

Corporate Social Responsibility
in the Hospitality Industry –
Attitudes & Demand in Nature Park Kaunergrat

Sarah Henk

Dissertation submitted in partial fulfilment of the requirements for the
MSc in Sustainable Development for Distance Learning Students of the
University of London, Centre for Development, Environment and Policy
(CeDEP), School of Oriental and African Studies (SOAS)

September 14th, 2020



P541 DISSERTATION – DECLARATION FORM

I have read the information about plagiarism in the *Academic Guidelines for Dissertations* (Annex B) and I understand what it means. I hereby certify that the dissertation is entirely my own work, except where indicated.

I hereby declare that the work embodied in this dissertation is original work undertaken by myself, and that it has not been submitted, either in the same or different forms, to this or any other university for a degree.

I also declare that this dissertation does not draw from any other work prepared under consultancy or other professional undertaking, by myself or jointly with other authors in any way other than that duly and explicitly acknowledged herewith.

I agree to this dissertation being made available to other distance learning students via CeDEP's virtual learning environment.

Signature

September 14th, 2020

Date

Name: SARAH HENK

Dissertation word count: 9,985

(including: quotations, footnotes, titles, abstracts, summaries, tables of contents, text boxes and tables in Word containing primarily text.)

Excluded elements word count: 3,609

(references, the bibliography (if used) and appendices. Acronyms are excluded from the word count if they are contained within an appendix).

Abstract

The travel industry often provides critical economic, environmental and socio-cultural value. However, its implications are not unambiguously positive and calls for a more sustainable tourism have grown. Ever more often, protected areas such as nature parks are pioneers in the field of sustainable tourism development. One example is the Austrian Nature Park Kaunergrat: in its network of 'nature park partner businesses' the park supports selected lodging establishments in developing Corporate Social Responsibility (CSR) strategies.

As research suggests that engaging guests in CSR strategies is crucial, this thesis aims to assess the demand for and attitudes towards sustainable accommodation offers in Nature Park Kaunergrat from a guest perspective. To support hoteliers in the design and implementation of effective CSR programmes, a survey was conducted with participants that either already spent a holiday in the park or were interested in doing so. The survey investigated what potential CSR measures are considered most important, whether guests are willing to pay extra for and are ready to participate in CSR initiatives.

The research findings confirmed that guest attitudes towards CSR measures are largely positive and demand exists. While environmental measures are especially important to guests, CSR initiatives with positive economic and social impacts followed in importance. Almost all participants are willing to remunerate accommodations' efforts to assume corporate responsibility and most participants are prepared to participate in them. Taken together, the results confirmed that hoteliers can choose from a wide range of potential CSR measures while having access to a broad target market.

Acknowledgements

Throughout the writing of this dissertation I have received a great deal of support and assistance.

I would first of all like to thank the Nature Park Kaunergrat Association and its director Ernst Partl who granted me the opportunity to discover and get to know the fascinating nature park during a two-month internship in 2019. The time “on-site” was very valuable to experience the nature park’s work first-hand, to find the right questions and a possible way to answer them. A great thanks goes out my other colleagues there as well – Erika, Gitti, Marlene, Philipp – thank you for your support. I am very glad to have had the opportunity to meet you.

I would also like to thank my supervisor, Sabine Guendel, whose insightful feedback was invaluable during these last months. Thank you for always answering my questions so promptly and with such understanding.

Last but not least, I would like to thank my family and my husband Cengiz for their patience and sympathetic ear and for always finding a way to make me smile.

Table of Contents

1. Introduction	1
1.1 Background.....	1
1.2 Research aims and objectives	2
1.3 Research questions	3
2. Literature review	4
2.1 Corporate Social Responsibility (CSR) – The concept	4
2.2 CSR in tourism	6
2.3 CSR in hospitality.....	7
2.4 CSR and stakeholder management	10
2.4.1 Primary CSR stakeholders: Guests	10
3. Methodology	13
3.1 Survey design	13
3.2 Data collection	14
4. Results	16
4.1 Respondent profiles	16
4.1.1 Socio–demographics	16
4.1.2 Travel behaviour	16
4.2 Attitude towards different CSR measures	18
4.3 Willingness to pay for different CSR measures	20
4.4 Willingness to participate in different CSR measures.....	22
5. Analysis	24
5.1 What potential CSR measures consider guests to be most important?.....	24
5.2 Are guests willing to pay extra?	26
5.3 Are guests willing to participate in different CSR measures?.....	28
6. Conclusion	29
7. References	31
8. Appendix	38

List of Tables and Figures

Table 1: Overview: CSR practices in hospitality	9
Figure 1: Respondents' attitudes towards different CSR measures	18
Figure 2: Respondents' attitudes towards and WTP for different costly CSR measures	20
Figure 3: Distribution of WTP answers	21
Figure 4: Respondents' willingness to participate in different CSR measures	22

1. Introduction

1.1 Background

Over the past decades, the potential contribution of businesses to some of the most pressing societal issues has enlarged expectations towards corporations to assume Corporate Social Responsibility (CSR) (Stiglbauer, 2011). With numerous stakeholders increasingly concerned about environmental and social issues, companies have been pressured to go beyond their basic economic and legal duties and to contribute not only to their shareholders' wealth but to the welfare of society as a whole (Arsic, et al., 2017). This trend applies especially to industries with complex environmental, social and economic interdependencies. One prime example is the tourism industry: as of today, it is 'one of the largest global industries and one of the most important social phenomena' (Zientara & Bohdanowicz, 2009: p. 147) accounting for 10.4% of global GDP, 313 million jobs and 10% of total employment (WTTC, 2018). While the travel industry often provides critical economic, environmental and socio-cultural value, its implications are not unambiguously positive (CREST, 2018): the industry also accounts for approximately 5% of global CO₂ emissions with the amount projected to increase by 130% in 2035 and global international arrivals expected to surpass 2.9 billion as early as 2050 (UNWTO, 2010; 2014). Consequently, calls for a sustainable tourism development that 'meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future' (UNWTO, 2002) have grown.

Today, ever more often, protected areas such as national or nature parks are pioneers in the field of such sustainable forms of tourism development. Apart from mere environmental protection, they promote a sustainable development of the region, offer environmental education initiatives, engage in research and facilitate recreational opportunities (VNÖ, 2020). One example is the Austrian Nature Park Kaunergrat (NPK). Established in 1999, the Tyrolean park comprises six conservation areas including Natura 2000 reserves, natural monuments and landscape conservation areas. It encompasses nine nature park communities in which revenues from tourism constitute one of the principal sources of income. To strike a balance between the environmental, socio-cultural and economic aspects of tourism development, NPK aims to encourage the co-operation between regional actors from the fields of nature protection, agriculture, industry, culture and tourism. In this way, regional wealth creation shall be increased and potential negative effects for nature and local population minimised (NPK, 2017).

In the current project ‘Network Kaunergrat’, the nature park works closely with selected lodging establishments in the region, 15 hotels and 8 private hosts are currently authorised to call themselves ‘nature park partner businesses’. They represent the ideals and philosophy of the nature park and convey them to their guests. In the two–year project period, the lodging establishments – in cooperation with the nature park and an external CSR expert – develop a CSR strategy that shall enable them to make use of local resources, landscapes and nature in a sustainable, i.e. environment–friendly, energy–saving and socially acceptable way (NPK, 2019).

Due to its operating characteristics, the hotel industry consumes high volumes of energy, water and non–durable products. Besides interactions with natural systems like emissions to land, air and water, the sector also entails direct and indirect impacts on the local communities in which it operates (Robinot & Gianelloni, 2010). The concept of CSR has therefore received an increased amount of interest in the accommodation sector but research investigating the most popular CSR initiatives is still lacking (Abaeian, et al., 2014). While recent surveys and market studies indicate a growing portion of travellers is interested in travel experiences that benefit local communities and do not harm natural resources, quite often there seems to be a disparity between what travellers expect and the initiatives lodging establishments undertake (Berezan, et al., 2013). Engaging guests in the creation of CSR strategies and gaining a better understanding of the initiatives they would be most satisfied with therefore remains a critical challenge for hoteliers (Han, et al., 2009).

1.2 Research aims and objectives

To address the gaps in academic literature, the overall aim of this study is to assess the demand for and attitudes towards sustainable accommodation offers in Nature Park Kaunergrat from a guest perspective. By providing evidence on what this primary stakeholder group considers to be critical CSR initiatives, the findings will enable hoteliers to make more informed decisions regarding the introduction of CSR practices. The various disclosures made by guests (including their preferences, willingness to participate in and pay for CSR measures etc.) will both identify gaps and offer suggestions for improvement in the implementation of the hotels’ CSR programmes.

More generally, the research will add to the existing research on the topic of Corporate Social Responsibility in the hospitality industry as well.

- 1 Assess the demand for and attitudes towards sustainable accommodation offers in Nature Park Kaunergrat
- 2 Provide hoteliers in Nature Park Kaunergrat with the necessary information to design and implement effective CSR programmes

1.3 Research questions

The following questions will be addressed to meet the research objectives:

RQ1: What potential CSR measures consider guests to be most important?

RQ2: Are guests willing to pay extra for different CSR measures?

RQ3: Are guests willing to participate in different CSR measures?

2. Literature review

2.1 Corporate Social Responsibility (CSR) – The concept

Corporate Social Responsibility has been an important and progressing topic since the beginning of the 1950s when the public started to assess the relationship between business and society (Carroll, 2016). Traditionally, economists have argued that a firm's sole responsibility is to maximize profits (Friedman, 1962; Sternberg, 2000). Proponents of a broader economic view maintained, however, that focusing only on the economic function of businesses 'ignores the complexity that firms deal with' (Banerjee, 2007: p. 24). Howard Bowen (1953: p. xvii) opened the discourse by invoking that businesses were 'instruments of society' and 'vital centres of power' that touched the lives of many citizens. Therefore, he argued, they had responsibilities beyond those owed to their shareholders and ought to consider their activities' impacts on society as well.

While this notion was by no means universally accepted (Banerjee, 2007), the 1960s and onwards witnessed a proliferation in CSR literature. Scholars increasingly questioned the understanding of the former simple, economic entity (Freeman, 1984; Donaldson & Preston, 1995) and began to embrace the fact that it might indeed be imperative for companies to not only serve their shareholders but to strive to maintain an equitable balance among all legitimate stakeholders (Carroll, 2016). These enlarged expectations towards business were – and still are – driven by various external pressures (Stiglbauer, 2011). For one thing, companies have been confronted with a society that is ever more concerned about environmental and social issues (Brunk & Bluemelhuber, 2011). Some reports go as far as stating that we are in the midst of a significant cultural shift with 'the convergence of political, consumer and business agendas around sustainability' being a 'major historical landmark in the development of our society' (O'Neill, 2014). The increasing attention paid to the impacts of business has reinforced the impression that companies are often at the root of social, environmental, and economic problems (Stiglbauer, 2011).

The critical debate about the CSR concept – as in many other social science fields – did not put forth a singular, commonly accepted definition yet (Carroll & Brown, 2018). However, some of the classic and recent perspectives attempt to define CSR as:

‘The firm’s consideration of, and response to, issues beyond the narrow economic, technical and legal requirements of the firm to accomplish social benefits along with the traditional economic gains which the firm seeks’ (Davis, 1972: p. 312)

‘The commitment of business to contribute to sustainable economic development working with employees, their families, the local community and society at large to improve their quality of life’ (World Business Council, 2005)

‘A concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis’ (European Commission, 2005)

Clearly, the common feature of all definitions is their attempt to broaden companies’ responsibilities in order to exceed pure financial and legal obligations (Stiglbauer, 2011). Nevertheless, a study of the pertinent literature makes clear that the requested scope of these obligations can vary. While some scholars argue that businesses should consider human rights, labour or employment practices (Jucan & Baier, 2012), others want companies to promote sustainability or engage with the community, diversity issues or the natural environment (Inoue & Lee, 2011).

As a social construct, CSR can never be defined completely unbiased (Berger & Luckmann, 1966). But the given varieties can also be explained by the dynamic nature of the concept: CSR aligns itself with the changing values of society and the development issues currently at hand (Carroll, 2016). Globalization, rapidly changing business environments, new stakeholders and different national legislations constantly influence the expectations towards corporations (Dahlsrud, 2008)

Despite all differences, a thorough content analysis of the concept conducted by Dahlsrud (2008) showed that existing CSR definitions are to a large extent congruent: Although definitions published between 1980 and 2003 partially applied different phrases, they consistently referred to five essential CSR dimensions: environmental, social, economic, stakeholder, and voluntariness.

2.2 CSR in tourism

According to Van Marrewijk (2003), the challenge for businesses is not so much to define CSR but to understand how the concept is constructed in the specific context of their industry. The tourism industry, as an example, constantly interacts with the various environments and societies in which it operates (Kasim, 2006). Over the past sixty-plus years, tourism has experienced continued expansion and became one of the largest and fastest-growing economic sectors in the world (UNWTO, 2017). As a result, a great number of authors have begun to scrutinise the multiple direct and indirect impacts of the industry's volume and exponential growth rates (Aragon-Correa, et al., 2015; Kasim, 2006). They found that on the one hand, tourism development can be a profitable economic tool (Graci & Dodds, 2008) producing numerous benefits for local communities (Zientara & Bohdanowicz, 2009). But on the other, the sector is so inextricably tied to the societies and environments in which it conducts business that considerable negative effects can arise, too (Abaeian, et al., 2014). Prior research suggests that these predominantly fall into three broad categories: economic, socio-cultural and environmental (Archer, et al., 2005; Lund-Durlacher, 2015). Major social and economic issues include the loss of traditional economies, the deterioration of local identity and the displacement and financial exploitation of host populations. Biodiversity loss, surface consumption, pollution and an increased demand on energy and water supply constitute environmental effects (Kasim, 2006; ECM, 2016).

In view of these far-reaching impacts, it can be ascertained that business accountability towards sustainability is 'directly applicable to companies operating in the tourism industry' (Abaeian, et al., 2014: p. 425). The past decade has likewise seen significant growth in the tourism literature on CSR with over 70% of articles having been published in the past five years (Font & Lynes, 2018). Levy & Duverger (2010), Lund-Durlacher (2015) and CREST (2018) agree that in the tourism sector, CSR finds much of its formulation in the sustainable development movement and draws upon the principles of sustainable tourism. For example:

'CSR in tourism can be defined as a guiding business policy whereby tourism companies integrate social and environmental concerns in their own business mission, strategies and operations as well as in their interaction with their stakeholders' (Lund-Durlacher, 2015: p. 59)

‘Responsible tourism maximizes the benefits to local communities, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures and habitats’ (CREST, 2018: p. 1)

Previous research showed that the long-term success of the tourism sector depends upon the continuous availability of natural resources (Graci & Dodds, 2008), stable societies and culturally distinctive communities (Abaeian, et al., 2014). Consequently, numerous suggestions for tourism businesses to minimise negative impacts and take on responsibility have been put forward. One example is the UNWTO’s (2001) ‘Global Code of Ethics for Tourism’ that defines several key CSR areas in which tourism businesses could initiate significant change:

- The responsible use of natural and cultural resources
- The minimisation of pollution and waste
- The conservation of landscapes, biodiversity and cultural heritage
- Fair and responsible treatment of employees, suppliers, guests
- Fair use of local products and services
- Involvement and co-operation with local communities to improve the quality of life of local people

2.3 CSR in hospitality

As the hospitality sector is an important part of the tourism industry, concerns about and interest in the management of CSR in hospitality have been growing, too (Kim, et al., 2015). Due to the services it provides, research suggest that the industry often impacts surrounding natural environments, local resources and society (Abaeian, et al., 2014). Accommodation businesses, for example, often consume substantial quantities of energy, water and non-durable products (Robinot & Gianelloni, 2010). In addition, they may cause noise, air and water pollution or at times exacerbate overbuilding and encroachment (Graci & Dodds, 2008). With the awareness of potential negative effects growing (Millar & Baloglu, 2008), multiple constituencies have increasingly pressured lodging establishments to address these issues (Deloitte, 2008). While various hotel chains began to incorporate a range of environmental and social measures within their corporate strategy in the 1990s, to this date empirical studies on the topic are still limited (Kim, et al., 2015).

Though the implementation of CSR programmes in the sector has increased during the last two decades, research focused mainly on environment–friendly initiatives. Social initiatives or the underlying reasons for the adoption of such practices have been neglected (Abaeian, et al., 2014), potentially limiting our current understanding of CSR in hospitality. Kasim (2004: p. 10), in an early attempt to define CSR in the specific context of the hospitality industry, described a hotel as being actively committed to CSR when it

‘operates in a responsible manner towards its employees, the local community, the local culture and the surrounding ecology’.

Zientara & Bohdanowicz (2009: p. 148) furthermore argued that in a hospitality CSR strategy

‘on the one hand, emphasis is placed on dealing fairly with employees, suppliers and customers, and on the other, on supporting local communities, donating to charitable causes and promoting environmental sustainability’.

Research found that different economic sectors tend to introduce a range of distinctive CSR practices (Kucukusta, et al., 2013) and this applies to the hospitality industry, too. Different researchers classified these practices into different categories, ranging from community and employee relations to environmental issues (Park & Levy, 2011), philanthropic initiatives, customer rights or ethics (Gu, et al., 2013). According to Abaeian, et al. (2014), what connects these classifications is the importance attached to internal and external stakeholders as well as the environment.

See *Table 1* for an overview of CSR practices commonly mentioned in hospitality research. Considering that CSR generally finds much of its formulation in the sustainable development movement and in the interest of greater clarity, measures have been assorted in the categories environmental, social and economic. Nevertheless, many practices are multi–dimensional, i.e. they can relate to multiple categories.

Table 1: *Overview: CSR practices in hospitality*

ECONOMIC	
Objective	Measures
Local economic development	Review all buying practices; purchase goods/services from local suppliers; employ locals
Value Creation	Position the company in growing sustainability market segment; enhance brand image; reduce operational costs by optimising resource-use
Transparency	Disseminate financial information/sustainability reports
ENVIRONMENTAL	
Objective	Measures
Energy management	Measure/decrease/monitor energy consumption; use energy-efficient equipment, motion detectors, renewable energy
Water management	Measure/decrease/monitor water consumption; use low-flowing appliances; introduce towel/linen re-use programs; treat/use wastewater; reduce chemicals
Pollution management	Introduce waste separation systems; reduce, reuse, recycle waste; minimise restaurant food waste; reduce harmful substances, pollution from noise/light/air; manage CO ₂ emissions
Nature/Biodiversity conservation	Environment-friendly design/construction; use organic fertiliser, environment-friendly products/fabrics; introduce ecological standards for suppliers, sustainable food/beverage offering
Sustainable Mobility	Offer sustainable mobility services (bikes, e-bikes/scooter); offer charging stations, discounts for arriving by public transport
SOCIAL	
Objective	Measures
Decent labour	Treat employees fairly; hire equally; encourage diversity; respect human rights; provide a safe/healthy working-environment; encourage a positive work-life-balance; offer training opportunities
Education	Inform on natural/cultural surroundings, on appropriate behaviour while visiting natural areas/cultural sites, on sustainable vacation behaviour; communicate company philosophy
Community Well-Being	Provide opportunities to volunteer in nature/community; support local projects; cooperate with local NGOs; do not jeopardize the provision of basic services to community; make premises handicapped-accessible

Note. Based on Houdré, (2008), Levy & Duverger (2010) and Mörtl (2014)

Though WTTC, Earth Council and UNWTO (1997) have long agreed that the hospitality industry could lead other industries in embracing sustainability, some hoteliers remain hesitant to introduce CSR measures (Kang, et al., 2012). Often cited barriers include required time and effort, uncertainties regarding the concept (Lund–Durlacher, 2015) and reputedly high investment and operating costs (Hutter, 2014). Notwithstanding, many studies indicate that important opportunities remain for hotels that increase their social and environmental commitment: Graci & Dodds (2008) found that the implementation of sustainability initiatives can improve an accommodation’s brand image and thus create competitive advantage. Moreover, increased efficiency, cost/risk reduction, the access to new markets as well as regulatory compliance consolidate the business case for CSR (Carroll & Shabana, 2010). Hoteliers’ own values, stakeholder expectations and local needs have been described as major additional stimuli for assuming CSR (Sydnor, et al., 2014).

2.4 CSR and stakeholder management

In the hospitality literature, many papers emphasise the fundamental role that stakeholders play within a firm’s CSR management (Font & Lynes, 2018). According to Mahoney (2012: p. 3). Stakeholders are those persons and groups

‘who contribute to the wealth–creating potential of the firm and are its potential beneficiaries and/or those who voluntarily or involuntarily become exposed to risk from a firm’s activities’.

Stakeholder theory can therefore delineate the specific groups a company might consider in its CSR orientation, thereby personalising the rather vague ‘social’ in Corporate Social Responsibility (Carroll, 1991).

2.4.1 Primary CSR stakeholders: Guests

Besides local communities, employees, government authorities, shareholders and NGOs (Swarbrooke, 2005), guests have been described as primary stakeholders in hospitality whose engagement is essential to co–create meaningful CSR experiences (Zhang, et al., 2012). As many social responsibility efforts require guest collaboration, guests are increasingly seen not only as receivers but partners in implementing CSR (Lund–Durlacher, 2015) whose

expectations should inform decision-making (Han, et al, 2009; Calabrese, et al., 2015; Font & Lynes, 2018). Nevertheless, Moscardo & Hughes (2018) found that guests are rarely engaged in the design of CSR strategies and often, an inconsistency exists between what travellers expect and the measures lodging establishments ultimately introduce (Deloitte, 2008). Consumers have proven to be concerned about the hospitality industry's efforts around sustainability (Deloitte, 2008) and recent surveys indicate a growing number of travellers is interested in localised travel experiences that benefit residents and destinations (CREST, 2018). In Germany, for example, an enquiry found that 31% of the German population care about the environmental impact of their vacation and 38% wish to travel in a socially responsible way (FUR, 2014: p. 6).

