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Consuming Tourism – Future Implications and Possibilities

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Abstract

The purpose of the thesis at hand is to shed light on factors that will have impact on the future development of the tourism industry and the importance of preparing for them. The main issue is the future availability of oil and the subsequent behaviour of consumers.

In order to answer the questions posed for the purpose of the thesis at hand a number of interviews were carried out with people working in the tourism industry as well as people working within administrative authorities focused on environmental issues. In order to deepen the understanding for the topic of the thesis at hand extensive literary reviews were made and out of that material a state of the art was composed. In addition to this a number of theories on consumption and consumerism were used.

The empirical material showed that there were a number of factors that need to be dealt with in order for the tourism industry to be prepared for what might happen in the future. The future of the tourism industry is bright at least when considering the predictions of increasing arrival numbers and the revenue it will bring. On the other hand the tourism industry is facing many challenges in the future some of which cause more concern than others. For example tourism is greatly dependent on various forms of transportation in order to function. And transportation, especially aviation, is dependent on fuel to function. This means that when tourism increases so does transportation and with it oil consumption. Researchers are now predicting that the oil reserves are running out and that the risk of reaching a peak in oil production is drawing closer. At the moment the solutions to this problem are few and the fact that tourism is increasing steadily is not helping. The suggestion put forth in the thesis at hand is that consumption behaviours of tourists need to change in order to secure a sustainable future.

Tourism is a form of consumption and consumption is a natural part of human life and a function that is continuous. The way we consume naturally has consequences on many different levels in society. However the negative consequences related to consumption of tourism are shaping what our future will look like. Thus it is time for change.

Key words; Consumption, Peak oil, Responsibility, Change and Sustainability.

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1. Introduction

“Experience has taught us that the future is usually not what we would have expected from extrapolating past developments, but rather what we make of it. Jacques de Bourbon-Busset once wrote: ‘What we want is not to guess at the probable future, but to prepare one that is desirable and perhaps even to go that bit further and try to make the desirable future the probable one. ‘To do so, we have to focus on the future, something that seems appropriate at the dawn of a new millennium.’” (Lockwood and Medlik, 2001, pp 61)

To travel or not to travel that is the question? Or is it? Traveling has come to be regularity; something that is not only occurring on rare occasions for a select few like in the eighteenth centuries. The number of tourism arrivals is predicted by several sources to keep rising and there is no mention of possible decline or disrupting factors. We are travelling further, more often and staying longer. The urge to travel seems stronger than ever before and we cannot have enough. Meanwhile researchers are casting worried glances towards the horizon. What happens tomorrow? Predicting the future is a risky affair but still something that needs to be attempted. It might be more comfortable to keep doing what we have always done and meet the future in oblivion, but experience should tell us that it is better to be safe than sorry.

According to Amadeus (2008) the tourism industry is facing a time of change due to various factors that will come to have an impact on everything from the technology involved to consumer behavior. At the same time Lockwood and Medlik (2001), amongst others, are predicting a steady increase in arrival numbers at least till the year 2020. However concerns have been raised due to the heavy strains tourism puts on the environment and measures are in fact being taken, the question is if they are enough? Lockwood and Medlik (2001) suggest a change of pace for the whole of the tourism industry. The fast pace has come to represent the whole industry's way of conduct as well as the consumers way of conduct, says Brown (2008). It is the growing demand from consumers that is depleting our resources. One such resource is oil which has become the very base for our civilization according to Brown (2008). Becken (2007) says that we will reach a peak in oil production, it is however hard to say when but it is soon enough to deserve serious attention. Oil is especially important to the tourism industry due to its transportation element; a fact that calls for drastic changes in the industry. Becken (2007) stresses that there is a great need for the industry to take action and start reducing their dependence of oil and fossil fuels. The question is how many are prepared to do so and what measures need to be taken from different parts of the industry as well as the consumers themselves?

What can be done to reduce the dependence of oil? Well the alternatives are not many due to a lack of technological tools says Friedrichs (2010). Alternative fuels are a hot topic but one that seems to lead to little success. If it is possible to find a mix of substitute fuel and new technological advances are made in time the impact of peak oil would be decreased. In the mean time it might be useful to look at what consumers can do to improve the situation and to prepare for the future. The picture painted above might not be of desirable world to live in, the idea of a world with limited energy resources is not a pleasing one but it would be devastating not to regard it as a possible future for our society.

1.1 Boundaries and definitions

The research problems in the thesis at hand are viewed from a sociological angle. The problems that will be discussed are naturally affected by many other different factors like for example; economics, world politics, world relationships and power structures. However it is in the field of sociology that my interest lies. The initial thought was to apply a supply and demand theory to the research problem in order to get an idea of why the reality of the problem is what it is today. However in the process of theory generation another aspect which is closely linked to supply and demand seemed more appealing. This was consumption behaviors and especially the idea that we now live in a consumption society and have been more or less indoctrinated to act the way we do around goods. It is both a consumer perspective and a distributor perspective in the sense that suppliers or distributors influences consumption and consumer demand on the other hand influences suppliers. This way of theorizing is held throughout the thesis at hand. In order to exemplify the above the issue of oil will be discussed. It is a fact that the availability and price of oil is affected by many factors, like the ones mentioned above, however it is the relationship between oil, consumption and the future of tourism that will be investigated in the thesis at hand.

The literature and articles that were chosen for the purpose of the thesis at hand, especially the ones related to the state of the art, have the common feature of being published somewhere between the year 2000 and 2011. This choice is motivated by the fact that the thesis at hand attempts to say something about future developments from now and onwards, not based on predictions from over 20 years ago.

1.2 Essay Outline

First of all an extensive overview will be presented in a section called state of the art. This section will give the reader a sense of what has been published on the topic of the thesis at hand. It includes a description of what lies ahead for the tourism industry and ends with a focus on the relationship between tourism and oil. In the second part the methodological approaches will be presented with general as well as thesis-specific information on research method. Thirdly a presentation on theoretical approach will be given where a number of theories from different sources are described. Following the theoretical approaches is the empirical material; this section includes the interviews that were conducted for the purpose of the thesis at hand. The next chapter of the thesis will be dedicated to analysing the material which has been divided into five categories in order to give a better overview. In the final chapter the results will be discussed and conclusions be made as well as recommendations for further studies.

1.3 Purpose

The purpose of the thesis at hand is to shed light on factors that will have impact on the future development of the tourism industry and the importance of preparing for them. The main issue is the future availability of oil and the subsequent behaviour of consumers.

1.4 Problem discussion

Travelling is a natural part of human life and it brings joy to many, not only to the people travelling but also to the people in the host countries. In many countries tourism is the largest

source of revenue which indeed shows the value of such an industry. However there are often two sides of the same coin, the backside of travel and tourism is a dark one with factors like exploitation, environmental degradation and economic leakage to name a few. Traditional tourism (in this context holidays based on sea, sun and sand) and the amounts of which is being consumed, is becoming harder to justify in the world we live in. What we know today about the effects tourism has on the environment and the socio-cultural impacts it brings should be enough to make people want to make a difference in their habitual travel patterns. As mentioned above tourism and travel is a part of life and will therefore always continue to exist, the suggestion is however that as well as everything else evolves and changes over time so should tourism and travel, but not only to satisfy the needs of consumers but the needs of the environment as well. The danger of only satisfying the former creates a number of issues that need immediate attention. For example a steady increase in arrival numbers equals more fuel consumption and continued negative impact on the environment. Therefore satisfying only the needs of the consumer should be viewed as a non-sustainable development for the future. The root of the problem can be visualized with help from the philosophical question about the hen and the egg (which one came first?) in the sense that tourists buy what tour operators supply and tour operators supply whatever they think the customers want. It is hard to tell where this circle began and just as hard to define where it will end, but it is safe to say that this circular motion is spiralling out of control and it is contributing to factors that influence all of humanity, for example depletion of the global oil reserves. The issue of oil is becoming more and more pressing because of the impact oil consumption has on our environment and also the fact that a peak in oil production is looming in the future. How will our oil dependent society cope with a possible decline in oil production? The challenges we face are many and they will demand great amounts of effort to conquer; these efforts will have to be made on all levels in society to ensure success.

1.4.1 Research questions

In order for us to be prepared for the future and also take active part in forming the future we would like to have the three questions stated below are important to investigate.

1. How will the future of tourism be affected by tourists' consumption behaviours?
2. Is it possible to influence future developments by changing the way tourists consume today?
3. If so how, and who should be responsible for administrating change?

2. Method

2.1 Qualitative method

The research process in the field of social science has different characteristics depending on what perspective the researcher chooses in his or her work states Bryman (2002). Regardless of what perspective is being used there are a couple of research strategies or methods that should be used when trying to find answers to ones research questions. Bryman (2002) especially mentions qualitative and quantitative methods as tools when performing social science research.

According to Bryman (2002) qualitative method can be described as more directed to words than numbers, which is the case when using quantitative research methods. The relationship between theory and practice is regarded as inductive, which means that the theory is derived from the observations and results that the study generates. The emphasis lies on interpretation, the researcher is aiming to understand the social reality of individuals by using their interpretations of that same reality. The researcher also has a constructivistic approach which means that he or she believes that social phenomena can be derived from and produced in an interaction between individuals. Methods used in qualitative research are for example participant observation and qualitative interviews.

In order to answer the questions posted above a qualitative approach has been chosen. An extensive literary review has been conducted in order to accumulate a sufficient amount of knowledge on the area. The material consists of scientific articles, news press, reports from various actors in the tourism industry and printed material concerning the future of tourism. In order to broaden my knowledge further a set of interviews were carried out. The purpose of the interviews was getting an idea of how the topic of this essay is received both in the industry and by various actors in society.

2.2 Inductive or deductive

According to Davies (1999) it can be difficult to be strictly inductive or deductive when doing research. The alternative is to combine the two ways of reasoning. This will influence the researcher's impression and interpretation of that which is being studied and at the same time the researcher stays open to new impulses and ideas that might arise during the work process. Davies (1999) stresses the importance of a continuous interplay between inductive and deductive method in the research process. In accordance with this Dannefjord (2005) says that it can be difficult to study something without first knowing what it is that shall be studied. To study something without a previous understanding is, according to Dannefjord (2005), pointless; research demands theoretical studies and preliminary investigations. This kind of approach has been a useful tool in the research process for the thesis at hand.

2.3 Hermeneutics and pre-understanding

Gustavsson (2004) says that qualitative research includes the use of hermeneutics, which in turn consists of four main elements; interpretation, comprehension, pre-understanding and explanation. When working hermeneutically there is movement between the main elements which in the best of cases gives the researcher a deeper understanding for what he or she is studying. This way of conduct is also called the hermeneutic circle. In this process the

researcher reads the collected data in full in order to understand what each individual part that has been interpreted means in relation to the whole material. Hermeneutics is an interpreting science where the researcher is presented with a relatively small sample in order to prove his or her convictions. The small sample size is justified with the fact that the researcher contributes new qualitative dimensions through his or her own interpretations. The researcher can speculate freely and be quite tough in his or her interpretations, but the interpretations must of course be reasonable. However, using hermeneutics can sometimes be limiting due to the fact that the unique interpretation of the empirical material cannot be replicated by another researcher. Judging from this fact it can be concluded that this type of empirical data collecting has low reliability. Having a hermeneutic approach suited the study of the topic of the thesis at hand because it required a great deal of interpretation of an extensive material. It also justifies the small sample size and gave freedom to analyze the material and make interesting findings.

The concept of pre-understanding includes previous opinions and perceptions that can influence an individual's attitude towards what is being studied, says Dalen (2008). In the thesis at hand I am aware that my own pre-understanding on the area can influence my interpretations of the material. The pre-understanding consisted of knowledge regarding tourism and what implications it will face in the future and a concern for a depletion of the global oil reserves. The pre-understanding of a researcher bestows greater understanding for, and reflects nuances in, the material being studied. With this said I would like to use my pre-understanding of the area to create a deeper understanding for the statements from the respondents. According to Dalen (2008) it can be useful for the researcher to be aware of his or her pre-understandings because it helps them to improve their interpreting skills.

2.4 Case study methodology

The starting point for this thesis was an interest in fair travel and environmental preservation. But inspiration also came from a statement made by a person who has been working in the tourism industry for a very long time. His statement was that the only two factors that can ever change the way we travel is peak oil and/or if it becomes politically incorrect to travel. This sparked curiosity regarding tourism and oil. Questions like how will we travel in the future and where were the initial research questions. Later this was distilled down to a question about how prepared the industry is for an increase in oil prices and changing travel habits of customers as a consequence? But also how willing the customers are to change? In order to investigate this further a case study methodology seemed appropriate. According to Yin (2004) the case study approach investigates "*real-life events in their natural settings*" (pp xii). The aim of this type of research is to perform sound research while at the same time describe a phenomenon and the setting in which it occurs. One of the strengths of this type of method is that the researcher can work with questions like "how" and "why" surrounding real-life events with the help of an assortment of empirical tools like interviews, observations and reviews of documents. Yin (2004) stresses the importance of choosing a special case and placing it within an interesting theoretical framework. This framework serves as a guide through the work process and facilitates data collection. The theoretical framework can for example have the shape of a few specific research questions. These questions are used to organize data that is being collected for the study. In order to elaborate further the researcher must introduce a theory to explain the findings from the case study. According to Beeton (2005) case studies extensively used in tourism research and are especially advantageous for such studies because of the fact that they are so flexible. Beeton (2005) also presents a number of different features of the case study to show its strength and utility. A selection of

these features is stated below to show what can be gained from using such a method in the thesis at hand. The features of the case study are as follows;

1. Has the advantage of hindsight, yet can be relevant in the present and to the future
2. Can illustrate the complexities of a situation by recognizing more than one contributing factor
3. Shows the influence of personalities and politics on an issue
4. The reader may be able to apply it to his/her situation
5. Can utilize information from a wide variety of sources
6. Can illuminate a general problem through examination of a specific instance

(Beeton, 2005, pp 38)

The case being studied in the thesis at hand is the acknowledged fact that oil reserves are being depleted, the reasons for this are many but tourism is certainly a contributing factor. The question is where oil depletion leaves the tourism industry and the tourists themselves? What options do they have? The case is studied on a macro level which means that it is the overall picture that is interesting to look at: what is in store for travel and tourism in the future?

2.5 Interviews

A number of interviews were carried out for the purpose of the thesis at hand. The answers given by the respondents pose as my empirical material. A description of chosen interview method follows here below.

According to Trost (2010) the interviewer has to choose a level of standardization for the interviews. High standardization means that the questions asked are always the same and are also presented in the same manner to each respondent. In other words it lacks variation. Low standardization is basically the opposite; the interviewer adapts his/her manner to match the respondent and may also change the order of the questions. In other words the degree of variation is high. When it comes to structured and none structured interviews Trost (2010) says that it is important to know what you are referring to. Is it the structure of the interview questions and their potential answer alternatives or the structure of the study itself? Trost (2010) favors using the term for describing both. Hence the term structure is used both to describe details in the questions and also to describe the study as a whole. Qualitative interviews that are carried out for the purpose of research are usually distinguished by a high level of structure and a low level of standardization. The form of interviews carried out for the purpose of the thesis at hand were structured in the sense that they had a specific topic and the questions were open, which means that there were no set answers for each question. Trost (2010) also uses the term focus interview to describe its nature. This term signals that the interview is structured and has a theme.

The respondents chosen for this study are both from within the tourism industry and fringe businesses working particularly with environmental issues connected to travel. Additionally interviews were carried out with one governmental ministry as well as a governmental agency both of whom are dedicated to environmental issues. Some of the respondents were chosen by looking at the attendance of a seminar concerning environmental issues in the travel and tourism industry held in Stockholm January 2011. Others were found with a snowballing technique which, according to Babbie (2008) means that people who are approached as

respondents give recommendations on other people as possible respondents who in turn give more recommendations and so on and so forth. The focus of the interviews was getting a sense of how much thought has been put on the future of travel and how this differs between the various respondents. The interviews were either carried out in person, over the phone or took the shape of questionnaires sent out via email due to the fact that this was the only way for the respondents to partake. This might have affected the answers received because there was no personal contact. However the questions were identical in all circumstances. Jacobsen (1993) says that the telephone interview cannot be compared to direct interviews between four eyes. This is not to say that one is better than the other just that some things are lost by interviewing over the phone like for example body language and subconscious communication. Is it also much easier for the respondent to refrain from answering the questions like coming up with excuses to leave or simply hanging up. Jacobsen (1993) goes on to say that some people are not comfortable with speaking on the telephone, while some may find it much easier than speaking face to face. I found that most respondent were very easy to speak to and it seemed like they were used to being interviewed in this fashion. None of the respondents tried to hang up or hurry the conversation in my opinion.

