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# Individual lifestyle's as a major dimension for a long term sustainable transport in leisure and tourism

## **Innovations in Transport and Tourism Research:**

Sustainability, Transport and Tourism

Understanding and modeling future issues in tourist travel

*Annual RGS-Conference 2010*

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*University of Trier, Germany*

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## Agenda

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- Sustainable travel patterns in leisure time?
- Influencing leisure time travel behaviour
- Seducing Life-Style-Groups to achieve a „sustabilization“ of leisure transport

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# Part 1: Sustainable travel patterns in leisure time?

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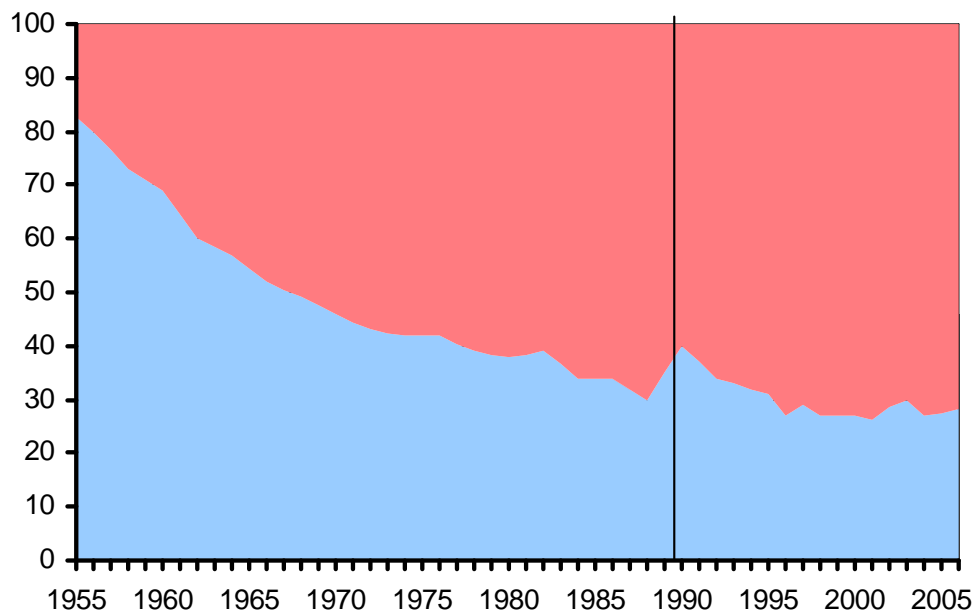
## Sustainable Transport in leisure time?

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- Till the end of the 90`ies steadily increase of the number of trips for leisure and tourism travel
- Since the 90`ies due to increasing air transport steadily increase of CO<sub>2</sub>-emissions through leisure and tourism traffic

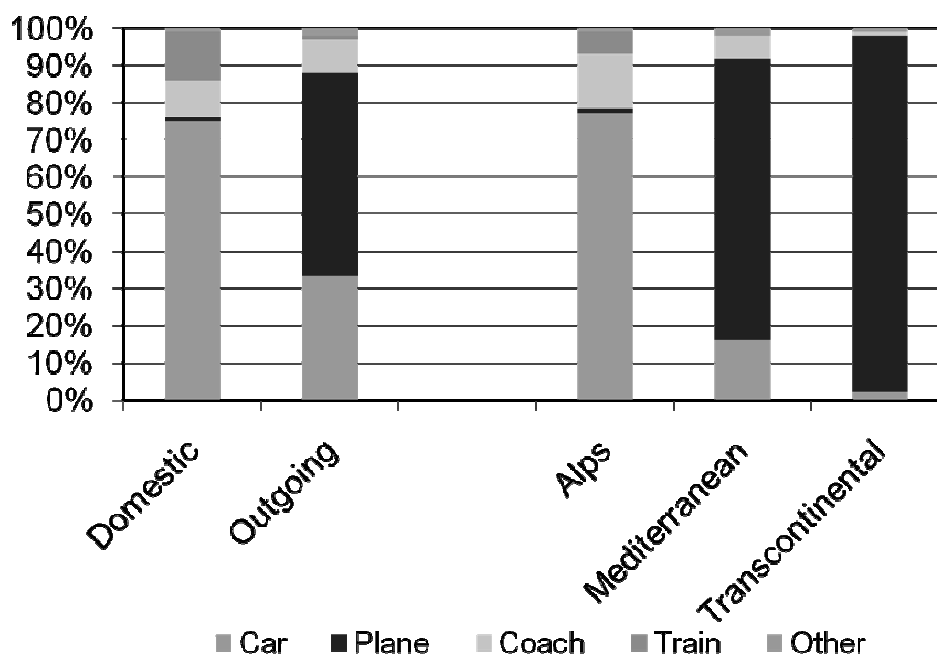
=> High volume of rather unsustainable transport in the tourism and leisure sector!