In the pertinent literature, however, there has been relatively little empirical investigation of the importance guests attach to hotels' holistic sustainability efforts. Further research is therefore crucial. Studies that did address the topic found, for example, that consumers consider hotel environmental practices most important to their evaluations (Levy & Duverger, 2010). In the Deloitte Consumer Survey (2008), 95% of travellers surveyed stated the hotel industry should be undertaking 'green' initiatives: Recycling (77%), energy-efficient lighting (74%) and windows (59%), not having sheets/towels changed daily (52%), and using environmentally safe cleaning products (49%) were defined as the most important environmental initiatives. In an Accor study (2016), tourists requested hotels to plant trees and protect biodiversity (85%), install renewable energy (67%), employ energy-efficient equipment (61%), use recycling bins (59%), and work with seasonal/organic produce (56%). Research suggests that some guests are also willing to lower luxury expectations during their holiday: They are ready to accept rooms with water-saving features (Kasim, 2004) and less frequent toiletry replacements (Deloitte, 2008). According to Accor (2016), 61% of guests would sort waste themselves, or eat smaller portions to avoid food waste (31%).

While it has been alleged that consumers value corporate contributions to the social and economic welfare of host communities as well (CESD, 2005; Levy & Duverger, 2010), previous guest surveys almost exclusively focused on environmentally oriented practices. Accor (2016) questioned guests regarding measures that are part of the local context and found that respondents attach great importance to the creation of local jobs, the support of local populations, and to hotels' roles in enriching stays with local experiences. In another baseline study, 55% of respondents strongly agreed that operators should not only meet social standards (e.g. for working conditions) but exceed them (Lund-Durlacher, et al., 2016).

Tourists also described experiencing the positive impact sustainable tourism can have on local communities and noticing a visible influence of tourism at destinations as positive factors promoting sustainable travel (Booking.com, 2018).

Despite growing awareness, whether or not guests are willing to pay a premium for hotel CSR initiatives remains unclear. Research on the issue again primarily focused on environmental initiatives and furthermore produced mixed results (Kang, et al., 2012): Pulido–Fernández & López–Sánchez (2016), for example, found that many tourists with a strong interest in sustainability are willing to pay more to visit a sustainable destination and a multitude of other studies indicated that environment–friendly attitudes are linked to positive intentions to pay more (Han, et al., 2009; Baker, et al., 2014; Accor, 2016). Problematic is, however, that there is little data measuring actual purchases: many surveys look at consumer intentions, but very few test for purchasing habits (EpplerWood, 2004). Quite often, there seems to be an inconsistency between the environmental attitudes consumers express and their actual behaviour (Barber, et al., 2012): several studies corroborated that even if guests were concerned with CSR, they were not willing to pay a premium (Lee, et al., 2010; Millar & Baloglu, 2011; Baker, et al., 2014). According to Han & Chan (2013), consumers consider premium pricing one of the most negative green hotel attributes.

Summarising, hospitality businesses should consider their guests' growing awareness, make more informed decisions and coordinate their business operations accordingly (Berezan, et al., 2013; Calabrese, et al., 2015). In comparison to worldwide tourism numbers, the amount of guests surveyed on the topic is still very small and further research is needed to assess consumer attitudes towards hotel CSR initiatives. The objective of the study is to add to this field of knowledge and determine the practices guests would be most satisfied with.

3. Methodology

To meet the objectives of this study, namely to assess the demand for and attitudes towards sustainable accommodation offers in NPK and to provide hoteliers with the necessary information to design and implement effective CSR programmes, a guest survey was conducted between February 10th, 2020 and August 1st, 2020. The survey had three complementary goals: find out what potential CSR measures guests consider to be most important (RQ1), whether guests are willing to pay extra (RQ2) and whether they are willing to participate in different CSR measures (RQ3).

3.1 Survey design

Based on both the research objectives and questions, a semi-structured, self-administered questionnaire (*Appendix B*) was designed comprising five sections:

1. Travel behaviour
2. Attitude towards different CSR measures
3. Willingness to pay (WTP) for different CSR measures
4. Willingness to participate in different CSR measures
5. Socio-demographics

To better understand and characterise guests, self-perceived travel behaviour was queried with the help of several multiple-choice questions. These asked respondents, for example, about the duration of their holidays, companions, preferred points of information or factors they considered important when choosing a region or accommodation. In some instances, giving multiple answers was permitted. The section was also used to assess whether sustainability played a role in the guest's decision to either visit NPK or book a certain lodging facility.

In section two, the term 'sustainable tourism' was shortly introduced. The paragraph should act as a preface to the following questions and encourage a common understanding among respondents. To determine whether guests believe that lodging establishments should have certain CSR practices, they were asked to rate twelve different items using a 4-point Likert scale ranging from 1 (very important), 2 (rather important), 3 (rather unimportant) to 4 (not important). These items featured both environmental initiatives such as waste prevention or energy conservation as well as measures benefiting the local community and demonstrating the company's commitment to sustainable development.

To assess WTP, section three of the questionnaire firstly informed respondents that some CSR initiatives can potentially increase costs for accommodations. Based on a list of six additional, potentially costly CSR items, they were then asked whether they would a) want their accommodation to introduce the practice and b) be willing to pay more for this. Respondents could rate their level of agreement using a 4–point Likert scale ranging from 1 (strongly agree), 2 (rather agree), 3 (rather disagree) to 4 (strongly disagree). Conclusively, participants could indicate how much of a premium they were willing to pay: up to 5%, 6–10%, 11–15%, more than 15% or nothing.

To query guests' willingness to participate in different CSR practices and forms of sustainable tourism, respondents were asked whether they would consider engaging in nine different measures during their own vacation. Here, they could again rate their level of agreement with the items using a 4–point Likert scale. Respondents were also asked whether participating in the different measures could potentially impair their travel experience. This information could later be of value as it might enable hoteliers to allay concerns and counteract them with suitable measures.

All CSR practices in section two to four were selected based on the previously conducted literature review (Deloitte, 2008; Levy & Duverger, 2010; Mörtl, 2014) and NPK's criteria for 'nature park partner businesses'. The questionnaire concludes with questions regarding socio–demographic information including age, gender, residence, education and profession. The survey was pre–tested by eight guests that had previously spent their holidays in the nature park with minor corrections being undertaken subsequently.

3.2 Data collection

A purposive sample was collected by distributing print versions of the questionnaire in the nature park partner businesses and the nature park house from February 10th, 2020. An online version of the questionnaire was displayed on an interactive screen in the nature park house and the NPK website. A link to the online questionnaire was also made available to the partner businesses who were invited to share the link with their guests. All documents were available in English and German, translated by the author of this thesis whose first language is German. To encourage participation, all locations were provided with posters (*Appendix C*) and the NPK Association offered an incentive for guests in form of a gift basket.

The target population therefore comprised overnight guests staying within the park's sphere of action, i.e. the valleys Pitztal, Kaunertal and the municipality Fliess. In 2018, 313,451 guests spent at least one night in one of these locations (Tyrolean Government, 2019). As according to the European Commission (2000), a guest survey with a target population of this size, a confidence level of 95% and a 5% confidence interval should comprise a sample size of at least 384, this number was set as the survey's target.

Due to the COVID-19 pandemic, on March 16th, 2020, all lodging establishments and many other institutions, including nature park houses, in Austria were closed without exception (Tyrol Info, 2020). To be able to still proceed with the enquiry, the survey's sample was broadened: apart from guests currently spending their holiday in NPK, people that either already spent a holiday in the park or were interested in doing so in the future should be surveyed as well. A slightly adjusted online questionnaire was spread via the social media channels of the Tourism Associations Kaunertal, Pitztal and TirolWest during the lockdown months. On May 29th, 2020, accommodation providers and nature park houses in Austria were allowed to re-open subject to certain restrictions and the inquiry by means of print questionnaires was resumed.

Until August 1st, 2020, 248 surveys (221 online, 27 print) were collected. Of these, 206 online and 18 print responses were complete or valid and used in the data analysis, yielding a response rate of 90.3%. 189 survey participants had already spent a holiday in NPK, 35 were interested in doing so. The Statistical Package for Social Sciences was used for all data analysis. Among others, differences between socio-demographic groups were analysed using descriptive statistics and frequencies. Results were visualised using Excel charts.

Under the given circumstances, the survey's initial target size could not be reached and the confidence interval had to be adjusted to 6.5–7%. Due to the rather small number of respondents and the fact that purposive sampling was used, the results' generalizability might have decreased. Future research could assess larger sample populations to generate more generalizable findings.

4. Results

4.1 Respondent profiles

4.1.1 Socio–demographics

Of the 224 responses, 124 (55.4%) were collected from women. Males and those who preferred not to say made up 43.3% and 1.3% of the sample. The respondents' age ranged from 15–87 years. 23.6% were 35 or younger, 47.8% were 36 to 55 years old and 28.6% were older than 55. The majority had their primary residence in Germany (n=183), followed by Austria (n=22), The Netherlands and Belgium (n=6, respectively), Switzerland (n=5) and others (n=2). More than two–thirds were university graduates, 35.7% had a vocational education and 20.1% completed a secondary education or less. For a summary of respondent demographics, see Appendix D.

4.1.2 Travel behaviour

Most respondents were frequent travellers: 75.7% took one or more trips of 2–4 days during the last year and 89.9% took one or more trips of 5–14 days. Only six persons (2.7%) had not taken any other holiday during the last twelve months. Almost all respondents (95.5%) repeatedly went on hiking tours during their last vacations, took a trip in the surrounding area (83.5%), visited natural attractions (69.2%) or tasted traditional local food (70.5%).

Of 224 participants, 35 were interested in spending a holiday in NPK and 189 had already done so in the past. Of them, the majority (52.9%) stayed in Kaunertal, 26.5% in Fliess and 20.1% in Pitztal. 47% spent their holiday in a 'nature park partner business', 45% did not know whether their accommodation belonged to the network. The region's landscape/nature was most commonly mentioned by both participants that already stayed in the nature park and those interested in doing so (92.9%) as a reason to spend the holiday there. This was followed by, for example, relaxation opportunities (62.5%), potential activities (58%) and the region's environmental friendliness/sustainability (36.6%). Of the 189 respondents who had already spent a holiday in the nature park, 106 declared the park itself was either the main reason (25) or one of several reasons (81) to visit the region.

When asked about their travel companions, 42.4% stated they travelled or would travel to the region as a family, with their partner (40.2%) or with friends/colleagues (27.2%). Only few chose to come alone (8.9%) or with an organised tour group (1.3%). By far the most popular mode of transport to NPK was by car (n=213), followed at considerable distance by train (n=21), bus (n=11) and airplane (n=1). 31.7% stayed or were interested in staying in a 2–3* hotel, a holiday apartment/house (29.5%), a 4–5* hotel (24.6%), a guest house (18.82%) or a farmstead (10.7%).

Respondents most commonly find information on their holiday region with the help of friends/family (46.4%). Moreover, participants from all age groups inform themselves on the internet: while younger travellers up to 35 years prefer social media and other websites (39.6%), respondents between the age of 36 and 55 most commonly reviewed the nature park's and the tourism board's website (39.3%). The same applies to guests above 55 (28.1%). Print media and travel agencies were consulted by 12.9 and 7.1% of respondents.

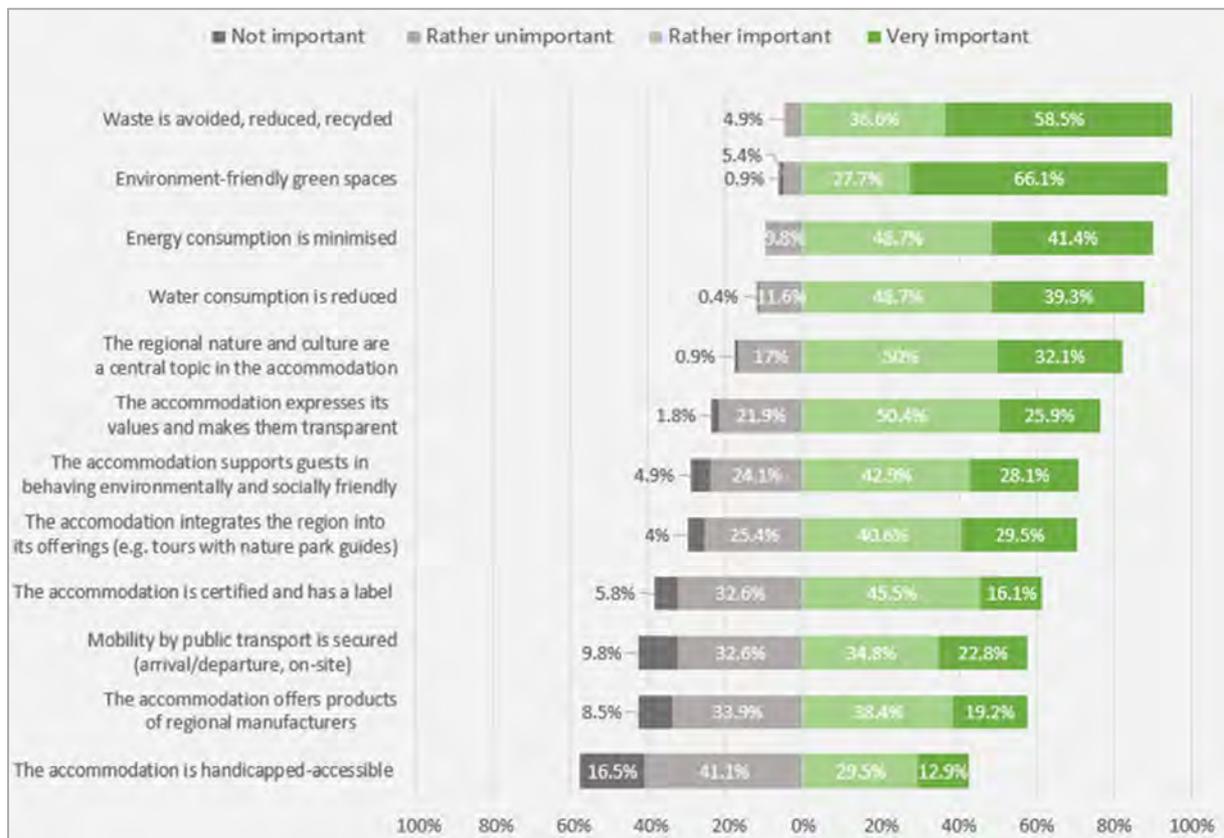
When choosing an accommodation, respondents primarily paid attention to a good value for money (78.1%), location (68.8%), amenities (28.1%) and the business's culinary offer (21.9%). Around a quarter of participants (26.3%) said they take an accommodation's environmental-friendliness/sustainability into account when reserving a room. This is especially true for guests older than 55 (46.9%), followed by younger travellers up to 35 years (20.8%) and 16.8% of respondents between 36 and 55.

While respondents above 35 most commonly seek direct contact with an accommodation (online/by phone) (42.1%), younger travellers tend to review travel search engines (e.g. booking.com) (41.5%) before turning to friends/family (35.8%) or the accommodation itself (22.6%) for information. The tourism board's website (16.1%) and hotel rating platforms (e.g. Tripadvisor) (15.2%) ranked in place 4 and 5 when comparing all respondents.

For detailed results of respondent travel behaviour, see *Appendix E*.

4.2 Attitude towards different CSR measures

Figure 1: Respondents' attitudes towards different CSR measures



Note. Question: ‘Please indicate how relevant it is for you that your holiday accommodation implements the following measures...’

When rating importance levels for specific CSR measures (*Figure 1*), respondents felt most strongly about accommodations’ efforts to avoid waste and the arrangement of environment–friendly green spaces. For both measures, level of approval was above 90% and they received considerably more ‘very important’ than ‘rather important’ responses. This preference was followed closely by accommodations’ efforts to minimise energy consumption, reduce water usage, present the regional nature and culture and express their values. For all of these four measures, more than three–quarters of respondents chose ‘very important’ or ‘rather important’ as an answer.

While accommodations that integrate the region into their offerings and offer support on how guests can behave environmentally/socially friendly were also well received, the measures were the first to receive more than 25% of ‘rather unimportant’ or ‘not important’ responses.

Comparatively rated less positive but still with a majority of respondents voting in the ‘important’ spectre were the following measures: the accommodation is certified, secures public transport and offers products of regional manufacturers. Accessibility was the only measure of twelve to receive more negative than positive responses. It can generally be observed that when respondents rated measures in the negative spectre, the share of ‘rather unimportant’ answers was always well above the ‘not important’ ones. Only one measure received a double-digit ‘not important’ value.

While on average both female and male guests highly perceived the importance of CSR measures, female participants rated nine of twelve measures slightly more favourably, i.e. with a higher percentage of ‘rather’ and ‘very important’ answers. The male participants felt stronger only for the measures waste is avoided, energy consumption minimised, and the accommodation offers support on behaving sustainably. Median and mode values were almost identical for both groups, only mobility by public transport showed a difference: While females chose ‘rather important’ most frequently, males tended to select ‘rather unimportant’.

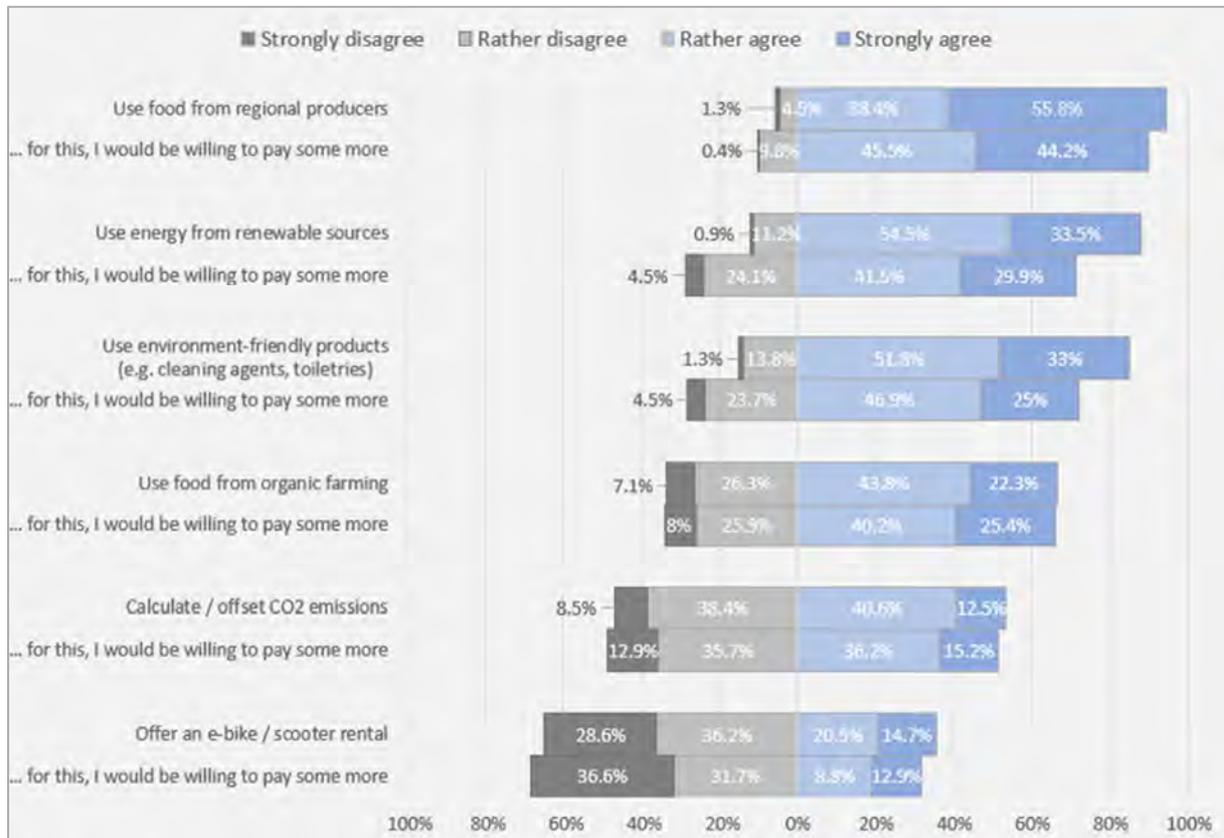
Among the different age groups, respondents above 55 rated the importance of the different measures a bit more positive than younger participants between 15 and 35 and those between 36 and 55: They described measures as ‘very important’ more frequently and were also a little more hesitant to choose the ‘not important’ option. For younger respondents below 35, cumulative percentages of ‘very’ and ‘rather important’ answers were almost always lower than those of their older counterparts. They did place a higher importance on the availability of public transport and regional products in the accommodation though.

Primary School graduates described CSR measures as ‘rather’ and ‘very important’ more frequently compared to those respondents with a vocational, high school or university education. A higher cumulative percentage was present for nine of twelve measures. In two instances high school graduates had both a higher median and mode than other education groups thereby rating mobility by public transport and certification/label of an accommodation less favourably.

For detailed results of socio–demographic comparison, see *Appendix F*.

4.3 Willingness to pay for different CSR measures

Figure 2: Respondents' attitudes towards and WTP for different costly CSR measures



Note. Question: 'On a scale from 'strongly agree' to 'strongly disagree', please indicate if you consent to the following statements: I wish that my accommodation would...'