Jacobsen (1993) also raises an ethical aspect of telephone interviews when it comes to their publication. Due to the nature of a telephone conversation the respondent might find it hard to determine what is part of the actual interview and what is just an ordinary conversation. To avoid this situation a short introduction was read to the respondent at the start of the interview to make sure they knew when it started and at the end of the interview the respondent was asked if they would like to add anything to their statements. Jacobsen (1993) mentions that another critical fact of telephone interviewing is that it is hard to predict what situation the respondent will be in when taking the call. All interviews that have been conducted for the purpose of the thesis at hand were scheduled in advance to ensure that the respondent was available and prepared for an interview.

The questions were formulated in an objective manner so that the respondent could choose their direction freely and the conversation was relaxed but gently guided so as not to drift away from the main topic. All interviews were conducted in Swedish and the answers were carefully and meticulously translated into English prevent loss of content. In total five interviews were carried out. The telephone interviews could not be recorded but notes were made and some answers were repeated back to the respondent in order to ensure full understanding. One of the interviews was conducted face to face with the respondent and it was therefore possible to record. The notes and recordings were transcribed directly after the interviews. All respondents were willing to answer questions post interview if it was necessary and none of them wished to be anonymous.

2.6 Reliability

According to Trost (2010) reliability refers to the stability of an investigation, which means insuring that it has not been influenced by chance. It is also common to talk of reliability in the sense that the investigation carried out at a certain point in time should generate the same results if performed again. This raises a problem because it is then assumed that it concerns a statistical proportion. If the researcher has a more symbolic and interactional approach he or she is convinced that we are all part of continuous processes. This means that the results will vary from time to time.

Reliability, in reference to interviews, has three components called: congruence, precision, objectivity and constancy. Congruence refers to similarity between questions that intend to explain the same thing, precision is connected to the way in which the interviewer registers the answers, objectivity refers to separate interviewers' different ways of registering (if they register the same things in the same way objectivity is high) and constancy has to do with the time aspect and it presupposes that the phenomenon at hand does not change over time.

In qualitative interviews constancy is not as important as in quantitative ones. It is the change that is intriguing. Congruence in qualitative interviews is visible in the way that similar questions surrounding a topic are asked in order to understand all its nuances. Precision in qualitative interviews should regard the interviewers understanding, he or she should not take for granted that they know anything until they make sure that they really do. The matter of objectivity becomes important when reading a report; it should be possible for the reader to make his or her own interpretation of the material. Trost (2010) argues that speaking of reliability becomes a bit odd when performing qualitative interviews, but it is still important for the interviewer to be very perceptive.

2.7 Validity

Trost (2010) says that validity traditionally means that the instrument or question at hand should measure what it set out to measure. In qualitative interviews the aim is to capture how the respondent perceives a word or phenomenon and what they mean to say. Since the ideas of both validity and reliability originate from quantitative research it can be difficult to apply them to qualitative research. Yet it is still of utmost importance that the interviews and other methods of collection of data are performed in such a manner that the data is credible, adequate and relevant. Credibility is one of the toughest challenges when it comes to qualitative research according to Trost (2010). The researcher must be able to prove to their colleagues and readers that his or her data and analysis thereof is credible by showing that the data was collected in such a way that they are proven relevant and serious for the problem stated. This can be done by explaining the thought and work process of the study so that it becomes visible to the reader, he or she can then easily determine if the information is credible or not.

Since reliability and validity are hard to determine in qualitative research according to Trost (2010) I have not attempted to do so by any further means than following the advice that Trost (2010) presents in reference to these matters. In addition, like Gustavsson (2004) noted above, having a hermeneutic approach poses a problems for reliability. I have attempted to explain the work process as detailed as possible to ensure transparency for the reader. I have also kept in mind the reliability components presented above when performing the interviews.

The aim has been to try to find coherence and also answers to the questions posted based on the replies given by the respondents and the information presented in the state of the art. The foundation for the validity in the thesis at hand is that the empirical material has been interpreted based on my purpose and chosen study questions.

2.8 Criticisms of the sources

The most challenging aspect of the work process for the thesis at hand was getting hold of respondents who were relevant to the study and willing to cooperate. In total about 25

different respondents were approached but only five ended up actually participating. However according to hermeneutics the size of the sample should be sufficient. Because of the respondents various work situations all respondents could not be reached by telephone or be met in person. This is a flaw in the study which I am highly aware of. However the answers given are regarded as valid and true but they might have been more extensive if I would have had the chance to interact with them. The fact that the interviews were held in Swedish and translated to English does raise some doubts regarding validity and reliability. However having this fact in mind when translating was motivation enough to be as thorough as possible and prevent mistranslation.

The literary sources chosen for the thesis at hand were carefully picked out from an abundant amount of information. The sources are all fairly recent which is beneficial for making predictions about the future. The scientific articles that were chosen are deemed reliable since they in turn are critically reviewed prior to publication.

3. State of the art

In order to get a general understanding for the problem that is to be discussed later in the thesis at hand a state of the art has been assembled. The information below should give a thorough understanding of what the material available on the topic has to say.

I have chosen to present the future of the tourism industry as it is viewed both from within the industry and from the outside. To illustrate that the future of the tourism is in danger the topic of peak oil will be discussed as well as other negative factors that follow in its footsteps. This chapter starts out with a description of tourism and what can be expected to happen in the future both in terms of development of the industry and what the consumers will demand. Prior to the section handling the topic of oil a few factors that advocate a need for change in the tourism industry will be presented. The state of the art ends with a discussion on what alternatives there are to solving the potential problems surrounding oil as well as predictions stemming from within the aviation industry.

3.1 The future of tourism

Lockwood and Medlik (2001) estimate that global travel will continue to grow at a fast pace at least until the year 2020. Worldwide international arrivals will be around 1.6 billion by then. European and Asian tourist destinations will see an increase in business due to improved balance of trade. Europe will still see the greatest amount of visitors as well as the Far East as long as their currency is low.

According to Amadeus (2008) the near future for the tourism industry will be influenced by a number of different factors. These include the earth's growing population, the globalization of business, an increase in global migration, a rising level of affluence (especially in the BRIC economies) which will lead to an increase in global travel, low cost carriers and its impact on consumer behavior and the evolution of technology which affects price, time and the flow of information to name a few.

Another factor greatly affecting the tourism industry of tomorrow, recognized by Amadeus (2008), is new aircraft developments which will on one hand allow a large number of people to travel comfortably by manufacturing larger aircrafts and on the other hand offer them greater flexibility by manufacturing smaller aircrafts. The new technologies within aviation will make it possible to fly further away with less pollution, more fuel efficiently and with less noise.

Amadeus (2008) stresses that fact that there are a few worrying clouds in the sky such as the question of oil, both availability and price and the fact that we live in a climate of fear where terrorism and global political instability are of great concern. Another fact is the growing customer awareness regarding carbon dioxide emissions and its implications for the environment. Many businesses are realizing the importance of taking action and responsibility when it comes to the effects they have on the environment. In many cases this also surfaces through pressure from the general public. Aviation is one of the industries that have to withstand a lot of this kind of pressure since it is one of the leading carbon emission sources. The precautions taken range from investing in new airplanes, looking into using green technologies and coming up with ways for consumers to compensate their emissions by donating money to environmental charities for example. In the near future consumers may refuse to fly because of the impact it puts on the environment. However the vast majority of

travelers will most probably only change their travel habits if it is easy, cheap and doesn't mean any personal sacrifices. One possible solution for aviation is said to be greener fuel mixes, greater fuel efficiency and developing methods for capturing and storing carbon dioxide in the atmosphere. The use of environmentally friendly and sustainable technologies has in many industries become prioritized issues, not only to cut carbon emissions but to prepare for the future where resources might not be so abundant.

The reasons for the changes in travel and tourism are due to many different factors. KNOW (vol. 7) suggests broad cultural and social shifts like effects of the global recession and the surfacing of mindful consumption as possible reasons for change. As well as the fact that individualism no longer is the norm and that there has been a shift towards community-mindedness instead. Prior to the recession overconsumption was the standard, after the downturn in the economy a new trend has emerged which signals a need for mindful consumption. This is having an effect on what people seek and expect from their experiences of different brands and ultimately how they define value. The consumer of today has become a prosumer, being forward-thinking and creative in finding new ways to mix and match different aspects of life like "*indulgence and altruism, relaxation and adventure and luxury and simplicity*"(KNOW, vol 7, pp 4).

KNOWs (vol. 7) hopes for the future include, as mentioned above, a more mindful way of traveling. This involves remembering what travel is supposed to entail – getting to know the community and connecting with the environment, getting to know the history and culture of the destination at a pace that allows the individual to take everything in and process it. Just like the slow food movement this could be the slow travel movement.

3.1.1 Tourism and its implications

Steene (2010) says that traveling is not a hazard free activity, it does affect the environment around us and in the long run it has disastrous consequences for life on earth. There are many questions regarding how to tackle the current situation in order to secure our future but there are few answers. At the climate summit in Copenhagen in 2009 questions concerning our environment and how to keep it healthy were raised. In retrospect the summit was less than successful at least for the tourism industry, not only because they didn't get the support they wanted in the quest for implementing emission fees but also because many questions were left unanswered like - what will remote tourism destinations dependent on tourism do if the numbers of tourists starts to drop? Lockwood and Medlik (2001) say that the future of the tourism industry, both international and national, might very well be determined by environmental issues. It is no longer a certainty that for example the access to air transport will be available at the same extent as it has been the last 30 years or so due to restrictions on infrastructure and transport that will have to be implemented. Evidence also suggests that travel prices will rise in the time ahead.

Steene (2010) argues that tourism is quickly rising to the top of the list of air pollution sources. It is estimated that the amounts discharged will grow by more than 150 % by the year 2035. Air travel is however not expected to decrease any time soon, it has been predicted that by the year 2060 the tourism industry will have caused more damage to the climate than all other industries combined if aviation keeps increasing. The tourism industry stands for 5 % of the total carbon discharge worldwide. Half of that percentage comes from aircrafts flying on high altitude, which is more harmful to the climate than flying shorter distances on low altitudes. Between 2001 and 2009, the effects from greenhouse gasses on the globe have been discussed by the EU, the UN Intergovernmental Panel on Climate Change, UNIPCC, as well

as by the World Bank in order to find different solutions, but very little or nothing has happened to date.

3.1.2 Tomorrow's tourists

Not only is the world around us as we know it changing, the way the consumer behaves is also changing, says Amadeus (2008). There are a few consumer trends that will affect the travel industry of the 21st century like for example aging populations; the fact that people are living longer and fewer babies are being born, a change in spending patterns towards a search for the best possible price - a bargain, but at the same time the fascination with luxury and fame portrayed in the media leads to rising expectations of service at affordable prices, a quest for health and wellbeing during ones leisure time, a desire of personalized travel solutions and last but not least a consciousness visible through the demand of sustainable travel alternatives.

In accordance with Lockwood and Medlik, Steene (2010) says that calculations stemming from within the tourism industry show that international travel will be doubled by the year 2020, that the destinations will be located much further away, that the tourists will stay for shorter periods of time and that they will stay at establishments with a high standard level. Clearly this will consume a large amount of energy. If nothing is done about the carbon emissions from just aviation and shipping they will surely triple by the year 2050.

According to Steene (2010) the airline industry can tell us that the average passenger is an individual on a tour or vacation travelling to a remote destination. When on vacation the tourist wants to experience as much as possible in a short amount of time hence choosing high speed transportation means like aircrafts. However a very limited number of these passengers pay some kind of climate compensation fee. The tourist of today is demanding and knows what they do and do not want, they will seek operators that can fulfill these demands to the right price. Paying for carbon emissions is seen as an unnecessary cost since the benefit of which is not directly visible to the buyer. Lockwood and Medlik (2010) say that it is up to the individual to decide when his or her point comes where the time costs involved in a specific journey outweighs the benefits of the visit to the destination; and at that point, behavior will change and non-travel activities will be performed in its place.

Steene (2010) mentions that those destinations that are highly dependent on air or cruise ship traffic will face major challenges in the future due to regulations of carbon dioxide emissions and environmental pollution constraints. This will not only affect the destinations but also the tourists themselves having to adapt their future travel behavior so as to limit the effects they have on the environment. What must be asked according to Steene (2010) is if everyone is aware of the consequences? Consequences which most likely will be higher prices on travel, accommodation and means of transportation.

3.1.3 Tourism and economics

Lockwood and Medlik (2001) argue that tourism is tightly connected to economic development as well as it is dependent on an open and free society. By looking at the state of countries around the globe it is evident that many countries don't match these criteria. This statement presents two facts namely that the greater part of the world's population has not yet attained the same level of supply that the industrialized countries have. And the consequence of this fact is when the world's underprivileged population attains these elements during the

next century the capacity for demand and growth in national and international tourism is basically unlimited. For the tourism industry this presents great opportunity, but for those who are concerned about the future of our planet this is very frightening.

The international travel and tourism sector is generally regarded as a global economic activity, says Lockwood and Medlik (2001). Of course this is not entirely a false statement but it is true that there are a few countries running the show. These countries are prosperous, safe and secure and the majority of the population is in the high end of the income ladder. This fact puts international tourism out of reach for the majority of the world's population. The wish of most countries standing on the outside is to have tourism as a part of their economy because tourism presents a ready source of employment, it requires a wide range of skills and it presents the opportunity to earn scarce foreign currency.

“In a nutshell, the emphasis will shift from counting numbers to assessing the net financial, economic and social benefits, including wider environmental considerations; from the business of accommodating and entertaining visitors from other countries to accommodating and entertaining visitors from and other regions of the same country.” (Lockwood and Medlik, 2001, pp 17)

3.2 Concern for environmental issues continues to grow

When discussing tourism it is inevitable to also talk about how it affects the environment. Due to the growing awareness of consumers regarding the environment the demand for environmental controls will continue to grow says Lockwood and Medlik (2001). Ecotourism is said to be one of the areas in tourism which is expanding the most. Many destinations have reached their ecological limits; the evidence of this will only become more and more apparent in the years to come. It was mentioned earlier that customer awareness is growing which is indeed a good sign; however in many cases this concern is merely a representation of the worry that environmental issues are threatening their wonderful vacation plans.

Current topics that are paid attention are according to Lockwood and Medlik (2001); air pollution, acid rain, loss of forests, depletion of the ozone layer, waste disposal, toxic chemicals in our food and water, soil erosion, mass extinction of species and pollution of beaches, oceans, reservoirs and waterways. In addition *“concern for the indoor environment will spread. New regulations will control the quality of indoor air, the effect of building materials, asbestos and radon gas”* (Lockwood and Medlik, 2001, pp 25).

Lockwood and Medlik's (2001) description of the future for tourism highlights the fact that conflicts will arise regarding;

- Growing pressure on the remaining nature reserves;
- The distances travelled are becoming longer and longer, consuming more and more energy, with serious consequences;
- The growing risk that holiday destinations will be downgraded to the fast food articles of the throw-away society;
- The continuing trend towards 'exoticism' with its cultural and health risks for travelers and host populations.

Tourism must thus become more environmentally aware. Lockwood and Medlik (2001) firmly believe that the sources that are threatening the environment are already known the

next logical step is to take them seriously and start implementing actions that will prevent further damage. The development of mechanisms to facilitate this process has already been started and things like environmental compatibility reports, environment management systems, environmental audits or environmental officers should be used to solve conflicts and find sustainable solutions. The efforts of closing the gap between knowledge and action should never stop.

According to Lockwood and Medlik (2001) climate change will definitely have an effect on the tourism industry but as long as a destination can fulfill the customer's basic needs and the tourist has enough money it is possible for the destination to adapt to the changes. *"Tourism can switch to other destinations if one is swept away, dried out or hit by some other severe impact of climate change. Tourism is more flexible than the local population."* (Lockwood and Medlik, 2001, pp 293)

The subject of climate change has been widely discussed internationally at conventions, in frameworks and initiatives. There are on the other hand no internationally unified approaches to dealing with other areas of concern like for example peak oil, says Becken (2011). There have been attempts at this such as the Oil Depletion Protocol which entails a global rationing system, yet the protocol was never formally implemented. Many governments do have energy policies but the drive behind them is most often to reduce carbon emissions, if energy security is mentioned it is only seen as an extra benefit. Becken (2011) says that more studies on the relationship between climate change and peak oil are on the way, but tourism has not yet been included.

3.3 Tourism needs to be slowed down

According to Lockwood and Medlik (2001) tourism is not just posing a threat to itself by involving transportation but it has also taken it to another dimension, a problem which only has one solution which is speed. Reducing the speed of transport be it aviation, railway transport or automobiles to limits which are standardized will enable levels for carbon emissions to be reached. The very constitution of tourism fundamentally involves mobility. *"The more transport is available, the more tourism there will be' was – and still is – the branch motto. But in time, transport has become a key problem, undermining the attractiveness of tourism."* (Lockwood and Medlik, 2001, pp 69)

It is clear that tourism cannot function without the element of transportation say Lockwood and Medlik (2001). This means that the future of transportation is determining for the future of tourism. Transport also affects the economy and society; hence they too are influenced by the future developments thereof. Due to this fact, say Lockwood and Medlik (2001), forecasts about transport are rarely made to look more than ten years ahead.