## Share of domestic and outbound tourism in Germany



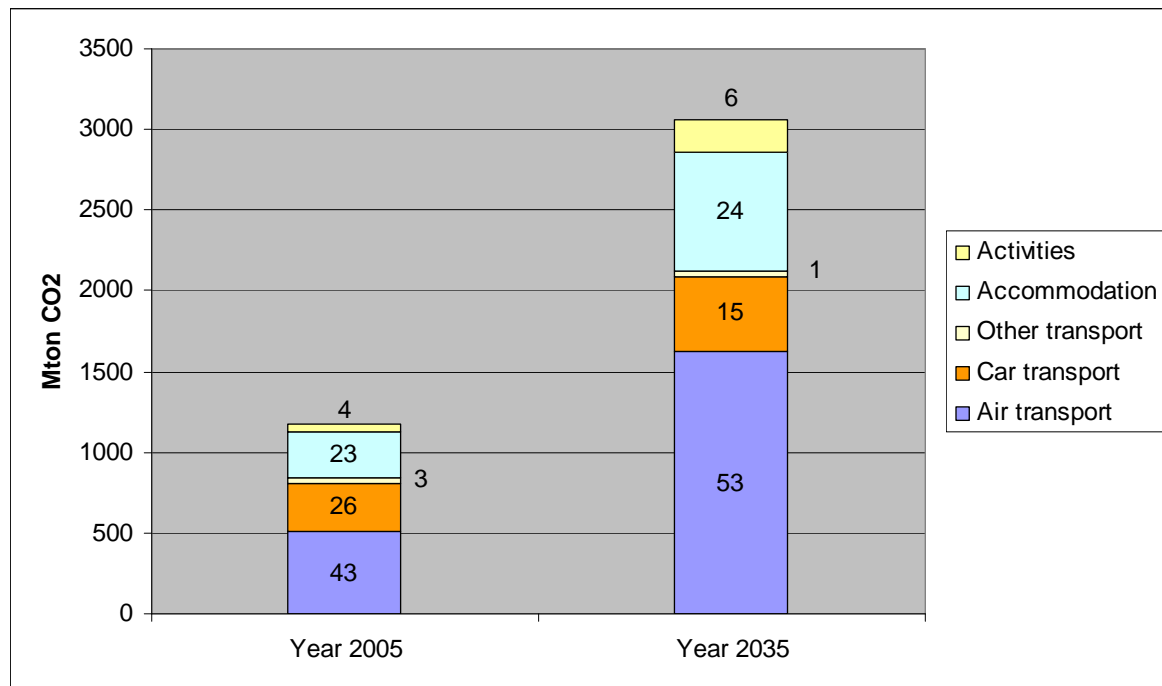
Source: Reiseanalyse dif. years (main holiday trips)