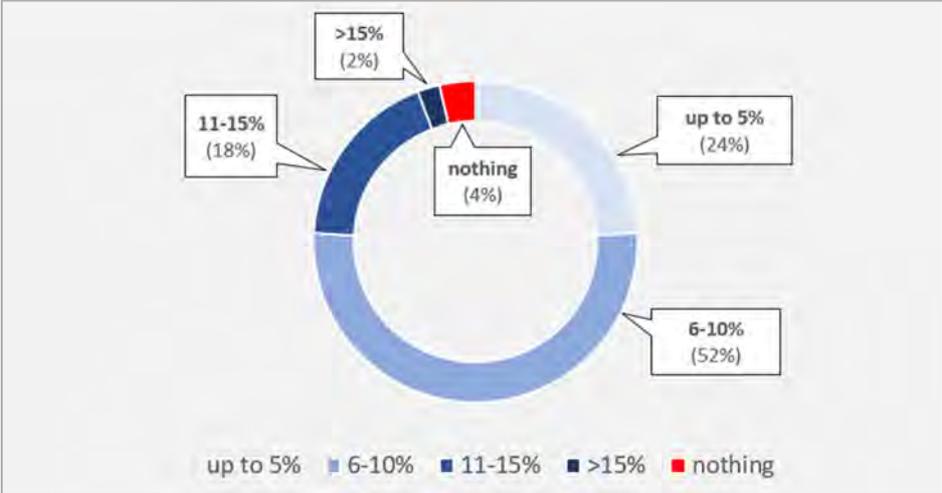
Of the six CSR measures with a high probability of increasing costs (), more than 80% of respondents indicated they wished their accommodation would offer food from regional producers, use energy from renewable sources and environment-friendly products. While respondents' WTP for these measures was lower than the before-mentioned demand, a clear majority of between 70–89% indicated their principal willingness. This is especially true for food from regional producers which received the highest number of 'strongly agree' responses.

While using food from organic farming and calculating/offsetting CO₂ emissions were demanded a little less, still 66% and 53% of respondents chose 'strongly' or 'rather agree' as an answer. Even if slightly lower as well, participants' level of agreement regarding WTP for the two measures was almost identical to the one they indicated for demand.

Offering an e-bike/scooter rental was the only measure a majority of respondents was not interested in. Correspondingly, it received the highest ‘strongly disagree’ score for WTP and overall, 68% of respondents ‘rather disagreed’ or ‘strongly disagreed’ to pay extra for the measure.

All in all, 96% of respondents stated they were willing to pay for the before-mentioned measures (Figure 3). 24% were willing to pay up to 5% more, 52% chose 6–10%, 18% 11–15% and 2% were willing to pay more than 15% extra.

Figure 3: Distribution of WTP answers



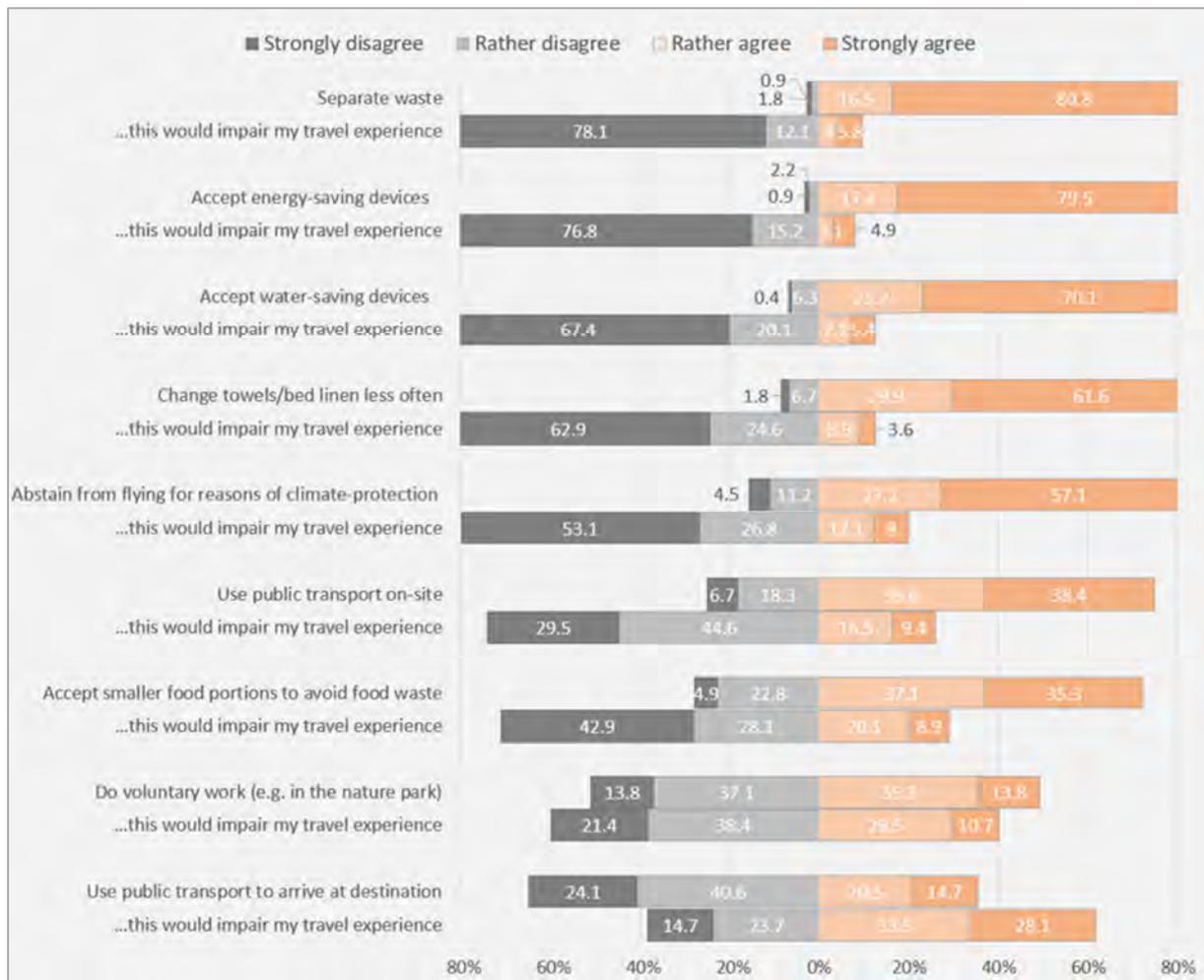
Note. Question: ‘Imagine your accommodation would put the wishes you mentioned above into practice. How much more would you be willing to pay extra for this in total?’

98% of the younger respondents aged between 15 and 35 were ready to pay extra, compared to 96% of respondents between 36 and 55 and 95% of those older than 55. While male and female participants answered quite similarly, it can be observed that men voted a little stronger in the upper section (24% were willing to pay 11% and more) compared to women (18%). 18.2% of primary school graduates were not willing to pay anything more compared to only 4% of participants with a vocational or university education (3%). Respondents with a vocational or university background answered almost identically in this question. When comparing accommodation classes, only 2–3*/4–5* hotel guests indicated they would not be willing to pay more for any of the measures (2%/7%).

For detailed results of socio-demographic comparison, see Appendix G.

4.4 Willingness to participate in different CSR measures

Figure 4: Respondents' willingness to participate in different CSR measures



Note. Question: 'Please indicate if you consent to the following statements: I would consider the following measures for my own vacation...'

When asked about their willingness to participate in different CSR measures (Figure 4), respondents considered taking part in separating waste and accepting energy/water-saving devices most likely: More than 90% 'strongly' or 'rather agreed' to undertake these measures during their vacation. Correspondingly, the three measures were perceived as the least impairing ones. Changing towels and bed linen less often, abstaining from flying, using public transport on-site and accepting smaller food portions followed in level of agreement. While a clear majority of respondents is willing to participate in these measures (72–90%), the share of 'rather agree' responses slowly starts to increase while 'strongly agree' diminish.

Doing voluntary work and using public transport to arrive at the destination were the only measures with a majority of responses in the participation ‘disagree’ spectre (51%/65%). While more than half of respondents ‘agreed’ that using public transport to arrive would impair their travel experience (61%), doing voluntary work scored better: while 30% ‘rather agreed’ that this was the case, only 11% ‘strongly agreed’. It can generally be observed that the share of ‘I strongly disagree to participate’ and ‘I strongly agree the measure constitutes an impairment’ responses are rather low. If participants wanted to express views in this spectre, they predominantly did so by choosing ‘rather agree’ or ‘rather disagree’.

When asked about their willingness to participate, females and males answered quite similarly: The mode was identical for eight of nine items, the median for six. Nevertheless, female participants were more willing to accept smaller food portions, use public transport to arrive at the destination or do voluntary work. Generally, females also felt at least slightly less impaired: Males’ cumulative percentages for impairment were a bit higher for eight of nine measures.

While almost no considerable differences could be found between age groups, it could still be observed that younger respondents below 35 were more open to using public transport to arrive at the destination/on-site than their older counterparts. Contrarily, a higher percentage of respondents above 36 ‘strongly agreed’ to abstain from flying.

While differences between education groups were minor as well, primary school graduates stood out a bit: For four voluntary measures they gave ‘rather’ or ‘strongly agree’ responses only. In addition, a higher percentage of primary school and university graduates were willing to use public transport to arrive/on-site compared to those with a vocational or high school education.

For detailed results of socio-demographic comparison, see *Appendix H*.

5. Analysis

5.1 What potential CSR measures consider guests to be most important?

Overall, it can be ascertained that CSR measures were well-received by respondents: Of twelve measures, six received 'very' or 'rather important' responses by more than 75% of participants and five by at least 55%. The fact that only small numbers of participants rated measures as 'not important' further underscores this assessment.

Among the different CSR dimensions, guests considered the implementation of environmental practices to be most important: The responsible management of waste, energy, and water as well as the introduction of environment-friendly green spaces received the highest number of 'very important' responses. As many other studies have obtained similar results (Deloitte, 2008; Levy & Duverger, 2010; Accor, 2016), this trend is not exactly surprising. On the one hand, it could be explained by the fact that environmental impacts are gaining in importance (Millar & Baloglu, 2008). On the other, saving energy and water or trying to minimise waste might be activities that travelers undertake at home, too, and with which they are familiar. With many accommodation businesses communicating their efforts in this domain, the measures could have become a somewhat standard practice that guests expect in accommodations (Berezan, et al., 2013). To adapt to their customers' awareness, accommodations could not only implement these practices but inform their guests about their efforts. Apart from potentially increasing guest satisfaction or attracting customers (Berezan, et al., 2013), the measures could potentially decrease costs (Haynie, 2011).

As in Levy & Duverger's study (2010), accommodations' connections to the local community followed in significance: Respondents attached importance to the regional nature and culture being presented in the accommodation, the region being part of the accommodations' offerings and the availability of regional manufacturers' products in the accommodation. While rated less high than their environmental counterparts, measures that are part of the local context are still received as 'rather important' by between a third and half of respondents. 32%, 30% and 19% declared the three measures 'very important'. Hoteliers could take advantage of this opportunity, connect to their environment, and help guests establish such connections, too (Accor, 2016).

The survey also revealed that guests are interested in accommodations' values. With 62% rating a certification/label as 'very' to 'rather important', the NPK partner business certification could be a good way to meet this request. While several studies suggest that consumers are rather sceptical of, for example, ecolabels (Laroche, et al., 2001; Furlow & Knott, 2009), the preference stated here reflects guests' desire for orientation. Nevertheless, communicating the label is also essential: 45% of respondents were not sure whether their accommodation belonged to the NPK partner network. That guests wish to be supported in behaving environmentally/socially friendly during their holiday is also in line with the findings of a nation-wide German enquiry (FUR, 2014) in which respondents cited 'receiving more information' as helpful to spend a more sustainable vacation.

Though 95% of respondents indicated to travel to NPK by car, 58% still find it 'very' or 'rather important' that mobility by public transport is secured. This is an interesting finding as it might indicate that guests are open to leave their car at home or at their accommodation to move around in a more environment-friendly way. Corresponding offers could further enable guests to do so. That an accommodation is handicapped-accessible was the only measure to receive more negative than positive responses could be explained by mere inapplicability: For some, this feature might be the decisive factor when choosing a hotel, for others not.

While in other surveys socio-demographic variables often had an impact on guest attitudes (Chia-Jung & Pei-Chun, 2014), that was not necessarily the case in this study: Though women, for example, were more likely to place importance on CSR measures, the difference was often slight and inconsistent. That participants above 55 rated the importance of CSR measures more positively compared to younger participants is in line with the findings of Permatasari & Zivanovic (2018) and Deloitte (2008) but contradicts Accor (2016) or Verma & Chandra (2016) who found that younger respondents were more in favour than older ones. While some studies found that respondents with higher education levels were more concerned about green hotel attributes (Permatasari & Zivanovic, 2018), the opposite was the case in this study: Primary school graduates answered in the 'important spectre' more often.

While an interest in CSR measures is present among all socio-demographic groups, hoteliers could still use the given findings to understand customer preferences and consider them in their communications strategy. The same goes for information: the various information behaviours – for example, older participants usually informing themselves on accommodations' homepages and younger guests turning to travel search engines – could be considered in marketing efforts.

5.2 Are guests willing to pay extra?

The CSR measures potentially causing costs for hoteliers were generally well-received by respondents, too: for five of six measures – using food from regional producers, energy from renewables, environment-friendly products, food from organic farming and calculating/offsetting CO₂ emissions – a majority of respondents at least ‘rather agreed’ accommodations should introduce them and that they were willing to pay for it. This is in line with other studies’ findings, for example, by Kang, et al. (2013) and Han & Chan (2013). As those measures that guests demanded more are also those with a higher WTP, a positive connection between the two variables appears natural. Hoteliers introducing the demanded measures could therefore hope to recoup their additional costs without alienating guests. Nevertheless, it should be noted that respondents’ determination to pay more is almost always lower than their wish to consume a certain service. This suggests that guests are not ready to pay any amount, costs and benefits should be balanced and clearly communicated.

Food from regional production was most popular with respondents. Both demand and WTP received the highest number of ‘strongly agree’ responses, so the measure could probably easily attract guests even at a higher price. This also corresponds with Lund-Durlacher, et al.’s study (2016: 11) in which 91% of respondents ‘strongly’ or ‘rather agreed’ consuming food from regional production is important to them during vacation. Interestingly, participants also demand and are willing to pay for food from organic farming, but to a lesser extent. Still, organic food is the only measure for which WTP and demand values are almost congruent. This could indicate that consumers have internalised the added value and additional costs that are associated with it.

Agreement for using energy from renewables and environment-friendly products was in the upper range as well but the gap between demand and WTP was bigger compared to other measures. This could indicate that respondents are a little hesitant when it comes to paying for them. Educational work about the advantages and costs associated could be helpful to persuade guests. That almost a majority of respondents ‘disagreed’ to demand and pay for the calculation/offsetting of CO₂ emissions could be facilitated by, for example, uncertainties regarding the concept or whether guests should be responsible to bear the costs. Again, information could be key.

That most respondents are rather not interested in an e-bike/scooter rental could relate back to the fact that 95% of respondents would arrive/arrived by car and see no need to rent additional vehicles. If more guests switch to arriving by public transport, this attitude could change.

Though several studies found consumers to be rather unwilling to pay for environment-friendly initiatives (Lee, et al., 2010; Millar & Baloglu, 2011; Baker, et al., 2014), almost all respondents of this survey were willing to pay at least some amount. Similar to Deloitte (2008), a relatively big proportion of respondents (51.8%) were in favour of paying around 6–10% more. With 18.3% willing to pay 11–15% more, hoteliers could expect additional revenues from three-quarter of respondents. Though the comparison of socio-demographic groups yielded no apparent differences, like Berezan, et al. (2013) or Deloitte (2008), this study found that younger respondents and females were slightly more positively inclined. In line with Borisenko (2018) and FUR (2014), education – and potentially the correspondingly higher income – seemed to be a somewhat influential factor, too. That a few guests from 2–5* hotels were the only ones unwilling to pay anything more could be explained by the fact that with potentially already higher room rates, guests considered these measures to be part of the service experience already. Summing up, hoteliers in NPK still have the possibility to charge higher prices for CSR measures among all socio-demographic groups as no group answered predominantly adverse.

When evaluating differences in study findings on WTP, one needs to keep in mind that many of them tested for different environment-friendly or sustainable CSR measures, were conducted in different cultural settings and sometimes years apart (Borisenko, 2018). The appropriateness of a direct comparison is therefore questionable. While this survey looked at consumer intentions, it did not test for actual purchases. With research suggesting a disparity between customers' beliefs and their actual behaviour (Joshi & Rahman, 2015), conducting further studies in this area is advisable. Also, if this survey had queried the exact percentage range WTP for each measure and not for all, even more informative results might have been produced.

5.3 Are guests willing to participate in different CSR measures?

Overall, respondents' willingness to participate in different CSR measures was high: a majority 'strongly agreed' to participate in five of nine potential measures. In particular, the results show that respondents not only want their accommodations to sustainably manage waste, water, and energy, they are very willing to become active themselves. This corresponds to what Bruns-Smith, et al. (2015) found: many guests are willing to participate in initiatives when the opportunity is being offered to them. While Baker, et al. (2014) found that many guests consider it inconvenient to be environment-friendly on holiday, a majority of respondents in this study 'strongly disagreed' that separating waste, accepting energy/water-saving devices or changing towels/bed linen less often constitute an impairment to their travel experience.

The fact that a large number of people is willing to abstain from flying for reasons of climate protection without sensing it as a big impairment could also be an advantage for NPK hoteliers: their accommodations are usually reached by car and therefore a close-to-home alternative to those who aim to reduce long-distance journeys. While using public transport on-site seems to be quite conceivable for respondents, arriving by bus/train is not. Perhaps respondents cannot imagine that rural areas like NPK are easily accessible by public transport and therefore immediately dismiss the opportunity. Hoteliers would need to find a way to offset this impression, for example, by offering information on train connections or offering transport and luggage services. The fact that respondents are basically willing to use public transport on-site constitutes a good basis.

Accepting smaller food portions to avoid food waste is something that almost three-quarters of respondents would be willing to do. This is in accordance with Lund-Durlacher, et al.'s study (2016) in which more than 90% of respondents 'rather' or 'strongly agreed' to this statement. Nevertheless, as nearly a third of respondents indicated it could constitute an impairment, it would probably be worthwhile to actively educate guests about the measure's importance and benefits, for example, through brochures or placards. The same applies to doing voluntary work: people not necessarily see it as an impairment, but many would still rather not do it. This inconsistency could be caused by uncertainty about what this voluntary work actually entails: Many respondents are interested in engaging in outdoor activities or would like to connect with the regional nature and culture – taking part in a voluntary project in NPK might indeed be of interest to them but communication could be decisive.

Summing up, the fact that respondents often chose moderate answers (*'rather agree/disagree'*) when rating impairment or unwillingness to participate could indicate that respondents' attitudes are not irrevocable and attempts to convince them might be worthwhile. Though again slight differences are observable between socio-demographic groups, none of them were considerable. As a result, all groups are receptive to participation requests.

6. Conclusion

This thesis aimed to assess the demand for and attitudes towards sustainable accommodation offers in Nature Park Kaunergrat. Based on the survey participants' disclosures, it can be concluded that attitudes towards potential CSR measures are largely positive and guests in NPK do demand hotel initiatives that address sustainable development issues. While already a quarter of respondents take environmental friendliness/sustainability into account when reserving a room, the share of guests who attach importance to CSR measures and demand their implementation is even bigger. Among the many areas affected by sustainable development, the results indicate that environmental measures are especially important to guests: Not only was demand for them highest, respondents were also most willing to participate in such measures. CSR initiatives with a positive economic and social impact on local communities followed in importance but were by no means unpopular either.

Especially interesting for hoteliers aiming to recoup the costs associated with introducing CSR measures is the finding that almost all participants are generally willing to remunerate accommodations' efforts to assume corporate responsibility. It can therefore be expected that hoteliers have good chances to charge higher prices for their offers without potentially alienating guests. Moreover, they can look forward to receiving support from their customers as the research has shown that although some CSR measures might be considered an impairment to a guest's travel experience, most participants are still very prepared to participate in sustainability efforts. Importantly, this study also examined the potential relationship between socio-demographic characteristics and guest attitudes. The present findings confirm that CSR is not an elite idea: an interest in, WTP for and readiness to participate in CSR measures is present among all socio-demographic groups.

Taken together, the results confirm that hoteliers can choose from a wide range of potential CSR measures while having access to a broad target market. To allocate resources efficiently, accommodations could use the present findings as a basis, refer back to guests' potential impairment concerns and WTP and introduce CSR measures accordingly. Moreover, both prior research (Font, 2015) and this study found indications that communicating CSR efforts clearly could have multiple benefits: through education-communication initiatives hoteliers can make customers aware of the measures, inform them on the rationale or the associated costs and thereby address barriers to customer engagement.

As the trend towards CSR is growing, the number of potential initiatives is evolving, too. Despite efforts to ensure that the study items are relevant and reflect all CSR dimensions, the list is certainly not conclusive. Future studies could address additional measures, place emphasis on socio-cultural and economic initiatives or involve guests themselves in the process of identifying CSR measures. In the interest of widespread support, a broader range of stakeholder perspectives could be investigated in the future: While employees, consumers and management have been focal points in hospitality research, studies on supplier, government or NGO perspectives have been neglected and could be expanded (Font & Lynes, 2018). Finally, a limitation of this study is the fact that respondents might be influenced by the wish to answer in a socially desirable way instead of responding with their true beliefs. Although it was attempted to counteract this possibility by ensuring respondents' strict anonymity, it cannot be completely ruled out.

Notwithstanding these limitations, this thesis has contributed to the existing literature on sustainable practices in hospitality literature as well as to a better understanding of CSR initiatives guests would be most satisfied with. The study findings can assist NPK hoteliers in the design and implementation of effective CSR programmes in the 'Network Kaunergrat' project by providing them with a list of CSR measures sorted by importance as well as detailed information on WTP and willingness to participate for individual initiatives.