Lockwood and Medlik (2001) go on to say that during the 1990's fuel prices were relatively low. The low prices were a result of a determined and successful search for new fuel reserves following the fuel crises of the 1970s and 80s. Because of the success in finding new reserves there was an excess of supply over demand a fact which is now starting to turn around. As mentioned earlier aviation is the most price-sensitive when it comes to fuel, therefore airlines will be the first ones to suffer. It is no longer a certainty that conventional fuels will be available at all times, they will also become more and more expensive. Ultimately this will also have an effect on the prices of transport products, hence making them less attractive from an economic perspective. This will increase the attractiveness of non-transport products

unless as long as alternative fuels are not available in large quantities, which will happen within the next 30 years according to Lockwood and Medlik (2001).

It is the pressures involved with being competitive and constantly making profit that has shaped the way individuals think and act in business today says Lockwood and Medlik (2001). There is an abundance of methods such as lean management and reengineering to support this way of thinking, it has led to firmness amongst tourism professionals and a more conscious approach to strategy which is focused on rational action. These qualities are not desired when discussing sustainable tourism where qualities like emotions, empathy, cordiality and intuition are valued more. Lockwood and Medlik (2001) say that if such human qualities are put forward together with visionary design and sensitive responsibility tourism has a bright future ahead.

“The pattern seems clear here: tomorrow’s consumer will demand greater social responsibility by all firms and will reward this with their pocket books. This may indeed be the new spirituality.” (Lockwood and Medlik, 2001, pp 214)

3.4 The human factor

Human behavior is more determined by perception of risk than actual risk say Lockwood and Medlik (2001). Perception is a tricky factor since it very often is not entirely accurate. When a disaster occurs it seems to take about 18-36 months for it to be nationally forgotten. Terrorist acts and scares that are health related are viewed as random and if they do not occur over and over at the same destination tourists seem to resume a - ‘it would never happen to me’ approach. Terrorist attacks are not a very common feature; however the effects of one are devastating. Disasters like climate change are on the other hand constant although they do not represent life-threatening effects to the individual. According to Lockwood and Medlik (2001) tourists worry most about events that are very unlikely to ever affect them. The tourism industry does not indicate that they are worried, but are they really?

Air safety is a good example, mention Lockwood and Medlik (2001), the belts that strap the passengers in their seats do not significantly increase their chance of surviving a crash. However where you are seated in the aircraft might make a difference, a fact that is not given much attention. The fact is that the most valuable and highest paying passengers are normally placed in the most dangerous part of the plane.

Lockwood and Medlik (2001) explain that when it comes to understanding risk and managing crises the industry does not always measure up. If the challenges of tomorrow involve more nature disasters and increased terrorism the tourism industry will have to be more specialized in crisis management.

3.5 The issue of oil

The continuous expansion of the tourism industry has an effect on many different factors. One factor closely linked to tourism and its ability to expand is oil. Therefore the end of this chapter will be dedicated to the relationship between tourism and oil and what challenges this relationship is facing.

3.5.1 The importance of oil

If the 19th century was the coal century then the 20th century must be ranked as the oil century, states Brown (2008). The increase of oil production in the world in turn fueled an enormous growth in worldwide food production, population, urbanization and human mobility. The increase in mobility is a result of the fact that trains, cars and planes are now able to transport people at speeds and distances never before imagined.

Brown (2008) says that the world we live in is being depleted due to the heavy demands the human race is putting on it in order to satisfy its needs. We are totally dependent on what the earth's ecosystems supply us with yet destruction continues. Our civilization has today become oil-based and totally dependent on resources that are now running out. At some point in time, not too long from now, the oil production of the world will reach its peak and then start falling. This will cause major disruption because we have only ever experienced a society where oil production rises. Matt Simmons, an oil investment banker, says in reference to new oil fields: "*We've run out of good projects. This is not a money issue... if these oil companies had fantastic projects, they'd be out there [developing new fields].*" (Brown, 2008, pp 31). The new picture presents a world where oil has to be distributed unevenly; one party can get more only if another one gets less.

The demand of oil continues to grow and a parallel event to this is the growth of concern surrounding a peaking of oil production, says Becken (2007). New oil discoveries are becoming scarcer which means that consumption will at some point outrun production. However the finding of new oil reserves is not always a public event. Different political agendas both governmental and from oil companies govern the oil industry which in turn makes it very difficult to make estimates.

Becken (2011) stresses the fact that there are only a few countries in the world that naturally have oil, most notable amongst these are the countries in the Middle East. Yet the countries that stand for the consumption of oil are mainly the ones in the Western world as well as China and India. This means that oil has to be transported long distances.

The oil prices can be influenced, in the short term, by a number of different factors, however in the long term it is world oil supply and demand that determines the price of oil. Becken (2011) states for a fact that no one knows exactly how much oil is left and what it would cost to recover it. Predictions that are made rely on experts' ability to interpret experiences from the past. Becken (2011) however stresses the fact that there exists a wide understanding that conventional oil, meaning easily accessible with current technology, is likely to decline in the near future.

3.5.2 Peak Oil

"The term Peak Oil refers to the maximum rate of the production of oil in any area under consideration, recognising that it is a finite natural resource, subject to depletion." (Collin Campbell, peakoil.net)

The prediction of peak oil theory is, according to Friedrichs (2010), that oil production will reach a point of decline in the near future. It has also been concluded, by several authors, that there is no other resource or technology that can replace the role of oil in industrial society.

Becken (2007) also states that the research that has been carried out to this date points to 2040 as the very latest time period for a decline in oil production. *“Peaking of conventional oil production is almost certain to occur soon enough to deserve immediate and serious attention”, “the date [of peaking] is almost irrelevant as mitigation will take much longer than a decade to become effective, because of the enormous scale of world consumption”* (Becken 2007, pp 695-705).

According to Brown (2008) a very limited number of countries are actually planning to reduce their oil use despite of the information at hand. Predictions by the International Energy Agency and the U.S Department of Energy shows that oil consumption is expected to increase from the current 85 million barrels a day to about 120 million barrels a day by the year 2030. The world is still running as if oil consumption can just get larger and larger. Car assembly plants, roads, highways, parking lots and suburban housing developments are all being constructed at a pace that signals little knowledge of the depleted oil resources. This also goes for the production of large jet airliners in the belief that freight and air travel will increase further over the next decade.

Becken (2011) says that concerns for a peak in oil production are visible in the three ‘hard truths’ postulated in Shell’s latest Oil Scenarios: (1) rising demand from India and China, (2) a decline in conventional sources of oil, (3) concerns about the climatic impacts of greenhouse gas emissions.

3.5.3 Peak oil and its implications

Darrin Qualman, Director of research for the National Farmers Union of Canada, says *“The problem isn’t simply Peak Oil.... The problem is the combination of Peak Oil and an economic system in which ... ‘no one is in control’. Ours is a system where it is no one’s job to look past next year’s profits, to take stock of how this year’s production might affect next decade’s weather, ...where we become ever more dependent on energy despite the fact that no one is keeping an eye on the fuel gauge.”* (Brown 2008, pp 43).

Becken (2007) says that the possibility of reaching peak oil somewhere in the near future makes oil companies look for oil in other places. The alternative is to search in more challenging environments like deep into the sea or use non-conventional oil resources like oil sands, extra heavy oil and oil shales (sedimentary rocks). However the process of extracting oil from such sources demands a great deal of energy and as a result their production generates large amounts of greenhouse gas emissions. Due to this fact these non-conventional oil resources will not be exploited to their full potential.

The hope of many is still to find an alternative source of energy or technology explains Friedrichs (2010). Shifts in global energy have happened before like the example of oil replacing coal, is it then such a far stretch to think that it will happen again? Could there not be a revolutionary technological breakthrough, or some other positive surprise, around the corner that would catapult industrial society “beyond oil” (or even “beyond carbon”)? Friedrichs (2010) says that while it might not be totally unconceivable there is another issue at hand and that is the time aspect. Research takes time and it takes even more time to introduce new technologies and make sure they work. Friedrichs (2010) goes on by saying *“What takes most time of all, is the formation of the “new consciousness” necessary for radical social change”* (Friedrichs, 2010, pp 5). The development of energy technologies is very time consuming and challenging, this becomes even clearer in the event of a crisis. Friedrichs

(2010) predicts that the time period after peak oil will be characterized by a slow and painful social and technological adjustment which is likely to last for ten years or more.

It was mentioned earlier that the 19th century is coupled with coal and the 20th with oil, Brown (2008) now suggested that the 21st century will be coupled with the sun, the wind and energy from within the earth. The question is if it is possible to expand renewable energy at a fast enough pace. The belief is that it is possible to do so in the light of how fast we adapt and learn to use new technologies.

Friedrichs (2010) says that - *"Insofar as globalization has been fuelled by cheap and abundant energy, traded as a commodity on a free market, increasing conflict over scarce energy would undermine the very foundations of the world-wide social, economic, and political normalization processes that have been observed over the past few centuries"* (Friedrichs, 2010, pp 1).

Friedrichs (2010) says that reaching a peak in global production of oil would have a massive impact on the world as we know it, but the impacts would not be evenly distributed. According to Becken (2011) the fact that supply and demand are unevenly distributed geographically creates political discussion, increasingly so since National Oil Companies started to dominate oil production. It is fruitful to look at the power structures of the global oil market in order to get a picture of which countries and what sectors that will have access to oil. The US military has recently shown interest in these matters a fact which signals the importance of doing so.

In conformity with the statement above Brown (2008) says that some parts of the global economy will be affected more than others simply due to the fact that they are more oil-intensive, for example the automobile, food and airline industries, says Brown (2008). The sector that will suffer the most from the rise of jet fuel prices is Air transport, both passenger travel and freight. This is simply due to fuel being the biggest airline operating expense. Projections from the industry say that air passenger travel is expected to grow by about 5 % a year for the next decade, however this seems highly unlikely. Cheap airfares may soon be a thing of the past.

3.5.4 Oil and the tourism industry

Becken (2007) presents tourism as dependent on the availability of oil as a fact. As well as that it is a very oil-intensive industry due mostly to its transport component. Predictions for the future of tourism are optimistic surrounding its growth; however at the same time concern is mounting for the possibility of reaching a peak in oil production and thus the effects that would have on the economy. It is evident that global and destination specific changes have to be made starting with the consideration of a possibly fossil-fuel free economy and its implications for tourism.

According to Becken (2011) tourism and society are closely linked together; hence anything that affects one automatically affects the other. Changes will occur not only in the societies in the countries of origin but also at destination level due to rising oil prices. Some may adapt easily and some will find it very hard, especially remote areas dependent on transport.

The question is, according to Becken (2007), what can substitute fossil fuel-based transport? Previous studies have shown that there are major limitations connected to each alternative. Up until a few years ago there has been little attention paid to the availability of oil and the

effects it has on tourism. The relationship between energy consumption and the future of tourism has previously been overlooked in tourism research. Today however the concerns surrounding energy consumption and climate change are on the rise.

According to Becken (2007) it seems as if the tourism sector is not completely aware of the issues or implications surrounding peak oil. There is however clear evidence that shows the importance for tourist destination managers to be concerned about oil. For instance the fact that oil is becoming scarce and the shortage of fuel alternatives for aviation combined will drive prices up and hence pull demand down. Different segments of air travel passengers will be affected in different ways since the price elasticity varies between segments. Business travel as well as long-haul travel is generally ranked as less elastic while leisure travel and national travel are more sensitive. A rise in oil prices will have an effect on where the tourist decides to go and also to what extent he or she travels while at the destination in question. Another fact that destination managers should consider is what would happen when peak oil is reached. That extreme scenario would mean that oil is only available to industries that are life-supporting. Then the tourism industry would not be an industry of high ranking priority. The ways in which the market is put together at every destination will most definitely change, in some cases the international tourism might even cease. Domestic tourism on the other hand that involves a low level of mobility will increase.

Given the facts stated above Becken (2007) suggests that it is high time for tourist destinations to look into their oil requirements for tourism at the moment and also plan for the future where oil is hard to come across, has a high price and or is to threatening for the environment to use. A determining factor is the possibility to reduce tourism's dependency of fossil fuel. At a destination level this can be managed though improving energy efficiency in accommodation and transport as well as using renewable energy sources.

As mentioned before tourism is an oil intensive industry, aviation alone consumes 243 million tons of fuel per year. Becken (2011) predicts that it will be challenging to analyze what effects the scarcity of oil will have because it impacts so many dimensions of the tourism industry. *“For example how tourists respond to price signals, how tourist flows will change, and what role the social and cultural contexts play in the participation in, and operation of tourism”* (Becken, 2011, pp 359-379). Even though oil has such an important role in the industry, oil shortage or depletion is not commonly studied. Becken (2011) points to several recent studies that present ongoing growth and expanding of global markets as the future for tourism.

Becken (2011) says that the amount of research surrounding oil shocks and how they have affect tourism is unsatisfactory. However, according to UNWTO, previous oil crises in history have not had any lasting impacts on tourism departures. Becken (2011) goes on to say that the global tourist flows are dependent on how affordable transportation is. The increase in oil prices in 2008 led to higher airfares especially for long haul flights. This shows that a higher price of oil will turn the tourist flows toward short haul flights rather than long haul flights.

3.5.5 Spreading the word

There are some destinations that have taken notice of the risks connected to peak oil, but they are not many. Becken (2011) discusses whether this depends on the intangibility of global risk compared to a more tangible local risks. Tourists' decision making in relation to oil is not a widely studied phenomenon. Research in the area of climate change has however shown that consumer attitudes towards the consumption of fossil fuel have changed. Although the

attitudes might have changes there is no sign of behavioral changes. Becken (2011) says that the reason for this could lay in the lack of knowledge amongst consumers as how to save energy while on holiday and also the fact that they do not benefit financially from doing so.

Becken (2011) raises a voice of concern regarding the fact that the knowledge surrounding tourism is to a large extent related to the Western cultures, because of this fact many other cultures are left out such as poor communities or people living in rural areas. Becken (2011) points out that it might be exactly these excluded groups that are relevant in order to understand what impacts oil prices will have on tourism. It is the less wealthy and those living in rural areas that will be most affected by rising oil prices.

Becken (2011) states that studies have shown that income is a driver for leisure travel, both in how far you travel and how often you travel. Higher oil prices will have income reducing effect thus the likelihood of a decrease in tourism is high. A reduction in economic activity will also influence the business travel sector. In the light of this Becken (2011) presents the fact that tourism, in many countries, is a very valuable source of revenue and a decrease in arrivals would most certainly be seen as a severe economic loss. The UNWTO states that *“there is stronger evidence that tourism, if developed and managed in a sustainable manner, can make a significant contribution to alleviate poverty...”* (Becken, 2011, pp 359-379). Hence spreading the word is of great importance.

3.5.6 What can be done?

Becken (2011) poses the question if the world really is able to handle a peak in oil supply? The question of oil and the availability thereof has been a topic for decades. At the International Conference on Tourism and Air Transport which was held in 1978 it was asked how available fuel would be in 15 to 25 years and what substitutes there would be for fossil fuels. Today these questions regarding implications for tourism, be it economical, social and/or cultural due to the rising prices of oil, are more important than ever.

Friedrichs (2010) posts a number of hypotheses and two of them are presented here below. First *“In the event of peak oil, there will be winners and losers. It seems reasonable to expect a redistribution of power and wealth from oil importers to oil exporters, and from private to state-controlled companies”*. And second *“In the event of peak oil, we should not expect either immediate collapse or a smooth transition. People do not give up their lifestyle easily. We should expect painful adaptation processes that may last for a century or more”*(Friedrichs, 2010, pp 5-6). Friedrichs (2010) suggests that, in order to lessen the effects of peak oil, a crash program needs to be constructed in order to create a suitable mix of substitute resources as well as technologies that are adequate. Again time would be of the essence since any such developments take a massive amount of time. Amongst the possible replacement resources for oil, natural gas is the most attractive one. Natural gas is not available in abundance, but the reserves are more promising than those of oil. There has also been some progress in the extraction of unconventional gas. However gas poses a number of different challenges that might become hazardous in the long run, gas is harder to transport than oil, it needs pipelines or it has to be transformed into liquid. It is also a time consuming process to explore and exploit gas. In conclusion it is not likely that gas can sufficiently replace oil. Another option is going back to using coal, which can be found in Asia, Australia and the United States. However, the extraction of coal could pose serious consequences for the environment since the likelihood of an investment in cleaner coal technologies is very little in the advent of a crisis where time is pressed. Further the mining and transportation of

coal would be made difficult due to the rising oil prices. While trying to find replacement resources the search for more oil also continues. The Arctic and Antarctica would be next in line to be exploited. As well as what is called unconventional oil from tar sands and oil shale even though the extraction of which poses major threat to the environment.