## Modal Split according to types of destinations



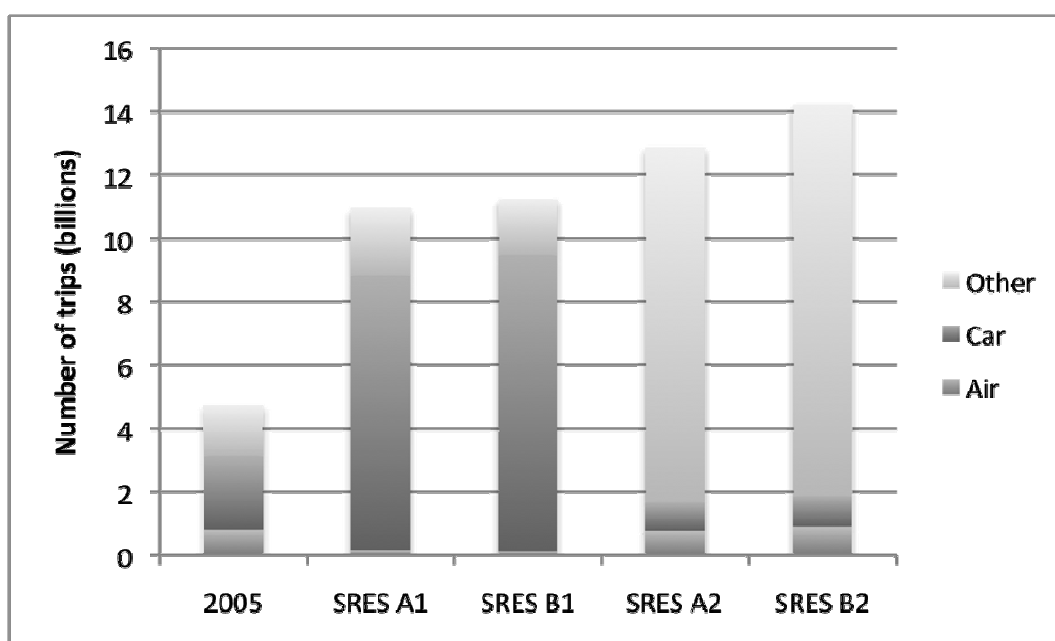
Source: RA 2007

## Emissions per mode/element 2005 and 2035 (trend)



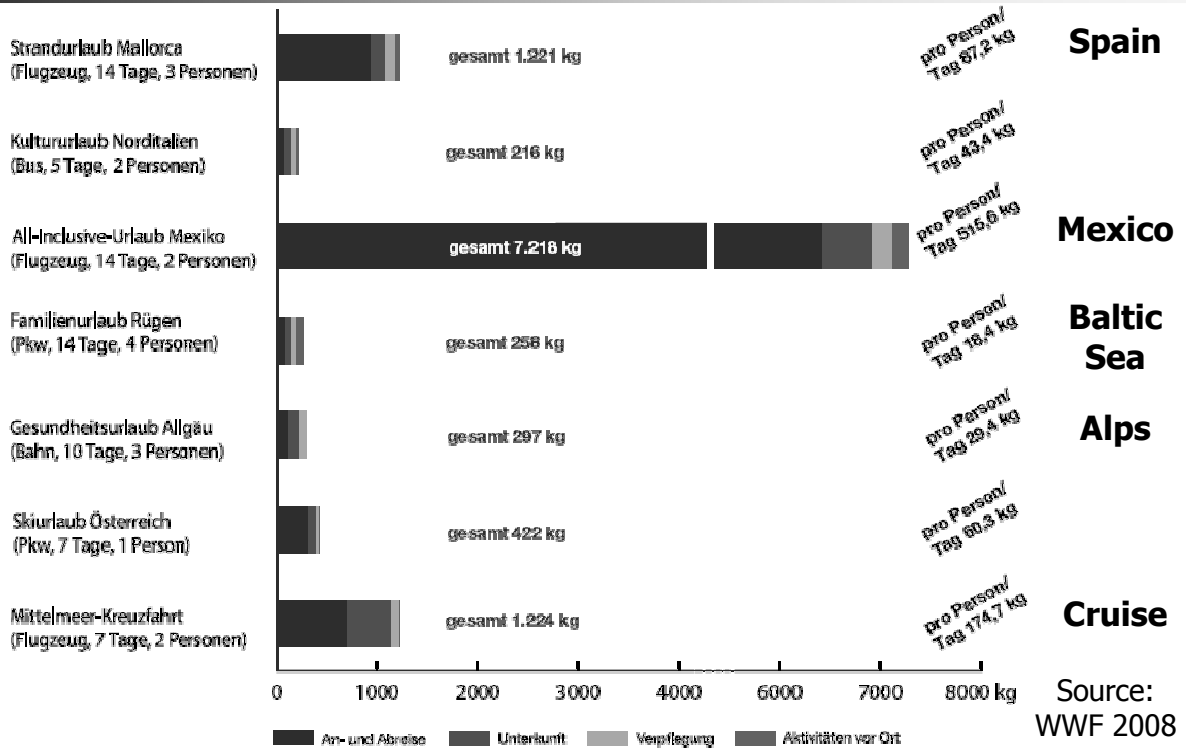
Source: Peeters 2009

## The challenge: tourism with 70% less emissions



Source: Peeters 2009

# Transcontinental journeys especially CO<sub>2</sub>-inducing



## Abroad: Journey itself main CO<sub>2</sub>-inducing factor

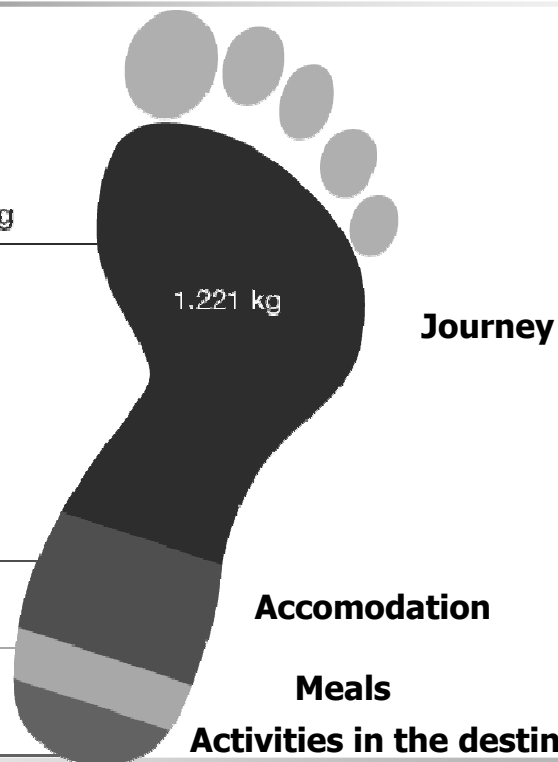
Example  
 Sun & Beach Mallorca  
 (2 weeks)

An und Abreise 925 kg

Unterkunft 148 kg

Verpflegung 91 kg

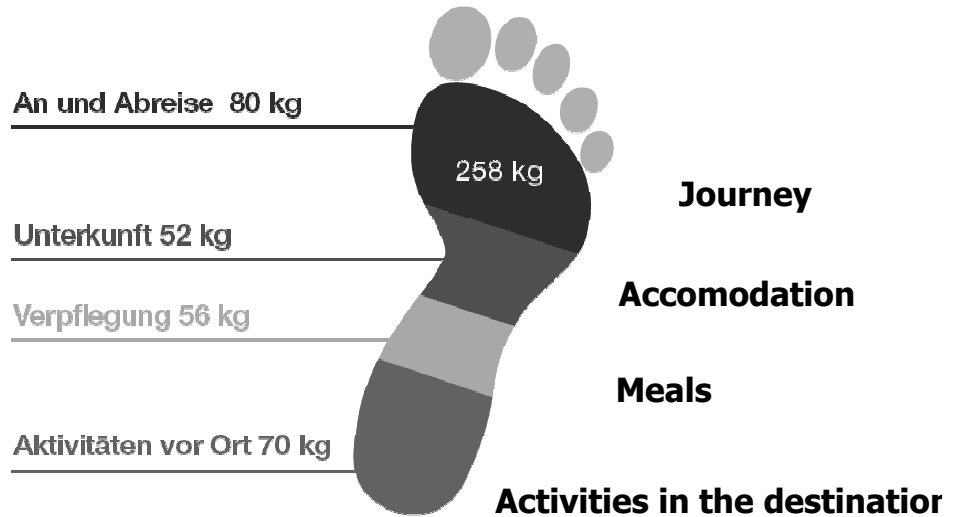
Aktivitäten  
 vor Ort 58 kg



Source: WWF 2008

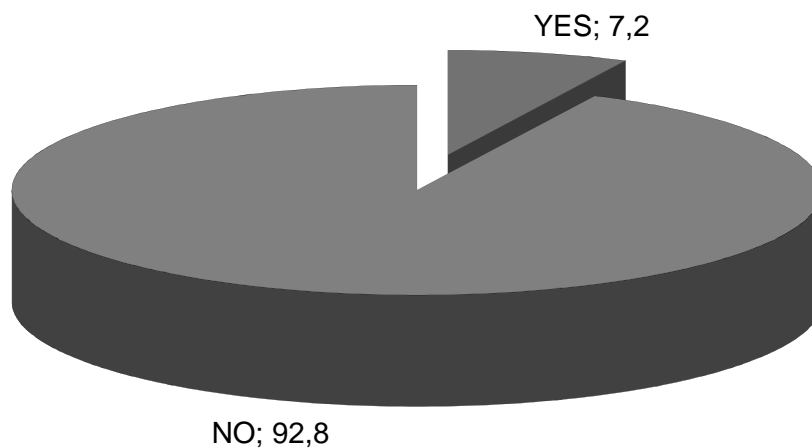
## Domestic: Lower CO<sub>2</sub> impact & question of transport mode becomes less important

