giant "Millennial" cohort. URL: <http://grupespsichoterapija.lt/wp-content/uploads/2017/09/Gen-Z-Whitepaper.pdf>. Accessed: 13 February 2020.
- Union of concerned scientists 2010. Climate change and mental health. URL: <https://www.ucsusa.org/resources/climate-change-and-mental-health#.W8d6S5NKjOS>. Accessed: 26 December 2019.
- United Nations 2015. Paris agreement. URL: http://unfccc.int/files/essential_background/convention/application/pdf/english_paris_agreement.pdf. Accessed: 12 February 2020.

United Nations 2010. International recommendations for tourism statistics 2008. United Nations Publication. New York. URL: https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf#page=30. Accessed: 23 January 2020.

UNWTO 2008. Climate change and tourism – responding to global challenges. UNWTO & The United Nations Environment Programme. Madrid. URL: http://wedocs.unep.org/bitstream/handle/20.500.11822/25945/climate_tourism.pdf?sequence=1&isAllowed=y. Accessed: 20 December 2019.

UNWTO 2019. Transport-related CO₂ emissions of the tourism sector – Modelling results. UNWTO. Madrid. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284416660>. Accessed: 20 December 2019.

Vilkkä, H. 2007. Tutki ja mittaa: määrällisen tutkimuksen perusteet. Kustannusosakeyhtiö Tammi. Helsinki. URL: <http://hanna.vilka.fi/wp-content/uploads/2014/02/Tutki-ja-mittaa.pdf>. Accessed: 10 February 2020.

Vogels, E. 2019. Millennials stand out for their technology use, but older generations also embrace digital life. URL: <https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>. Accessed: 16 February 2020.

v

VR-yhtymä Oy 2019. Junaillaan yhdessä ilmasto raiteilleen. URL: <https://ilmastoraiteilleen.vr.fi/?cmp=etusivun%20alabannerit&itm=Testaa%20p%C3%A4%C3%A4st%C3%B6laskuriamme>. Accessed: 24 January 2020.

VR Group 2020. 2019 junamatkustamisen ennätysvuosi – kotimaan kaukoliikenteessä yli 14 miljoonaa matkaa. URL: <https://www.vrtransport.fi/fi/vrgroup/ uutishuone/uutiset-jatiedotteet/2019-junamatkustamisen-ennatysvuosi-kotimaan-kaukoliikenteessa-yli-14-miljoonaa-matkaa-220120201100/?year=2020>. Accessed: 24 January 2020.

Wallop, H. 2014. Gen Z, Gen Y, baby boomers – a guide to the generations. URL: <https://www.telegraph.co.uk/news/features/11002767/Gen-Z-Gen-Y-baby-boomers-a-guide-to-the-generations.html>. Accessed: 27 January 2020.

Whitmore, G. 2019. How generation z is changing travel for older generations. URL: <https://www.forbes.com/sites/geoffwhitmore/2019/09/13/how-generation-z-is-changing-travel-for-older-generations/#34355d7178f7>. Accessed: 20 February 2020.

Woo, A. 2018. The Forgotten Generation: Let's Talk About Generation X. URL: <https://www.forbes.com/sites/forbesagencycouncil/2018/11/14/the-forgotten-generation-lets-talk-about-generation-x/#1f4a10b276d5>. Accessed: 29 January 2020.

Wood, S. Generation Z as Consumers: Trends and Innovation. URL: <https://iei.ncsu.edu/wp-content/uploads/2013/01/GenZConsumers.pdf>. Accessed: 13 February 2020.

World health organization 2019. Ten threats to global health in 2019. URL: <https://www.who.int/emergencies/ten-threats-to-global-health-in-2019>. Accessed: 23 December 2019.

Zaslov, M. 2017. How Generation Xers are driving Millennials crazy in the workplace (and vice versa). URL: <https://www.theladders.com/career-advice/generation-x-driving-millennials-crazy>. Accessed: 16 February 2020.

