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**DEGROWTH AS AN ALTERNATIVE TO SUSTAINABLE  
TOURISM: AN EXPLORING STUDY OF TOURISTS'  
RELATIONSHIP WITH SUSTAINABILITY AND DEGROWTH**



**UNIVERSITY OF ALGARVE  
FACULTY OF ECONOMICS**

**2024**

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**Masters in Tourism Economics and Regional Development**

**Work Carried out under the guidance of:**

**Professor Hugo Emanuel Dos Reis Sales Da Cruz Pinto**



**2024**



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## **DECLARATION OF AUTHORSHIP OF WORK**

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

**MIRIAM RUEDA NERY BARBOZA**

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## ACKNOWLEDGEMENTS

I am deeply grateful to my dissertation supervisor, Professor Hugo Pinto, for his invaluable guidance, constructive feedback, and unwavering support throughout this research endeavor. His inspiring classes and expert guidance have been instrumental in shaping this dissertation.

I am grateful to the Faculty of Economics for offering excellent opportunities and for the dedicated professors who enriched our Master's program with insightful discussions on relevant topics. Special thanks go to the faculty members of the International Masters Programs Department, particularly Liliya Arslanova, who was consistently available and supportive whenever assistance was needed.

I am grateful to my partner, Eiji F. Gonçalves, for his unwavering emotional and moral support throughout this journey. His patience, love, and encouragement have been instrumental in keeping me focused and motivated. Additionally, I want to express my gratitude to my sister, who provided me with emotional support and was always there to listen during difficult times.

Lastly, I owe a profound debt of gratitude to my mother and father for consistently providing me with incredible opportunities and for their unwavering commitment to ensuring I received the best education they believed in. I deeply appreciate their dedication to nurturing a well-rounded individual with critical thinking and empathy. Despite the distance, the enduring belief and constant love of my entire family have been my pillars of strength during challenging times.

## ABSTRACT

This dissertation explores tourists' relationship with degrowth and sustainability, in the perspective of degrowth as an alternative to sustainable tourism. Through a mixed-methods approach of online survey data collection, statistical factor and cluster analysis, and word cloud visualization, the study identifies the main dimensions of tourist behavior and types of tourists according to their knowledge and alignment with sustainability and degrowth principles in tourism. Findings reveal that degrowth is a very unknown concept among tourists and that the group of tourists most aligned with its principles were those with more sustainable behavior. The younger tourists did not show sustainable travel behavior and seemed to be opposed to degrowth principles. This research highlights the potential of degrowth to address sustainability issues in the context of tourism and the importance of involving tourists and communities in the process of change towards more sustainable tourism.

**Keywords:** Sustainable tourism, Tourism Degrowth, Tourist behavior,

## RESUMO ALARGADO

Esta dissertação explora a relação dos turistas com o *degrowth* e a sustentabilidade, perspetivando o *degrowth* como uma alternativa ao turismo sustentável. Parte-se do facto de que o atual sistema económico, baseado no paradigma do crescimento, é insustentável, sendo impossível ser sustentável e evitar os danos ambientais e sociais que o mundo tem sofrido se a busca pelo crescimento e consumismo continuar ao nível atual.

O turismo, como reflexo do sistema capitalista atual, também procura incessantemente crescer, gerando impactos negativos cada vez mais graves e preocupantes. O conceito de *overtourism* é frequentemente discutido nos estudos sobre turismo, com muitos académicos a apontar o *degrowth* como uma solução para os impactos negativos do turismo. No entanto, apesar de haver estudos recentes sobre turismo e *degrowth*, esta dissertação identifica uma lacuna na relação dos turistas com o conceito de *degrowth*, embora muitas propostas do *degrowth* estejam alinhadas com o que os turistas sustentáveis procuram.

Dado que esta relação dos turistas com o *degrowth* enquanto caminho para um turismo sustentável é pouco explorada e carece de investigação, foi realizado um estudo exploratório para compreender diretamente como os turistas percebem as propostas do *degrowth*. Afinal, o turismo depende dos turistas como "consumidores", e as suas opções e exigências desempenham um papel crucial na condução de mudanças nas políticas públicas e no setor privado.

Assim, o principal objetivo desta dissertação é contextualizar os principais conceitos em torno do *degrowth* e do turismo, com base na literatura e na investigação científica, analisar empiricamente a relação entre turistas, sustentabilidade e *degrowth*, e determinar se os turistas sustentáveis estão alinhados com estes conceitos. Pretende-se caracterizar uma amostra de turistas através de um inquérito sem restrições geográficas ou demográficas, compreendendo o seu comportamento sustentável (ou a falta dele) enquanto viajam, e identificando os tipos de turistas de acordo com o seu conhecimento e alinhamento com a sustentabilidade e os princípios do *degrowth* no turismo. O objetivo final é propor iniciativas de turismo mais sustentável através do *degrowth*, com base na literatura estudada, nas respostas dos turistas e nos resultados da investigação.