Friedrichs (2010) predicts that the investment in renewable energy will continue, however they can never fully replace oil. Renewable energy sources are no exception when it comes to the input energy, raw materials and investment they require. Friedrichs (2010) concludes that *“from an ecological viewpoint, the greatest hope for the mitigation of peak oil is a combination of conservation, energy efficiency, and renewable energy”* (Friedrichs, 2010, pp 8). If it is possible to find a mix of substitute fuel and new technological advances are made in time the impact of peak oil would be decreased. Friedrichs (2010) states that the picture painted here might not be of desirable world to live in, the idea of a world with limited energy resources is not a pleasing one but it would be devastating not to regard it as a possible future for our society.

Higher oil prices will lead to lower incomes, reduced travel frequency and thus fewer tourist arrivals especially for long haul destinations. The high price of oil will also affect the production costs which in turn will make tourism products more expensive. Becken (2011) stresses the importance of studying these matters in the right context; the future world can never be fully understood until the future is actually the present. Becken (2011) concludes that *“More psychological research on people’s risk perceptions and mechanisms of dealing with inevitable problems would be beneficial to not only understand current behaviours with respect to oil but also explore pathways for increasing societies’ resilience to a range of other complex problems”* (Becken, 2011 pp 359-379).

3.5.7 Bio fuel

“In the early days of the jet age, speed and luxury were the drivers of intercontinental travel. Today, our engines are at the cutting edge of efficiency. Our aircraft are more aerodynamic and lighter than ever before. We are making huge improvements in our air traffic control efficiency, how we fly our aircraft and in developing more environmentally-friendly operations at airports. But we are still using the same fuel. That’s about to change.” (enviro.aero, 2009)

Judging by the sources studied for the purpose of the thesis at hand the topic of bio fuel is becoming more and more frequent when discussing sustainable development for aviation. Many airlines want to be the first ones to introduce flights run on bio fuel. However the discussion about bio fuel and its benefits seem to circle around carbon dioxide emissions rather than the actual event of peak oil.

According to an article presented by YLE in December 2010 Finnair was to become the first airline worldwide to present flights run on fuel manufactured out of renewable sources. The fuel to be used was a mix of fossil fuel and bio fuel and they were awaiting the certification of such fuel to go through in the spring of 2011. The Finnish oil company Neste Oil is set to start production of such fuel on several locations around the globe. The concern from the airlines was however that the fuel would contain palm oil; the production of which has been connected with destruction of the rain forest.

Another article from the Finnish newspaper Helsingin Sanomat in February 2011 says that Finnair has changed their mind about flying commercial flights with bio fuel. The reason for this being - *“The price of the fuel and its sustainability measured against all criteria is not at the level that we would have gone into it at this point. There are various research projects in progress, and it is in our interest to use a fuel produced from local raw materials”*, says Kati Ihamäki, environmental director of Finnair. Ihamäki goes on by stating that - *“An ideal situation would be for us to get biological kerosene produced from local raw materials, because there is no sense in hauling raw material from the other side of the world.”*

Finnair has moved forward on another project that is being developed near London. There they are studying the possible use of algae as a base for bio fuel. That project is set to continue through 2014. Ihamäki concludes that - *“We would have wanted to start commercial flights with biofuel now, but products that are currently available have not met our sustainability criteria”*.

3.6 Predictions from IATA

First of all The Air Transport Association (IATA) says that new aircrafts are 70% more fuel efficient than 40 years ago and 20% better than 10 years ago. And also that airlines are aiming for a further 25% fuel efficiency improvement by 2020 (iata.org, 2011, no 1). And secondly, according to IATA, airlines are aiming to do so with the help of technology and operational enhancements. IATA promotes a strategy to reach a carbon neutral growth based on four pillars - technological progress, operational measures, infrastructure improvements and economic instruments. Governments are looking at different policy options that deal with aviation emissions, like for example; voluntary measures, fuel taxes and charges and emissions trading. IATA stresses that global solutions are required to handle the situation and they suggest help from the International Civil Aviation Organization (ICAO) (iata.org, 2011, no 2).

IATA says that there are no other forms of transportation that measure up to aviation. It is safe, efficient and can transport people and cargo long distances. It is an affordable form of transportation with a network that stretches far and wide which presents freedom to the passenger (iata.org, 2011, no 3). *“Aviation facilitates the exchange of cultural and educational experiences. Many outlying communities would be isolated without access to air services”* (iata.org, 2011, no 3). Aviation also drives economic development by providing access to regional and global markets (iata.org, 2011, no 3).

The demand for air travel is increasing continuously. The industry is working hard to improve the environmental performance of its economic activity. However IATA stresses the fact that sustainable development and environmental conservation is not the same thing. They are closely related but should not be confused with one another. Sustainable development is actually an umbrella term which includes environmental issues (iata.org, 2011, no 3).

3.6.1 IATA and Oil prices

IATA says that oil prices have a great impact on airline strategy and the fact the fluctuation of the prices are so unpredictable might not only be due to supply and demand. It seems as if the oil prices have a life of their own. *“It seems like a simple equation. When demand was high and supply was low, the price soared. Then demand dropped just as supply issues were being resolved, causing the price to fall”* (iata.org, 2011, no 4). That these factors influence

the oil price are certain, but some argue that the instability of the oil price is caused by other factors as well. IATA states that *“US Airways President Scott Kirby would seem to agree. “Of course, I’m nervous all the time about what could happen to oil (...) We saw it [the price of oil] run last year, for no fundamental reasons that I could see, up to \$147 a barrel. The fundamental supply and demand just doesn’t seem to justify where it is today.”* (iata.org, 2011, no 4).

Bio fuels are regarded as a very promising solution to the situation at hand. IATA states that bio fuels created from biomass like algae, jatropha and camelina are able to decrease their carbon footprint with 80 % during their lifecycle. Test flights have been made which prove that they work, all the industry has to do now is to make sure that certification is quick and then start using the fuel on passenger flights. If bio fuels were used by commercial aviation to an extent of just 6 % they could lessen their carbon footprint by 5% according to IATA (iata.org, 2011, no 5).

4. Theory

In order to analyze the material collected for this thesis a choice has been made to include a number of theories surrounding consumerism. The intention is to connect the idea of the consumption society to the fact that arrival numbers are predicted to increase despite that fact that oil prices are rising and that oil is becoming scarcer.

This chapter will begin with a description of what constitutes as consumption and what consumption has become today according to the Worldwatch Institute.

4.1 Worldwatch on consumption

According to their website Worldwatch Institute delivers the insights and ideas that empower decision makers to create an environmentally sustainable society that meets human needs. Worldwatch focuses on the 21st-century challenges of climate change, resource degradation, population growth, and poverty by developing and disseminating solid data and innovative strategies for achieving a sustainable society (worldwatch.org).

Consumers are driven by a number of different factors like for instance technological advances, cheap energy, new business structures, media, population growth and social needs of human beings, says Gardner et al. (2004). Consumers make their decisions based on advertising, cultural norms, social influences, physiological impulses and psychological associations, each of which can improve consumption. In addition to this consumers experiences also play a part in the decision making process. If the products were enjoyed in the past they will probably be bought again. Consumption is also a social phenomenon it is a way for the individual to express their personal and group identity. On the other hand businesses seek new customers and create tools that are based on the facts above in order to stimulate consumer demand. Advertising might be the most powerful of such tools.

Gardner et al. (2004) say that “*By virtually any measure—household expenditures, number of consumers, extraction of raw materials—consumption of goods and services has risen steadily in industrial nations for decades, and it is growing rapidly in many developing countries. The numbers tell the story of a world being transformed by a consumption revolution*” (Gardner et al., 2004, pp 5).

4.1.1 The consumption society

According to Gardner et al. (2004) a large part of the world is entering the consumer society at a very fast pace. Gardner et al. (2004) mention a phenomenon called *the global consumer class* which originates from research done by a consultant of the U.N. Environment Program (UNEP). This consumer class is described as individuals that “*have incomes over \$7,000 of purchasing power parity (an income measure adjusted for the buying power in local currency) (...) The global consumer class itself ranges widely in levels of wealth, but members are typically users of televisions, telephones, and the Internet, along with the culture and ideas that these products transmit*” (Gardner et al., 2004, pp 6). The consumer class is predicted by Gardner et al. (2004) to include 1.7 billion people, half of which reside in developing nations like China and India. Developing nations have good potential to expand their consumption because of the fact that their consumer class often only represents half or less of the population. This suggests a considerable room for growth. According to Gardner et al. (2004) the global consumer class will have grown, based on population projections, to at

least 2 billion individuals by 2015. *“These numbers suggest that the story of consumption in the twenty-first century could be as much about emerging consumer nations as about traditional ones”* (Gardner et al., 2004, pp 7).

The consumer society is appealing and brings with it economic benefits. It is only fair to state that the advantages that past generations of consumers have had should also be passed on to coming generations. However signs are saying that the world would have difficulty to cope with such a development. *“If the levels of consumption that several hundred million of the most affluent people enjoy today were replicated across even half of the roughly 9 billion people projected to be on the planet in 2050, the impact on our water supply, air quality, forests, climate, biological diversity, and human health would be severe”* (Gardner et al., 2004, pp 4). Yet these warning signs do not seem to slow the consumption down at all.

Gardner et al. (2004) stresses the fact that consumption, in the light of this, should not be viewed as an evil, humans have to consume to survive. However consumption can have bad consequences if it becomes an end in itself and a primary goal in life for people. The challenge of the twenty-first century is to focus on providing a better quality of life for everyone, while minimizing the impact on the environment instead of focusing on the endless accumulation of goods. *“The key is to look critically not only at the “how much” of consumption, but also the “how”.”* (Gardner et al., 2004, pp 4)

The consumption society has brought with it many problems and efforts have been made to try and shift societies in another direction that might prove less damaging. However people living in industrialized countries are still consuming along the lines of an upward curve while some developing countries struggle with poverty. Gardner et al. (2004) propose for key questions that need to be answered in order to spark the interest for a new role of consumption;

- Is the global consumer class experiencing a higher quality of life from its growing levels of consumption?
- Can societies pursue consumption in a balanced way, especially in putting consumption in harmony with the natural environment?
- Can societies reshape consumer options to offer genuine choice?
- Can societies make a priority of meeting the basic needs of all?

(Gardner et al., 2004, pp 19)

4.2 Consumption – a way of life

According to Douglas and Isherwood (1996) consumption is a way of life. However the protests against the consumption society are mounting. Even if demand theory is at the center of economics it is still not known why people want things. The words associated with consumerism are greed, stupidity and insensitivity. The disgust for overconsumption is shown by various authors in the massive amounts of literature produced on the subject. In the light of this Douglas and Isherwood (1996) ask what should be done. It seems as if humankind is reluctant to change despite the fact that it is the responsible thing to do. Douglas and Isherwood (1996) conclude that – *“Consumer demand drives production, and production fired by demand drives technology, and technology has affects on human lives”* (Douglas and Isherwood, 1996, pp 27). Further Douglas and Isherwood (1996) use the words of Irving Fisher who in turn used the word “impatience” to describe any economy that showed a

tendency to deplete resources, a tendency which is frequently discussed in disapproval in relation to the environment. In conclusion Douglas and Isherwood (1996) say - "*The theory of consumption has to be a theory of culture and a theory of social life*" (Douglas and Isherwood, 1996, pp 23).

4.3 Consumption and consumerism

If we look at consumption as the metabolic cycle of intake, digestion and defecation, it is a natural and permanent part of life due to the fact that it is a biological means of survival, Bauman (2007) concludes. Hence the activity of consumption has been present in human life since the birth of living organisms. However the kind of consumption we talk of today has more recent roots. It has been suggested that there was a breaking point in history which deserves to be called a consumptive revolution. There was a shift from consumption to consumerism and it became a vital if not central part of most people's lives, the purpose of their very existence. In contrast to consumption, which foremost is an act of individual people, consumerism is a feature of a whole society.

Bauman (2007) concludes that the consumption society is a sort of society which communicates with its members; it cries out to them interrupts them and appeals to them in their role as consumers. The consumption society expects its members to obey and it judges, rewards and punishes its members according to the speed in which they answer to the signals being sent out. In other words the consumption society favors and encourages the choice of a consumptive lifestyle and life strategy and discourages any other choice of lifestyle. The driving force behind the consumption activity is the individuals search for the optimal sale price, reaching a higher rank and/or reaching a higher position in various social constellations in their society. In the modern consumption society the group is replaced by the swarm. A swarm is not a team, they can form and dissolve and form again, and they are collections of self running units which gather only because they are moving in the same direction. The consumption society dissolves groups and makes them vulnerable while they favor the creation and spread of swarms.

The core purpose of consumption in the consumption society is not to satisfy ones needs and desires but instead to commodify the consumers, they should have the status of sealable goods says Bauman (2007). And the aim of the consumption life is to refrain from remaining satisfied. Satisfaction must only exist a moment. Bauman (2007) connects satisfaction to economic stagnation something which must never occur in the consumption society; the demand must never stop.

In contrast to the consumption society Bauman (2007) looks at its predecessor the production society. In the production society the short sighted perspective is replaced by a long term perspective and the needs of the whole instead of each individual part is valued. It was mostly safety oriented, it sought to establish an environment which was dependable, trustworthy, organized, stable, transparent, and at the same time permanent and safe.

4.3.1 Today's consumer

Bauman (2007) says that a person who lives only "in the now" is called synchronous; he or she does not dwell on past experiences or future consequences of his or her actions. This culture of living right now encourages speed and effectiveness but does not foster patience or endurance. Other new expressions that try to explain today's way of life are "nowist culture" and "hurried culture".

We live in a time where we are constantly presented with an abundance of information. A study has shown that in the last 30 years more information has been produced in the world than during the prior 5000 years put together. This indicates that most of the information being produced never gets read. When there is too much information the challenge becomes to avoid the 99.99 percent of information that you don't want to take part of. This drives a violent competition between suppliers to get the attention of potential consumers and fill their small information quotas.

4.3.2 The unintentional damages of consumerism

According to Bauman (2007) the notions of “unintentional damage”, “unintentional losses” and “unintentional sacrifice” are recent constructions with roots in the juridical vocabulary. What all these notions have in common is that they excuse actions that cause some kind of harm, defend them and detaches them from punishment because of the fact that they were unintentional. The question is if “unexpected” is the same thing as “impossible to predict”? And further is “unintentional” the same as “impossible to calculate” and thus “impossible to consciously avoid”?

Bauman (2007) goes on to say that the term “unintentional damages” also cunningly disguises the fact that the damages, whether they are intentional or not, are actually effects of how the action was planned. The ones who put the plan in motion simply didn't care if the consequences spread beyond what was predicted over into the realm of unforeseen consequences. It can also be the question of a half-truth or a direct lie; it can be very hard to prove what was known in the original plan and what was not. Bauman (2007) says that he has mainly looked at the political realm, with focus on the “political lie” which serves political efficiency. However, Bauman (2007) also stresses that unintentional damages is not at all limited to politics. The struggle for power and the search of effectiveness is also prominent in the promotion of economic interests and in the quest for competitive advantage in order to increase revenue. It all comes down to how the line between resolute action and the “unexpected consequences” is drawn. The unintentional damages scattered along the trail of consumerism are spread over the whole social spectra in the modern developed society.

Apart from being an economy of excessiveness and wastefulness consumerism is also an economy of fraud, argues Bauman (2007). It appeals to the consumer's irrationality and stirs consumerist feelings, not to fostering good sense. The consumption society has also developed an ability to absorb any form of dissatisfaction, which exists in any form of society, and use it to their advantage in reproduction and expansion. The consumption society draws energy from the air of dissatisfaction it generates.

The modern society engages their members foremost as consumers, says Bauman (2007). In order to live up to the norm of normality and be recognized as a fully developed and true member of society you have to react fast and efficiently to the temptation of the consumption market. You must regularly contribute to the demand that covers the supply, while in times of economic stagnation or downturn you should be a part of the recovery led by consumption. In order for the spur to consume, and consume even more, to be effective it has to come from all angles and make no discriminations.

Bauman (2007) brings forth the words of Günther Anders -“*it seems right to say that nothing defines us, the human beings in the now, more than our inability to remain mentally “with our time” when it comes to development of our products (...) it is not totally impossible that we, who manufacture these products, are creating a world which we cannot keep up with and that*

will totally exceed our ability of comprehension, imagination and emotional endurance, just as well as it will lay beyond our ability to feel responsible” (Bauman, 2007, pp 167).

Bauman (2007) says that the term responsibility has, in the consumption society, come to refer to responsibility for oneself; this is the voice that tells us that we are “worth it” and that we owe it to ourselves, while responsible choices serves the egos interests and satisfies its needs.

4.4 Responsible consumption in everyday life

Ozcaglar-Toulouse (2007) draws attention to what Giddens once said about what phenomena the 20th century gave rise to: *“The Cold War, Hiroshima, Nazism, genocides, a growing gap between the rich and the poor, Chernobyl, etc”*(Ozcaglar-Toulouse, 2007, pp 421). On this note Ozcaglar-Toulouse (2007) concludes that humanity is moving towards a “risk society”; a society in which it is hard to stay satisfied even though the number of available goods and services is rising. This society is also characterized by the fact that there exists evidence that the environment is suffering, that future generations are at risk due to a shortage of natural resources, worrying economic instability and the continuous existence of famine and war.