Example  
Holiday at the Baltic Sea  
(Rügen)  
(2 weeks)



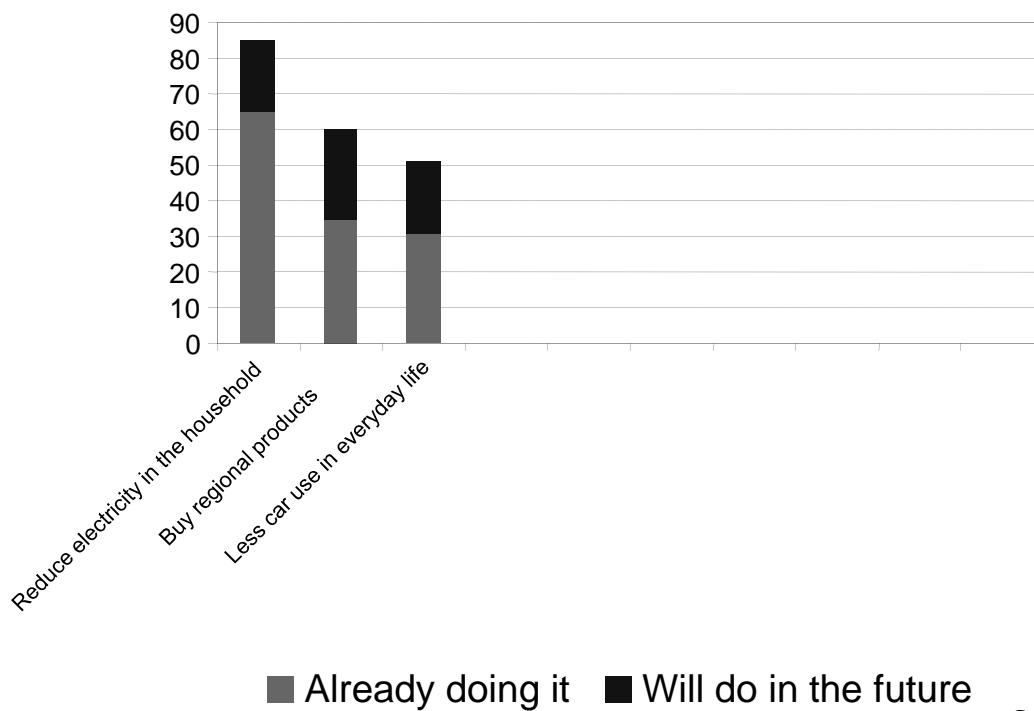
Source: WWF 2008

## Influence of the discussion on climate change on the planning of holiday trips



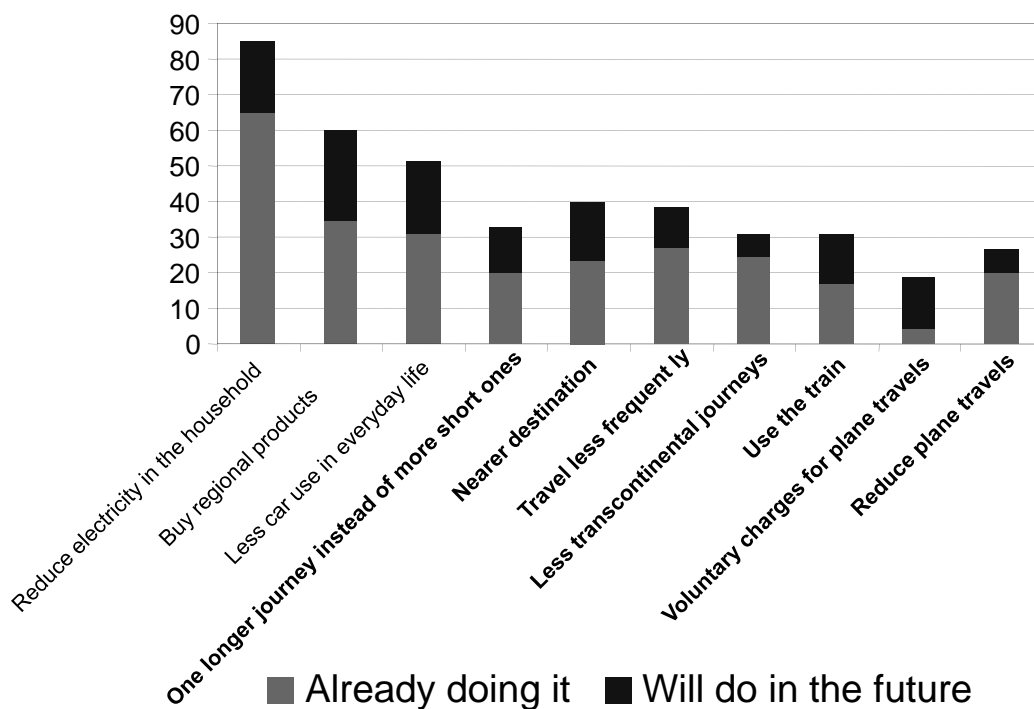
Source ETI 2007

# CO<sub>2</sub>-reduction in everyday live: theoretical disposition



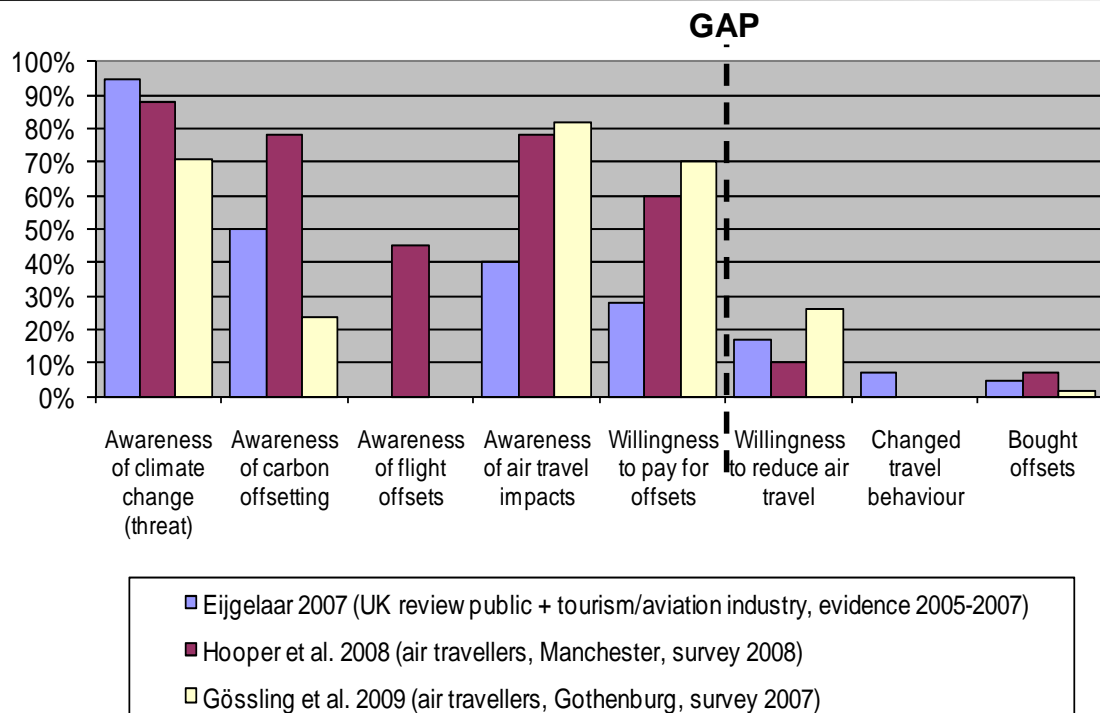
Source: FUR 2007

# CO<sub>2</sub>-reduction in leisure and tourism: quite low



Source: FUR 2007

## GAP between Awareness and Practice



Source: Eijgelaar (TTRA) 2009

## Conclusion Part 1

- Leisure traffic increasingly unsustainable due to its general increase and the growing share of air transport
- Growth of tourism industry has to be done while decreasing its environmental impact
- No commitment to a more sustainable leisure travel behaviour