A abordagem metodológica adotada foi de métodos mistos, incluindo a recolha de dados através de inquéritos online, análises estatísticas descritivas, de fatores e de clusters, bem como a visualização de nuvens de palavras. Os resultados revelam que o *degrowth* é um conceito pouco conhecido entre os turistas, sendo que os turistas mais alinhados com os seus princípios demonstraram ter um comportamento mais sustentável. Por outro lado, os turistas mais jovens parecem não adotar comportamentos sustentáveis ao viajar e mostram-se menos favoráveis aos princípios do *degrowth*.

Os principais desafios globais para um turismo mais sustentável, de acordo com os turistas inquiridos, incluem a necessidade de aumentar a consciencialização geral e reduzir o consumismo. Este trabalho sugere formas de abordar estes desafios e outros através dos princípios do *degrowth*.

Esta investigação realça o potencial do *degrowth* para contribuir com alternativas de turismo mais sustentáveis e a importância de envolver os turistas e as comunidades no processo de transição para um turismo verdadeiramente sustentável. Os resultados também fornecem características importantes dos turistas que devem ser consideradas pelos decisores políticos e pelos atores do setor turístico, a fim de desenvolver políticas mais eficazes rumo a um turismo sustentável.

**Palavras-chave:** Turismo sustentável, Degrowth, Comportamento dos turistas.

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## **LIST OF ABBREVIATION**

ABTS	Asamblea de Barris per un Turisme Sostenible – Assembly of Neighborhoods for Sustainable Tourism
AC	Air Conditioning
ESR	Environmental and Social Research
KMO	Kaiser-Meyey-Olkin
SET	Red de ciudades del Sur de Europa ante la Turistizacion Network of Southern European Cities against Touristification
UNWTO	United Nations World Tourism Organization
RC	Responsible Consumption
VPS	Visitor Profile Survey
WTM	World Trade Market
WTTC	World Travel and Tourism Council

# 1. INTRODUCTION

The capitalist system is being frequently questioned as many global tensions are studied and attributed to its influence. A paradigm of growth as the best and only option has been dominant alongside capitalism. This worldview of growth as the unique development “tool” has spread and has been promoted to the Global South as the golden ticket to catching-up with other developed countries.

In contrast to this prevailing growth-centric paradigm, social movements and academics are now exploring alternative ideas like the limits to growth, the post-growth, or even the post-capitalism. Over recent decades, the concept of degrowth has emerged and gained traction. Degrowth, a complex concept drawing from diverse intellectual fields, aims to tackle social and environmental challenges through profound transformations and restructuring. Discussions around this notion have become more prominent, with even the European Parliament hosting and endorsing debates on moving beyond growth. Last May (2023), Timothee Parrique, a leading scholar in degrowth, was invited to the Beyond Growth Conference to speak on the topic of welfare without relying on growth.

Moreover, a major player in the capitalist system is the tourism sector, and many of the problems associated with the excessive growth of tourism are well known and hot topics in today's sustainability discussions. Many of the negative impacts of tourism are parallel or even the same as those that degrowth criticizes and seeks to address, so the study of degrowth and its connection to tourism has proven to be relevant and underexplored.

Furthermore, recent research shows that people are becoming more concerned about their impact on the world. The World Travel and Tourism Council (WTTC) reports that 69% of tourists now prioritize sustainability when selecting destinations.

Given the fundamental role tourists play in the tourism industry and the evident link between its problematic impacts and the principles of degrowth, several pertinent questions arise: Who are these tourists who consider sustainability when traveling? Are they aware of degrowth? Are they aligned with it?

While research on degrowth and tourism is expanding, there remains a scarcity of empirical studies on this topic. Fletcher et al. (2019) suggests that discussions around degrowth have predominantly overlooked tourism, with only limited prior research indicating the potential for degrowth to foster genuinely sustainable tourism. Notably, there is a critical gap in the field—the absence of field studies involving tourists and degrowth, which remains predominantly confined to academic circles (Morrison and Buhalis, 2023).

As highlighted earlier, tourist preferences are shifting towards more sustainable options, potentially positioning degrowth as a pathway to a more environmentally friendly future. Individuals have the capacity to drive change, and degrowth presents itself as a promising framework. Consequently, this study aims to address this gap by identifying the specific demographics of sustainability-oriented tourists, evaluating their awareness and understanding of degrowth, and exploring their views on its potential to minimize the environmental impact of travel and destinations.

To better understand these questions, this work developed 5 main objectives listed below:

1. Analyze the relationship between degrowth and sustainability in tourism according to the scientific literature.
2. Understand whether tourist behavior takes sustainability and degrowth into account.
3. Identify basic dimensions of tourist behavior towards sustainability and degrowth.
4. Define types of tourists according to their sustainability and degrowth behavior.
5. Propose a more sustainable approach to tourism consumption through degrowth.