7. References

- Abaeian, V., Khong, K. W. & Yeoh, K. K., 2014. An Exploration of CSR Initiatives Undertaken by Malaysian Hotels: Underlying Motivations from a Managerial Perspective. *Procedia - Social and Behavioral Sciences*, Volume 144, pp. 423-432.
- Accor, 2016. *Responsible Guests are Looking for Sustainable Hotels: Guest habits and expectations of hotels in terms of sustainable development: international report*, Issy-les-Moulineaux, France: Accor Hotels Planet 21 Research.
- Aragon-Correa, . J. A., Martin-Tapia, I. & de la Torre-Ruiz, J., 2015. Sustainability issues and hospitality and tourism firms' strategies: Analytical review and future directions. *International Journal of Contemporary Hospitality Management*, 27(3), pp. 498-522.
- Archer, B., Cooper, C. & Ruhanen, L., 2005. The Positive and Negative Impacts of Tourism. In: *Global Tourism*. Burlington, MA: Elsevier, pp. 79-102.
- Arsic, S., Stojanović, A. & Mihajlović, I. N., 2017. *The Most Important Dimensions of Corporate Social Responsibility*. [Online]
Available at:
https://www.researchgate.net/publication/325058301_THE_MOST_IMPORTANT_DIMENSIONS_OF_CORPORATE_SOCIAL_RESPONSIBILITY
[Accessed 13 February 2020].
- Baker, M. A., Davis, E. A. & Weaver, P. A., 2014. Eco-friendly Attitudes, Barriers to Participation, and Differences in Behavior at Green Hotels. *Cornell Hospitality Quarterly*, 55(1).
- Banerjee, S. B., 2007. *Corporate Social Responsibility: The Good, the Bad and the Ugly*. 1 ed. Cheltenham, UK: Edward Elgar Publishing Limited.
- Barber, N., Kuo, P. J., Bishop, M. & Goodman, R., 2012. Measuring psychographics to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), pp. 280-292.
- Berezan, O., Raab, C. & Millar, M., 2013. Sustainable Hotel Practices and Guest Satisfaction Levels. *International Journal of Hospitality & Tourism Administration*, 15(1), pp. 1-18.
- Berger, P. L. & Luckmann, T., 1966. *The Social Construction of Reality. A Treatise in the Sociology of Knowledge*. 1 ed. New York: Doubleday.
- Bodde, M. et al., 2018. Strategies for Dealing with Uncertainties in Strategic Environmental Assessment: An Analytical Framework Illustrated with Case Studies from The Netherlands. *Sustainability*, Volume 10, pp. 1-24.
- Bohdanowicz, P., 2005. European Hotelier's Environmental Attitudes: Greening the Business. *Cornell Hotel and Restaurant Administration Quarterly*, Volume 46, pp. 188-204.

- Booking.com, 2018. *Where Sustainable Travel is Headed 2018*. [Online] Available at: <https://globalnews.booking.com/where-sustainable-travel-is-headed-in-2018/> [Accessed 23 May 2020].
- Borisenko, S., 2018. *Tourists' Willingness to Pay for Green Hotel Practices*, Peniche, Portugal: Politécnico de Leira, Escola Superior de Turismo e Tecnológica do Mar.
- Bowen, H., 1953. *The Social Responsibilities of the Business Man*. New York: Harper.
- Brunk, K. H. & Bluemelhuber, C., 2011. One strike and you're out: Qualitative insights into the formation of consumers' ethical company or brand perceptions. *Journal of Business Research*, 64(2), pp. 134-141.
- Bruns-Smith, A., Choy, V., Chong, H. & Verma, R., 2015. Environmental Sustainability in the Hospitality Industry: Best Practices, Guest Participation, and Customer Satisfaction. *Cornell Hospitality Report*, 15(3), pp. 6-16.
- Calabrese, A., Costa, R. & Rosati, F., 2015. A feedback-based model for CSR assessment and materiality analysis. *Accounting Press*, pp. 312-327.
- Carroll, A. B., 1991. The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*, Issue 4, pp. 39-48 .
- Carroll, A. B., 2016. Carroll's pyramid of CSR: taking another look. *International Journal of Corporate Social Responsibility* , 1(3).
- Carroll, A. B. & Brown, J. A., 2018. Corporate Social Responsibility: A Review of Current Concepts, Research and Issues. In: J. & W. D. Weber, ed. *Corporate Social Responsibility*. UK: Emerald Publishing Co., pp. 39-69, Chapter 2.
- Carroll, A. B. & Shabana, K. M., 2010. The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews*, 12(1), pp. 85-105.
- CESD, 2005. *Consumer Demand and Operator Support for Socially and Environmentally Responsible Tourism*, Washington, DC, US: Center on Ecotourism and Sustainable Development / The International Ecotourism Society.
- Chia-Jung, C. & Pei-Chun, C., 2014. Preferences and Willingness to Pay for Green Hotel Attributes in Tourist Choice Behavior: The Case of Taiwan. *Journal of Travel & Tourism Marketing*, 31(8), p. 937-957.
- CREST, 2018. *The Case for Responsible Travel: Trends and Statistics 2018*, Washington, DC, US: Center for Responsible Travel.
- Dahlsrud, A., 2008. How Corporate Social Responsibility is Defined: an Analysis of 37 Definitions. *Corporate Social Responsibility and Environmental Management*, Issue 15, pp. 1-13.
- Davis, K., 1972. The case for and against business assumption of social responsibilities. *Academy of Management Review*, Issue 16, pp. 312-22.
- Deloitte, 2008. *The staying power of sustainability: Balancing opportunity and risk in the hospitality industry*, New York, US: Deloitte LLP.

Donaldson, T. & Preston, L. E., 1995. The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications. *The Academy of Management Review*, 20(1), pp. 65-91.

ECM, 2016. *European Cities Marketing: Corporate Social Responsibility and Tourism*.

[Online]

Available at: <https://www.europeancitiesmarketing.com/corporate-social-responsibility-and-tourism/>

[Accessed 6 May 2020].

EplerWood, 2004. *The EplerWood Report: The Green Market Gap*. [Online]

Available at: http://www.eplerwoodinternational.com/wp-content/uploads/2019/07/EplerWood_Report_Mar04.pdf

[Accessed 24 May 2020].

European Commission, 2000. *Methodological Manual on the design and implementation of surveys on inbound tourism*, Luxembourg: Office for Official Publications of the European Communities.

European Commission, 2005. *Promoting a European framework for corporate social responsibility*. [Online]

Available at: www.europa.eu.int/comm/employment_social/soc-dial/csr

[Accessed 12 February 2020].

Font, X. & Lynes, J., 2018. Corporate Social Responsibility in Tourism and Hospitality. *Journal of Sustainable Tourism*, 26(7), pp. 1027-1042.

Font, X., 2015. *International Tourism Partnership - Green Hotelier. Talking Point: How to communicate CSR persuasively*. [Online]

Available at: <http://www.greenhotelier.org/our-themes/community-communication-engagement/talking-point-how-to-communicate-csr-persuasively/>

[Accessed 10 September 2020].

Freeman, R. E., 1984. *Strategic Management: A Stakeholder Approach*. Boston, MA: Pitman.

Friedman, M., 1962. *Capitalism and Freedom*. Chicago, Illinois: University of Chicago Press.

FUR, 2014. *Abschlussbericht zu dem Forschungsvorhaben: Nachfrage für Nachhaltigen Tourismus im Rahmen der Reiseanalyse. / Translated: Final Report on the Research Project: Demand for Sustainable Tourism within the Travel Analysis*. Kiel, Germany:

Forschungsgemeinschaft Urlaub und Reisen e.V., Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit (BMUB). Translated by: Sarah Henk

Furlow, N. & Knott, C., 2009. Who's reading the label? Millennials' use of environmental product labels. *Journal of Applied Business and Economics*, 10(3), pp. 1-12.

Graci, S. & Dodds, R., 2008. Why Go Green? The Business Case for Environmental Commitment in the Canadian Hotel Industry. *Anatolia*, 19(2), pp. 251-270.

Han, H., Hsu, L. & Le, J., 2009. Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), pp. 519-28.

- Han, X. & Chan, K., 2013. Perception of green hotels among tourists in Hong Kong: An exploratory study. *Services Marketing Quarterly*, 34(4), pp. 339-352.
- Haynie, M., 2011. *Hotel Business Review: Analyzing the Cost Benefits of Green Hotels*. [Online]
Available at: https://www.hotelexecutive.com/business_review/2643/analyzing-the-cost-benefits-of-green-hotels
[Accessed 23 August 2020].
- Houdré, H., 2008. Sustainable Development in the Hotel Industry. *Cornell Hospitality Industry Perspectives*, 1(2), pp. 6-20.
- Hutter, N., 2014. *Ökologische Nachhaltigkeit in Beherbergungsbetrieben in regionalen Naturparks in der Schweiz*. / Translated: *Ecological Sustainability in the Hospitality Industry in Regional Nature Parks in Switzerland*. Lüneburg, Germany: Leuphana Universität.
Translation by: Sarah Henk.
- Inoue, Y. & Lee, S., 2011. Effects of Different Dimensions of Corporate Social Responsibility on Corporate Financial Performance in Tourism-Related Industries. *Tourism Management*, 32(4), pp. 790-804.
- Joshi, Y. & Rahman, Z., 2015. Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 1(2), pp. 128-143.
- Jucan, C. N. & Baier, D., 2012. The ICT Implication on CSR in the tourism of emerging markets. *Procedia Economics and Finance*, Volume 3, pp. 702-709.
- Kang, K. H., Stein, L., Heo, C. Y. & Lee, S., 2012. Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management*, Issue 31, pp. 564-72.
- Kasim, A., 2004. Socio-environmentally responsible hotel business: Do tourists to Penang Island, Malaysia care?. *Journal of Hospitality & Leisure Marketing*, 11(4), pp. 5-28.
- Kasim, A., 2006. The Need for Business Environmental and Social Responsibility in the Tourism Industry. *International Journal of Hospitality & Tourism Administration*, 7(1), pp. 1-22.
- Kucukusta, D., Mak, A. & Chan, X., 2013. Corporate social responsibility practices in four and five-star hotels: Perspectives from Hong Kong visitors. *International Journal of Hospitality Management*, 34(0), pp. 19-30.
- Laroche, M., Bergeron, J. & Barbaro-Forleo, G., 2001. Targeting Consumers Who Are Willing to Pay More for Environmentally Friendly Products. *Journal of Consumer Marketing*, 18(6), pp. 503-520.
- Lee, J. S., Hsu, L., Han, H. & Kim, Y., 2010. Understanding how consumers view green hotels: How a hotel's green image can include behavioral intentions. *Journal of Sustainable Tourism*, 18(7), pp. 901-914.

- Levy, S. E. & Duverger, P., 2010. Consumer Perceptions of Sustainability in the Lodging Industry: Examination of Sustainable Tourism Criteria. *International CHRIE Conference-Refereed Track*.
- Levy, S. E. & Park, S. Y., 2011. An analysis of CSR activities in the lodging industry. *Journal of Hospitality and Tourism Management*, 18(1), p. 147.
- Lund-Durlacher, D., 2015. Corporate Social Responsibility and Tourism. In: *Education for Sustainability in Tourism. A Handbook of Processes, Resources, and Strategies*. Berlin, Germany: Springer, pp. 59 -73.
- Lund-Durlacher, D., Fritz, K. & Antonschmidt, H., 2016. "Handbuch – Nachhaltige Ernährung". / Translated: *Manual: Sustainable Diet*. Berlin, Germany: Futouris e.V. [Online] Available at: https://www.wko.at/branchen/tourismus-freizeitwirtschaft/gastronomie/Futouris_Handbuch_Nachhaltige_Speisen.pdf [Accessed 22 May 2020]. Translation by: Sarah Henk.
- Mahoney, J. T., 2012. *Towards a Stakeholder Theory of Strategic Management*. Champaign, IL: University of Illinois at Urbana-Champaign.
- Millar, M. & Baloglu, S., 2008. Hotel Guests' Preferences for Green Hotel Attributes. *Hospitality Management*, Issue 5.
- Mörzl, W., 2014. *Diplomarbeit: Rolle der Corporate Social Responsibility in der Grazer Stadthotellerie*. / Translated: *Thesis: The Role of Corporate Social Responsibility in Graz's City Hotel Industry*. Graz, Austria: Technische Universität Graz, Institut für Unternehmensführung und Organisation. / Translated by: Sarah Henk.
- Naturpark Kaunergrat, 2017. *Ziele und Aufgaben*. / Translated: *Aims and Role*. [Online] Available at: <https://www.kaunergrat.at/de/naturpark/ziele-aufgaben/> [Accessed 14 February 2020]. Translation by: Sarah Henk.
- Naturpark Kaunergrat, 2019. *Projekt Netzwerk Kaunergrat*. / Translated: *Project Network Kaunergrat* [Online] Available at: <https://www.kaunergrat.at/de/naturpark/projekte/projekt-detailseite/news/detail/332/> [Accessed 14 February 2020]. Translation by: Sarah Henk.
- O'Neill, S., 2014. *Deloitte: Sustainability a Key Driver for Hospitality in 2015*. [Online] Available at: <https://www.greenhotelier.org/our-news/industry-news/deloitte-sustainability-a-key-driver-for-hospitality-in-2015/> [Accessed 13 February 2020].
- Park, S.-Y. & Levy, S. E., 2014. Corporate Social Responsibility: Perspectives of Hotel Frontline Employees. *International Journal of Contemporary Hospitality Management*, 26(3), pp. 332-348.
- Permatasari, N. & Zivanovic, M. L., 2018. Generation Y's Behaviour Towards Hotel's Sustainable Practices: A Study in Jakarta, Indonesia. In: *Traditions and Innovations in Contemporary Tourism*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing, pp. 130-145.

- Pulido-Fernández, J. I. & López-Sánchez, Y., 2016. Are Tourists Really Willing to Pay More for Sustainable Destinations?. *Sustainability*, 8(12), p. 1240.
- Robinot, E. & Giannelloni, J.-L., 2010. Do hotels' "green" attributes contribute to customer satisfaction?. *Journal of Services Marketing*, 24(2), pp. 157-169.
- Sternberg, E., 2000. *Just business: Business ethics in action*. 2 ed. Oxford, UK: Oxford University Press.
- Stiglbauer, M., 2011. Strategic stakeholder management by corporate social responsibility: Some conceptual thoughts. *Risk Governance and Control: Financial Markets & Institutions*, 1(2), pp. 45-55.
- Swarbrooke, J., 2005. *Sustainable Tourism Management*. Wallingford: CABI Publishing.
- Sydnor, S., Day, J. & Adler, H., 2014. Creating Competitive Advantage and Building Capital through Corporate Social Responsibility: An Exploratory Study of Hospitality Industry Practices. *Management and Organizational Studies*, 1(1), p. 52.
- Tyrol Info, 2020. *Coronavirus in Tirol: the most important questions and answers*. [Online] Available at: <https://www.tyrol.com/information-coronavirus> [Accessed 16 March 2020].
- Tyrolean Government, 2019. *Tourism in Tyrol: Statistics. Time Series of Tourist Arrivals and Overnight Stays 2000-2019*. [Online] Available at: <https://www.tirol.gv.at/statistik-budget/statistik/tourismus/> [Accessed 18 February 2020].
- UNWTO, 2001. *Ethics, Culture and Social Responsibility: Global Code of Ethics for Tourism*. [Online] Available at: <https://www.unwto.org/global-code-of-ethics-for-tourism> [Accessed 9 May 2020].
- UNWTO, 2002. *Guide for local authorities on developing sustainable tourism*, Madrid, Spain: United Nations World Tourism Organisation.
- UNWTO, 2010. *Tourism and the Millennium Development Goals*, Madrid, Spain: United Nations World Tourism Organization.
- UNWTO, 2017. *UNWTO Tourism Highlights: 2017 Edition*, Madrid, Spain: United Nations World Tourism Organization.
- Van Marrewijk, M., 2003. Concepts and definitions of CSR and corporate sustainability: between agency and communion. *Journal of Business Ethics*, Volume 44, p. 95–105.
- Verma, V. K. & Chandra, B., 2016. Hotel Guest's Perception and Choice Dynamics for Green Hotel Attribute: A Mixed Method Approach. *Indian Journal of Science and Technology*, 9(5), pp. 1-9.
- VNÖ, 2020. *Verband der Naturparke Österreichs: 4 Säulen-Modell*. / Translated: Association of Austrian Nature Parks: The Four-Pillar Model. [Online] Available at: <https://www.naturparke.at/vnoe/ueber-naturparke/4-saeulen/> [Accessed 14 February 2020]. Translation by: Sarah Henk.

World Business Council, 2005. *Corporate Social Responsibility*. [Online]
Available at: www.partnership.gov.au/csr/corporate.shtml
[Accessed 12 February 2020].

WTTC, 2018. *Travel and Tourism Economic Impact: World*, London, UK: World Travel and Tourism Council.

WTTC, Earth Council & UNWTO, 1997. *Agenda 21 for the travel & tourism industry: towards environmentally sustainable development*, Madrid, Spain: United Nations World Tourism Organization.

Zhang, J. J., Joglekar, N. & Verma, R., 2012. Pushing the frontier of sustainable service operations management: Evidence from US hospitality industry. *Journal of Service Industry*, Issue 23, p. 377–399.

Zientara , P. & Bohdanowicz , P., 2009. Hotel companies' contribution to improving the quality of life of local communities and the well-being of their employees. *Tourism and Hospitality Research*, 9(2), pp. 147-158.

8. Appendix

List of Appendices

Appendix A: List of acronyms	39
Appendix B: Survey questionnaire	40
Appendix C: Public outreach work	45
Appendix D: Respondent demographics.....	46
Appendix E: Statistical results – Respondent travel behaviour	47
Appendix F: Statistical results - Attitude towards different CSR measures: Socio-demographic comparison.....	54
Appendix G: Statistical results - Willingness to pay: Socio-demographic comparison	63
Appendix H: Statistical results – Willingness to participate in different CSR measures: Socio-demographic comparison.....	64

Appendix A: List of acronyms

CSR	Corporate Social Responsibility
GDP	Gross Domestic Product
WTTC	World Travel and Tourism Council
CREST	Center for Responsible Travel
UNWTO	United Nations World Tourism Organization
VNÖ	Verband der Naturparke Österreichs / Association of Austrian Nature Parks
NPK	Nature Park Kaunergrat
RQ	Research Question
ECM	European Cities Marketing
NGOs	Non-governmental Organisations
FUR	Forschungsgemeinschaft Urlaub und Reisen / German Research Association for Vacation and Travel
CESD	Center on Ecotourism and Sustainable Development
WTP	Willingness to pay
SPSS	Statistical Package for Social Sciences

Appendix B: Survey questionnaire

Visitor Questionnaire 2020



SOAS
University of London

Dear holiday guests!

Welcome to Nature Park Kaunergrat. We are delighted to see that you have chosen the region as your holiday destination. For many years, the nature park has collaborated with accommodation businesses in the region to promote an environmentally friendly tourism that brings together active nature conservation and a sustainable regional development. To successfully advance the park's offers, your opinion is very important to us! As part of my master thesis and in co-operation with the nature park, I am therefore conducting a visitor survey and would be more than grateful if you could take 5 to 10 minutes of your time to answer our questions.