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## Part 2: Influencing leisure time travel behaviour

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### „Sustainabilisation“ of everyday travel behaviour

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- By introducing several soft (mobility-management) and hard (traffic management) measures the share of green modes of transport was clearly increased.
- BUT:  
Everyday travel behaviour decisions are influenced to a higher degree by rational factors for orientation and travel mode choice

## Consequences for leisure traffic

Leisure Time as stage for the expression of „Individuality“

=> Rationality plays only a minor role for decisions on destinations and transport mode

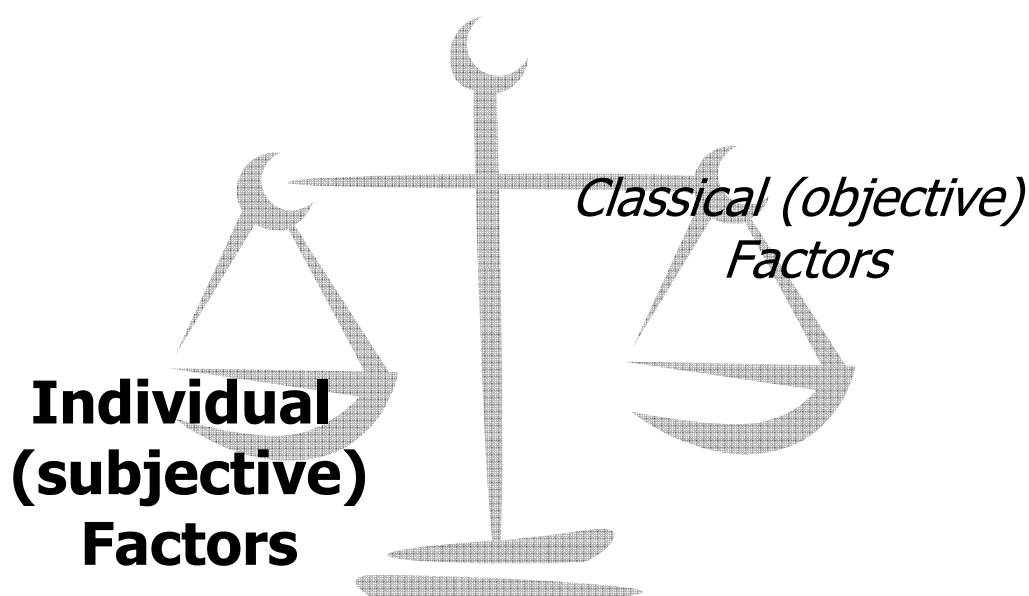
BUT .....