This is a non healthy state of being says Ozcaglar-Toulouse (2007), which is made even worse by the modern mode of hyper-communication where information is available to us in abundance at any time, which prevents us from finding meaning in our lives. *“Consumption is a central facet of contemporary life. It can be seen as an active element in the construction of the meaning of life”* (Ozcaglar-Toulouse, 2007, pp 422).

There are however, according to Ozcaglar-Toulouse (2007), signs that show that we crave ethics in consumption. These signs are expressed either consciously or unconsciously by supporting Fair trade brands, organic products and initiatives to recycle etc. Responsibility doesn’t just include the consumer but also the producer and seller one should *“be able to respond to and justify one’s acts (...) the responsible consumer is seen as someone who reflects upon the consequences - in time and in space - of his/her acts related to consumption”* (Ozcaglar-Toulouse, 2007, pp 422).

In this context, Ozcaglar-Toulouse (2007) presents his own definition of responsible consumption as being; *“The set of voluntary acts, situated in the sphere of consumption, achieved from the awareness of consequences judged as negatives of consumption on the outside world to oneself, these consequences raising therefore not from the functionality of the purchases nor from immediate personal interest”* (Ozcaglar-Toulouse, 2007, pp422).

Responsible consumers view most products, services and firms as sending out signals that are opposing. The consumer feels torn between the pleasure he/she will get out of consuming and the negative consequences consuming might have on the environment, on producers’ living conditions, on social inequalities etc. There are in Ozcaglar-Toulouse’s (2007) opinion three available strategies that can solve this problem. These are as follows;

- Exit – the responsible consumer decides to renounce the act of consumption and the pleasure associated with it, with the objective of avoiding a possible complicity with its consequences.
- Loyalty - loyalty allows a person to perform an act of consumption while trying to minimize its negative consequences and/or attempting to extract a maximum of benefit from the product/service. In this case, the consumer remains faithful to consumption and focuses on his/her ability to improve its functioning.

- Voice - the responsible consumer, with the strategy of voice appears to feel no obligation to solve the conflict carried by his/her act of consumption, but rather attempts to transform the whole system in an external way.

Ozcaglar-Toulouse (2007)

Ethical consumerism has been studied in many different ways; however the studies are mainly focused on loyalty and voice. Exit behaviors on the other hand have been overlooked when it comes to market research. Ozcaglar-Toulouse (2007) comes to the conclusion “*that the studies ignore that the same consumer can make use of all these three strategies depending on products and contexts, and can therefore display attitudes of simultaneous contradictory strategies*” (Ozcaglar-Toulouse, 2007, pp 423). The research that has been carried out to date is directed at understanding the meaning and the strategies of responsible consumption as well as how individual consumption choices in everyday life are made. Being a responsible consumer and at the same time form any kind of life meaning seems like a difficult task in a consuming society. Ozcaglar-Toulouse (2007) says that “*The consuming society has gradually turned out to be a constraint, a moral or an institution imposed upon the consumer. In this societal model, individuals seem to be or feel uniformed.*” (Ozcaglar-Toulouse, 2007, pp 424). According to Ozcaglar-Toulouse (2007) consumers do not, in general, reflect upon the meaning that they give to their consumption or how their consumption behavior is linked to the course of their life.

4.5 Tourism and consumption

Hall (2005) says that consuming goods and services, including tourism, is a way for people to create a sense of who they are and also a sense of others. There is research that says that style is a form of identity and that consumption is a way to define oneself. This research also points to media as a driving factor to this phenomenon. Not only does style and fashion influence how we want to present ourselves but also where and how we travel. Tourism is a form of consumption which adds value to the individual, both in the form of symbolic value and cultural capital. The individual strives to be fashionable in order to be distinctive.

Hall (2005) draws attention to what Bourdieu said about fashion and taste – “*It unites and separates. Being the product of the conditioning associated with a particular class of conditions of existence, it unites all those who are the product of similar conditions while distinguishing them from others. And it distinguishes them in an essential way, since taste is the basis of all one has ... and all that one is*” (Hall, 2005, pp 46). The way in which we choose to holiday therefore shows who we are, not only in other people’s eyes but also our own.

Hall (2005) also points out that tourism is a part of modernity and modernity is a mode of common cultural experience but as Berman puts it – “*To be modern is to find ourselves in an environment that promises us adventure, power, joy, growth, transformation of ourselves and our world – and, at the same time, that threatens to destroy everything we have, everything we know, everything we are*”. And goes on to say that “*The ‘lived culture’ of capitalist modernity is transmitted by the major social-economic institutions of the West – the market, bureaucracy, science and technology, mass transport and communications and so on – the carriers of modernity*” (Hall, 2005, pp 48).

Hall (2004) stresses the importance of looking at tourism as a system. This implies a need to consider how tourism operates over all aspects of production and consumption. According to

Hall (2004) much of the existing tourism research only focuses on specific aspects in the tourism system not how those aspects relate to one another. The importance of such studies becomes especially apparent when looking at the possible impacts of tourism. Most such studies look at impacts on a destination level only not on impacts over space and time in all stages of tourism mobility.

5. Empirical material

In this chapter the interviews conducted for the propose of the thesis at hand will be presented one by one in order for the reader to get a clear view of what each of the respondents have stated. Their answers have been divided into three categories which are the future of tourism, what should be done and what challenges lay ahead.

5.1 Claes Pellvik 2011-02-18

Ving is the leading tour operator in Sweden. They arrange trips to over 500 destinations in over 50 countries worldwide. Together with the company globetrotter Ving Sweden AB is part of the international travel group Thomas Cook Group plc which is listed on the London stock exchange. According to their website their vision is "*We go further, to make dreams come true*" (ving.se, 2011), and every year they attract 1.720.000 Swedish customers.

5.1.1 The future of tourism

The future is bright, says Claes Pellvik marketing director at Ving, many independent investigations show the same thing "*The urge to travel is huge; you should want to go on a holiday!*" According to Pellvik many people live in a stressful environment and need a break to recharge their batteries a fact made visible by the fact that the demand for All-inclusive is growing. "*Today's customer is picky, they have bigger demands on activities. They don't want to sacrifice any comforts they have at home while on vacation!*".

When discussing the question of if there are any factors that might change the future of the industry Pellvik says that the past 5-6 years have been dramatic with devastating events such as September 11th, the tsunami, economic recession, ash clouds, revolution in Egypt etc. However few of these events can be predicted and they have had a relatively low impact on travel, just a little dent in the travel curve, says Pellvik. He continues "*And then the oil price - what can you say? It has fluctuated throughout the years. Now it is high, about 100 USD per barrel. The aircraft fleet needs to be looked over, we have to build with new materials and find new solutions to decrease fuel consumption. Foremost we have to minimize the weight of the aircrafts; that is what we are trying to do*". Pellvik stresses that we have to remember that the tourism industry moves in cycles and is sensitive to recessions, travelling then ends up at the bottom of the list of basic needs for survival. "*During our 55 years of business Ving has gone through a couple of oil chocks but the long term development still looks very good*" says Pellvik.

On the topic of oil and weather the tourism industry is prepared for a shortage of oil Pellvik says – "*Yes I think so but then you don't know if it is enough. The aviation industry is working on flying with bio fuel, but new aircrafts lie further ahead in time. The fuel consumption is decreased with the all means available. There is still a lot that has to be done but not until that kind of technology has surfaced. All experts have agreed that we will run out of oil but no one can say when and no one knows how to solve such a problem*".

Pellvik concludes that the technology available is not sufficient. Boeing and Airbuses new generation of aircrafts are still built in accordance with the old technology and they have a life span of 25 years. Many invest in new aircrafts and think that they will give return on

investment during those 25 years. It is a long term investment. The technological shift lies further ahead in time.

5.1.2 What should be done?

On the subject of who should take action and responsibility Pellvik says that Vings perspective doesn't stretch as far as 10-20 years ahead in time, they focus on what they can do here and now instead. The ones that should care are governments, the aviation industry, the military etc the big actors, says Pellvik. *"We are a small company and we cannot stand on the barricades for such a question as what will happen when oil runs out"*.

When considering bio fuel as a possible solution Pellvik says that the attempts have been good, but that the engine technology has to be developed further. It will be an interesting business in the future; many will want to make money on it, many private stakeholders with revenue interest. This can be seen with things like the electrical car and solar panels which have been very interesting business.

Pellvik mentions trains as a good alternative to aviation in practice but not in reality. Experience shows that the railroad network isn't satisfactory because it was built in the 18 hundreds. The responsibility lies with the politicians to make sure that money goes to upgrade and develop the railroads in favor of the environment.

5.1.3 What challenges lie ahead?

When it comes to the customers and how they would react to higher ticket prices Pellvik says that it is the prioritization that will change, perhaps we will refrain from other luxury items like going out for dinner or buying expensive clothes in order to afford going on holiday. *"It's all about a lifestyle choice, what is important for me as an individual? Maybe we will act more like we did way back when with consumption, less wear and tear and more of buying a few things that last a long time and have good quality"*. Pellvik also concludes that personal emission rights may become necessary in the future.

Pellvik also stresses that we will not stop traveling - *"Traveling will continue to be important, it is important to our health and wellbeing, many of us even make important decisions while on holiday like getting married, having children, big life choices!"* Pellvik says that we will continue travelling not just because it is important to us but also because it is important for the host destination, it creates job opportunities.

Pellvik hopes for the future of the industry are simply continued economical growth, political stability both in Europe and other destinations and that oil prices should stay under 100 USD per barrel. What would be a devastating future Pellvik explains as the opposite - That oil would cost 200 USD per barrel, political instability, unemployment and other ailments that affect the will to travel especially to Thailand and Northern Africa. What is more probable for the future is somewhere in between; political instability will exist to a small extent, stable economy and that there is hope for the future.

Pellvik goes on by explaining that Ving started their environmental work in the 90's; the driving force behind it came from within the organization not from pressure from outside sources. It takes time to get a company environmentally certified, that's why they wanted to get a head start. They have at least come a little further along the way and they want to be

well prepared for the future says Pellvik. The demands from the customer side are still minor; 70 % would like to compensate their climate affect but only about one out of a thousand used that possibility when it was available. Eco touristic products are being put forward in the media, which is a great thing, but there is no huge desire to by them. Not even train charter became a hit, the media loved it but not the consumers, and this year that project is terminated.

Pellvik concludes with saying that the environment doesn't rate as a very high priority amongst the consumers and thus not with them either. *"Emission rights are a question for politicians and historically environmental questions have not affected us to any great extent"*. Charter flights are the least harmful to the environment of all the aviation transports; maybe that will give Ving an advantage and benefit the competition in the future. Everything is dependent on how the certification will be constructed says Pellvik. *"Certifications have been discussed during the whole 20th century but it has not led to any physical results, we feel that it is unnecessary to put resources into something that hasn't developed in 11 years"*.

5.2 Anders Turesson 2011-03-07

The aim of the Swedish Ministry of the Environment is to ensure sustainable development. Their areas of priority are measures to tackle climate change and to preserve biological diversity, efforts to ensure a non-toxic environment and to protect the Baltic, the Skagerrak and Kattegat seas. Important tools in the work of the Ministry are; market economy institutions, economic instruments, research and new technology (regering.se, 2011).

5.2.1 *The future of tourism*

Anders Turesson, Sweden's former Head of Climate negotiation, says that the future for tourism can maybe involve a rural development and the joining of tourism with environmental consideration in the best possible manner. He has a hard time believing that fuel would run out in the near future without the industry knowing anything about it. Turesson stresses that all of this is in the distant future, for example when talking about the climate the developed countries should have reduced their emissions by 85-90% by the year 2050. However aviation will become more expensive in the future due to carbon dioxide fees that will be implemented.

5.2.2 *What should be done?*

Turesson urges that *"It is important that we reach a general solution and liberate ourselves from fossil fuels. We have to create energy efficient technology, produce energy in a more environmentally friendly way and use renewable fuels"*.

Turesson says that no sector can push this issue away, the states and nations must take action but everyone else must also answer to them. Everyone must contribute to find solutions. There exists a proposal which will be realized, it includes international transports within the EU and will have consequences like an extra fee on transport within the EU.

5.2.3 What challenges lie ahead?

Turesson begins with expressing concern for the climate with saying that the average temperature of the earth should not increase by more than 2 degrees Celsius. In order to achieve this global emissions have to be decreased by 50% and it would be necessary to have more effective solutions. Turesson names bio fuel in this context and inventing new methods like for example different hybrids.

Turesson hopes for the future are to bring the emissions down to half by 2050, but there is still sadly not global consensus regarding that question. A strong international framework must be constructed in order to make it possible to achieve fast. The rules of the game must also be determined; they should be clear and distinct, long-term and stable says Turesson. All sectors must be able to adapt and not build themselves into corners that can be hard to get out of. Everyone benefits from being prepared and anticipant for their own sake. A very negative future would be the opposite; if we don't come to an agreement and that the states are slow to take measures.

Turesson does not want to make any predictions about a probable future for the travel and tourism industry. He concludes by saying that in the end we will be forced to take long term measures, that fuel and emissions will become more expensive and the halving scenario has to be done even if it is difficult to reach consensus. Turesson also mentions concerns that are arising in small developing countries (island-states), which are dependent on tourism, due to the fact that tourism might decrease in these areas. This must be taken into account when making decisions about the future of tourism.

5.3 Lars Mattiasson 2011-03-14

The company GreenBagTag sells luggage tags. Each tag has two functions, both as a kind of tracking device if your luggage should be lost and also as a form of climate compensation. The GreenBagTag website states that – *“Through our cooperation with the CarbonNeutral Company (one of the world's largest and oldest companies in the environment sector), we make your travel climate neutral. Trough environmental projects carbon dioxide emissions are reduced with the same amount as the value of your tag”* (GreenBagTag.com, 2011). Their intention is not to make people refrain from flying but rather give a solution to those who want to take responsibility for their impact on the climate and still fly. They say that they want to present a simple solution to a problem that affects all of us and also present an opportunity for individuals to make visible statements (GreenBagTag.com, 2011).

5.3.1 The future of tourism

According to Lars Mattiasson, who works with business development and communication at GreenBagTag, tourism will continue to increase. According to IATA's latest measuring in January 2011 there was an increase in the number of flight passengers with 8.2% and an increase in freight with 9.1% from the figures in January 2010. Big markets like China and India, with a rapidly growing middle class who want to travel, will also trigger an increase in travel and tourism. Uncertainties surrounding the future do however exist, says Mattiasson, due to the instable situation in the Middle East and how it affects the oil prices (read ticket prices).

Mattiasson says that he sees two diametrically opposed tourism trends at present. One is self development or fulfillment, to experience or partake in things like volunteer holidays with social dimensions or yoga training, cooking classes etc. The other big ruling trend is All-inclusive holidays.

Mattiasson concludes that we will continue to travel like we have always done, if not the situation in the Middle East causes the oil prices to reach new heights. The aviation companies operate with a slim profit margin (aprox. 1.5%) and the fact is that with every single US dollar that the oil price per barrel increases the aviation industry has to decrease their costs more and more. This is impossible in the long run which means that the increasing costs at some point needs to be compensated by raising the ticket prices. *“In the panel I partook in at the seminar “Sustainable Tourism” at the Ericsson Globe the 28th of January, associated professor Stefan Gössling also attended. He proposed that the aviation companies make too little money to be able to forcefully operate dynamic environmental work”* says Mattiasson.

According to Mattiasson the low profit margin in the aviation sector and the problems that have come up due to the conflicts in the Middle East show that there is no platform of readiness for the possibility of oil shortage. The competition is fierce and the aviation companies are trying as hard as they can to hold the lowest price level possible. *“What we are experiencing now, with oil prices around 100 USD/barrel, is simply just a taste of Peak Oil”*.

5.3.2 What should be done?

On the subject of who should take action and responsibility Mattiasson declares that all of humanity should care about the future - *“We are already living beyond our resources. The question is who should cut down on their travelling first? You? Me? I agree with Christian Azar who says that big changes can only occur through political decisions which lead to amendments and tax-switching policies. We simply need to pay what it costs to travel. At present aviation doesn't even pay sales-tax on the fuel.”*

When discussing the possibility of bio fuel being a sustainable solution to the problem Mattiasson says that in the long term it might be. *“According to my contacts in the industry it is not even possible to get a hold of certified bio fuel at this time”*. Mattiasson goes on to say that it is not certain how big cultivations of algae or energy bushes (jatropha) affect the balance in nature (In order to satisfy the need of bio fuel for aviation). *“At the current level algae would have to be grown on an area the size of Ireland! If we choose to grow jatropha bushes instead we have to cover 35% of Australia. In comparison the world cultivation of corn would only take up 10% of Australia”*. Bio fuel as the only available fuel is not a realistic alternative Mattiasson concludes. Bio fuel together with new technology such as fuel efficient engines, aerodynamics etc will together decrease consumption, hence the environmental/climate affects will decrease as well. A paradigm shift with new carbon dioxide neutral fuels is not in sight.