Appendices

Appendix 1. Justification of survey questions

Research questions	Survey questions	Theory
	1. Birth year	
	2. Gender	
1. What are Generations X and Z willing to do for more climate-friendly travelling?	3. How do the following claims apply to you - I know how to travel more climate-friendly - I want to change my travel behaviour to be more climate-friendly - I've changed my travel behaviour to be more climate-friendly - The emissions of travelling affect my decision making when travelling	2.3
	4. During the past year I've travelled on a holiday by	2.3.1
	5. During the next year I'm planning to travel on a holiday by	2.3.1
Questions 1 and 2.	6. How do the following claims apply to you - I opt for low emission transportation eg. train - I compensate my flying emissions - I opt for domestic destinations when travelling	2.3.1 2.3.2 2.3.4
Question 1.	7. I've reduced flying during the past three years	2.3.2
2. What are generations X and Z taking into consideration when choosing their destination?	8. How do the following factors impact your decisions about the destination - New experiences - Climate-friendliness - Social media - Recommendations of acquaintances - Reviews - Relaxing - Family friendliness - The ease to travel to the destination - Price	3.1.2 3.2.2
3. How are generations X and Z experiencing eco-anxiety?	9. I have experienced the following emotions or symptoms concerning the state of the climate	2.1.2 2.2
	10. How do the following statements apply to you - I'm experiencing eco-anxiety - The well-being of the climate is important to me - I want to change my consumer behaviour for climate - I feel responsibility to change my consumer behaviour for climate - I feel that as an individual the changes in my consumer behaviour are insignificant concerning the climate	2.1 2.2

Appendix 2. Online survey

Ilmastoahdistus & matkustaminen

Tämä kysely on osa opinnäytetyötä, joka käsittelee ilmastoahdistusta sukupolvien X ja Z keskuudessa. Kyselyn avulla on tarkoitus selvittää, miten kyseiset sukupolvet kokevat ilmastoahdistusta ja miten se vaikuttaa heidän matkailuvalintoihinsa. Kysely on tarkoitettu henkilöille, jotka ovat syntyneet vuosien 1965-1980 tai 1997-2012 välillä.

Ilmastoahdistus tarkoittaa ahdistuksen ja huolen tunnetta ilmaston ja ympäristön puolesta. Se on yksi ilmastomuutoksen tuomista ikävistä vaikutteista. Siihen voi liittyä useita eri tunteita ja oireita.

Kyselyn vastaamiseen menee noin 5 minuuttia ja kaikki vastaukset ovat anonymoivia. Tutkimuksen tulokset julkaistaan osoitteessa theseus.fi ja ne voi lukea sieltä kesäkuusta 2020 alkaen.

Kiitos kaikille vastaajille!

Kaisa Hurri
Haaga-Helia ammattikorkeakoulu

1. Syntymävuosi

- 1965-1980
 1997-2012

2. Sukupuoli

- Nainen
 Mies
 Muu / En halua vastata

3. Merkitse, miten seuraavat väittämät sopivat itseesi

	Täysin samaa mieltä	Osittain samaa mieltä	Osittain eri mieltä	Täysin eri mieltä	En osaa sanoa
Tiedän miten voisin matkustaa ilmastoystävällisemmin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haluan muuttaa matkailutottumuksiani oollakseni ilmastoystävällisempi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Olen muuttanut matkailutottumuksiani
ollakseni ilmastoystävällisempi

Matkustamisesta aiheutuvat päästöt
vaikuttavat päätöksentekooni
matkustaessa

4. Viimeisen vuoden aikana olen matkustanut lomalle (voit valita useamman)

- Autolla
- Bussilla
- Junalla
- Laivalla
- Lentokoneella

5. Seuraavan vuoden aikana olen suunnitellut matkaavani lomalle (voit valita useamman)

- Autolla
- Bussilla
- Junalla
- Laivalla
- Lentokonella

6. Merkitse, miten seuraavat väittämät sopivat itseesi

	Aina	Useimmiten	Joskus	En koskaan	En osaa sanoa
Kompensoin lentopäästöni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suosin kotimaan kohteita matkustaessa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suosin vähäpäästöisiä matkustustapoja esim. juna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Olen vähentänyt lentämistä viimeisen kolmen vuoden aikana

- Täysin samaa mieltä
- Osittain samaa mieltä
- Osittain eri mieltä
- Täysin eri mieltä
- En osaa sanoa

8. Miten seuraavat tekijät vaikuttavat päätökseesi matkakohteesta

	Erittäin tärkeä	Melko tärkeä	Vähän tärkeä	Ei lainkaan tärkeä	En osaa sanoa
Uudet kokemukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilmastoystävällisyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sosiaalinen media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuttujen suositukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arvostelut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rentoutuminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppous matkustaa kohteeseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perheystävällisyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Olen kokenut seuraavia tunteita tai oireita liittyen ilmaston tilaan

	Koko ajan	Usein	Joskus	En lainkaan	En osaa sanoa
Ahdistus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avuttomuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syylisyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unettomuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Muu, mikä?