Based on several studies decision making in leisure time is strongly influenced by individual, more subjective factors.

Such as:

- Individual values (see e.g.: Held/Fromm)
- Bounded rationality (see e.g.: Simon)
- Habitualization (see e.g.: Wehling)

## Consequences for leisure traffic



# From Socio-Demographics to Life-Style

Decision making influenced by subjective individual factors:

⇒ hybrid consumers, etc.

⇒ Bundle of individual values form the basis for life-style-groups

⇒ Huge Variety of different life-style categorizations

⇒ Life-Style-Groups as new dimension in understanding and influencing tourism activities!

## LOHAS und Health Hedonists

### Lifestyle of Health and Sustainability

- Creative Class (Opinion Leaders, Master Minds)
- Healthy Enjoyment
- Postmaterial philosophy of life
- Time poor – Money rich
- Desire for authenticity, „self development“ und spirituality

LoHaS-Affinity Groups

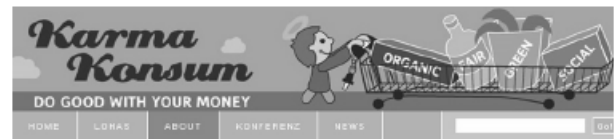


According to: Zukunftsinstitut 2006

# (Selbst-)Inszenierung der LOHAS

www.lohas.de  
 www.karmakonsum.de  
 www.lohas.com  
 www.lohaschannel.com

LOHAS Lifestyle



stratum® © 2009

LOHAS-Infotour 2009

## LoHaS are:

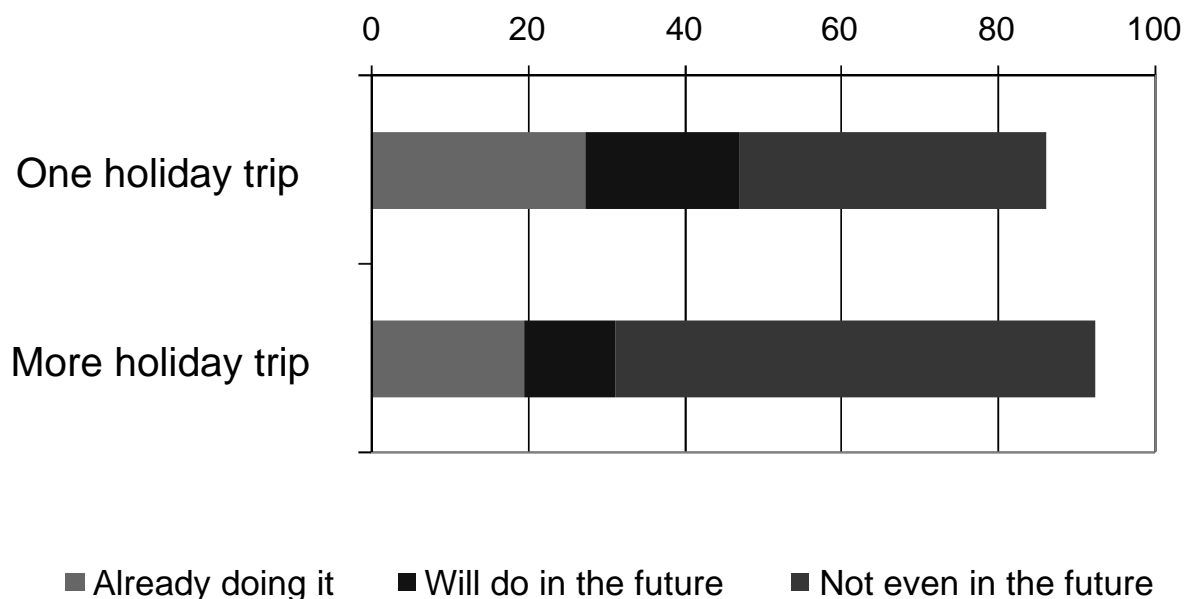
- Rooted in brands, enterprises
- Easy going and optimistic
- Hedonistic pleasure oriented
- Consumption-oriented lifestyle
- Self-oriented
- Sensual and esthetical

Source: stratum 2010

# LoHaS as an important target group for changing travel patterns

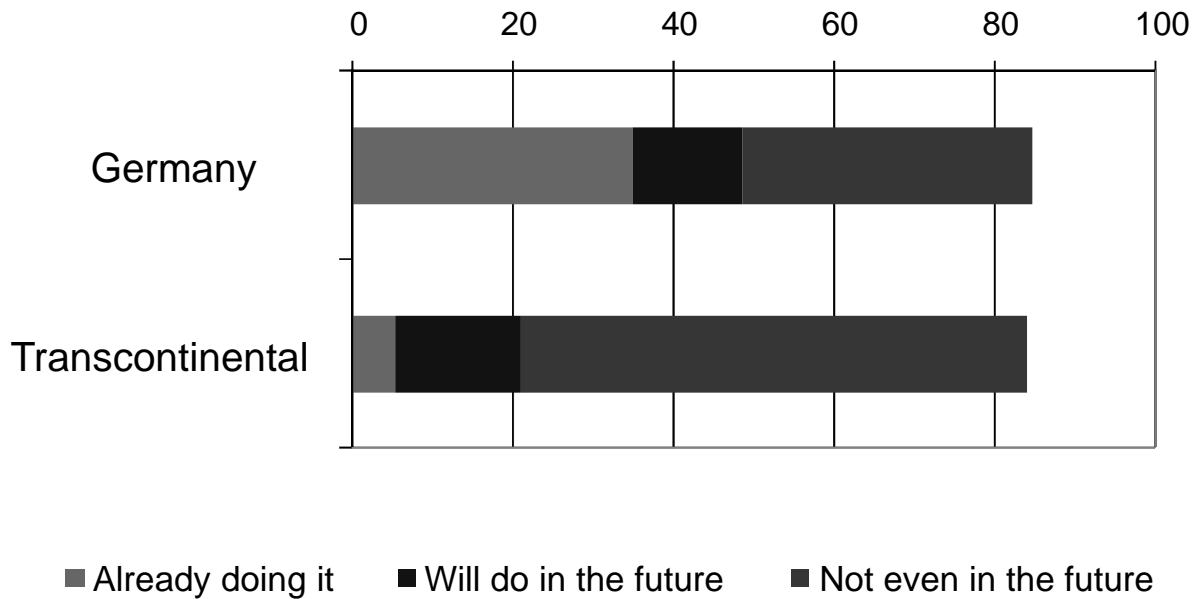
- Lifestyle of Health and Sustainability (LOHA's)
  - Highly active (several trips a year)
  - Highly unsustainable (high airline affinity)
  - Highly resistant to change (no commitment to CO<sub>2</sub>-reduction)

