Social and economic restrictions due to the travel behaviour of Austrian tourists. Qualitative research on climate-friendly lifestyles and travel behaviours

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

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

RESULTS
• A climate-friendly lifestyle tends to create conflicts with the social and job life
• Climate-friendly travelling is mostly socially and economically compatible
• Possible conflicts:
  - Means of transport
  - Travel length
  - Financial aspect of climate-friendly products and alternatives

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

SOURCES