

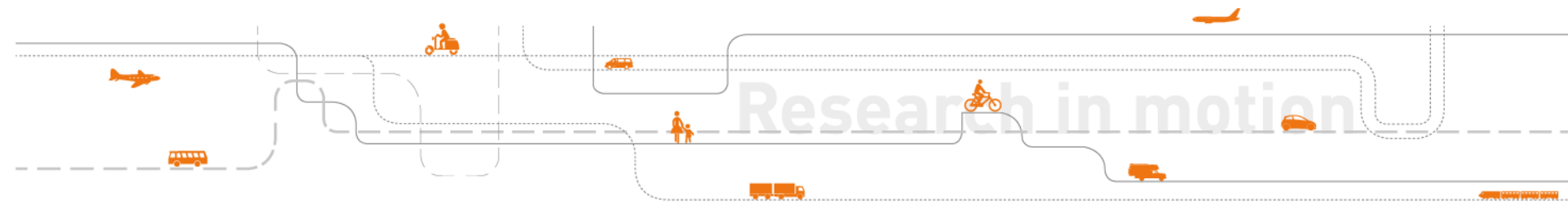
PATHWAYS - Towards reduced climate footprints in everyday and long-distance leisure mobilities

Interviews of residents of the Oslo area - Is there hope that we will vacation more sustainably in the future?

PATHWAYS seminar, 18.09.2023, Oslo Science Park

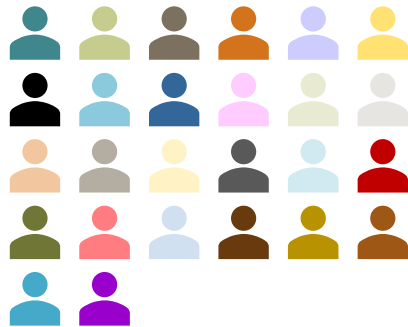
Debbie Hopkins, University of Oxford

Iratxe Landa-Mata, Institute of Transport Economics

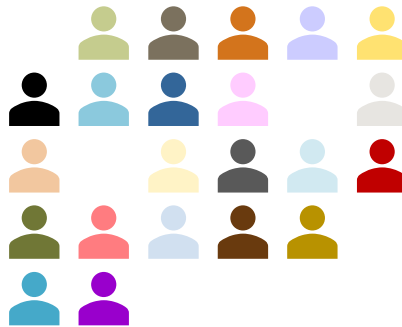


Overview of interview data

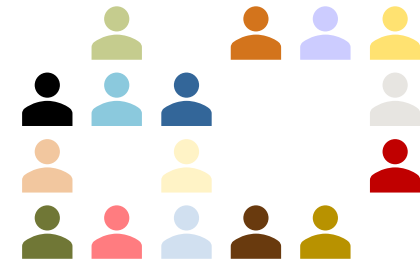
26 interviews
May – July **2020**



22 interviews
Sept. – Nov. **2020**



16 interviews
Sept. – Okt. **2021**



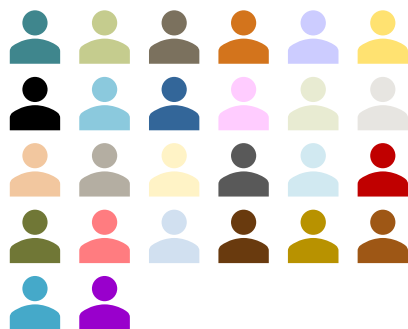
1. Pre-pandemic vacations
2. Vacations under COVID-19
3. Future, post-COVID & ideal vacations
4. Air travel habits
5. Potential air travel reductions & interventions

1. Summer holidays 2020 (compared to ...)
2. Future holiday practices
3. Anticipated changes
4. Worldviews
5. Policy scenarios

1. Holiday practice summer 2021
2. Impacts & changes
3. Future holiday practices
4. Reflections on personal carbon footprints & policy measures

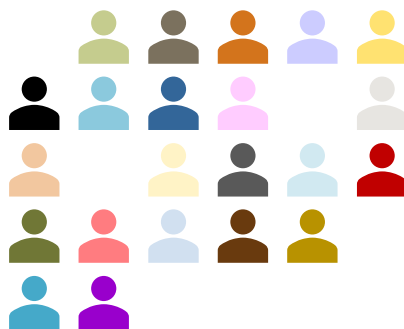
Thematic analysis of interview data

26 interviews
May – July **2020**



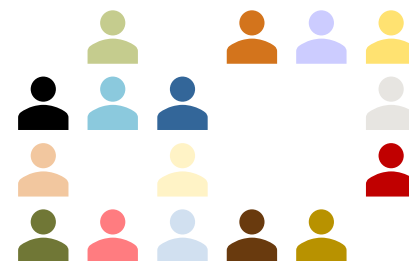
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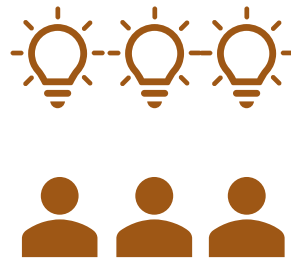