Thank you very much in advance & kind regards
Sarah Henk

Your holiday in the region

1. In what town are you staying?

- Fließ Kauns Faggen
- Kaunerberg Kaunertal
- Arzl im Pitztal Wenns
- Jerzens St. Leonhard im Pitztal
- Prefer not to say
- Other:

2. Who are you travelling with?

- (multiple answers possible)
- Alone Partner Kids
 - Friends/Colleagues
 - Organised tour group
 - Prefer not to say
 - Other:

3. How many days are you staying in the region?

..... day(s)

4. How many times have you stayed in the region (incl. this time)?

..... time(s)

5. In what kind of accommodation are you staying?

- 4-5*-Hotel 2-3*-Hotel
- Hostel Guest house
- Holiday apartment/house Camp-site
- Farmstead
- Prefer not to say
- Other:

7. How did you travel here? (multiple answers possible)

- Car
- Bus
- Train
- Airplane
- Prefer not to say
- Other:

6. Is your accommodation a partner of Nature Park Kaunergrat?

- yes no I don't know

Your travel decision

8. Why did you choose the region as your travel destination? (multiple answers possible)

- Landscape/nature
- Culture/education
- Relaxation opportunities
- Attractions
- Health/wellness
- Environmental friendliness/sustainability
- Activities (hiking, skiing...)
- Family friendliness
- Fun/Party offers
- Recommendation by friends/family
- Prefer not to say
- Other:

9. What role did Nature Park Kaunergrat play in your decision to visit the region?

- The nature park was the main reason
- The nature park was one of several reasons
- The nature park had no influence on my decision
- Prefer not to say

10. How did you inform yourself about the region? (multiple answers possible)

- Family/friends
- Print media
- Travel agency
- Nature Park Kaunergrat website
- Tourism board website
- other websites
- Social media (e.g. Facebook, Instagram)
- Prefer not to say
- Other:

Your choice of accommodation

11. How did you inform yourself about accommodations in the region? (multiple answers possible)

- Family/friends
- Print media
- Direct contact with accommodation (online/by phone)
- Travel search engine (e.g. Booking.com)
- Hotel rating platform (e.g. Tripadvisor)
- Tourism board website
- Social media (e.g. Facebook, Instagram)
- Nature Park Kaunergrat website
- other websites
- Travel agency
- Prefer not to say

12. Why did you choose your accommodation? (multiple answers possible)

- Good value for money
- Location
- Accessibility
- Environmental friendliness/sustainability
- Culinary offer
- Amenities (e.g. spa area)
- Prefer not to say

13. Ever more often, there is talk about so-called "sustainable tourism" – but what does that term actually mean?

„A sustainable vacation should be as environmentally friendly and resource-saving as possible. Moreover, it should be socially acceptable, thus respect the socio-cultural authenticity of host communities and guarantee fair working conditions" (Forschungsgemeinschaft Urlaub und Reisen)

An increasing number of accommodations aim to act in accordance with this principle as well. On a scale from „very important" to „not important", please indicate how relevant it is for you that your holiday accommodation implements the following measures:

	very important	rather important	rather unimportant	not important
Waste is avoided, reduced, recycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water consumption is reduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy consumption is minimised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green spaces are arranged to be environmentally friendly (e.g. regional plants, biological diversity for insects)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation is handicapped accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobility by public transport is secured (arrival and departure as well as on-site)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The regional nature and culture are presented and a central topic in the accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation is certified and has a label (for environmental and social responsibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation expresses its values and makes them transparent (e.g. regarding environmental and social responsibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accommodation offers support on how guests can behave environmentally and socially friendly during their holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Some sustainability measures can cause an increase in costs for an accommodation. On a scale from "strongly agree" to "strongly disagree", please indicate if you consent to the following statements:

I wish that my accommodation would...

	strongly agree	rather agree	rather disagree	strongly disagree
a) use food from regional producers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) use food from organic farming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) use energy from renewable sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) calculate its CO ₂ emissions and offset them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) use environment-friendly products (e.g. cleaning agents, toiletries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) offer an e-bike/scooter rental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... for this, I would be willing to pay some more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Imagine your accommodation would put the wishes you mentioned above into practice. How much more would you be willing to pay extra for this in total? Please tick the appropriate box.

up to 5%
 6 to 10%
 11 to 15%
 more than 15%
 nothing

Your personal attitude

16. Also as a guest, there are different opportunities to design a vacation in a more sustainable way. On a scale from "strongly agree" to "strongly disagree", please indicate if you consent to the following statements:

I would consider the following measures for my own vacation...

	strongly agree	rather agree	rather disagree	strongly disagree
a) use public transport to arrive at the destination (e.g. bus, train)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) use public transport on-site (e.g. bus, train)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) abstain from flying for reasons of climate protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following measures would be an option for me during my holidays...

	strongly agree	rather agree	rather disagree	strongly disagree
e) separate waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) accept water-saving devices in my room (e.g. water-saving shower heads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) accept energy-saving devices in my room (e.g. energy-saving light bulbs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h) accept smaller food portions to avoid food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i) change towels and bed linen in my room less often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this would impair my travel experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your last holidays

17. In the last 3 years, which of the following activities have you practiced repeatedly during your vacation? (multiple answers possible)
- Hiking tours
 - Swimming in a pool
 - Swimming in a lake or the sea
 - Bicycling
 - Use healthcare/spa facilities
 - Easy sports activities
 - Visit natural attractions
 - Take a trip in the surrounding area
 - Rest and sleep a lot
 - Visit cultural/historic sites/museums
 - Taste traditional local food
 - Play with the children
 - Visit amusement/theme parks
 - Prefer not to say

18. How many of the following trips have you taken during the last 12 months (incl. this one)?
- Trip of 2 – 4 days time(s)
 - Trip of 5 – 14 days time(s)
 - Trip of more than 14 days time(s)
 - Prefer not to say

A few last questions about yourself

19. What is your gender?
- Female
 - Male
 - Other
 - Prefer not to say
20. In what country do you live (primary residence)?
- Prefer not to say
21. How old are you? year(s)
- Prefer not to say
22. What is your highest level of education?
- Primary School
 - High School/Secondary School
 - Vocational qualification/Apprenticeship
 - University/Polytechnic studies
 - Prefer not to say
 - Other:
23. To which of the following professional groups do you belong (most closely)?
- Pupil, apprentice, student
 - Worker
 - Employee, civil servant
 - Self-employed
 - Not employed
 - Retired
 - Prefer not to say

Do you have questions?

Please contact

Nature Park Kaunergrat
Gachenblick 100,
6521 Fließ, Austria
Tel. +43 5449 6304
naturpark@kaunergrat.at

Sarah Henk
henksarah@gmail.com



VISITOR SURVEY & COMPETITION

*Take part now and win a delightful
Nature Park Kaunergrat gift package!*

To participate detach this note and hand it in with your completed questionnaire at the reception

Your e-mail address:



or access the survey online:
www.umfrageonline.com/s/kaunergrat-partner

Visitor Survey: Informed Consent

By surveying holiday guests in Nature Park Kaunergrat about their attitudes and travel behaviour, this survey aims to contribute to the successful advancement of the offers of the nature park and his network of partner businesses. The findings will also be used to form part of Sarah Henk's dissertation.

Please note your participation is voluntary and you will not receive any type of payment for participating in this study. You may decide to leave the study at any time, and you may also refuse to answer specific questions you are uncomfortable with. No details specific to you can be deduced from the information you provide in the questionnaire. In any publication based on the findings of this study, the data presented will contain no identifying information that could associate it with you. Due to the anonymous form of the survey, permission for your questionnaire to be used cannot be withdrawn as no participant related deletion of data could be performed. There are no foreseeable risks from participating in this study. By submitting the questionnaire, you confirm that you have freely agreed to participate in the research project, have been briefed on what it involves and agree to the use of the findings as described above.

Competition: Conditions of Participation

The competition is linked to the survey, i.e. all persons who have submitted a completed questionnaire (in print or online) can participate in the competition. The Nature Park Kaunergrat (Pitztal-Fließ-Kaunertal) is the organiser of the competition. A gift basket with nature park products is offered as a prize. A cash payment, payment in other tangible assets or an exchange of the prize is not possible. Every person can only participate once in the competition.

The deadline for entering the competition is 15.07.2020 and this is when the competition ends. To participate only your e-mail address is needed as information. The e-mail address is solely used to inform the winner and will be erased immediately after the end of the competition.

Appendix C: Public outreach work



VISITOR SURVEY

*Take part now & get the chance to win 
a delightful Nature Park Kaunergrat gift package!*



Dear guests!

For many years, the nature park has collaborated with accommodation businesses in the region to promote an environmentally friendly tourism that brings together active nature conservation and a sustainable regional development.

For the successful advancement of our offers, **your opinion** is very important to us! 

We would therefore be very grateful if you could take a few minutes to answer our questions and help us and our partner businesses to make your holiday the perfect vacation.



To thank you for your time, every survey participant has the chance to win a Nature Park gift package with certified nature park products!

Access the online survey here:

www.umfrageonline.com/s/kaunergrat-partner

... or get your print version of the survey at the reception!



SCAN ME!

Appendix D: Respondent demographics

Demographics	Frequency (N)	Percentage (%)
Age		
≤ 25 years	16	7.1
26–35 years old	37	16.5
36–45 years old	49	21.9
46–55 years old	58	25.9
56–65 years old	45	20.1
> 65 years	19	8.5
Gender		
Male	97	43.3
Female	124	55.4
Prefer not to say	3	1.3
Education		
Primary School	11	4.9
High School	34	15.2
Vocational Qualification	80	35.7
University	89	39.7
Prefer not to say	10	4.5
Residence		
Germany	183	80.7
Austria	22	9.8
The Netherlands	6	2.7
Belgium	6	2.7
Switzerland	5	2.2
Other	2	0.9

Appendix E: Statistical results – Respondent travel behaviour

E-1. How many of the following trips have you taken during the last 12 months (incl. this one)?

Trip of 2-4 days					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	53	24,3	24,3	24,3
	1	45	20,6	20,6	45,0
	2	42	19,3	19,3	64,2
	3	41	18,8	18,8	83,0
	4	16	7,3	7,3	90,4
	5	14	6,4	6,4	96,8
	6	3	1,4	1,4	98,2
	8	1	,5	,5	98,6
	9	1	,5	,5	99,1
	10	2	,9	,9	100,0
Total		218	100,0	100,0	

Trip of 5-14 days					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	22	10,1	10,1	10,1
	1	82	37,6	37,6	47,7
	2	75	34,4	34,4	82,1
	3	25	11,5	11,5	93,6
	4	4	1,8	1,8	95,4
	5	2	,9	,9	96,3
	6	3	1,4	1,4	97,7
	7	1	,5	,5	98,2
	10	2	,9	,9	99,1
	14	1	,5	,5	99,5
	21	1	,5	,5	100,0
Total		218	100,0	100,0	

E-2. In the last 3 years, which of the following activities have you practiced repeatedly during your vacation? [Multiple answers possible]

Hiking tours					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	214	95,5	100,0	100,0
Missing	System	10	4,5		
Total		224	100,0		

Easy sports activities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	108	48,2	100,0	100,0
Missing	System	116	51,8		
Total		224	100,0		

Swimming in a pool					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	91	40,6	100,0	100,0
Missing	System	133	59,4		
Total		224	100,0		

Visit natural attractions					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	155	69,2	100,0	100,0
Missing	System	69	30,8		
Total		224	100,0		

Swimming in a lake or the sea					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	110	49,1	100,0	100,0
Missing	System	114	50,9		
Total		224	100,0		

Take a trip in the surrounding area					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	187	83,5	100,0	100,0
Missing	System	37	16,5		
Total		224	100,0		

Bicycling					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	83	37,1	100,0	100,0
Missing	System	141	62,9		
Total		224	100,0		

Rest and sleep a lot					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	33,5	100,0	100,0
Missing	System	149	66,5		
Total		224	100,0		

Use healthcare/spa facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	8,9	100,0	100,0
Missing	System	204	91,1		
Total		224	100,0		

Visit cultural/historic sites/museums					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	74	33,0	100,0	100,0
Missing	System	150	67,0		
Total		224	100,0		

Taste traditional local food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	158	70,5	100,0	100,0
Missing	System	66	29,5		
Total		224	100,0		

Visit amusement/theme parks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	13,4	100,0	100,0
Missing	System	194	86,6		
Total		224	100,0		

Play with the children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	48	21,4	100,0	100,0
Missing	System	176	78,6		
Total		224	100,0		

E-3. Have you already spent a holiday in Nature Park Kaunergrat (Pitztal Valley – Kaunertal Valley – Fliess) in the past?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	189	84,4	84,4	84,4
	no	35	15,6	15,6	100,0
Total		224	100,0	100,0	

E-4. In what town did you stay during your holiday? [Manually categorised to Pitztal – Kaunertal – Fliess]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fließ	50	26,5	26,5	26,5
	Kaunertal	100	52,9	52,9	79,4
	Pitztal	38	20,1	20,1	99,5
	Prefer not to say	1	,5	,5	100,0
Total		189	100,0	100,0	

E-5. Why did you choose the region as your travel destination? / Why would you like to spend your holiday in Nature Park Kaunergrat? [Multiple answers possible]

Landscape/Nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	208	92,9	100,0	100,0
Missing	System	16	7,1		
Total		224	100,0		

Environmental Friendliness/Sustainability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	82	36,6	100,0	100,0
Missing	System	142	63,4		
Total		224	100,0		

Culture/Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	3,1	100,0	100,0
Missing	System	217	96,9		
Total		224	100,0		

Activities (Hiking, Skiing, ...)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	130	58,0	100,0	100,0
Missing	System	94	42,0		
Total		224	100,0		

Relaxation Opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	140	62,5	100,0	100,0
Missing	System	84	37,5		
Total		224	100,0		

Family-friendliness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	34,4	100,0	100,0
Missing	System	147	65,6		
Total		224	100,0		

Attractions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	31	13,8	100,0	100,0
Missing System	193	86,2		
Total	224	100,0		

Fun/Party Offers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	,9	100,0	100,0
Missing System	222	99,1		
Total	224	100,0		

Health/Wellness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	44	19,6	100,0	100,0
Missing System	180	80,4		
Total	224	100,0		

Recommendations by Friends/Family

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	40	17,9	100,0	100,0
Missing System	184	82,1		
Total	224	100,0		

Prefer not to say

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	,9	100,0	100,0
Missing System	222	99,1		
Total	224	100,0		

E-6. What role did Nature Park Kaunergrat play in your decision to visit the region?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35	15,6	15,6	15,6
Prefer not to say	5	2,2	2,2	17,9
The nature park had no influence on my decision	78	34,8	34,8	52,7
The nature park was one of several reasons	81	36,2	36,2	88,8
The nature park was the main reason	25	11,2	11,2	100,0
Total	224	100,0	100,0	

E-7. Was your accommodation a partner of Nature Park Kaunergrat?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35	15,6	15,6	15,6
I don't know	85	37,9	37,9	53,6
No	15	6,7	6,7	60,3
Yes	89	39,7	39,7	100,0
Total	224	100,0	100,0	

E-8. Who did you travel with? / Who would probably travel with you to Nature Park Kaunergrat? [Multiple answers possible]

		Who did/would travel with you to Nature Park Kaunergrat?						
		Alone	Partner	Friends/Colleagues	Organised tour group	Family (Partner+Kids)	Prefer not to say	
N	Valid	0	20	90	61	3	95	1
	Missing	224	204	134	163	221	129	223
	Mode	1	1	1	1	1	1	1
	Range	0	0	0	0	0	0	0
	Minimum	1	1	1	1	1	1	1
	Maximum	1	1	1	1	1	1	1

E-9. How did you travel to Nature Park Kaunergrat? / How would you probably travel to Nature Park Kaunergrat? [Multiple answers possible]

Car

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	213	95,1	100,0	100,0
Missing	System	11	4,9		
Total		224	100,0		

Airplane

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,4	100,0	100,0
Missing	System	223	99,6		
Total		224	100,0		

Bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	4,9	100,0	100,0
Missing	System	213	95,1		
Total		224	100,0		

Prefer not to say

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,4	100,0	100,0
Missing	System	223	99,6		
Total		224	100,0		

Train

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	9,4	100,0	100,0
Missing	System	203	90,6		
Total		224	100,0		

E-10. In what kind of accommodation did you stay? / In what kind of accommodation would you probably stay? [Multiple answers possible]

4-5* Hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	55	24,6	100,0	100,0
Missing	System	169	75,4		
Total		224	100,0		

Camp-site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2,2	100,0	100,0
Missing	System	219	97,8		
Total		224	100,0		

2-3* Hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	71	31,7	100,0	100,0
Missing	System	153	68,3		
Total		224	100,0		

Farmstead

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	10,7	100,0	100,0
Missing	System	200	89,3		
Total		224	100,0		

Hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	,9	100,0	100,0
Missing	System	222	99,1		
Total		224	100,0		

Prefer not to say

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1,8	100,0	100,0
Missing	System	220	98,2		
Total		224	100,0		

Guest House

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	18,8	100,0	100,0
Missing	System	182	81,3		
Total		224	100,0		

Holiday apartment/house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	66	29,5	100,0	100,0
Missing	System	158	70,5		
Total		224	100,0		

E-11. How did you inform yourself about the region? / How do you usually inform yourself about travel destinations? [Multiple answers possible]

Statistics

		Travel destination: How did/do you inform yourself?	Family/friends	Print media	Travel agency	Nature Park website	Tourism board website	other websites	Social media	Prefer not to say
N	Valid	0	104	29	16	73	70	73	60	9
	Missing	224	120	195	208	151	154	151	164	215
Mode			1	1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1	1

E-11.1 Respondents up to 35 years old

Statistics

		Travel destination: How did/do you inform yourself?	Family/friends	Print media	Travel agency	Nature Park website	Tourism board website	other websites	Social media (e.g. Facebook, Instagram)	Prefer not to say
N	Valid	0	29	7	2	13	10	21	21	2
	Missing	53	24	46	51	40	43	32	32	51
Mode			1	1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1	1

E-11.2 Respondents between 36 and 55 years old

Statistics

		Travel destination: How did/do you inform yourself?	Family/friends	Print media	Travel agency	Nature Park website	Tourism board website	other websites	Social media (e.g. Facebook, Instagram)	Prefer not to say
N	Valid	0	45	12	7	42	42	34	30	5
	Missing	107	62	95	100	65	65	73	77	102
Mode			1	1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1	1

E-11.3 Respondents older than 55 years

Statistics

		Travel destination: How did/do you inform yourself?	Family/friends	Print media	Travel agency	Nature Park website	Tourism board website	other websites	Social media (e.g. Facebook, Instagram)	Prefer not to say
N	Valid	0	30	10	7	18	18	18	9	2
	Missing	64	34	54	57	46	46	46	55	62
Mode			1	1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1	1

E-12. Why did you choose your accommodation? / What is most important to you when choosing an accommodation for your holiday? [Multiple answers possible]

Statistics

		Accommodation: Why did/do you choose it?	Good value for money	Location	Accessibility	Environmental friendliness/sustainability	Culinary offer	Amenities (e.g. spa)	Prefer not to say
N	Valid	0	175	154	40	59	49	63	11
	Missing	224	49	70	184	165	175	161	213
Mode			1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1

E-12.1 Respondents up to 35 years old

Statistics

		Accommodation: Why did/do you choose it?	Good value for money	Location	Accessibility	Environmental friendliness/sustainability	Culinary offer	Amenities (e.g. spa)	Prefer not to say
N	Valid	0	40	34	9	11	7	13	5
	Missing	53	13	19	44	42	46	40	48
Mode			1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1

E-12.2 Respondents between 36 and 55 years old

Statistics

		Accommodation: Why did/do you choose it?	Good value for money	Location	Accessibility	Environmental friendliness/sustainability	Culinary offer	Amenities (e.g. spa)	Prefer not to say
N	Valid	0	82	78	15	18	18	30	5
	Missing	107	25	29	92	89	89	77	102
Mode			1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1

E-12.3 Respondents older than 55 years

Statistics

		Accommodation: Why did/do you choose it?	Good value for money	Location	Accessibility	Environmental friendliness/sustainability	Culinary offer	Amenities (e.g. spa)	Prefer not to say
N	Valid	0	53	42	16	30	24	20	1
	Missing	64	11	22	48	34	40	44	63
Mode			1	1	1	1	1	1	1
Range			0	0	0	0	0	0	0
Minimum			1	1	1	1	1	1	1
Maximum			1	1	1	1	1	1	1

E-13. How did you inform yourself about accommodations in the region? / How do you usually inform yourself about potential accommodations? [Multiple answers possible]

		Statistics											
Accommodation: How did/do you inform yourself?		Family/friends	Print media	Direct contact with accommodation (online/by phone)	Travel search engine (e.g. Booking.com)	Hotel rating platform (e.g. Tripadvisor)	Tourism board website	Social media (e.g. Facebook, Instagram)	Nature Park website	other websites	Travel agency	Prefer not to say	
N	Valid	0	76	20	84	65	34	36	25	13	33	20	7
	Missing	224	148	204	140	159	190	188	199	211	191	204	217
	Mode		1	1	1	1	1	1	1	1	1	1	1
	Range		0	0	0	0	0	0	0	0	0	0	0
	Minimum		1	1	1	1	1	1	1	1	1	1	1
	Maximum		1	1	1	1	1	1	1	1	1	1	1

E-13.1 Respondents up to 35 years old

		Statistics											
Accommodation: How did/do you inform yourself?		Family/friends	Print media	Direct contact with accommodation (online/by phone)	Travel search engine (e.g. Booking.com)	Hotel rating platform (e.g. Tripadvisor)	Tourism board website	Social media (e.g. Facebook, Instagram)	Nature Park website	other websites	Travel agency	Prefer not to say	
N	Valid	0	19	6	12	22	10	3	11	1	8	4	4
	Missing	53	34	47	41	31	43	50	42	52	45	49	49
	Mode		1	1	1	1	1	1	1	1	1	1	1
	Range		0	0	0	0	0	0	0	0	0	0	0
	Minimum		1	1	1	1	1	1	1	1	1	1	1
	Maximum		1	1	1	1	1	1	1	1	1	1	1

E-13.2 Respondents between 36 and 55 years old

		Statistics											
Accommodation: How did/do you inform yourself?		Family/friends	Print media	Direct contact with accommodation (online/by phone)	Travel search engine (e.g. Booking.com)	Hotel rating platform (e.g. Tripadvisor)	Tourism board website	Social media (e.g. Facebook, Instagram)	Nature Park website	other websites	Travel agency	Prefer not to say	
N	Valid	0	32	7	47	27	12	24	10	6	10	9	3
	Missing	107	75	100	60	80	95	83	97	101	97	98	104
	Mode		1	1	1	1	1	1	1	1	1	1	1
	Range		0	0	0	0	0	0	0	0	0	0	0
	Minimum		1	1	1	1	1	1	1	1	1	1	1
	Maximum		1	1	1	1	1	1	1	1	1	1	1

E-13.3 Respondents older than 55 years

		Statistics											
Accommodation: How did/do you inform yourself?		Family/friends	Print media	Direct contact with accommodation (online/by phone)	Travel search engine (e.g. Booking.com)	Hotel rating platform (e.g. Tripadvisor)	Tourism board website	Social media (e.g. Facebook, Instagram)	Nature Park website	other websites	Travel agency	Prefer not to say	
N	Valid	0	25	7	25	16	12	9	4	6	15	7	0
	Missing	64	39	57	39	48	52	55	60	58	49	57	64
	Mode		1	1	1	1	1	1	1	1	1	1	1
	Range		0	0	0	0	0	0	0	0	0	0	0
	Minimum		1	1	1	1	1	1	1	1	1	1	1
	Maximum		1	1	1	1	1	1	1	1	1	1	1

Appendix F: Statistical results - Attitude towards different CSR measures: Socio-demographic comparison

F-1. On a scale from 1 (very important), 2 (rather important), 3 (rather unimportant) to 4 (not important), please indicate how relevant it is for you that your holiday accommodation implements the following measures.