## Travel less frequently



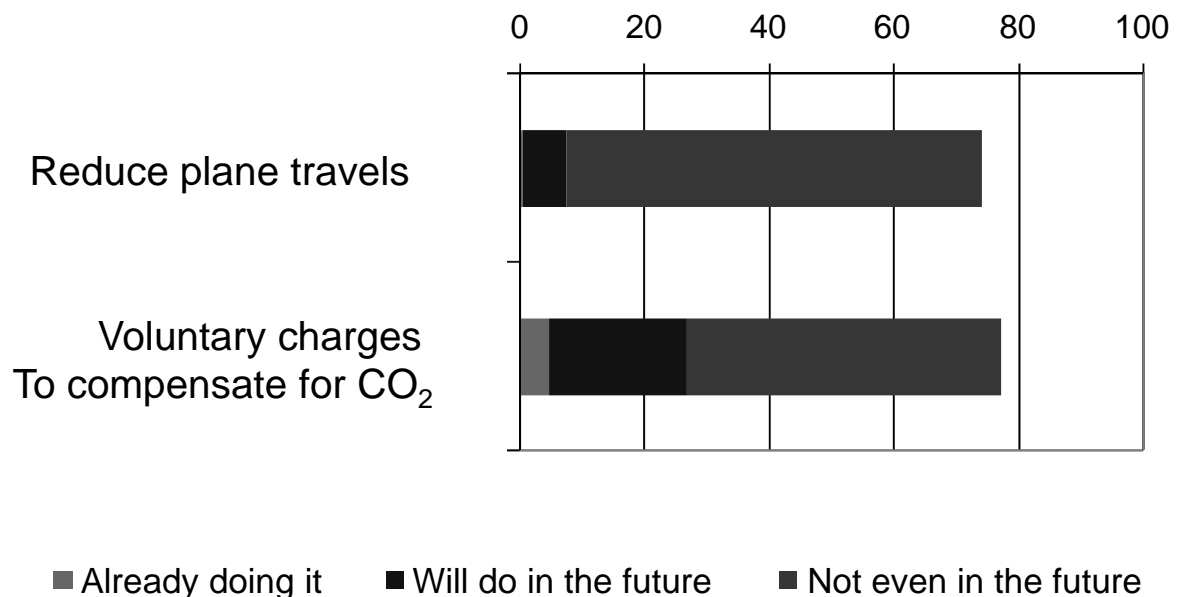
Source: FUR 2007

## Nearer destination



Quelle: FUR 2007

## Tourists travelling by plane



Source: FUR 2007

## LoHaS as an important target group for changing travel patterns

- Lifestyle of Health and Sustainability (LOHA's)
  - Highly active (several trips a year)
  - Highly unsustainable (high airline affinity)
  - Highly resistant to change (no commitment to Co2-reduction)

=> Need to change, but how?

- Influencing Dimensions:
  - Financial restrictions? -> high financial potential -> ☹️
  - Persuasive measures? -> low commitment -> ☹️
  - ??????

## Conclusion Part 2

- Subjective individual factors as major dimension in leisure traffic.
- "Sustabilisation" of leisure and tourism travel patterns has to work with the emotional factor to influence the choice of the destination and the travel mode
- Subjectivity, Emotionality and Individuality are the dimensions forming life-style groups.
- So addressing life style groups like the LoHaS might be one way for an effective market communication to induce the choice of less unsustainable behaviour by seducing the customers

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# Part3: Seducing Life-Style-Groups to achieve a “sustainabilization” of leisure transport

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## Seduction view's Persuasion

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High emotionality of leisure traffic

=> Reduction/Restrictions of transport ☹️

**=> Promotion of less transport intensive destinations 😊**

Leisure traffic reduction through  
influencing destination choice!