5.3.3 What challenges lie ahead?

Mattiasson thinks that we will basically keep to the same consumption patterns as we always have but if the costs are too high we will travel less frequently. When discussing the matter further he also predicts an increase in local travel at the same time as long haul (expensive) traveling will get longer in the number of days away from home. If flying becomes too

expensive it is likely that trains, busses and cars will be used more frequently locally.

Mattiasson's hopes for the future include a more responsible form of travel where we respect social values and care about the environment and that the money we spend on holiday mainly stay with locals. The worst thing that could happen in the future according to Mattiasson is the expansion of big multinational corporations with gigantic All inclusive resorts; a Disney land with a shiny finish and a content that nobody really desires, that the local population is exploited and that the nature is ruined. Then when it is not profitable anymore you move to the next paradise and what is left behind is economic and social misery as well as a destroyed ecosystem.

What is more realistic to think in Mattiasson's opinion is a steady shift towards the hopeful future he describes above where we change ourselves as consumers at the same time as we continuously influence politicians and businesses within the tourism sector to increase their social and environmental responsibility; that we will take it step by step towards a more sustainable way of traveling.

5.4 Ingvar Jundén 2011-03-22

The Swedish Environmental Protection Agency (EPA) was created in 1967. It is the national agency for environmental protection and nature conservation as well as outdoor recreation and hunting issues. Its key tasks are to present proposals for environmental policy and legislation to the Swedish Government and ensure that environmental policy decisions are implemented (naturvardsverket.se, 2011, no 1). The Agency also has an important role to play in the transition to a sustainable society. Their concern is to encourage every sector of society to shoulder its environmental responsibilities – globally, nationally and locally (naturvardsverket.se, 2011, no 2).

5.4.1 *The future of tourism*

Ingvar Jundén, working at the department for outdoor life and maintenance at the Swedish EPA, explains that the Swedish environmental protection agency has a positive outlook on at least nature tourism. "*Outdoor life is valuable to people, we want to get them out into nature to make them understand its value, this is especially important for the coming generations*". Nature tourism is increasing every year and its popularity is seen in that it represents about 8 % of Sweden's tourism. It is the same in the rest of Scandinavia, Norway has stated that their biggest resource is their nature.

The term sustainable tourism is being used frequently but in Jundén's opinion it is being abused. The Swedish environmental protection agency wants to be even more engaged in these matters and is hoping to establish such a project in the near future. "*In my opinion the Swedish environmental protection agency has great possibility to make a difference; it is a channel to the rest of commercial and industrial life. The basic thought is that nature is important!*"

We have to take sustainability seriously, both economically, socially and ecologically says Jundén. A holiday should be more than just landing, experience and liftoff again. The transfer to the destination has to be made sensible and part of the experience. Trains are a good alternative for the future. We have to ask ourselves how we travel and how often, says

Jundén. The short shopping trip is not a sustainable alternative and will not be around for much longer. We will have to take fewer trips and stay away longer periods of time.

5.4.2 What should be done?

According to Jundén the issue of oil is not taken seriously. *People talk of alternative fuel etc but the aviation industry is decades behind when it comes to climate control. Sure aviation is going into the system of trading soon to manage carbon emissions but the costs will be so marginal to the average person that it will not really matter.*

The industry does not act enough, says Jundén. *"Today all I see is businesses investing in energy intensiveness, the activities we crave are energy intensive, the facilities we crave are energy intensive and the seasons are getting expended (like the alps – more snow is made to make it possible to ski longer)".* Jundén is however convinced that if competitive advantage can be gained by making a difference by advocating sustainable tourism many companies would be eager to participate. *"There will be a market for sustainable tourism, the changes in the future will be visible in people's wallets".*

On the issue of responsibility and taking action Jundén says that the commercial and industrial life has a short time horizon and revenue period. There have been goals put up by various authorities that should be reached by 2020. *"Sustainability is amongst them but I don't think they take it seriously. The mindset is still "business as usual". But we are trying to make our opinions heard and we are getting some people to listen".* In Sweden the Swedish transport administration should be involved and other authorities as well, says Jundén. Such authorities have to set the rules of the game and responsibility should then be distributed on different levels like the EU, the county and county administrative board. Such a strategy helps all players to act accordingly says Jundén.

On the topic of bio fuel as a possible solution to the oil shortage Jundén says that it seems reasonable, but we have to be more sparing with energy in general. We have to find energy efficient services to replace the energy intensive ones. We are used to always having had oil which makes changing a difficult task. Jundén says that we have to realize that this is not the case anymore.

Jundén is concerned however for the way bio fuels are produced - *"The way they create palm oil is awful and other plants grown for the purpose of bio fuel might compete with food production. Ethanol production in the USA has also been discussed because you lose more energy than you gain. Sugar cane from Brazil has shown to be the best alternative, although is Brazil had to satisfy the whole worlds energy demand the rainforest would surely be gone very soon there as well. However no one asks about or hamburger consumption and how much rainforest that cuts down every year! Something worth thinking about..."*

5.4.3 What challenges lie ahead?

In reference to how the consumers will act in the future Jundén says that the wallet will run the show. We will have to refrain from certain things and we might have to take fewer but longer trips and make sure they are planned more in detail. Maybe it should be seen more as a total experience; the transport is a part of the experience. Jundén concludes that trains and other forms of travel will replace aviation in the future at least domestically. However it has

been stated several times that the railway system isn't satisfactory, it has to be modified and extended.

Jundén hopes that we will act more in accordance with the real needs of the human being in the future. He hopes that nature will be more appealing and passive vacations on the beach will become less appealing. However the wallet rules consumption, says Jundén. We might have to take fewer trips in the future because of the costs, which means that we have to save up for a longer time in order to go on vacation maybe once every 3 years or so.

Jundén says that we should ask ourselves what is important for *me*? And what do *I* want to get out of this or that? We should hence be more active when making choices. Today we only seem to look at what the neighbor is doing and copy that – hence everyone is going to Thailand. *"They are just looking for relaxation and not to really experience the country, I ask myself if it really is so relaxing after all to do only what everyone else is doing?"*

The worst case scenario for the future is that the tourism industry believes that oil will never run out and that we will not take the climate issues seriously says Jundén. *"We keep building highways through national parks, that accessibility by car becomes vital. A failure to realize that everyone cannot be everywhere at the same time!"*

What is more likely to happen is something in between, says Jundén, the bottom line is that is has to be taken seriously. *"The recent natural disasters should teach us that everything is not ok. These disasters have been linked to the climate change in the past and this helps us to accept that something has to be done. We have to reach an agreement on that something has to change, maybe we have to suffer a few more blows to really understand the seriousness of the situation. I'm hoping for a better tourism where nature and culture are brought out in the spotlight."*

However it is also important to remember that the environmental summits that have been held so far have really made a difference, stresses Jundén. They have truly made remarkable progress, even if COP was a big failure we just have to dust our selves of and try again.

5.5 Paul Anderlind 2011-04-04

Good travel is a tour operator that sells volunteer trips with the slogan "Travel to make a difference". They are part of Unlimited Travel Group since 2010 and their goal is to combine the joy of travel with the satisfaction derived from helping others. Paul Anderlind is the founder and chief executive of the company which has been up and running for about a year. Anderlind says – *"I saw some kind of business opportunity here; I thought this travel segment was going to grow"*. Anderlind saw volunteer trips as something that was already established internationally and it was only a matter of time before it would come to Sweden. Customers are now starting to increase and the curiosity is high. However Anderlind stresses the fact that education of the masses on what volunteer travel really entails is still needed – *"it will probably take a while before we have educated the market enough. But we are seeing a strong interest"*.

5.5.1 The future of tourism

Anderlind concludes that doing good deeds is part of our time. People are becoming more aware and also want to contribute in different ways. This might be a general awakening but

Anderlind says, it might also be a consequence of the younger generations that have grown up with a more “global” view on things. Anderlind adds that *“I think that the coming generations are a bit more aware than past generations. I think there is an element of people searching to get more out of their vacation, people have been to Thailand numerous times and have done their sun and sand vacations and I think people are increasingly looking for something more from their travel experience”*. On the other hand Anderlind says that people will always go on traditional vacations because we as humans have an innate need for them. Yet people will maybe choose to do something more once in a while. Anderlind explains the urge for something more as a consequence of our generations having the opportunity to travel so easily *“no generation before ours have had the opportunity to travel as much as we have, it is so easy to travel to Thailand for a week, which was probably totally unheard of 10 years ago!”* After a while people feel like they have been *there* and done *that* and they start looking for something more just because they have done things a few times to many.

New trends in the tourism industry are according to Anderlind are going on volunteer trips *“volunteer trips are a relatively new trend; there are still many that have not heard of it. A strong new trend that will increase more and more”*. Anderlind suggests niche travel as a new trend in general; doing things like learning how to cook or surf for example while on holiday, anything that offers the tourist something more than the traditional vacation. Just doing good deeds is a trend in itself according to Anderlind. This doesn’t necessarily have to be some form of volunteering it can take the form of seeing to it that the money you spend on your vacation stays in the country you are visiting by staying at locally owned hotels with local employees using locally produced goods. *“I think that is a travel segment that we will see more and more, which is a form of responsible travel but not from the perspective of Eco, Eco already exists, but just the fact that you make a bigger positive economic contribution when you travel”*.

Anderlind says he doesn’t believe in the Eco movement, the individual is such a small part of the whole operation and feels like they cannot make a difference by for example compensating for their fuel emissions by paying an extra fee. Anderlind says that the big decisions are to be made by aviation companies and be governed by factors like the Kyoto protocol and so on. However if you create a travel package just like any other, that costs just as much as any other travel package, the only difference being that you guarantee economic contribution to the destination, people will choose the latter alternative. *“Everything is governed by money in the end, if one thing costs more than the other then it’s an easy choice, but if everything costs the same, like it can, I think that people will choose that which will leave a greater economic contribution locally”*.

However if the prices rise too much it will become difficult to travel, Anderlind concludes – *“It is still a very low margin market; I don’t think people are willing to pay much more”*. According to Anderlind it will become more expensive to travel in the future but not so much more that it will discourage people from traveling, at least in the next 10 to 20 years.” *I would guess that the prices go up but maybe 10 or 20 percent the coming 10 years and I think that still will be within the limits. After these 10 years we will just have to see”*.

When discussing the event of an oil shortage Anderlind says that in his opinion the industry is not totally prepared – *“They cannot be prepared because then the travel industry would not exist (...). I don’t really know what consequences that would have (...). Until they come up with some alternative travel method. But currently there is none so it would have devastating consequences”*.

5.5.2 What should be done?

Anderlind says that he does believe in Peak oil but he also says that Peak oil has been discussed back and forth for a very long time. Certain players on the field, especially people within the oil industry benefit from the existence of such discussion. *“Maybe peak oil won’t have devastating consequences, maybe there are reserves out there to suffice and the development of our oil consumption in general, not only when it comes to travel but everything from transport to how we produce plastic, starts becoming more efficient”*. Maybe demanding less oil raw materials for production will have spill-over effects – we may not have a growing number of oil findings but the very consumption of oil, even if industrial countries like china or India are growing rapidly, people are more efficient in their oil consumption both privately and industrially.

On the question of responsibility Anderlind sees that the tourism industry should take responsibility, however it can sometimes feel like it’s hard to make any difference. *“If an oil shortage occurs, problems will arise in many different ways, not only the travel industry will be affected, everyone will have difficult times. If it continues like this it is not a very sustainable development”*. Anderlind also says that there exists some kind of general trust in research, we have to trust that someone will think of a solution to the problem, we have to believe it can be done.

5.5.3 What challenges lie ahead?

Anderlind says that the new travel trends will only serve as complements to the traditional form of holiday, the purpose of which is often rest and relaxation on a beach. But according to Anderlind we will see an increase in people looking for something more – *“historically 80 percent wanted to go away and do nothing but I think that that distribution will decrease, it might go down to 60 percent that go away and do nothing and 40 percent have more active holidays where you actually do something”*. Whether this change is dependent on oil prices Anderlind cannot say, he thinks it’s more a question of people growing tired of doing the same old thing and that people are starting to realize that the possibilities of doing other things are growing. However going away and doing nothing is still going to be most important because that is what people demand most says Anderlind.

Anderlind believes that if worst comes to worst and oil becomes scarce consumption behaviors will change, people will travel less, but domestic travel will probably increase – *“I would prefer working at a tour company selling train of inter-Europe trips in some way. But knock on wood it will perhaps be solved before we have to go that far”*. A decrease in travel would not only be bad for the tourism industry but also for the destinations, *“many of these countries are developing countries that have a great deal of revenue coming from tourism. Many would suffer from such a scenario. That is the worst possible scenario for all”*.

When it comes to our consumption needs Anderlind refers to Maslow’s hierarchy of needs, first we need to fill our basic needs and when we have done that we move on to the next step and so on. We are in a kind of evolutionary consumption pattern. The concern then is for the countries that are just entering the market and start consuming at the first step of the consumption ladder. How many years will it take them to reach the consumption level we are at right now? Anderlind says that it is the developing countries that will keep traditional tourism running and that it will take some time before we see changes in their consumption choices.

6. Analysis

It has been stated by various sources that tourism is a growing industry and that it is growing fast. Going on vacations seems to be a fact considered as a human right and something that is taken for granted. Even though tourism brings so much good to many people it is on the other hand impossible to overlook the negative impacts that also follow tourism in its footsteps. Travelling from one place to another is not a bad thing; it is by what means the journey is taken and how the vacation is spent that can cause damage to places and people. It is in this context that the future availability of oil becomes a central component. Many of the negative consequences that follow in the footsteps of tourism can be related to oil and the way it is being consumed. Oil is such a cornerstone in the functioning of our society and we are at the moment totally dependent on its future existence. However the way oil is produced and used generates enormous amounts of pollution which harms the environment and accelerates the deterioration of our planet. In the words of Lockwood and Medlik (2001) tourism must become more environmentally aware; it is time to start implementing actions that will prevent further damage. It was this realisation that brought on the theoretical approach of consumerism. Tourism is a form of consumption and the manner in which it is consumed generates consequences which need to be addressed by changes in consumer behaviour.

In order to analyse the material collected for the purpose of the thesis at hand the data has been divided in several categories. The categories presented below became visible during the collection of the empirical material. These categories represent the core of the material, they are all linked to one another and together they can provide answers to the research problems at hand. The categories are as follows;

- Consumption and the future of tourism
- The development of consumption
- Responsibility
- Changing consumption
- Other options

As mentioned above tourism is viewed as a form of consumption. People are consuming goods, services, places and people all together within the concept of tourism. The analysis below will therefore handle the relationship between tourism and consumption and what probable future they face with peak oil as an example.

6.1 Consumption and the future of tourism

“The future world can never be fully understood until the future is actually the present” (Becken, 2011, pp 359-379)

Like the quote above implies predicting the future is a task not many wish to take on. It has also been shown that it is something many in the tourism industry do not want to talk about, unless it regards future arrival numbers and what revenue they might bring. Other aspects of the future like what effects we will see on the environment or the future economic, political or social state of the world are touchy subjects which are best left till later. Of course the tourism industry is influenced by what is happening in society and also adapts to it, but being prepared for various scenarios seems like a waste of time and effort.

It has been mentioned repeatedly in the thesis at hand that the tourism industry keeps growing. Calculations show that international travel will double by 2020. Several of the

respondents foresee the same development; the general agreement is that people will continue to travel like they have done up until now. As stated by Amadeus (2008) the near future of tourism will be influenced in a positive manner by a number of different factors like population growth, a rising level of affluence and new technology developments for example. It is both changes in consumer behaviour and industry design that fuel the expansion of the tourism industry. The fact that people will always travel seems in accordance with predictions from Hall (2005) who says that consuming goods and services including tourism is a way for the individual to create a sense of self and of others, a process which never ceases. Hall (2005) also stresses that tourism is a part of modernity and who would not want to be modern? Consuming tourism is thus a natural part of our lives. As noted by Gardner et al. (2004) and Bauman (2007) humans have to consume to survive, however it is important to look at *how* people are consuming not just *how much*.

There are also voices of concern regarding tourism and the impact it has on the environment and also the future availability of oil. Amadeus (2008) states that these concerns have led to an eagerness in the industry to display precautions taken in favour of the environment. According to Pellvik the consumer side is hypocritical when it comes to this point, consumers appreciate that the tourism industry cares for the environment but evidence has shown that when it comes to actually changing consumer behaviour in favour of the environment people become reluctant. People thus want to be conscious consumers who care for the environment but when the opportunity presents itself the act is different from the initial wish.