F-1.1 Gender

F-1.1.1 Female respondents

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	124	124	124	124	124	124	124	124	124	124	124	124
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1,47	1,72	1,69	1,35	2,55	2,27	1,98	2,24	1,78	2,27	1,95	2,08
Median		1,00	2,00	2,00	1,00	3,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00
Mode		1	2	2	1	3	2	2	2	2	2	2	2
Range		2	2	2	2	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1
Maximum		3	3	3	3	4	4	4	4	4	4	4	4

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	74	59,7	59,7	59,7
	Rather important	42	33,9	33,9	93,5
	Rather unimportant	8	6,5	6,5	100,0
	Total	124	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	51	41,1	41,1	41,1
	Rather important	60	48,4	48,4	89,5
	Rather unimportant	13	10,5	10,5	100,0
	Total	124	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	50	40,3	40,3	40,3
	Rather important	59	47,6	47,6	87,9
	Rather unimportant	15	12,1	12,1	100,0
	Total	124	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	86	69,4	69,4	69,4
	Rather important	32	25,8	25,8	95,2
	Rather unimportant	6	4,8	4,8	100,0
	Total	124	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	15	12,1	12,1	12,1
	Rather important	44	35,5	35,5	47,6
	Rather unimportant	47	37,9	37,9	85,5
	Not important	18	14,5	14,5	100,0
	Total	124	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	43	34,7	34,7	34,7
	Rather important	45	36,3	36,3	71,0
	Rather unimportant	32	25,8	25,8	96,8
	Not important	4	3,2	3,2	100,0
	Total	124	100,0	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	27	21,8	21,8	21,8
	Rather important	48	38,7	38,7	60,5
	Rather unimportant	38	30,6	30,6	91,1
	Not important	11	8,9	8,9	100,0
	Total	124	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	28	22,6	22,6	22,6
	Rather important	48	38,7	38,7	61,3
	Rather unimportant	38	30,6	30,6	91,9
	Not important	10	8,1	8,1	100,0
	Total	124	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	49	39,5	39,5	39,5
	Rather important	54	43,5	43,5	83,1
	Rather unimportant	20	16,1	16,1	99,2
	Not important	1	,8	,8	100,0
	Total	124	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	16,9	16,9	16,9
	Rather important	54	43,5	43,5	60,5
	Rather unimportant	44	35,5	35,5	96,0
	Not important	5	4,0	4,0	100,0
	Total	124	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	36	29,0	29,0	29,0
	Rather important	59	47,6	47,6	76,6
	Rather unimportant	28	22,6	22,6	99,2
	Not important	1	,8	,8	100,0
Total		124	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	37	29,8	29,8	29,8
	Rather important	49	39,5	39,5	69,4
	Rather unimportant	29	23,4	23,4	92,7
	Not important	9	7,3	7,3	100,0
Total		124	100,0	100,0	

F-1.1.2 Male respondents

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	97	97	97	97	97	97	96	97	97	97	97	97
	Missing	0	0	0	0	0	0	1	0	0	0	0	0
Mean		1,44	1,74	1,66	1,47	2,68	2,33	2,11	2,39	1,95	2,28	2,03	2,01
Median		1,00	2,00	2,00	1,00	3,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00
Mode		1	2	2	1	3	3	2	2 ^a	2	2	2	2
Range		2	3	2	3	3	3	3	3	2	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1
Maximum		3	4	3	4	4	4	4	4	3	4	4	4

a. Multiple modes exist. The smallest value is shown.

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	57	58,8	58,8	58,8
	Rather important	37	38,1	38,1	96,9
	Rather unimportant	3	3,1	3,1	100,0
	Total	97	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	42	43,3	43,3	43,3
	Rather important	46	47,4	47,4	90,7
	Rather unimportant	9	9,3	9,3	100,0
	Total	97	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	38	39,2	39,2	39,2
	Rather important	47	48,5	48,5	87,6
	Rather unimportant	11	11,3	11,3	99,0
	Not important	1	1,0	1,0	100,0
Total		97	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	61	62,9	62,9	62,9
	Rather important	28	28,9	28,9	91,8
	Rather unimportant	6	6,2	6,2	97,9
	Not important	2	2,1	2,1	100,0
Total		97	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	14	14,4	14,4	14,4
	Rather important	21	21,6	21,6	36,1
	Rather unimportant	44	45,4	45,4	81,4
	Not important	18	18,6	18,6	100,0
Total		97	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	22	22,7	22,9	22,9
	Rather important	45	46,4	46,9	69,8
	Rather unimportant	25	25,8	26,0	95,8
	Not important	4	4,1	4,2	100,0
Total		96	99,0	100,0	
Missing	System	1	1,0		
Total		97	100,0		

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	23,7	23,7	23,7
	Rather important	30	30,9	30,9	54,6
	Rather unimportant	33	34,0	34,0	88,7
	Not important	11	11,3	11,3	100,0
Total		97	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	15	15,5	15,5	15,5
	Rather important	37	38,1	38,1	53,6
	Rather unimportant	37	38,1	38,1	91,8
	Not important	8	8,2	8,2	100,0
Total		97	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	23,7	23,7	23,7
	Rather important	56	57,7	57,7	81,4
	Rather unimportant	18	18,6	18,6	100,0
	Total	97	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	26	26,8	26,8	26,8
	Rather important	45	46,4	46,4	73,2
	Rather unimportant	25	25,8	25,8	99,0
	Not important	1	1,0	1,0	100,0
Total		97	100,0	100,0	

F-1.2 Age groups

F-1.2.1 Respondents up to 35 years old

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	53	53	53	53	53	53	53	53	53	53	53	53
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1,60	1,87	1,81	1,47	2,58	2,13	2,11	2,09	1,94	2,40	1,92	2,09
Median		2,00	2,00	2,00	1,00	3,00	2,00	2,00	2,00	2,00	3,00	2,00	2,00
Mode		1	2	2	1	3	1	2	2	2	3	2	2
Range		2	2	2	2	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1
Maximum		3	3	3	3	4	4	4	4	4	4	4	4

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	26	49,1	49,1	49,1
	Rather important	22	41,5	41,5	90,6
	Rather unimportant	5	9,4	9,4	100,0
	Total	53	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	34,0	34,0	34,0
	Rather important	27	50,9	50,9	84,9
	Rather unimportant	8	15,1	15,1	100,0
	Total	53	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	30,2	30,2	30,2
	Rather important	28	52,8	52,8	83,0
	Rather unimportant	9	17,0	17,0	100,0
	Total	53	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	32	60,4	60,4	60,4
	Rather important	17	32,1	32,1	92,5
	Rather unimportant	4	7,5	7,5	100,0
	Total	53	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	5	9,4	9,4	9,4
	Rather important	18	34,0	34,0	43,4
	Rather unimportant	24	45,3	45,3	88,7
	Not important	6	11,3	11,3	100,0
	Total	53	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	34,0	34,0	34,0
	Rather important	22	41,5	41,5	75,5
	Rather unimportant	12	22,6	22,6	98,1
	Not important	1	1,9	1,9	100,0
	Total	53	100,0	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	17	32,1	32,1	32,1
	Rather important	16	30,2	30,2	62,3
	Rather unimportant	16	30,2	30,2	92,5
	Not important	4	7,5	7,5	100,0
	Total	53	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	24,5	24,5	24,5
	Rather important	25	47,2	47,2	71,7
	Rather unimportant	12	22,6	22,6	94,3
	Not important	3	5,7	5,7	100,0
	Total	53	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	17	32,1	32,1	32,1
Rather important	23	43,4	43,4	75,5
Rather unimportant	12	22,6	22,6	98,1
Not important	1	1,9	1,9	100,0
Total	53	100,0	100,0	

The accommodation expresses its values and makes them transparent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	18	34,0	34,0	34,0
Rather important	22	41,5	41,5	75,5
Rather unimportant	12	22,6	22,6	98,1
Not important	1	1,9	1,9	100,0
Total	53	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	9	17,0	17,0	17,0
Rather important	17	32,1	32,1	49,1
Rather unimportant	24	45,3	45,3	94,3
Not important	3	5,7	5,7	100,0
Total	53	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	13	24,5	24,5	24,5
Rather important	25	47,2	47,2	71,7
Rather unimportant	12	22,6	22,6	94,3
Not important	3	5,7	5,7	100,0
Total	53	100,0	100,0	

F-1.2.2 Respondents between 36 and 55 years old

	Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	107	107	107	107	107	107	106	107	107	107	107	107
Valid	107	107	107	107	107	107	106	107	107	107	107	107
Missing	0	0	0	0	0	0	1	0	0	0	0	0
Mean	1,46	1,70	1,71	1,47	2,70	2,39	2,07	2,49	1,96	2,36	2,09	2,16
Median	1,00	2,00	2,00	1,00	3,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00
Mode	1	2	2	1	3	2	2	2 ^a	2	2	2	2
Range	2	2	2	3	3	3	3	3	3	3	3	3
Minimum	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	3	3	3	4	4	4	4	4	4	4	4	4

^a Multiple modes exist. The smallest value is shown

Waste is avoided, reduced, recycled

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	62	57,9	57,9	57,9
Rather important	41	38,3	38,3	96,3
Rather unimportant	4	3,7	3,7	100,0
Total	107	100,0	100,0	

Energy consumption is minimised

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	40	37,4	37,4	37,4
Rather important	58	54,2	54,2	91,6
Rather unimportant	9	8,4	8,4	100,0
Total	107	100,0	100,0	

Water consumption is reduced

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	44	41,1	41,1	41,1
Rather important	51	47,7	47,7	88,8
Rather unimportant	12	11,2	11,2	100,0
Total	107	100,0	100,0	

Green spaces are arranged to be environmentally friendly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	67	62,6	62,6	62,6
Rather important	31	29,0	29,0	91,6
Rather unimportant	8	7,5	7,5	99,1
Not important	1	,9	,9	100,0
Total	107	100,0	100,0	

The accommodation is handicapped accessible

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	12	11,2	11,2	11,2
Rather important	32	29,9	29,9	41,1
Rather unimportant	39	36,4	36,4	77,6
Not important	24	22,4	22,4	100,0
Total	107	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	31	29,0	29,2	29,2
Rather important	44	41,1	41,5	70,8
Rather unimportant	24	22,4	22,6	93,4
Not important	7	6,5	6,6	100,0
Total	106	99,1	100,0	
Missing	System	1	,9	
Total		107	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	19	17,8	17,8	17,8
Rather important	39	36,4	36,4	54,2
Rather unimportant	37	34,6	34,6	88,8
Not important	12	11,2	11,2	100,0
Total	107	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	16	15,0	15,0	15,0
Rather important	38	35,5	35,5	50,5
Rather unimportant	38	35,5	35,5	86,0
Not important	15	14,0	14,0	100,0
Total	107	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	34	31,8	31,8	31,8
	Rather important	55	51,4	51,4	83,2
	Rather unimportant	17	15,9	15,9	99,1
	Not important	1	,9	,9	100,0
Total		107	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	23	21,5	21,5	21,5
	Rather important	55	51,4	51,4	72,9
	Rather unimportant	26	24,3	24,3	97,2
	Not important	3	2,8	2,8	100,0
Total		107	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	15	14,0	14,0	14,0
	Rather important	48	44,9	44,9	58,9
	Rather unimportant	35	32,7	32,7	91,6
	Not important	9	8,4	8,4	100,0
Total		107	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	29	27,1	27,1	27,1
	Rather important	40	37,4	37,4	64,5
	Rather unimportant	30	28,0	28,0	92,5
	Not important	8	7,5	7,5	100,0
Total		107	100,0	100,0	

F-1.2.3 Respondents older than 55 years

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	64	64	64	64	64	64	64	64	64	64	64	64
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1,36	1,67	1,53	1,27	2,48	2,27	1,94	2,22	1,81	2,06	1,91	1,86
Median		1,00	2,00	1,00	1,00	3,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00
Mode		1	2	1	1	3	2	2	3	2	2	2	2
Range		2	3	2	3	3	3	3	3	2	3	2	2
Minimum		1	1	1	1	1	1	1	1	1	1	1	1
Maximum		3	4	3	4	4	4	4	4	3	4	3	3

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	43	67,2	67,2	67,2
	Rather important	19	29,7	29,7	96,9
	Rather unimportant	2	3,1	3,1	100,0
	Total	64	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	35	54,7	54,7	54,7
	Rather important	24	37,5	37,5	92,2
	Rather unimportant	5	7,8	7,8	100,0
	Total	64	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	28	43,8	43,8	43,8
	Rather important	30	46,9	46,9	90,6
	Rather unimportant	5	7,8	7,8	98,4
	Not important	1	1,6	1,6	100,0
Total		64	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	49	76,6	76,6	76,6
	Rather important	14	21,9	21,9	98,4
	Not important	1	1,6	1,6	100,0
	Total	64	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	12	18,8	18,8	18,8
	Rather important	16	25,0	25,0	43,8
	Rather unimportant	29	45,3	45,3	89,1
	Not important	7	10,9	10,9	100,0
Total		64	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	32,8	32,8	32,8
	Rather important	27	42,2	42,2	75,0
	Rather unimportant	15	23,4	23,4	98,4
	Not important	1	1,6	1,6	100,0
Total		64	100,0	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	15	23,4	23,4	23,4
	Rather important	23	35,9	35,9	59,4
	Rather unimportant	20	31,3	31,3	90,6
	Not important	6	9,4	9,4	100,0
Total		64	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	14	21,9	21,9	21,9
	Rather important	23	35,9	35,9	57,8
	Rather unimportant	26	40,6	40,6	98,4
	Not important	1	1,6	1,6	100,0
Total		64	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	21	32,8	32,8	32,8
Rather important	34	53,1	53,1	85,9
Rather unimportant	9	14,1	14,1	100,0
Total	64	100,0	100,0	

The accommodation expresses its values and makes them transparent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	17	26,6	26,6	26,6
Rather important	36	56,3	56,3	82,8
Rather unimportant	11	17,2	17,2	100,0
Total	64	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	12	18,8	18,8	18,8
Rather important	37	57,8	57,8	76,6
Rather unimportant	14	21,9	21,9	98,4
Not important	1	1,6	1,6	100,0
Total	64	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	21	32,8	32,8	32,8
Rather important	31	48,4	48,4	81,3
Rather unimportant	12	18,8	18,8	100,0
Total	64	100,0	100,0	

F-1.3 Education groups

F-1.3.1 Primary school graduates

	Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	11	11	11	11	11	11	11	11	11	11	11	11
Mean	1,27	1,45	1,36	1,09	2,45	1,82	1,82	2,00	2,00	2,27	2,00	1,73
Median	1,00	1,00	1,00	1,00	3,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00
Mode	1	1	1	1	3	1	1	1*	2	2	2	2
Range	1	1	1	1	3	2	3	2	2	2	2	2
Minimum	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	2	2	2	2	4	3	4	3	3	3	3	3

a. Multiple modes exist. The smallest value is shown

Waste is avoided, reduced, recycled

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	8	72,7	72,7	72,7
Rather important	3	27,3	27,3	100,0
Total	11	100,0	100,0	

Energy consumption is minimised

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	7	63,6	63,6	63,6
Rather important	4	36,4	36,4	100,0
Total	11	100,0	100,0	

Water consumption is reduced

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	6	54,5	54,5	54,5
Rather important	5	45,5	45,5	100,0
Total	11	100,0	100,0	

Green spaces are arranged to be environmentally friendly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	10	90,9	90,9	90,9
Rather important	1	9,1	9,1	100,0
Total	11	100,0	100,0	

The accommodation is handicapped accessible

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	3	27,3	27,3	27,3
Rather important	2	18,2	18,2	45,5
Rather unimportant	4	36,4	36,4	81,8
Not important	2	18,2	18,2	100,0
Total	11	100,0	100,0	

The accommodation expresses its values and makes them transparent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	2	18,2	18,2	18,2
Rather important	7	63,6	63,6	81,8
Rather unimportant	2	18,2	18,2	100,0
Total	11	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	1	9,1	9,1	9,1
Rather important	6	54,5	54,5	63,6
Rather unimportant	4	36,4	36,4	100,0
Total	11	100,0	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	5	45,5	45,5	45,5
Rather important	3	27,3	27,3	72,7
Rather unimportant	3	27,3	27,3	100,0
Total	11	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	5	45,5	45,5	45,5
	Rather important	4	36,4	36,4	81,8
	Rather unimportant	1	9,1	9,1	90,9
	Not important	1	9,1	9,1	100,0
Total		11	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	1	9,1	9,1	9,1
	Rather important	9	81,8	81,8	90,9
	Rather unimportant	1	9,1	9,1	100,0
Total		11	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	4	36,4	36,4	36,4
	Rather important	3	27,3	27,3	63,6
	Rather unimportant	4	36,4	36,4	100,0
	Total		11	100,0	100,0

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	4	36,4	36,4	36,4
	Rather important	6	54,5	54,5	90,9
	Rather unimportant	1	9,1	9,1	100,0
Total		11	100,0	100,0	

F-1.3.2 High school graduates

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation expresses its values and makes them transparent	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	34	34	34	34	34	34	34	34	34	34	34	34
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1,56	1,62	1,59	1,53	2,74	2,41	2,09	2,12	2,00	2,38	1,97	2,06
Median		1,00	2,00	1,50	1,00	3,00	2,50	2,00	2,00	2,00	2,50	2,00	2,00
Mode		1	1	1	1	3	3	2	2	2	3	2	2
Range		2	2	2	3	3	3	3	3	2	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1
Maximum		3	3	3	4	4	4	4	4	3	4	4	4

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	52,9	52,9	52,9
	Rather important	13	38,2	38,2	91,2
	Rather unimportant	3	8,8	8,8	100,0
	Total		34	100,0	100,0

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	2	5,9	5,9	5,9
	Rather important	12	35,3	35,3	41,2
	Rather unimportant	13	38,2	38,2	79,4
	Not important	7	20,6	20,6	100,0
Total		34	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	47,1	47,1	47,1
	Rather important	15	44,1	44,1	91,2
	Rather unimportant	3	8,8	8,8	100,0
	Total		34	100,0	100,0

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	6	17,6	17,6	17,6
	Rather important	11	32,4	32,4	50,0
	Rather unimportant	14	41,2	41,2	91,2
	Not important	3	8,8	8,8	100,0
Total		34	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	17	50,0	50,0	50,0
	Rather important	14	41,2	41,2	91,2
	Rather unimportant	3	8,8	8,8	100,0
	Total		34	100,0	100,0

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	9	26,5	26,5	26,5
	Rather important	14	41,2	41,2	67,6
	Rather unimportant	10	29,4	29,4	97,1
	Not important	1	2,9	2,9	100,0
Total		34	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	61,8	61,8	61,8
	Rather important	9	26,5	26,5	88,2
	Rather unimportant	3	8,8	8,8	97,1
	Not important	1	2,9	2,9	100,0
Total		34	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	9	26,5	26,5	26,5
	Rather important	15	44,1	44,1	70,6
	Rather unimportant	7	20,6	20,6	91,2
	Not important	3	8,8	8,8	100,0
Total		34	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	10	29,4	29,4	29,4
	Rather important	14	41,2	41,2	70,6
	Rather unimportant	10	29,4	29,4	100,0
	Total	34	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	10	29,4	29,4	29,4
	Rather important	16	47,1	47,1	76,5
	Rather unimportant	7	20,6	20,6	97,1
	Not important	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	6	17,6	17,6	17,6
	Rather important	11	32,4	32,4	50,0
	Rather unimportant	15	44,1	44,1	94,1
	Not important	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	9	26,5	26,5	26,5
	Rather important	16	47,1	47,1	73,5
	Rather unimportant	7	20,6	20,6	94,1
	Not important	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

F-1.3.3 Vocational education graduates

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	80	80	80	80	80	80	79	80	80	80	80
	Missing	0	0	0	0	0	0	1	0	0	0	0
Mean		1,51	1,75	1,75	1,36	2,43	2,40	1,96	2,20	1,80	2,18	1,98
Median		1,00	2,00	2,00	1,00	2,50	2,00	2,00	2,00	2,00	2,00	2,00
Mode		1	2	2	1	3	2	2	2	2	2	2
Range		2	2	2	2	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1
Maximum		3	3	3	3	4	4	4	4	4	4	4

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	43	53,8	53,8	53,8
	Rather important	33	41,3	41,3	95,0
	Rather unimportant	4	5,0	5,0	100,0
	Total	80	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	28	35,0	35,0	35,0
	Rather important	44	55,0	55,0	90,0
	Rather unimportant	8	10,0	10,0	100,0
	Total	80	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	29	36,3	36,3	36,3
	Rather important	42	52,5	52,5	88,8
	Rather unimportant	9	11,3	11,3	100,0
	Total	80	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	56	70,0	70,0	70,0
	Rather important	19	23,8	23,8	93,8
	Rather unimportant	5	6,3	6,3	100,0
	Total	80	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	16,3	16,3	16,3
	Rather important	27	33,8	33,8	50,0
	Rather unimportant	33	41,3	41,3	91,3
	Not important	7	8,8	8,8	100,0
	Total	80	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	24	30,0	30,4	30,4
	Rather important	36	45,0	45,6	75,9
	Rather unimportant	17	21,3	21,5	97,5
	Not important	2	2,5	2,5	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
	Total	80	100,0		