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Thematic analysis 1: (Re)imagining tourism

Interrogate the meaning(s) of sustainability in sustainable mobility to offer alternative conceptualisations

Revisit sustainable mobilities from the starting point of tourism mobilities



<https://prezi.com/v/view/NHLOTjjde2jTaWSizW8W/>

Source: Hopkins, D., Landa-Mata, I., Steen Jacobsen, J.K., Farstad, E. & Higham, J. (in progress). Imagining post-fossil tourism mobilities: Thinking with Norwegian tourists. Social & Cultural Geography

How are tourism sustainabilities enacted?

Forming

“It is more climate friendly to be at the cottage of course (...) but when you know that I'm half a year in Oslo and half a year at the cabin, then... then the cabin is not vacation. It's my second home” (Christian)

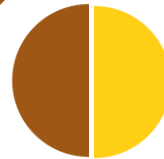


“I feel that over the years I have become more environmentally friendly (...) for example that I have taken the train down to Berlin and fly back does not make that holiday environmentally friendly, but it makes it much more environmentally friendly than if I only had taken the plane (...)” (Hermann)



Fragmenting

“Sometimes I have reflected a little on whether I should feel guilty because I fly, and may well have... some (guilt), but ... I don't drive a car on a daily basis and save up a bit there, and then I use it as an argument...” (Leo)



leisure

business

Norway

China

Fracturing



“I believe the miles we drive to Lofoten and drive around up there I believe ... to the extent ... what should I say, it is clear we leave an imprint, a CO2 imprint, there is no doubt about it, but ... we see that there are many other activities that are much, much worse or put a lot much heavier imprint ... When we think also globally, I believe that the little we had to do... if you think as opposed to ... coal-fired power plant ... burning of forests (...)” (Marcus)

What reimagining of tourism sustainabilities are made possible?

Stripped back

“almost like when there was corona closure in March, April”
(Aurora)



“(..) so I simply can't see for myself, lack enough imagination, I think... because if, for example, one is going to drive less or fly less and so on... it becomes a society that becomes quite similar, let me say, the society we had in...)1950, right?” (Emma)

Having a go

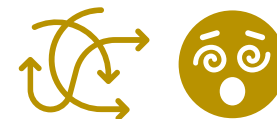
“(..) If you have three options, then you choose the most environmentally friendly alternatives (...) that one at least tries, one takes a few extra steps to try to make your vacation a little more environmentally friendly”
”(Emma)

“(..) it is clear there are always trade-offs with what is convenient and what ... what things cost, but I try to opt out the most polluting alternatives ...”
(Philip)



Stuck in the mud

“I don't think it's that very simple, like just like you can quit, don't travel that much, and it'll be so much better. I don't think it's very simple because it's a complex matter”
(Christian)