10. Merkitse miten seuraavat väittämät sopivat itseesi

	Täysin samaa mieltä	Osittain samaa mieltä	Osittain eri mieltä	Täysin eri mieltä	En osaa sanoa
Tunnen kokevani ilmastoahdistusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilmaston hyvinvointi on minulle tärkeää	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haluan muuttaa kulutuskäyttäytymistäni ilmaston vuoksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tunnen vastuuta muuttaa kulutuskäyttäytymistäni ilmaston vuoksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koen, että yksilönä muutokset kulutuskäyttäytymisessäni eivät ole merkittäviä ilmaston kannalta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 3. Blog post

This blog post was written for The Finnish Association for Fair Tourism as part of the commissioning agreement.

Ilmastoahdistus osana tulevaisuuden matkailuvalintoja

Ahdistaa kun ilmasto kärsii meidän tekojemme seurauksena. Turhauttaa kun kaveri ei tee omaa osaansa ilmaston vuoksi. Hävettää kun ei itse pysty aina tukemaan ilmaston hyvinvointia omilla teoilla. Kyseiset lauseet ovat esimerkkejä ilmastoahdistuksen tuntemuksista. Ilmastoahdistus on ilmastonmuutoksen aiheuttama sivutuote, josta useat ihmiset joutuvat kärsimään. Se käsittää monia eri tunteita ja oireita. Oli kyse sitten niin arkisesta asiasta kuin ruokaostoksista tai vaikka matkustamisesta, valintamme vaikuttavat ilmastoon ja tämä aiheuttaa ahdistusta.

Matkustaminen saastuttaa maapalloa entisestään. Erityisesti liikkumisen eri muodot koituvat usein haitaksi ilmastolle. Lentäminen ja yksityisautoilu ovat pahimmasta päästä. Vaihtoehtoja päästöhirmuille kuitenkin löytyy. Esimerkiksi hiilineutraali sähköllä kulkeva juna on ilmastoystävällinen vaihtoehto. Tämä tietysti tarkoittaisi, että viikon tai kahden mittaiset kaukomaan lomat olisivat historiaa. Matkakohteita on etsittävä lähempää.

Tekemäni tutkimuksen perusteella ihmiset osaavat ja haluavat matkustaa ilmastoystävällisesti. Useimmat tutkimukseen osallistuneet eivät kuitenkaan ole

muuttaneet matkustustapojaan huomattavasti ilmaston vuoksi. Matkustamisesta aiheutuvat päästöt eivät vaikuta oleellisesti heidän päätöksiinsä. Tutkimus käsitteli kahta sukupolvea, X (s.1965-1981) ja Z (s.1997-2012). Mielenkiintoista oli myös huomata, että sukupolvien välille ei noussut huomattavia eroavuuksia. Vanhempi sukupolvi on siis yhtä ilmastomyönteinen kuin nuorempi sukupolvi, vaikka usein puhutaan vain siitä kuinka nuoret ovat kiinnostuneita ilmaston hyvinvoinnista.

Tutkimuksesta nousee esiin ristiriita halun ja tekojen välillä. Ihmiset haluavat matkustaa ilmastoystävällisesti, mutta eivät todellisuudessa tee niin. Loppujen lopuksi muut tekijät ovat tärkeämpiä kuin ilmasto. Esteiksi nousevat esimerkiksi aika ja raha. Lentäminen on halpaa ja nopeaa. Olemme tottuneet tiettyyn elämäntyyliin ja -tasoon ja haluamme ylläpitää sitä. Ulkomaan matkat saattavat osoittaa joillekin itsetunnon ja oman aseman kohentamista. Toisille matka on irtiotto arjesta ja mahdollisuus rentoutua lämmössä. Eksoottisia kohteita ihannoidaan yhä ja ulkomaille matkustetaan parhaillaan (tai pahimmillaan) monta kertaa vuodessa. Matkustaminen on etuoikeus, vaikka nykypäivänä se nähdään enemmänkin tarpeena.

Uskon, että vanhat matkailutottumukset ovat vähitellen vaihtumassa uusiin. Muutokset tarvitsevat aikaa. Se, että ihmiset tiedostavat ongelman ja haluavat muuttaa käytöstään on jo ensimmäinen askel uuteen suuntaan. Ilmasto tulee tulevaisuudessa vaikuttamaan yhä enemmän asenteisiimme ja päätöksiimme. Ilmastoahdistus kolkuttaa omatuntoa ja pistää meidät miettimään mitä olemme valmiita tekemään ilmaston vuoksi. Olemme omaksuneet ilmastoystävällisiä tapoja arkeemme viime vuosina, joten on vain ajan kysymys milloin ne siirtyvät matkustamiseen.

Kaisa Hurri