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	16,3	16,3	16,3
	Rather important	31	38,8	38,8	55,0
	Rather unimportant	27	33,8	33,8	88,8
	Not important	9	11,3	11,3	100,0
	Total	80	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	18	22,5	22,5	22,5
	Rather important	31	38,8	38,8	61,3
	Rather unimportant	28	35,0	35,0	96,3
	Not important	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	30	37,5	37,5	37,5
	Rather important	37	46,3	46,3	83,8
	Rather unimportant	12	15,0	15,0	98,8
	Not important	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	24	30,0	30,0	30,0
	Rather important	35	43,8	43,8	73,8
	Rather unimportant	20	25,0	25,0	98,8
	Not important	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	20,0	20,0	20,0
	Rather important	37	46,3	46,3	66,3
	Rather unimportant	24	30,0	30,0	96,3
	Not important	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	26	32,5	32,5	32,5
	Rather important	32	40,0	40,0	72,5
	Rather unimportant	19	23,8	23,8	96,3
	Not important	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

F-1.3.4 University graduates

		Waste is avoided, reduced, recycled	Water consumption is reduced	Energy consumption is minimised	Green spaces are arranged to be environmentally friendly	The accommodation is handicapped accessible	Mobility by public transport is secured (arrival, departure, on-site)	The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)	The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)	The regional nature and culture are presented and a central topic in the accommodation	The accommodation is certified and has a label (environmental and social responsibility)	The accommodation offers support on how guests can behave environmentally and socially friendly
N	Valid	89	89	89	89	89	89	89	89	89	89	89
	Missing	0	0	0	0	0	0	0	0	0	0	0
	Mean	1,43	1,78	1,69	1,45	2,78	2,24	2,11	2,52	1,87	2,33	2,00
	Median	1,00	2,00	2,00	1,00	3,00	2,00	2,00	3,00	2,00	2,00	2,00
	Mode	1	2	2	1	3	2	2	2*	2	2	2
	Range	2	3	2	3	3	3	3	3	3	3	3
	Minimum	1	1	1	1	1	1	1	1	1	1	1
	Maximum	3	4	3	4	4	4	4	4	4	4	4

* Multiple modes exist. The smallest value is shown

Waste is avoided, reduced, recycled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	55	61,8	61,8	61,8
	Rather important	30	33,7	33,7	95,5
	Rather unimportant	4	4,5	4,5	100,0
	Total	89	100,0	100,0	

Energy consumption is minimised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	37	41,6	41,6	41,6
	Rather important	43	48,3	48,3	89,9
	Rather unimportant	9	10,1	10,1	100,0
	Total	89	100,0	100,0	

Water consumption is reduced

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	33	37,1	37,1	37,1
	Rather important	44	49,4	49,4	86,5
	Rather unimportant	11	12,4	12,4	98,9
	Not important	1	1,1	1,1	100,0
	Total	89	100,0	100,0	

Green spaces are arranged to be environmentally friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	55	61,8	61,8	61,8
	Rather important	29	32,6	32,6	94,4
	Rather unimportant	4	4,5	4,5	98,9
	Not important	1	1,1	1,1	100,0
	Total	89	100,0	100,0	

The accommodation is handicapped accessible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	10	11,2	11,2	11,2
	Rather important	21	23,6	23,6	34,8
	Rather unimportant	37	41,6	41,6	76,4
	Not important	21	23,6	23,6	100,0
	Total	89	100,0	100,0	

The accommodation integrates the region into its offerings (e.g. through excursions, tours with nature park guides)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	26	29,2	29,2	29,2
	Rather important	32	36,0	36,0	65,2
	Rather unimportant	26	29,2	29,2	94,4
	Not important	5	5,6	5,6	100,0
	Total	89	100,0	100,0	

Mobility by public transport is secured (arrival, departure, on-site)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	24	27,0	27,0	27,0
	Rather important	30	33,7	33,7	60,7
	Rather unimportant	25	28,1	28,1	88,8
	Not important	10	11,2	11,2	100,0
	Total	89	100,0	100,0	

The accommodation offers products of regional manufacturers (e.g. liqueurs, herbs, honey)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	12	13,5	13,5	13,5
	Rather important	32	36,0	36,0	49,4
	Rather unimportant	32	36,0	36,0	85,4
	Not important	13	14,6	14,6	100,0
	Total	89	100,0	100,0	

The regional nature and culture are presented and a central topic in the accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	29	32,6	32,6	32,6
	Rather important	44	49,4	49,4	82,0
	Rather unimportant	15	16,9	16,9	98,9
	Not important	1	1,1	1,1	100,0
Total		89	100,0	100,0	

The accommodation expresses its values and makes them transparent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	22	24,7	24,7	24,7
	Rather important	47	52,8	52,8	77,5
	Rather unimportant	18	20,2	20,2	97,8
	Not important	2	2,2	2,2	100,0
Total		89	100,0	100,0	

The accommodation is certified and has a label (environmental and social responsibility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	14,6	14,6	14,6
	Rather important	42	47,2	47,2	61,8
	Rather unimportant	26	29,2	29,2	91,0
	Not important	8	9,0	9,0	100,0
Total		89	100,0	100,0	

The accommodation offers support on how guests can behave environmentally and socially friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	24	27,0	27,0	27,0
	Rather important	36	40,4	40,4	67,4
	Rather unimportant	23	25,8	25,8	93,3
	Not important	6	6,7	6,7	100,0
Total		89	100,0	100,0	

Appendix G: Statistical results - Willingness to pay: Socio-demographic comparison

Willingness to pay										
Socio-demographics	nothing		up to 5%		6-10%		11-15%		>15%	
	N	%	N	%	N	%	N	%	N	%
Age										
<35 years old	1	1.9	11	20.8	34	64.2	6	11.3	1	1.9
36–55 years old	4	3.7	24	22.4	54	50.5	22	20.6	3	2.8
>56 years old	3	4.7	19	29.7	28	43.8	13	20.3	1	1.6
Gender										
Male	4	4.1	22	22.7	48	49.5	22	22.7	1	1.0
Female	4	3.2	31	25.0	67	54.0	18	14.5	4	3.2
Education										
Primary School	2	18.2	2	18.2	5	45.5	1	9.1	1	9.1
High School	-	-	10	29.4	18	52.9	6	17.6	-	-
Vocational	3	3.8	17	21.3	43	53.8	16	20.0	1	1.3
University	3	3.4	20	22.5	46	51.7	17	19.1	3	3.4
Accommodation Class										
4-5* Hotel	1	1.8	17	30.9	29	52.7	8	14.5	-	-
2-3* Hotel	5	7.0	20	28.2	36	50.7	9	12.7	1	1.4
Guest House	-	-	10	23.8	14	33.3	15	35.7	3	7.1
Apartment/House	-	-	18	27.3	35	53.0	12	18.2	1	1.5
Farmstead	-	-	3	12.5	16	66.7	5	20.8	-	-

Appendix H: Statistical results – Willingness to participate in different CSR measures: Socio-demographic comparison

H-1. On a scale from 1 (strongly agree), 2 (rather agree), 3 (rather disagree) to 4 (strongly disagree), please indicate if you consent to the following statement: I would consider the following measures for my own vacation.

H-1.1 Gender

H-1.1.1 Female respondents

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	124	124	124	124	124	124	124	124	124
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,64	1,85	2,44	1,56	1,19	1,34	1,25	1,81	1,42
Median		3,00	2,00	2,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		3	1	2	1	1	1	1	1	1
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	16,1	16,1	16,1
	2	33	26,6	26,6	42,7
	3	43	34,7	34,7	77,4
	4	28	22,6	22,6	100,0
	Total	124	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	43,5	43,5	43,5
	2	44	35,5	35,5	79,0
	3	17	13,7	13,7	92,7
	4	9	7,3	7,3	100,0
	Total	124	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	14,5	14,5	14,5
	2	47	37,9	37,9	52,4
	3	46	37,1	37,1	89,5
	4	13	10,5	10,5	100,0
	Total	124	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	74	59,7	59,7	59,7
	2	34	27,4	27,4	87,1
	3	12	9,7	9,7	96,8
	4	4	3,2	3,2	100,0
	Total	124	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	86	69,4	69,4	69,4
	2	28	22,6	22,6	91,9
	3	6	4,8	4,8	96,8
	4	4	3,2	3,2	100,0
	Total	124	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	103	83,1	83,1	83,1
	2	20	16,1	16,1	99,2
	4	1	,8	,8	100,0
	Total	124	100,0	100,0	

f) Accept water-saving devices in my room (e.g. water-saving shower heads)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	93	75,0	75,0	75,0
	2	21	16,9	16,9	91,9
	3	9	7,3	7,3	99,2
	4	1	,8	,8	100,0
	Total	124	100,0	100,0	

g) Accept energy-saving devices in my room (e.g. energy-saving light bulbs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	101	81,5	81,5	81,5
	2	17	13,7	13,7	95,2
	3	4	3,2	3,2	98,4
	4	2	1,6	1,6	100,0
	Total	124	100,0	100,0	

h) Accept smaller food portions to avoid food waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	41,9	41,9	41,9
	2	48	38,7	38,7	80,6
	3	19	15,3	15,3	96,0
	4	5	4,0	4,0	100,0
	Total	124	100,0	100,0	

H-1.1.2 Male respondents

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	97	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,88	2,06	2,62	1,71	1,28	1,42	1,25	2,16	1,58
Median		3,00	2,00	3,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		3	2	3	1	1	1	1	2	1
Range		3	3	3	3	3	2	2	3	2
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	3	3	4	3

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12,4	12,4	12,4
	2	13	13,4	13,4	25,8
	3	47	48,5	48,5	74,2
	4	25	25,8	25,8	100,0
Total		97	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	76	78,4	78,4	78,4
	2	16	16,5	16,5	94,8
	3	4	4,1	4,1	99,0
	4	1	1,0	1,0	100,0
Total		97	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	30,9	30,9	30,9
	2	37	38,1	38,1	69,1
	3	24	24,7	24,7	93,8
	4	6	6,2	6,2	100,0
Total		97	100,0	100,0	

f) Accept water-saving devices in my room (e.g. water-saving shower heads)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	61	62,9	62,9	62,9
	2	31	32,0	32,0	94,8
	3	5	5,2	5,2	100,0
Total		97	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12,4	12,4	12,4
	2	31	32,0	32,0	44,3
	3	36	37,1	37,1	81,4
	4	18	18,6	18,6	100,0
Total		97	100,0	100,0	

g) Accept energy-saving devices in my room (e.g. energy-saving light bulbs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	74	76,3	76,3	76,3
	2	22	22,7	22,7	99,0
	3	1	1,0	1,0	100,0
Total		97	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	54,6	54,6	54,6
	2	25	25,8	25,8	80,4
	3	13	13,4	13,4	93,8
	4	6	6,2	6,2	100,0
Total		97	100,0	100,0	

h) Accept smaller food portions to avoid food waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	27,8	27,8	27,8
	2	33	34,0	34,0	61,9
	3	31	32,0	32,0	93,8
	4	6	6,2	6,2	100,0
Total		97	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	51,5	51,5	51,5
	2	38	39,2	39,2	90,7
	3	9	9,3	9,3	100,0
Total		97	100,0	100,0	

H-1.2 Age groups

H-1.2.1 Respondents up to 35 years old

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	53	53	53	53	53	53	53	53	53
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,32	1,83	2,47	1,72	1,17	1,53	1,28	1,98	1,51
Median		2,00	2,00	3,00	2,00	1,00	1,00	1,00	2,00	1,00
Mode		2	2	3	1	1	1	1	1	1
Range		3	3	3	3	1	3	2	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	2	4	3	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	22,6	22,6	22,6
	2	19	35,8	35,8	58,5
	3	15	28,3	28,3	86,8
	4	7	13,2	13,2	100,0
Total		53	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	37,7	37,7	37,7
	2	24	45,3	45,3	83,0
	3	7	13,2	13,2	96,2
	4	2	3,8	3,8	100,0
Total		53	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	13,2	13,2	13,2
	2	19	35,8	35,8	49,1
	3	22	41,5	41,5	90,6
	4	5	9,4	9,4	100,0
Total		53	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	47,2	47,2	47,2
	2	19	35,8	35,8	83,0
	3	8	15,1	15,1	98,1
	4	1	1,9	1,9	100,0
Total		53	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	64,2	64,2	64,2
	2	13	24,5	24,5	88,7
	3	4	7,5	7,5	96,2
	4	2	3,8	3,8	100,0
Total		53	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	44	83,0	83,0	83,0
	2	9	17,0	17,0	100,0
Total		53	100,0	100,0	

f) Accept water-saving devices in my room (e.g. water-saving shower heads)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	62,3	62,3	62,3
	2	13	24,5	24,5	86,8
	3	6	11,3	11,3	98,1
	4	1	1,9	1,9	100,0
Total		53	100,0	100,0	

g) Accept energy-saving devices in my room (e.g. energy-saving light bulbs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	40	75,5	75,5	75,5
	2	11	20,8	20,8	96,2
	3	2	3,8	3,8	100,0
Total		53	100,0	100,0	

h) Accept smaller food portions to avoid food waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	35,8	35,8	35,8
	2	17	32,1	32,1	67,9
	3	16	30,2	30,2	98,1
	4	1	1,9	1,9	100,0
Total		53	100,0	100,0	

H-1.2.2 Respondents between 36 and 55 years old

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	107	107	107	107	107	107	107	107	
	Missing	0	0	0	0	0	0	0	0	
Mean		2,81	1,90	2,48	1,56	1,21	1,31	1,17	1,92	
Median		3,00	2,00	2,00	1,00	1,00	1,00	1,00	2,00	
Mode		3	1	2	1	1	1	1	1	
Range		3	3	3	3	3	2	3	3	
Minimum		1	1	1	1	1	1	1	1	
Maximum		4	4	4	4	4	3	4	4	

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	15,0	15,0	15,0
	2	16	15,0	15,0	29,9
	3	47	43,9	43,9	73,8
	4	28	26,2	26,2	100,0
Total		107	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	88	82,2	82,2	82,2
	2	16	15,0	15,0	97,2
	3	2	1,9	1,9	99,1
	4	1	,9	,9	100,0
Total		107	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	43	40,2	40,2	40,2
	2	38	35,5	35,5	75,7
	3	20	18,7	18,7	94,4
	4	6	5,6	5,6	100,0
Total		107	100,0	100,0	

f) Accept water-saving devices in my room (e.g. water-saving shower heads)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	79	73,8	73,8	73,8
	2	23	21,5	21,5	95,3
	3	5	4,7	4,7	100,0
	Total		107	100,0	100,0

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	15,0	15,0	15,0
	2	39	36,4	36,4	51,4
	3	37	34,6	34,6	86,0
	4	15	14,0	14,0	100,0
Total		107	100,0	100,0	

g) Accept energy-saving devices in my room (e.g. energy-saving light bulbs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	92	86,0	86,0	86,0
	2	13	12,1	12,1	98,1
	3	1	,9	,9	99,1
	4	1	,9	,9	100,0
Total		107	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	66	61,7	61,7	61,7
	2	26	24,3	24,3	86,0
	3	11	10,3	10,3	96,3
	4	4	3,7	3,7	100,0
Total		107	100,0	100,0	

h) Accept smaller food portions to avoid food waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	41	38,3	38,3	38,3
	2	40	37,4	37,4	75,7
	3	20	18,7	18,7	94,4
	4	6	5,6	5,6	100,0
Total		107	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	72	67,3	67,3	67,3
	2	30	28,0	28,0	95,3
	3	4	3,7	3,7	99,1
	4	1	,9	,9	100,0
Total		107	100,0	100,0	

H-1.2.3 Respondents older than 55 years

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	64	64	64	64	64	64	64	64	64
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,97	2,08	2,59	1,67	1,30	1,34	1,34	2,06	1,64
Median		3,00	2,00	3,00	1,00	1,00	1,00	1,00	2,00	1,50
Mode		3	1	3	1	1	1	1	2	1
Range		3	3	3	3	3	2	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	3	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	7,8	7,8	7,8
	2	11	17,2	17,2	25,0
	3	29	45,3	45,3	70,3
	4	19	29,7	29,7	100,0
Total		64	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	49	76,6	76,6	76,6
	2	12	18,8	18,8	95,3
	3	2	3,1	3,1	98,4
	4	1	1,6	1,6	100,0
Total		64	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	35,9	35,9	35,9
	2	20	31,3	31,3	67,2
	3	14	21,9	21,9	89,1
	4	7	10,9	10,9	100,0
Total		64	100,0	100,0	

f) Accept water-saving devices in my room (e.g. water-saving shower heads)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	70,3	70,3	70,3
	2	16	25,0	25,0	95,3
	3	3	4,7	4,7	100,0
Total		64	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	12,5	12,5	12,5
	2	21	32,8	32,8	45,3
	3	24	37,5	37,5	82,8
	4	11	17,2	17,2	100,0
Total		64	100,0	100,0	

g) Accept energy-saving devices in my room (e.g. energy-saving light bulbs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	71,9	71,9	71,9
	2	15	23,4	23,4	95,3
	3	2	3,1	3,1	98,4
	4	1	1,6	1,6	100,0
Total		64	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	57,8	57,8	57,8
	2	16	25,0	25,0	82,8
	3	6	9,4	9,4	92,2
	4	5	7,8	7,8	100,0
Total		64	100,0	100,0	

h) Accept smaller food portions to avoid food waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	29,7	29,7	29,7
	2	26	40,6	40,6	70,3
	3	15	23,4	23,4	93,8
	4	4	6,3	6,3	100,0
Total		64	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	50,0	50,0	50,0
	2	24	37,5	37,5	87,5
	3	7	10,9	10,9	98,4
	4	1	1,6	1,6	100,0
Total		64	100,0	100,0	

H-1.3 Education groups

H-1.3.1 Primary school graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Cchange towels and bed linen in my room less oft
N	Valid	11	11	11	11	11	11	11	11	11
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,64	1,73	2,64	1,36	1,09	1,18	1,27	1,64	1,27
Median		3,00	2,00	3,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		2 ^a	1 ^a	3	1	1	1	1	1 ^a	1
Range		3	3	3	2	1	1	1	2	1
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	3	2	2	2	3	2

a. Multiple modes exist. The smallest value is shown

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	18,2	18,2	18,2
	2	3	27,3	27,3	45,5
	3	3	27,3	27,3	72,7
	4	3	27,3	27,3	100,0
Total		11	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	45,5	45,5	45,5
	2	5	45,5	45,5	90,9
	4	1	9,1	9,1	100,0
Total		11	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	18,2	18,2	18,2
	2	2	18,2	18,2	36,4
	3	5	45,5	45,5	81,8
	4	2	18,2	18,2	100,0
Total		11	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	72,7	72,7	72,7
	2	2	18,2	18,2	90,9
	3	1	9,1	9,1	100,0
Total		11	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	90,9	90,9	90,9
	2	1	9,1	9,1	100,0
Total		11	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	81,8	81,8	81,8
	2	2	18,2	18,2	100,0
Total		11	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	72,7	72,7	72,7
	2	3	27,3	27,3	100,0
Total		11	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	45,5	45,5	45,5
	2	5	45,5	45,5	90,9
	3	1	9,1	9,1	100,0
Total		11	100,0	100,0	

i) Cchange towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	72,7	72,7	72,7
	2	3	27,3	27,3	100,0
Total		11	100,0	100,0	

H-1.3.2 High school graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Change towels and bed linen in my room less oft
N	Valid	34	34	34	34	34	34	34	34	34
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,79	2,09	2,56	1,53	1,32	1,56	1,32	1,79	1,50
Median		3,00	2,00	3,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		3	2	3	1	1	1	1	1	1
Range		3	3	3	3	3	3	2	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	3	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	17,6	17,6	17,6
	2	4	11,8	11,8	29,4
	3	15	44,1	44,1	73,5
	4	9	26,5	26,5	100,0
Total		34	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	32,4	32,4	32,4
	2	12	35,3	35,3	67,6
	3	8	23,5	23,5	91,2
	4	3	8,8	8,8	100,0
Total		34	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	17,6	17,6	17,6
	2	9	26,5	26,5	44,1
	3	13	38,2	38,2	82,4
	4	6	17,6	17,6	100,0
Total		34	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	61,8	61,8	61,8
	2	9	26,5	26,5	88,2
	3	3	8,8	8,8	97,1
	4	1	2,9	2,9	100,0
Total		34	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	67,6	67,6	67,6
	2	6	17,6	17,6	85,3
	3	4	11,8	11,8	97,1
	4	1	2,9	2,9	100,0
Total		34	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	73,5	73,5	73,5
	2	8	23,5	23,5	97,1
	4	1	2,9	2,9	100,0
	Total		34	100,0	100,0

f) Accept water-saving devices in my room (e.g. w)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	61,8	61,8	61,8
	2	8	23,5	23,5	85,3
	3	4	11,8	11,8	97,1
	4	1	2,9	2,9	100,0
Total		34	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	76,5	76,5	76,5
	2	5	14,7	14,7	91,2
	3	3	8,8	8,8	100,0
Total		34	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	47,1	47,1	47,1
	2	10	29,4	29,4	76,5
	3	7	20,6	20,6	97,1
	4	1	2,9	2,9	100,0
Total		34	100,0	100,0	