Pellvik says that the consumer of today is picky and that they have bigger demands in general. Anderlind says that consumers of today are in search for more, that they are sick and tired of doing what they have done so far vacation wise; going on vacation just to lie still on a beach and then go home without really experiencing anything is becoming boring in many people's eyes. Is this changing of taste a consequence of the consumer society which Bauman (2007) talks of? Is our society calling out to us to consume and expecting us to obey? Bauman (2007) would probably say yes. The consumer society creates synchronous individuals who do not dwell on past experiences or future consequences of his or her actions, hence they will keep consuming in whatever manner they wish to.

Regarding future travel trends the respondents mention All-inclusive as still growing, however at the same time a more mindful or aware way of travelling is also emerging according to Anderlind and Mattiasson. This raises both hope and despair for the future, despair in the sense that All-inclusive destinations do not always benefit the local society and hope in the sense that mindfulness has been greatly lacking so far when it comes to travel and tourism. Anderlind says that doing good deeds is "trendy" and thus people will start consuming in a different manner from now on. The traditional vacation where you lay on a sandy beach and soak up sun is however always going to be desired; a fact which all respondents agree on, but change has to start somewhere. According to Hall (2005) taste is determining when it comes to forming an idea of who you are and who others are. The taste we have in travel and tourism displays to others who we are, or who we want to be. The hopes are that people's taste will slowly change and that we will prefer travelling in a sustainable manner rather than an unsustainable one, which would mean favoring travel that is less dependent on fossil fuel. Maybe it will become politically incorrect to travel by for example air in the future, then people will travel by other means to signal to others who they are or want to be. At the same time as the human being is striving to be part of modernity she is also taking part in a movement that is hurrying the earth's deterioration. There is consensus on that something needs to change in order to minimize the impact on our planet. One such change is trying to lessen our dependence of fossil fuels and since the tourism industry is greatly

dependent on oil it seems like a good place to start. As mentioned earlier KNOW (vol. 7) suggests that a shift in the tourism industry is indeed already happening; travel has decreased due to the recession. The downturn in the economy has thus fuelled the need for more mindful consumption. While this is a good sign this change is not stemming from a wish to make a difference and alleviate some of the pressures put on our planet, it simply shows that when the economy goes down so does the will to travel and when the economy turns upward people will go back to their usual spending patterns.

Jundén expresses a wish that travelling in general should have more meaning and that the transfer from place to place has to be made an important part of the travel experience. The aspect of transportation was discussed by Lockwood and Medlik (2001) in an earlier chapter where it was stated that transport and tourism are interdependent and that tourism now poses a threat to itself by involving such an activity at such a pace. They conclude that the more transport there is the more tourism there will be. Following this statement it can be concluded that the more transportation there is, by airplanes, cars and boats, the more oil is going to be consumed which will result in a greater amount of pollution. Lockwood and Medlik (2001) conclude that the future of the tourism industry might very well come to be determined by environmental issues. This means that the tourism industry might come to be governed by heavy legislations on how much environmental impact is tolerated. Slowing down the pace of transport in tourism is maybe not a solution to the problem of pollution and oil depletion but it is a step in the right direction. It is the fast speed of transport that contributes to the heavy strains put on the environment and oil reserves. At the same time it can be useful to increase the attractiveness of non-transport products, domestic tourism and alternative transport means that are more environmentally friendly like trains for example.

As noted above fuel consumption is a big issue for the future of tourism. As well as the emissions being harmful for the environment the very availability of oil is also decreasing. Becken (2007) mentioned that the relationship between energy and consumption and the future of tourism is an area of tourism research which has previously been overlooked. This statement is confirmed by the answers given by the respondent who all see this as an issue that has to be dealt with, however on the topic of how they are not certain. There is consensus on that new technology is needed and in the mean time everyone has to make the best of the situation and find ways to lessen their oil consumption. The respondents agree that environmental issues are not of top priority in all areas of the tourism industry at all times. Pellvik for example says that if the environment does not come as a high priority with their customers it does not come as a high priority to them as a company either. Jundén even pleads to people to take sustainability more seriously and Turessson expresses great concern for the state of the environment due to the effects of climate change, he says that in the end we will be forced to take long term measures in order to alleviate the damages.

The fact that tourism poses a threat to the environment, viewed in the light of Bauman's (2007) theory of consumerism, would be labelled as an unintentional damage of consumption; a term which excuses actions that cause some kind of harm, defend them and detaches them from punishment because of the fact that they were unintentional. What Bauman (2007) asks is if "unexpected" is the same thing as "impossible to predict"? And further is "unintentional" the same as "impossible to calculate" and thus "impossible to consciously avoid"?

Pellvik, Mattiasson and Jundén are the only respondents that mention political instability and natural disasters as worrisome factors for tourism in the future. They all conclude that these matters are hard to predict like most things are when talking about the future. Pellvik and

Mattiasson are worried that such instabilities would decrease the will to travel. On the other hand Pellvik says that such matters have only ever put a small dent in the rising travel curve. Jundén is more concerned for the environment; he points out the fact that natural disasters are signs that should tell us that the environment is not very healthy. As mentioned by Lockwood and Medlik (2001) people have a tendency to worry most about events that are very unlikely to ever affect them like terrorism, natural disasters or pandemics. These events luckily do not happen very frequently, but they still cause great concern. On the other hand events like climate change has a constant negative effect on the planet, but the consequences are not regarded as directly life threatening to the individual thus the perception of risk is minor. Since climate change and a possible peaking in oil production are risks that are not clearly visible to us they are hard to grasp, hence it is difficult to make people realize the seriousness of the situation and the importance of taking action. Becken (2011) concluded that there is a great need for psychological research on peoples risk perceptions and ability to deal with inevitable problems. Such research is valuable in order to understand current behavior, concerning for example oil consumption, but also to explore ways to make societies more equipped to handle other problems.

Turesson and Anderlind are certain that traveling will become more expensive in the future through extra fees and higher oil prices. In accordance with these statements Becken (2007) also confirms that a rise in oil prices will affect the tourists' choices. Economy is a determining factor for the future of tourism; it has an impact on all areas of the industry. It affects what choices the company's make regarding everything from what destinations to promote to what environmental approach they have and it also affects what choices the customers make; where they decide to go, what they do there and at what hotel they stay. Jundén and Mattiasson concluded that as long as there is no revenue or competitive advantages to be made by advocating sustainable tourism it will not be prioritized by many companies. If competitive advantage could be gained by promoting sustainable travel choices many would be interested in doing so.

6.2 The development of consumption

“Consumption is a central facet of contemporary life. It can be seen as an active element in the construction of the meaning of life”

(Ozcaglar-Toulouse, 2007, pp 422)

The focus of this category is the future development of consumption seen in the light of the material collected for the thesis at hand. As mentioned earlier consumption is a natural part of human life including consuming tourism. The way we consume naturally has consequences some of them good and others are not so good. In order for us to for instance lessen our dependence of fossil fuel and reduce the environmental degradation caused by for instance our need to travel, the development of consumption needs to change direction.

Anderlind speaks of an evolutionary consumption and that our consumption follows a kind of basic needs ladder where when you have satisfied one need you move up the ladder to satisfy the next and so on and so forth. This correlates with Bauman's (2007) statement that the aim of the consumption society is never to remain satisfied; satisfaction must only exist a moment he says. As long as there is demand the consumption society runs smoothly. However Pellvik points out that tourism often falls to the bottom of the basic needs list in times of economic recession. In Bauman's (2007) theory it is the individual's duty to contribute to the demand that covers the supply in times like this. The question of priority is here raised; if it becomes

too expensive to travel in the future people will have to prioritize differently. Pellvik says that we might go back to a more sparing way of living with less wear and tear, but people will not stop traveling they will only give up other things. Anderlind and Mattiasson on the other hand say that people will travel less if it becomes too expensive. Jundén says in accordance to this that it will be the size of your wallet that decides if we travel or not in the future, people will still travel but less frequently he says. He also hopes that we act more along the lines of real needs of human beings which would correlate with the descriptions of Bauman (2007) and Gardner et al (2004) on what constitutes as the basic form of consumption. It is apparent that economy is the determining factor when people travel; it is not concern for the environment or the depletion of oil reserves. This suggests that the development of consumption will continue along the same path as long as it is cheap enough to satisfy ones needs whatever they might be.

Thinking that consumption behaviors develop evolutionary, that they evolve along a set path step by step, brings concern to many. The privileges experienced in the developed countries and the comforts associated with everyday life are also desired by people in the developing nations. The privileges and comforts of our society have proven to harm more than help the environment and we have to start changing our behavior to better suit the needs of our planet. We have to think more actively about our choices as visible through phenomena like recycling, hybrids, and using public transport more than cars, being sparing with energy, using solar, water and wind power etc. The question is if rising consumer societies will start consuming at the bottom of the consumption ladder and follow the same consumption curve that the developed nations have. And then when they have gone through all the stages will they end up where we are now? Gardner et al. (2004) concludes that it is only fair to let the coming generations have the same advantages as past generations, however there are signs that say that the earth would have difficulty to cope with such a scenario. The impact would simply be too big on our planet. Anderlind also expresses concern about this fact when he talks of the BRIC countries and their rising affluence. He concludes that it will take some time before we see a change in their consumer behaviors. The emergence of the global consumer class, mentioned by Gardner et al (2004), is a major threat to the health of our planet if consumption continues along the same path as it has so far. Gardner et al (2004) poses four questions that need to be answered in order to get a better understanding for the future of consumption, three of those questions concern the future development of consumption;

- Can societies pursue consumption in a balanced way, especially in putting consumption in harmony with the natural environment?
- Can societies reshape consumer options to offer genuine choice?
- Can societies make a priority of meeting the basic needs of all?

It is difficult to give straight answers to these questions since we cannot really say what will happen in the future and what direction the development of consumption will follow, but one thing is for sure and that is if we do not consider questions like these and analyze our consumption behavior overall (not just in reference to travel and tourism) it will be hard to ever reach a platform for change.

6.3 Responsibility

“The problem isn’t simply Peak Oil.... The problem is the combination of Peak Oil and an economic system in which ... ‘no one is in control’. Ours is a system where it is no one’s job to look past next year’s profits, to take stock

of how this year's production might affect next decade's weather, ... where we become ever more dependent on energy despite the fact that no one is keeping an eye on the fuel gauge."

Darrin Qualman, Director of research for the National Farmers Union of Canada (Brown 2008, pp 43)

This category investigates the topic of responsibility; in this context responsibility refers to taking responsibility for one's acts of consumption as well as who is responsible to make changes for the future. The statement above is not only applicable on peak oil. It is an observation that can be related to many areas in our society. The question of responsibility is hard to tackle in a society where no one seems to feel obligated to take it. Who if not the consumers themselves should take responsibility for their actions? Who should set the restrictions on the travel industry and the consumers?

The respondents all agree that someone has to take responsibility for the question of traveling and its effects on the environment. In this context the question of oil resources and the depletion thereof is also highly important. Pellvik says that Ving focuses on doing what they can to improve their operation here and now instead of looking 10 to 20 years ahead in time. They are too small a company to make a difference in the matter he says, that is up to governments, the aviation industry and the military to govern. Mattiasson says that all of humanity should care what happens in the future and trusts that political decisions will fuel big changes. Jundén believes that the matter of oil is not taken seriously and that the measures that have been taken are not enough. He says that responsibility should be distributed on different levels in society and that one governing body (like the Swedish transport administration) sets the rules for all. Turesson states that no sector can push these issues away; nations have to take action and then everyone has to follow the rules. Turesson concludes that everyone benefits from being prepared for the future. Finally Anderlind believes that the tourism industry should take more responsibility even if it seems hard to do. The statements from the respondents show that there is a need for more structure regarding who should be in charge of planning for future events; future events being the possibility of peak oil, oil becoming more expensive, implementation of emission fees and transportation becoming difficult. Friedrichs (2010) suggested the implementation of some kind of crash program at least in regards to Peak oil, it is however an idea that can be used for the whole tourism industry when it comes to planning for future events. Having crash programs at the ready that are realistic, well made and understood by all whomever they concern is an important part of preparing for the future. Creating such programs would demand great resources hence the responsibility falls on governments and higher authorities to guarantee successful implementation.

According to Bauman (2007) the term responsibility has acquired a new meaning in the consumption society which is responsibility for oneself; responsibility to satisfy our needs. Social responsibility or corporate responsibility has taken the back seat in the consumption society. Tourism seen in the light of this statement becomes a means for satisfying one's needs, we feel we are worth a vacation and everything that it usually entails. Thus people go on holiday, relax and recharge their batteries. In this context consuming tourism equals egoism since the consequences are not considered. Since converting all of humanity into altruistic individuals is impossible, and maybe not even desirable, we are left with persuading and/or forcing consumers to make better choices by implementing tougher legislation on tourism and travel. If consumers cannot be persuaded to make responsible choices they will

have to be forced. We may still travel and go on holiday to relax but in the future the supply will hopefully look a little different that is does today.

Taking matters seriously is another statement reoccurring many times in the empirical material. For example the average individual does not take sustainability seriously, the tourism industry does not take peak oil seriously, consumers don't take climate change seriously etc. This reluctance to face facts can be linked to Bauman's (2007) thoughts on unintentional damages of consumption. In the light of this travel and tourism generates unintentional damages, these damages are then excused because whomever responsible says that they were unintentional. Bauman (2007) also said that such statements can sometimes be variations of the truth. It is hard to determine what was known of the consequences and what was not. Whether the full extent of consequences related to travel and tourism is or can be known in advance is hard to tell. However now that the damages have been done it is important to make some changes. It would be unfair to say that the travel industry does not make an effort to change their operation in any way, shape or form. Various measures to make tourism more environmentally friendly are being taken, but when it comes to transportation the development and planning seems slow and shortsighted. According to Pellvik the industry is just waiting for new technology to appear, until then it is business as usual.

6.4 Changing consumption

“The pattern seems clear here: tomorrow’s consumer will demand greater social responsibility by all firms and will reward this with their pocket books. This may indeed be the new spirituality.” (Lockwood and Medlik, 2001, pp 214)

In this category the possibilities of changing consumption patterns is discussed. The statement above implies that consumers of today will indeed demand change. The questions is however, judging from the material collected for the purpose of the thesis at hand, if they really are willing to pay more for a service just to compensate for example its negative impact on the environment? As mentioned earlier evidence has shown that consumers are not willing to pay additional fees for services they do not directly see the result of. On a further note changing tourists' consumption behaviors is challenging just because of the fact that it often involves vacation time and on vacation people want to flee from everyday obligations and concerns. Environmental consideration and oil depletion falls into this category. When people go on vacation they have the possibility of shedding their values that they have at home and adopt a more indifferent attitude towards for example environmental degradation caused by their touristic activities. It is these problematic relationships that need to be dealt with in order to administer change.

It is interesting to look at consumption and the possibility of steering it in other directions in the light of the words of Ozcaglar-Toulouse (2007). He says that the individuals of this society seem to be or feel that they are uninformed about certain events that are occurring around them. He goes on to say that consumers do not, in general, reflect upon the meaning that they give to their consumption or how their consumption behavior is linked to the course of their life. With this said changing consumption patterns seems like a lost cause, how can we change behavior that we do not even consciously reflect upon? Becken (2011) mentioned that attitudes towards consumption of for example fossil fuel has changed but that there is no sign of behavioral changes. This fact signals that people are aware of that consumption of fossil fuel is negative but that they do not have the ability, power, will or knowledge to

change their behavior. If this is correct it is evident that information about what kind of future we are facing is gravely lacking.

All respondents are clear on that a change in consumption has to be made in the future. People have to become more aware of that they might have to compromise more and prioritize differently in order to follow a sustainable development. Mattiasson puts it this way “*We are already living beyond our resources. The question is who should cut down on their travelling first? You? Me?*”. According to Douglas (1996) humankind seems reluctant to change despite the fact that it is the responsible thing to do. Changing behaviors, whatever they might be, include a discard of something. It means to leave something behind and moving on to something more desirable or something less desirable for the individual. At the moment the changes that have to be made in consumption behaviors, when it comes to traveling, also include sacrificing something. People have felt privileged to travel in whatever manner they have chosen with little regard for its consequences. If the future brings strong restrictions on what can and cannot be consumed travel-wise people will be irate. Therefore this presents a less desirable development for the individual because people do not want to change their behaviors. They do not want to stop traveling, travel differently, pay emission fees, travel by train instead of airplane or pay more money for a product that used to be very cheap. In theory they do but in practice things will always be different. Changing ones consumption patterns means stepping out of what Bauman (2007) calls the swarm, once you are no longer consuming in a swarm you are no use to the consumption society and more or less a threat to it instead because demand must never stop. Friedrichs (2010) also mentioned changes in consumer behavior in relation to peak oil by noting that “*In the event of peak oil, we should not expect either immediate collapse or a smooth transition. People do not give up their lifestyle easily. We should expect painful adaptation processes that may last for a century or more*”. This paints a bleak picture of what our future might look like. However change could be administered so that the individual feels like he/she is moving on to something more desirable if the prices of alternative products are lower than that of the existing ones. Most tourists are very price sensitive which will affect the choices they make, if sustainable travel is cheaper than “regular” travel consumers will prefer the former.