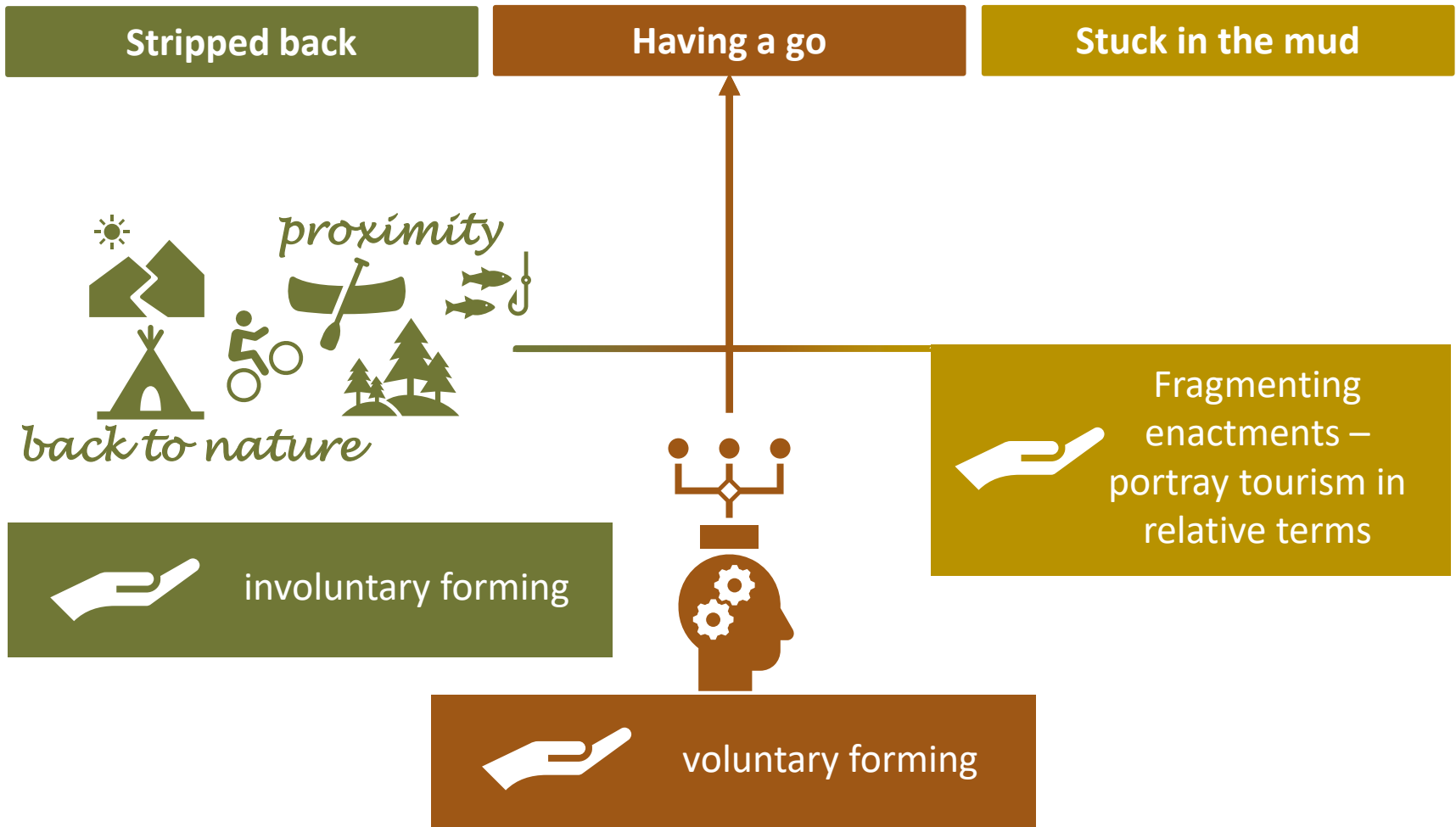
Uncertainties

Hope in technological innovation

Status quo

Social pressure

Multiple (re)imaginings → multiple solutions



Source: Hopkins, D., Landa-Mata, I., Steen Jacobsen, J.K., Farstad, E. & Higham, J. (in progress). Imagining post-fossil tourism mobilities: Thinking with Norwegian tourists. *Social & Cultural Geography*

Thematic analysis 2: Mechanisms of change and stability disrupting/supporting vacation practices



flightless vacations

| | |
|---|--|
| Facilitate access/development of elements bounded in flightless vacations | Limit access to elements bounded in flight-based vacations |
| Create new path dependencies | Break existing path dependencies |
| Create links between leisure practices and low-carbon transport modes | Weaken links between leisure practices and air travel |
| Encourage the idea of flightless vacations | Challenge the normalization of air travel |
| Support flightless enthusiasts to share experiences | Disrupt socialization of aeromobilities |
| Support naturalization of flightless vacations | Question beliefs behind the naturalization of air travel |

Source: Landa-Mata, I. (2022). Moving away from leisure travel. Openings and hindrances for transformation emerging from vacations practiced under the COVID-19 pandemic. Master Thesis, Human Geography, University of Oslo

Takk!



“(...) it is likely that imagining post-fossil tourism may also require imagining things – practices, infrastructures, technologies, regulations – that do not look much like tourism at all (...) where tourism is no longer seen to be an exception to daily life, but an interconnected (everyday) sociomaterial practice that needs to be recognised within this context (...)”

Source: Hopkins, D., Landa-Mata, I., Steen Jacobsen, J.K., Farstad, E. & Higham, J. (in progress). Imagining post-fossil tourism mobilities: Thinking with Norwegian tourists. *Social & Cultural Geography*