H-1.3.3 Vocational education graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Cchange towels and bed linen in my room less oft
N	Valid	80	80	80	80	80	80	80	80	80
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,93	2,06	2,48	1,56	1,24	1,38	1,24	2,05	1,49
Median		3,00	2,00	2,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		3	2	2	1	1	1	1	2	1
Range		3	3	3	3	2	2	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	3	3	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	11,3	11,3	11,3
	2	10	12,5	12,5	23,8
	3	39	48,8	48,8	72,5
	4	22	27,5	27,5	100,0
Total		80	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	33,8	33,8	33,8
	2	28	35,0	35,0	68,8
	3	18	22,5	22,5	91,3
	4	7	8,8	8,8	100,0
Total		80	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	16,3	16,3	16,3
	2	28	35,0	35,0	51,2
	3	27	33,8	33,8	85,0
	4	12	15,0	15,0	100,0
Total		80	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	62,5	62,5	62,5
	2	19	23,8	23,8	86,3
	3	7	8,8	8,8	95,0
	4	4	5,0	5,0	100,0
Total		80	100,0	100,0	

i) Cchange towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	65,0	65,0	65,0
	2	18	22,5	22,5	87,5
	3	9	11,3	11,3	98,8
	4	1	1,3	1,3	100,0
Total		80	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	63	78,8	78,8	78,8
	2	15	18,8	18,8	97,5
	3	2	2,5	2,5	100,0
Total		80	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	55	68,8	68,8	68,8
	2	20	25,0	25,0	93,8
	3	5	6,3	6,3	100,0
Total		80	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	64	80,0	80,0	80,0
	2	14	17,5	17,5	97,5
	3	1	1,3	1,3	98,8
	4	1	1,3	1,3	100,0
Total		80	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	30,0	30,0	30,0
	2	31	38,8	38,8	68,8
	3	22	27,5	27,5	96,3
	4	3	3,8	3,8	100,0
Total		80	100,0	100,0	

H-1.3.4 University graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.)	h) Accept smaller food portions to avoid food wast	i) Change towels and bed linen in my room less oft
N	Valid	89	89	89	89	89	89	89	89	89
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,54	1,76	2,56	1,74	1,19	1,33	1,21	1,96	1,47
Median		3,00	2,00	3,00	1,00	1,00	1,00	1,00	2,00	1,00
Mode		3	1	3	1	1	1	1	1*	1
Range		3	3	3	3	3	2	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	3	4	4	4

a. Multiple modes exist. The smallest value is shown

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	18,0	18,0	18,0
	2	27	30,3	30,3	48,3
	3	28	31,5	31,5	79,8
	4	18	20,2	20,2	100,0
Total		89	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	76	85,4	85,4	85,4
	2	10	11,2	11,2	96,6
	3	2	2,2	2,2	98,9
	4	1	1,1	1,1	100,0
Total		89	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	41	46,1	46,1	46,1
	2	32	36,0	36,0	82,0
	3	12	13,5	13,5	95,5
	4	4	4,5	4,5	100,0
Total		89	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	65	73,0	73,0	73,0
	2	19	21,3	21,3	94,4
	3	5	5,6	5,6	100,0
Total		89	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7,9	7,9	7,9
	2	35	39,3	39,3	47,2
	3	37	41,6	41,6	88,8
	4	10	11,2	11,2	100,0
Total		89	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	73	82,0	82,0	82,0
	2	14	15,7	15,7	97,8
	3	1	1,1	1,1	98,9
	4	1	1,1	1,1	100,0
Total		89	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	51,7	51,7	51,7
	2	25	28,1	28,1	79,8
	3	13	14,6	14,6	94,4
	4	5	5,6	5,6	100,0
Total		89	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	37,1	37,1	37,1
	2	33	37,1	37,1	74,2
	3	17	19,1	19,1	93,3
	4	6	6,7	6,7	100,0
Total		89	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	57,3	57,3	57,3
	2	35	39,3	39,3	96,6
	3	2	2,2	2,2	98,9
	4	1	1,1	1,1	100,0
Total		89	100,0	100,0	

H-2. On a scale from 1 (strongly agree), 2 (rather agree), 3 (rather disagree) to 4 (strongly disagree), please indicate if you consent to the following statement: Participating in the following measure would impair my travel experience.

H-2.1 Gender

H-2.1.1 Female respondents

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	124	124	124	124	124	124	124	124	124
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,34	3,03	2,67	3,30	3,67	3,53	3,67	3,19	3,58
Median		2,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	4,00
Mode		2	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	25,0	25,0	25,0
	2	38	30,6	30,6	55,6
	3	37	29,8	29,8	85,5
	4	18	14,5	14,5	100,0
	Total	124	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5,6	5,6	5,6
	2	4	3,2	3,2	8,9
	3	12	9,7	9,7	18,5
	4	101	81,5	81,5	100,0
	Total	124	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	8,9	8,9	8,9
	2	17	13,7	13,7	22,6
	3	53	42,7	42,7	65,3
	4	43	34,7	34,7	100,0
	Total	124	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	6,5	6,5	6,5
	2	7	5,6	5,6	12,1
	3	20	16,1	16,1	28,2
	4	89	71,8	71,8	100,0
	Total	124	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	13,7	13,7	13,7
	2	35	28,2	28,2	41,9
	3	44	35,5	35,5	77,4
	4	28	22,6	22,6	100,0
	Total	124	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5,6	5,6	5,6
	2	2	1,6	1,6	7,3
	3	16	12,9	12,9	20,2
	4	99	79,8	79,8	100,0
	Total	124	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	7,3	7,3	7,3
	2	16	12,9	12,9	20,2
	3	28	22,6	22,6	42,7
	4	71	57,3	57,3	100,0
	Total	124	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	7,3	7,3	7,3
	2	20	16,1	16,1	23,4
	3	34	27,4	27,4	50,8
	4	61	49,2	49,2	100,0
	Total	124	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	4,0	4,0	4,0
	2	6	4,8	4,8	8,9
	3	25	20,2	20,2	29,0
	4	88	71,0	71,0	100,0
	Total	124	100,0	100,0	

H-2.1.2 Male respondents

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	97	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,16	2,82	2,75	3,19	3,57	3,44	3,60	2,89	3,32
Median		2,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	4,00
Mode		2	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	30,9	30,9	30,9
	2	36	37,1	37,1	68,0
	3	16	16,5	16,5	84,5
	4	15	15,5	15,5	100,0
Total		97	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10,3	10,3	10,3
	2	20	20,6	20,6	30,9
	3	44	45,4	45,4	76,3
	4	23	23,7	23,7	100,0
Total		97	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7,2	7,2	7,2
	2	30	30,9	30,9	38,1
	3	40	41,2	41,2	79,4
	4	20	20,6	20,6	100,0
Total		97	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9,3	9,3	9,3
	2	11	11,3	11,3	20,6
	3	30	30,9	30,9	51,5
	4	47	48,5	48,5	100,0
Total		97	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,1	3,1	3,1
	2	14	14,4	14,4	17,5
	3	29	29,9	29,9	47,4
	4	51	52,6	52,6	100,0
Total		97	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,2	6,2	6,2
	2	5	5,2	5,2	11,3
	3	14	14,4	14,4	25,8
	4	72	74,2	74,2	100,0
Total		97	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,1	4,1	4,1
	2	9	9,3	9,3	13,4
	3	24	24,7	24,7	38,1
	4	60	61,9	61,9	100,0
Total		97	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,1	4,1	4,1
	2	5	5,2	5,2	9,3
	3	17	17,5	17,5	26,8
	4	71	73,2	73,2	100,0
Total		97	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11,3	11,3	11,3
	2	24	24,7	24,7	36,1
	3	27	27,8	27,8	63,9
	4	35	36,1	36,1	100,0
Total		97	100,0	100,0	

H-2.2 Age groups

H-2.2.1 Respondents up to 35 years old

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	53	53	53	53	53	53	53	53	
	Missing	0	0	0	0	0	0	0	0	
Mean		2,49	3,02	2,60	3,11	3,64	3,40	3,64	3,02	
Median		2,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	
Mode		2	3	2	4	4	4	4	4	
Range		3	3	3	3	3	3	3	3	
Minimum		1	1	1	1	1	1	1	1	
Maximum		4	4	4	4	4	4	4	4	

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	13,2	13,2	13,2
	2	21	39,6	39,6	52,8
	3	17	32,1	32,1	84,9
	4	8	15,1	15,1	100,0
Total		53	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,9	1,9	1,9
	2	11	20,8	20,8	22,6
	3	27	50,9	50,9	73,6
	4	14	26,4	26,4	100,0
Total		53	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	9,4	9,4	9,4
	2	20	37,7	37,7	47,2
	3	19	35,8	35,8	83,0
	4	9	17,0	17,0	100,0
Total		53	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5,7	5,7	5,7
	2	9	17,0	17,0	22,6
	3	20	37,7	37,7	60,4
	4	21	39,6	39,6	100,0
Total		53	100,0	100,0	

i) Change towels and bed linen in my room less often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3,8	3,8	3,8
	2	4	7,5	7,5	11,3
	3	14	26,4	26,4	37,7
	4	33	62,3	62,3	100,0
Total		53	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	7,5	7,5	7,5
	3	7	13,2	13,2	20,8
	4	42	79,2	79,2	100,0
Total		53	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5,7	5,7	5,7
	2	6	11,3	11,3	17,0
	3	11	20,8	20,8	37,7
	4	33	62,3	62,3	100,0
Total		53	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,9	1,9	1,9
	2	2	3,8	3,8	5,7
	3	12	22,6	22,6	29,3
	4	38	71,7	71,7	100,0
Total		53	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	7,5	7,5	7,5
	2	13	24,5	24,5	32,1
	3	14	26,4	26,4	58,5
	4	22	41,5	41,5	100,0
Total		53	100,0	100,0	

H-2.2.2 Respondents between 36 and 55 years old

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	107	107	107	107	107	107	107	107	107
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,20	2,91	2,77	3,31	3,60	3,56	3,89	3,13	3,53
Median		2,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	4,00
Mode		1	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	32,7	32,7	32,7
	2	31	29,0	29,0	61,7
	3	26	24,3	24,3	86,0
	4	15	14,0	14,0	100,0
	Total	107	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6,5	6,5	6,5
	2	6	5,6	5,6	12,1
	3	10	9,3	9,3	21,5
	4	84	78,5	78,5	100,0
	Total	107	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	10,3	10,3	10,3
	2	19	17,8	17,8	28,0
	3	46	43,0	43,0	71,0
	4	31	29,0	29,0	100,0
	Total	107	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6,5	6,5	6,5
	2	2	1,9	1,9	8,4
	3	22	20,6	20,6	29,0
	4	76	71,0	71,0	100,0
	Total	107	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	9,3	9,3	9,3
	2	29	27,1	27,1	36,4
	3	44	41,1	41,1	77,6
	4	24	22,4	22,4	100,0
	Total	107	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6,5	6,5	6,5
	2	1	,9	,9	7,5
	3	10	9,3	9,3	16,8
	4	89	83,2	83,2	100,0
	Total	107	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	7,5	7,5	7,5
	2	11	10,3	10,3	17,8
	3	28	26,2	26,2	43,9
	4	60	56,1	56,1	100,0
	Total	107	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	7,5	7,5	7,5
	2	20	18,7	18,7	26,2
	3	29	27,1	27,1	53,3
	4	50	46,7	46,7	100,0
	Total	107	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,7	3,7	3,7
	2	8	7,5	7,5	11,2
	3	22	20,6	20,6	31,8
	4	73	68,2	68,2	100,0
	Total	107	100,0	100,0	

H-2.2.3 Respondents older than 55 years

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. water-saving shower heads)	g) Accept energy-saving devices in my room (e.g. energy-saving lightbulbs)	h) Accept smaller food portions to avoid food waste	i) Change towels and bed linen in my room less often
N	Valid	64	64	64	64	64	64	64	64	64
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,14	2,94	2,69	3,27	3,66	3,47	3,55	2,94	3,36
Median		2,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	4,00
Mode		2	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	32,8	32,8	32,8
	2	23	35,9	35,9	68,8
	3	10	15,6	15,6	84,4
	4	10	15,6	15,6	100,0
Total		64	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3,1	3,1	3,1
	2	3	4,7	4,7	7,8
	3	10	15,6	15,6	23,4
	4	49	76,6	76,6	100,0
Total		64	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	14,1	14,1	14,1
	2	7	10,9	10,9	25,0
	3	27	42,2	42,2	67,2
	4	21	32,8	32,8	100,0
Total		64	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3,1	3,1	3,1
	2	8	12,5	12,5	15,6
	3	12	18,8	18,8	34,4
	4	42	65,6	65,6	100,0
Total		64	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	14,1	14,1	14,1
	2	17	26,6	26,6	40,6
	3	23	35,9	35,9	76,6
	4	15	23,4	23,4	100,0
Total		64	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,7	4,7	4,7
	2	4	6,3	6,3	10,9
	3	12	18,8	18,8	29,7
	4	45	70,3	70,3	100,0
Total		64	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	10,9	10,9	10,9
	2	7	10,9	10,9	21,9
	3	12	18,8	18,8	40,6
	4	38	59,4	59,4	100,0
Total		64	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	12,5	12,5	12,5
	2	12	18,8	18,8	31,3
	3	20	31,3	31,3	62,5
	4	24	37,5	37,5	100,0
Total		64	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3,1	3,1	3,1
	2	8	12,5	12,5	15,6
	3	19	29,7	29,7	45,3
	4	35	54,7	54,7	100,0
Total		64	100,0	100,0	

H-2.3 Education groups

H-2.3.1 Primary school graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Change towels and bed linen in my room less oft
N	Valid	11	11	11	11	11	11	11	11	11
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,45	2,55	2,82	2,55	3,00	3,00	3,09	2,73	3,18
Median		2,00	3,00	3,00	3,00	4,00	4,00	4,00	3,00	4,00
Mode		2	3	3	1*	4	4	4	4	4
Range		3	3	2	3	3	3	3	3	3
Minimum		1	1	2	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a. Multiple modes exist. The smallest value is shown

a) Use public transport to arrive at the destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	18,2	18,2	18,2
2	5	45,5	45,5	63,6
3	1	9,1	9,1	72,7
4	3	27,3	27,3	100,0
Total	11	100,0	100,0	

e) Separate waste

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	18,2	18,2	18,2
2	2	18,2	18,2	36,4
3	1	9,1	9,1	45,5
4	6	54,5	54,5	100,0
Total	11	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	18,2	18,2	18,2
2	2	18,2	18,2	36,4
3	6	54,5	54,5	90,9
4	1	9,1	9,1	100,0
Total	11	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	18,2	18,2	18,2
2	2	18,2	18,2	36,4
3	1	9,1	9,1	45,5
4	6	54,5	54,5	100,0
Total	11	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	27,3	27,3	27,3
3	7	63,6	63,6	90,9
4	1	9,1	9,1	100,0
Total	11	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	9,1	9,1	9,1
2	3	27,3	27,3	36,4
3	1	9,1	9,1	45,5
4	6	54,5	54,5	100,0
Total	11	100,0	100,0	

d) Abstain from flying for reasons of climate protection

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	27,3	27,3	27,3
2	2	18,2	18,2	45,5
3	3	27,3	27,3	72,7
4	3	27,3	27,3	100,0
Total	11	100,0	100,0	

h) Accept smaller food portions to avoid food wast

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	27,3	27,3	27,3
2	1	9,1	9,1	36,4
3	3	27,3	27,3	63,6
4	4	36,4	36,4	100,0
Total	11	100,0	100,0	

i) Change towels and bed linen in my room less oft

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	9,1	9,1	9,1
2	2	18,2	18,2	27,3
3	2	18,2	18,2	45,5
4	6	54,5	54,5	100,0
Total	11	100,0	100,0	

H-2.3.2 High school graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Change towels and bed linen in my room less oft
N	Valid	34	34	34	34	34	34	34	34	34
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,18	2,79	2,79	3,21	3,38	3,24	3,65	3,29	3,35
Median		2,00	3,00	3,00	3,00	4,00	4,00	4,00	4,00	4,00
Mode		2	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	32,4	32,4	32,4
	2	12	35,3	35,3	67,6
	3	5	14,7	14,7	82,4
	4	6	17,6	17,6	100,0
Total		34	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14,7	14,7	14,7
	2	1	2,9	2,9	17,6
	3	4	11,8	11,8	29,4
	4	24	70,6	70,6	100,0
Total		34	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14,7	14,7	14,7
	2	7	20,6	20,6	35,3
	3	12	35,3	35,3	70,6
	4	10	29,4	29,4	100,0
Total		34	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	14,7	14,7	14,7
	2	3	8,8	8,8	23,5
	3	5	14,7	14,7	38,2
	4	21	61,8	61,8	100,0
Total		34	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8,8	8,8	8,8
	2	9	26,5	26,5	35,3
	3	14	41,2	41,2	76,5
	4	8	23,5	23,5	100,0
Total		34	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5,9	5,9	5,9
	2	1	2,9	2,9	8,8
	3	4	11,8	11,8	20,6
	4	27	79,4	79,4	100,0
Total		34	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	11,8	11,8	11,8
	2	1	2,9	2,9	14,7
	3	13	38,2	38,2	52,9
	4	16	47,1	47,1	100,0
Total		34	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8,8	8,8	8,8
	2	5	14,7	14,7	23,5
	3	5	14,7	14,7	38,2
	4	21	61,8	61,8	100,0
Total		34	100,0	100,0	

i) Change towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	8,8	8,8	8,8
	2	3	8,8	8,8	17,6
	3	7	20,6	20,6	38,2
	4	21	61,8	61,8	100,0
Total		34	100,0	100,0	

H-2.3.3 Vocational education graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Cchange towels and bed linen in my room less oft
N	Valid	80	80	80	80	80	80	80	80	80
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,04	2,95	2,68	3,16	3,60	3,55	3,64	2,99	3,49
Median		2,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	4,00
Mode		1	3	2	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	38,8	38,8	38,8
	2	22	27,5	27,5	66,3
	3	20	25,0	25,0	91,3
	4	7	8,8	8,8	100,0
Total		80	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5,0	5,0	5,0
	2	4	5,0	5,0	10,0
	3	12	15,0	15,0	25,0
	4	60	75,0	75,0	100,0
Total		80	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	10,0	10,0	10,0
	2	11	13,8	13,8	23,8
	3	38	47,5	47,5	71,3
	4	23	28,7	28,7	100,0
Total		80	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,8	3,8	3,8
	2	6	7,5	7,5	11,3
	3	15	18,8	18,8	30,0
	4	56	70,0	70,0	100,0
Total		80	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	11,3	11,3	11,3
	2	27	33,8	33,8	45,0
	3	25	31,3	31,3	76,3
	4	19	23,8	23,8	100,0
Total		80	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5,0	5,0	5,0
	2	2	2,5	2,5	7,5
	3	13	16,3	16,3	23,8
	4	61	76,3	76,3	100,0
Total		80	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	11,3	11,3	11,3
	2	12	15,0	15,0	26,3
	3	16	20,0	20,0	46,3
	4	43	53,8	53,8	100,0
Total		80	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	7,5	7,5	7,5
	2	18	22,5	22,5	30,0
	3	27	33,8	33,8	63,7
	4	29	36,3	36,3	100,0
Total		80	100,0	100,0	

i) Cchange towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,8	3,8	3,8
	2	9	11,3	11,3	15,0
	3	14	17,5	17,5	32,5
	4	54	67,5	67,5	100,0
Total		80	100,0	100,0	

H-2.3.4 University graduates

		a) Use public transport to arrive at the destination	b) Use public transport on-site (e.g. bus, train)	c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)	d) Abstain from flying for reasons of climate protection	e) Separate waste	f) Accept water-saving devices in my room (e.g. w)	g) Accept energy-saving devices in my room (e.g.	h) Accept smaller food portions to avoid food wast	i) Cchange towels and bed linen in my room less oft
N	Valid	89	89	89	89	89	89	89	89	89
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,47	3,06	2,67	3,43	3,80	3,61	3,69	3,07	3,53
Median		2,00	3,00	3,00	4,00	4,00	4,00	4,00	3,00	4,00
Mode		2	3	3	4	4	4	4	4	4
Range		3	3	3	3	3	3	3	3	3
Minimum		1	1	1	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4

a) Use public transport to arrive at the destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	18,0	18,0	18,0
	2	31	34,8	34,8	52,8
	3	26	29,2	29,2	82,0
	4	16	18,0	18,0	100,0
Total		89	100,0	100,0	

e) Separate waste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,2	2,2	2,2
	2	2	2,2	2,2	4,5
	3	8	9,0	9,0	13,5
	4	77	86,5	86,5	100,0
Total		89	100,0	100,0	

b) Use public transport on-site (e.g. bus, train)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,5	4,5	4,5
	2	16	18,0	18,0	22,5
	3	40	44,9	44,9	67,4
	4	29	32,6	32,6	100,0
Total		89	100,0	100,0	

f) Accept water-saving devices in my room (e.g. w

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,2	2,2	2,2
	2	5	5,6	5,6	7,9
	3	19	21,3	21,3	29,2
	4	63	70,8	70,8	100,0
Total		89	100,0	100,0	

c) Do voluntary work (e.g. in the nature park, farm/hiking trail maintenance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	12,4	12,4	12,4
	2	26	29,2	29,2	41,6
	3	33	37,1	37,1	78,7
	4	19	21,3	21,3	100,0
Total		89	100,0	100,0	

g) Accept energy-saving devices in my room (e.g.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4,5	4,5	4,5
	2	1	1,1	1,1	5,6
	3	14	15,7	15,7	21,3
	4	70	78,7	78,7	100,0
Total		89	100,0	100,0	

d) Abstain from flying for reasons of climate protection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,2	2,2	2,2
	2	10	11,2	11,2	13,5
	3	25	28,1	28,1	41,6
	4	52	58,4	58,4	100,0
Total		89	100,0	100,0	

h) Accept smaller food portions to avoid food wast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7,9	7,9	7,9
	2	18	20,2	20,2	28,1
	3	26	29,2	29,2	57,3
	4	38	42,7	42,7	100,0
Total		89	100,0	100,0	

i) Cchange towels and bed linen in my room less oft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,1	1,1	1,1
	2	6	6,7	6,7	7,9
	3	27	30,3	30,3	38,2
	4	55	61,8	61,8	100,0
Total		89	100,0	100,0	