Ozcaglar-Toulouse (2007) has identified a need for a more ethical form of consumption. In his opinion the existence of Fair trade brands, organic products, recycling etc are sign that we are indeed changing our consumption patterns. A responsible consumer reflects upon his or her acts of consumption he says. Even if we do want to be responsible we are presented with an abundance of information that tells us it is perfectly all right not to be. It is not only up to the consumer to be responsible but also the producer or distributor. Like Bauman (2007) mentions it is possible that it is the producers who create a world which they cannot keep up with and hence might lose control of. On the subject of ethical consumption a parallel can be drawn to Ecotourism; a travel trend which is mentioned by the respondents. Lockwood and Medlik (2001) proposed that Ecotourism is expanding which is a good sign. It has been mentioned several times that the awareness of customers is growing and that this awareness is hoped to fuel changes in customer demand. According to Anderlind however the Eco-movement is dead, because people feel like they alone cannot make a difference. The challenges in changing consumption are many judging from the statements above. Information is a core component for future success, especially information about how people as individuals can make a difference.

6.5 Other options

“Tourism can switch to other destinations if one is swept away, dried out or hit by some other severe impact of climate change. Tourism is more flexible than the local population.” (Lockwood and Medlik, 2001, pp 293)

This last category aims to find other solutions than changing consumption patterns to alleviate the pressures on the oil reserves as well as the environment. The statement above shows how resilient tourism really is. All respondents have stated that people will always travel in many different ways, to various places for different purposes. The aim is not to stop traveling or stop having wonderful vacation experiences, however it is the mindset of the tourism industry and of the tourists themselves that is destructive, a fact that shines through the quote above by Lockwood and Medlik (2001). No place is scared and no price too high in the quest to satisfy one's customers.

It is interesting too to look at Ozcaglar-Toulouse's (2007) view of the responsible consumer and the three strategies that solve the problematic relationship between consumption and responsibility. Using these three strategies; exit, loyalty and voice, seems like a simple way for consumers to act more responsibly. However they only apply to consumers who already view themselves as responsible. How can more consumers be influenced to be responsible? As mentioned earlier laws and regulations force people to act in accordance with them and hopefully attitudes towards tourism and travel will change and bring about a change in taste.

When discussing possible solutions to the problem of emissions and oil resources in the tourism industry the subject of bio fuel has to be mentioned. It seems like a solution which many are counting on to alleviate the pressure traveling is putting on the environment. IATA for example mentions it as an excellent solution to the problem of emissions. However Jundén raises concerns regarding the way bio fuel is produced. In order to cover the oil demand plants grown for the purpose of bio fuel would have to be planted on incredibly large areas; on land which should be used for growing food. Not only do such plants take up a lot of land it also requires great amounts of energy to turn them into actual fuel. Finnair has strived to be the first airline to use bio fuel; however the progress has been stopped due to concerns related to the production of such fuels. Bio fuel cannot be produced in such a manner that it can be regarded as sustainable says the environmental director of Finnair. The cost and the production procedure are not outweighed by the benefits such fuel would have. It seems to be like Pellvik suggest; we do not have sufficient technology yet to handle such a development.

The lack of sufficient technology also seems to be a prominent excuse for not taking responsibility or action for and against the pending peaking in oil production. The development of the technology needed to free humanity from dependence on fossil fuels is far from sight according to Pellvik. Douglas and Isherwood (1996) put it this way *“Consumer demand drives production, and production fired by demand drives technology, and technology has affects on human lives”* (Douglas and Isherwood, 1996, pp 27). The problem is that technological developments take time says Friedrichs (2010), and then it takes even longer to test such developments before they are ready to use and then it takes additional time to persuade individuals in society to change along with technology. Waiting for a leap in technological developments and performing business as usual seems to be a comfortable path for many, but not a very realistic approach in the long run. Jundén even regards it as the worst case scenario for the future of tourism that no one in the tourism industry really realizes that oil will eventually run out.

In the mean time energy efficiency is of outmost importance. Making all aspects of tourism and travel more efficient and cutting down on oil consumption wherever it is possible is a good start. Adjustments like these are visible throughout the industry; many tour operators have tabs on their web sites with information regarding the environment and what the company in question is doing to preserve it. However the information is more directed towards cutting down emissions rather than using better fuel.

The optional approaches to the future are not many since, like mentioned above, we do not have the technology to develop truly sustainable alternatives to fossil fuel, the right mindset to change consumption patterns and /or alleviate climate change. The question is if we really have any other options? Either we change our consumption behaviors or we find an alternative fuel that is sustainable. Researchers say that change has to happen if we want to save the environment and free ourselves from dependence of fossil fuel. Anderlind says that people seem to have trust in research and in that researchers will come up with solutions to various problems. This is not a false conviction to have however change takes time, why not start adapting now? In order for change to be put in motion Pellvik, Turesson, Mattiasson and Jundén are all convinced that higher authorities need to set the rules of the game. Like Mattiasson says - big changes can only occur through political decisions which lead to amendments and tax-switching policies.

7. Results

7.1 Conclusions

In this chapter the concluding remarks will be made and the research questions will be answered one by one, based on the material presented in the analysis chapter, in order to get a clear view and facilitate comprehension.

1. How will the future of tourism be affected by tourists' consumption behaviours?

The consumption behaviors of tourists have great impact on the tourism industry. The industry is totally dependent on tourists' consumption; without tourists there is no tourism. For the tourism industry itself tourists' consumption is a very positive thing. However in the thesis at hand the aim has been to show that the way tourism is consumed today also has serious consequences that will have an immense impact on our future. The example put forth here is the depletion of oil reserves and the possible event of peak oil. Our dependence on fossil fuel is visible in the vast amounts of oil that are consumed annually, in turn this huge consumption has other serious consequences such as causing damage to the environment. The transport component of tourism has a big part in this equation and thus needs to be revised. Alternative transportation to aviation has to increase and be promoted and new technology has to be invented. The conclusion is that tourists' consumption does have an impact on the future of tourism both positively and negatively; positively in the sense that tourism increases steadily and thus serves as a source of income for many individuals around the globe and negatively in the sense that we destroy our planet by travelling unsustainably. The way tourism is consumed at present puts major strain on the oil reserves and it is not realistic to think that oil will last forever. Therefore tourists' consumption behaviors will have to change to minimize the negative impact on the environment as well as the oil reserves. If tourists start to consume differently and make better choices the future of the tourism industry will look very different. People will still travel but hopefully choose more sustainable alternatives like traveling by train, skipping long haul weekend trips and instead value domestic tourism alternatives and demanding more environmentally aware approaches from for example hotels, restaurants and different activities at the destination. The tourism industry will have to change along with the consumers and create such experiences that are less oil intensive and more environmentally friendly. As well as governments have to make it a priority to invest in railroad development and public transportation for example.

2. Is it possible to influence future developments by changing the way tourists consume today?

The answer to this question is that it is possible; however it will not be easy. Possible solutions are few since on the one hand consumers are hard to influence and on the other the tourism industry wants travel to increase steadily. The mindset of many actors in the tourism industry seems to be that it is unnecessary to make changes today since they as companies do not have plans that stretch that far in the future. The mindset of tourists themselves is also hard to tackle because of the fact that people don't want to have to worry about things like what harms the environment while on vacation. Change thus appears to be somewhere in the distant future or not even visible at all. However other sources not working exclusively with selling tourism products say differently. They advocate change today in all shapes and forms to alleviate the pressures put on the oil reserves and the environment. Again it is a question of

economics, if the tourism operators are only interested in making profits and the consumers keep buying their products they see no reason to change. For the consumer however the price of travel is a determining factor, people will change consumption patterns if other alternatives are cheaper. If peak oil is approaching, and we have knowledge that says it is so, it should absolutely make sense to everyone to start making changes and preparing for what is to come. Changing consumption behaviors is vital in order to secure a sustainable development in the future.

Some say that it is the lack of sufficient technology that stands in the way for change at present. When it comes to suitable alternatives to fossil fuel this might be true, there are no alternatives at the moment, but there is so much more we can do to minimize our dependence on oil. It might take greater compromises from the consumer side but it can be done. For tourists the compromises would be using other forms of transportation than aviation since it is the most fuel intensive. Transport would then take longer depending on where you want to go, but as was mentioned earlier the transport should be made part of the travel experience and also it helps in the process of slowing the tempo of tourism down. We will have to go back to a more old fashioned way of traveling but it does not have to be less comfortable or more difficult. If this is the only alternative we have until a suitable alternative to oil is discovered, and who knows when that will be, why not start changing right now?

3. If so how, and who should be responsible for administrating change?

The solution that seems most promising is governmental legislation on emissions and fuel consumption and in addition a speedy development of new technology. In the mean time consumers should be encouraged to travel sustainably and travel operators should promote domestic travel or alternative transportation to aviation. It is apparent throughout the material collected for the thesis at hand that responsibility cannot be put solely on consumers since they do not dwell on the consequences of their actions; however they can be forced to consume differently by controlling the supply of products and the rules and regulations surrounding them. As mentioned earlier controlling the prices of tourism products might also prove to be a successful way to fuel a change in consumer behavior. Evidence shows that it is possible to produce sustainable tourism products to at least the same price as the “regular” kind of tourism products. The responsibility cannot be put solely on the tourism industry either since they have to make profits to stay on the market. However tourism operators have to make an effort to supply their customers with sustainable travel packages, this demands a change of mindset for the tourism industry away from business as usual towards what can we do to improve our products sustainability and make them more attractive to our customers. It should be made easier for the consumer to make the right choices since it seems like they feel uninformed about what alternatives there are out there and also unaware of the consequences of their consumption. This could be achieved through governmental legislations that are clear, easy to understand and follow for the individual as well as the tourism industry itself. If everyone has the same information they can hopefully act accordingly and understand the importance of change to push future developments in the right direction towards a more sustainable path.

The consumption society is our reality; we live and breathe the rules that have been set for us regarding what we consume, when and for what reasons. Change is thus hard to reach, however there are some sources that have hope and predict the development of a new generation of consumers who are ethical and responsible. The combination of this new generation of consumers, and the fact that travelling will become more expensive due to

higher oil prices as well as new laws and regulations concerning emissions and fuel might prove to be the best solution possible in order for us to minimize future damage to our planet and make sure future generations have a better understanding for the consequences of their actions than the human race has had so far.

With all the knowledge that exists today and all the information available about negative environmental impact and the future availability of oil it is curious that people do not react stronger. Why is it that the tourism industry and the consumers can keep on selling and consuming? The answer is simply economics. Money and greed will always govern the choices made in our society. Money equals power and the ones with substantial amounts of money are able to do whatever they choose to whenever they choose to. If the resources of the rich and powerful would be spent in another way, for example in favor of social responsibility, change would be possible. The sad truth is that effort is put where ever revenue can be gained, thus if sustainable travel alternatives less dependent on oil would generate the most profit everyone would want to be involved in that business.

7.2 Knowledge contribution

In my opinion the topic of the thesis at hand has not been put in the spotlight even though research on consumer behaviors, both in relation to tourism and other events, research on the future of tourism and research on oil depletion is abundant. Putting everything in relation to one another and finding ways to deal with the problems however seems tough and scarcely attempted. The hope is that this thesis will shed some light on the importance of preparing for the future if we want to have a desirable one. The time-consuming process of implementing new legislation needs to be sped up especially when it comes to emission rights and the use of fossil fuels. We have to take greater responsibility for the preservation of our planet; a fact that cannot be mentioned enough which is why this thesis was composed.

7.3 Further research

In the process of writing the thesis at hand interesting areas for further study have been abundant. Consumption patterns are complex phenomena which can be studied from many different angles. It would be interesting to further investigate the fact that people in general want to be responsible consumers but when they actually consume they fall back in their old consumption habits. Another interesting subject is if it really matters for what reasons consumers change their consumption behaviors, just as long as they consume differently? In addition to this a study on if consumers can be tricked into consuming differently, by disguising for instance more sustainable travel alternatives by packaging them the same way as “regular” travel offers, would be fruitful.

It was stated earlier that research on the relationship between tourists decision making and oil is not widely studied which shows that further studies are needed. A closer look at bio fuel and the possibilities and challenges thereof would also be beneficial.

Another suggestion is taking the thesis at hand to the next level by interviewing additional respondents in the aviation industry as well as the oil industry to get a deeper understanding of future challenges and opportunities. It would be interesting to study what the problem really is because researchers say one thing and the tourism industry has a totally opposing view. Is the consumption society so good at absorbing dissatisfaction and information that would have a negative impact on consumption or are we blowing things out of proportion?

7.4 Quality assurance and critical review

The process of writing any kind of text is not always a smooth ride. The creative process fluctuates up and down and at times it stops completely. Looking back at the work that has been done it has not always been easy; however the ride has been very interesting and fulfilling. As mentioned in the methodology chapter the choice of a qualitative approach suited the topic and using a combination of inductive and deductive thinking together with a hermeneutic mindset has proven a good mix for interpreting and analyzing the material collected for the purpose of the thesis at hand. The concept of pre-understanding is tricky since it is hard to separate from in my opinion. The aim of this thesis was to use my pre-understanding to improve my analyzing skills which proved useful when reviewing the respondents' answers. The difficulties connected to pre-understanding became apparent when it was time to analyze the whole material. In this stage it was hard to not take everything for granted and simplification was needed in order to ensure reader apprehension. This was hopefully achieved by continuous review and rewriting of the analysis chapter.

The method chosen for the interviews conducted for the purpose of the thesis at hand was appropriate for the kind of study that was performed. The sample size was intended to be larger from the beginning but due to the difficulty of finding respondent who had time to participate the sample size was relatively small, however as mentioned earlier hermeneutic methodology allows small sample sizes. This fact also motivates further study of this topic with a greater amount of respondents. The interviews were carried out through different mediums; via telephone, face to face and via e-mail. The fact that one respondent answered the interview questions via e-mail might have compensated the answers given, however the answers were not in my opinion noticeably different from the answers given by other respondents in length, useful content or level of comprehension. The small sample size was in my opinion beneficial because it gave more time for interpretation of the material generated.

The case study approach proved useful for sorting the material as well as forming research questions. The fact that case study methodology is so flexible makes it easy to use and adapt to whatever it is you want to investigate. The features mentioned by Beeton (2005) that show the case study's strength and utility matched the purpose that I wanted the thesis to have and therefore the case study methodology proved useful for the purpose of the thesis at hand.

Hindsight is useful for future challenges and looking back at any work process completed often brings about the realization that you could have done things differently. Looking back at my work process I see that some things could have been different and I take them with me into future projects. Planning meetings and interviews is one such thing that can disrupt and delay a work process, hence they have to be planned well in advance. You also have to realize that verbal agreements on interview participation do not guarantee participation in all cases. The time frame is important in many aspects such as how much time you put on each part. In the future I would put more time on formulating interview questions. The interview questions proved to be a weakness in my work process since they scared away many respondents who claimed they could not answer them, hence the small sample size. The process of background and theory generation was easy since there is an abundance of material to choose from. Here in also lies the strength of the thesis at hand in my opinion, the thorough state of the art is a very good platform for further analysis and the information presented there is interesting because it applies to all of us.

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APPENDIX

Interview

As student of the master program in tourism at Södertörn University in Stockholm I am assigned to write a dissertation thesis. The topic of the thesis concerns the future of the tourism industry and what will come to affect it. This interview is a part of my research and it will be used in my analysis. If you wish your participation can be anonymous. If anything is unclear or you have any questions you are more than welcome to contact me at c.radestad@gmail.com or on 0046-70-2379058.

Please start with a brief description of what your role is in the company and what your job entails.

1. How does your company look upon the future of tourism?
 - What do *you* think the future of the tourism industry looks like?
 - Are we going to continue travelling like we are now? Why/ Why not?
 - Are there any new tourism trends that are visible to you?
 - Are there any factors that might change the situation for tourism? If so what are they/ if not why is it so?

2. Is the tourism industry prepared for the possibility of running out of oil?
 - The number of tourism arrivals is predicted to keep increasing, meanwhile the oil reserves are being depleted; does readiness exist? If so in what form /if not why is it so?
 - Who cares about this issue? Who *should* care and why?

3. Is Bio fuel a sustainable solution?
 - What are your companies plans regarding Bio fuel?
 - Are there any other alternatives? (Ex; national tourism, hydrogen, extracting oil in other ways etc.)

4. How will the travelers react?
 - Will we* change our consumption behaviors and stop traveling? If so why/if not why is it so?
 - Will we* travel in new ways? If so how and why?

5. What are your hopes for the future? (Feel free to elaborate)
 - Dream scenario
 - Nightmare scenario
 - Realistic scenario

(*”we” refers to people in general; they who partake in what is called mass tourism.)

Thank you for your time and participation. Best regards / Caroline Rådestad