## Trends

- Work-Life-Balance
- Deceleration / Slowing down
- Soul-Wellness
- Esthetization
- Destination „Me“

Land  
**fleesensee**  
Ganz nah, weit weg.  
nearby, far away



*To revive/recover you do not have to travel long distances but gain distance*



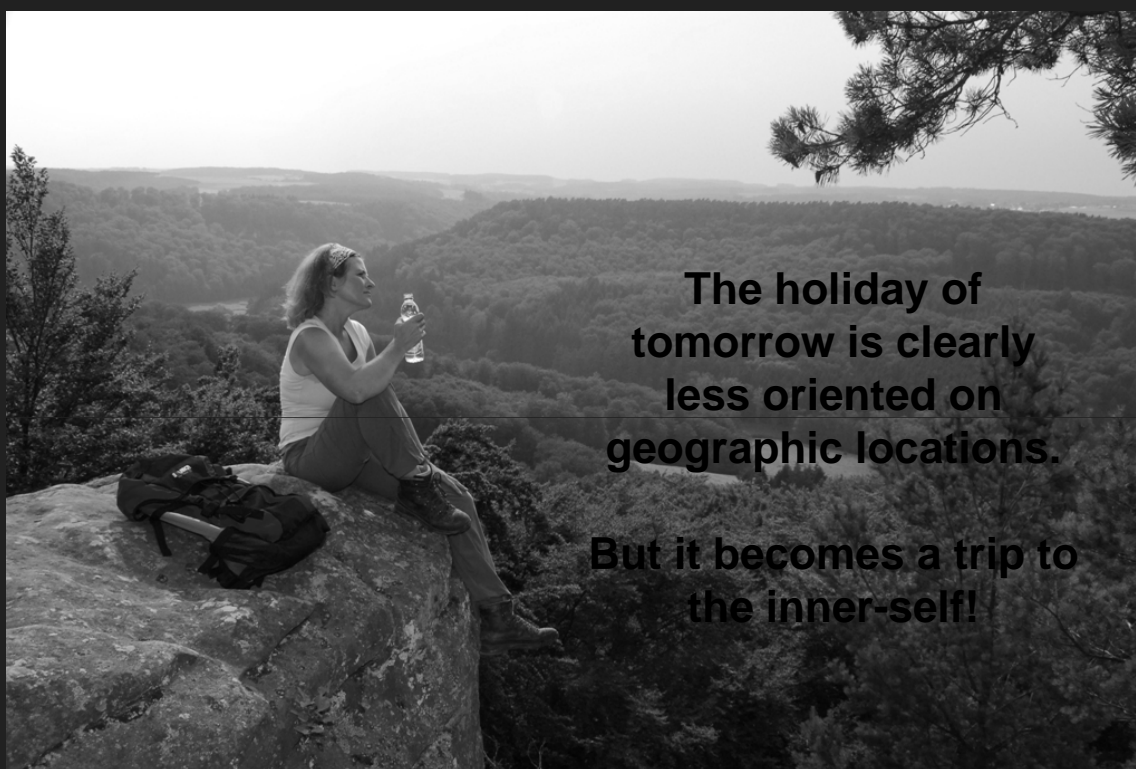
Photos: [www.fleesensee.de](http://www.fleesensee.de)



Freizeit-Tourismus-Geographie.de  
Universität Trier



fachhochschule  
stralsund



**The holiday of tomorrow is clearly less oriented on geographic locations.**

**But it becomes a trip to the inner-self!**

Source: Leder 2008



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Geschenk-Gutschein



+ Willst du mit mir fern-sehen?



Regionen/Karte   Hotels/Unterkünfte   Arrangements   Specials   Service   Mitglieder   Suche

+ Wie schmeckt dein Herbst?



Regionen/Karte   Hotels/Unterkünfte   Arrangements   Specials   Service   Mitglieder   Suche

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+ Deutschland ein Herbstmärchen



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zum Wandern verführen



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Rhein-Mosel-Eifel-Land

... zum Wandern verführen



**TRAUMPFAD**  
Rhein-Mosel-Eifel-Land

zum Wandern verführen



**TRAUMPFAD**  
Rhein-Mosel-Eifel-Land

Alt-Obital-Panoramaweg | Eifelsteig | Frankenweg – vom Rennsteig zur Schwäbischen Alb  
 Goldsteig | Harzer-Hexen-Sieg | Hermannsbühnen | Rennsteig | Rheinsteig | Rothaarsteig | Westweg

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[www.toptrails.de](http://www.toptrails.de)

Quelle: Hünereuth-Brixius 2007 (ITB)



Pleasure to travel!

*Reiselust*  
 NEUE WEGE IN DEN URLAUB

MÜTZERHOLSAM

WINDLAND ALTERNATIV

VOGELSBERG NATÜRLICH

FRANKEN SPORTLICH

SCHWEIZ VORBILDLICH

2005

 VCD  
 Verkehrsclub  
 Deutschland

**Fahrtziel** *natur*  
 Erholen. Erleben. Erhalten.

 BUND

 NABU

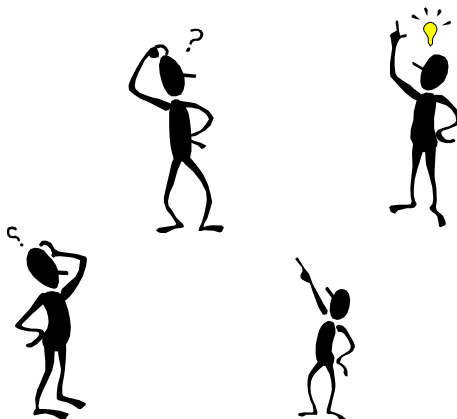
 VCD  
 Verkehrsclub  
 Deutschland

 DB BAHN

## From understanding to influencing Leisure Mobility

- Energy consumption and CO<sub>2</sub>-production as an **interplay between destination and mean of transport**
- Leisure Mobility has to be understood as result of subjective rather than rational choice
- Management of leisure mobility has to consider its **emotional dimension**
- **Seducing the customers** by addressing their personal advantages and the promise of a unique experience
- **Reducing the distance** by creating attractive offers in nearer destinations

We thank you for  
your attention



... and are looking  
forward to a lively  
discussion!