The first objective was achieved through a literature review of the main theoretical concepts of this study, such as degrowth, overtourism, sustainable tourism, sustainable consumer behavior and responsible consumption among tourists. For the empirical objectives (second to fifth), data was collected through an online survey applied to tourists in the researcher's network and the data was analyzed using the following techniques,

respectively: Descriptive statistical analysis, factor analysis, cluster analysis and content analysis with word cloud visualization.

The survey applied to tourists helped to identify the main patterns in tourist behavior and to identify tourist groups according to their answers to the survey, and it was elaborated on the basis of scientific literature and relevant empirical studies that used survey to collect data. It was composed of closed questions to characterize the sample (demographic, geographic and psychographic), Likert scale questions on sustainability and degrowth during travels and an open question to provoke reflection and bring some insights on creating a more sustainable tourism, possibly based on degrowth proposals.

This dissertation is divided into five chapters with subsections. In this introduction one finds an introductory overview of the research, as well as the main context where the study was identified as relevant. The literature review section contextualizes the reader through a presentation of important definitions and points of view, about degrowth definition, history and research, the negative impacts of tourism, discussion on sustainable tourism, changes in consumer behavior towards more sustainable consumption and also a brief conceptualization of responsible consumption. Chapter 2 describes the methodology used to elaborate the survey, as well as the methodology used to analyze the collected data. The next chapter presents the results of the analyses, divided into sample characterization, factor analysis, cluster analysis, and content analysis. The final chapter summarizes all the obtained conclusions based on the analysis, brings a brief discussion of the results and some subjective perspectives from the researcher, brings suggestions for relevant future studies that could complement and deepen the present work and presents the limitations and future approaches to the theme.

## 2. LITERATURE REVIEW

### 2.1. Degrowth history and definitions

Degrowth is a social and intellectual movement that originated in the 1960s and 70s in Latin European countries, mainly in France. The concerns about where the capitalist model would lead the world and how the resources would be enough for the unstoppable growth were the main drivers for the origin of Degrowth. The first authors to talk about these “limits to growth” were Gorz and Amar, and some other important authors came later as Nicholas Georgescu-Roegen, Serge Latouche, G. Kallis, and F. . Demaria, among many others (Research&Degrowth, n.d.; “Degrowth,” n.d.). In the first decade of the 21st century, when the term began to spread in Europe, it became more widely known. Some social movements arose around degrowth, and the concept began to be used by scholars and even some newspapers about the concept were created “Degrowth,” n.d.).

There is an association called Research & Degrowth (<https://degrowth.org/>), which was responsible for organizing biennial international conferences. At the first conference (Paris, 2008), the first definition was validated as “a voluntary transition towards a just, participatory and ecologically sustainable society”. Since then, the concept has been used in different fields of knowledge and has been adapted to different dimensions, such as economic, ecological, philosophical, psychological, and so on. However, it is important to remember that the origin of degrowth was a social movement and not an economic theory (Fletcher et al., 2019).

In the economic field the first main author is Serge Latouche, who wrote a publication in *Le Monde Diplomatic*, commenting on his previous publication on economic degrowth and questioning how it should be applied to the South of the world. According to him degrowth is not a concept or theory, it is just a key word invented by radicals to try to provoke thought about alternatives to the obsession with growth in economics. In his words, “*Proponents of contraction want to create integrated, self-sufficient and materially responsible societies in both the North and the South. It might be more accurate and less alarming if we replaced the word degrowth with “non-growth”.*” (Latouche, 2004).

If Latouche's ideas had become the mainstream of thinking at that time, the environmental, resource and sustainability problems would probably be in a very different scenario today, especially in the South. Probably the social structure would have taken a different direction, and more traditions of southern communities and native people would have been preserved.

At the beginning of the 21st century, he drew attention to the fact that the term “development” has been the guideline for policies, and it is totally attached to this dogma of economic growth, and a very pertinent criticism was that although the so-called “development/growth” was already causing harm and sustainability problems were already emerging, the economists were still talking about enabling the southern countries to have at least a period of this “development” (Latouche, 2004; Latouche, 2012). He even mentioned an analysis done for more than 40 years by a group (The Development Dictionary, Zed Books, London, 1992) which showed that economic development had caused serious damage and instead of improving aspects of life, “(...) *it led only to corruption, confusion and structural adjustment plans that turned poverty into destitution.*” (Latouche, 2004).

Although now, twenty years later, it is known that in a very globalized world the mentality of economic growth still prevails and that most countries of the South have followed the path of “development”, the consequences and damages of this path have also been growing and spreading all over the world, calling for very urgent changes. Maybe while most countries of the South are still considered “developing or underdeveloped”, there is still time to avoid following the same path as the North and suffering the consequences of the so desirable “development”.

Latouche's concerns about the South are still very relevant: the South can only move towards a different kind of development, perhaps based on degrowth, if the North also adopts some kind of economic contraction. Otherwise, the current regional interdependencies and excessive consumerism pressures will not create a safe environment in which the South can begin to restore its traditions.

*“If the South is to attempt to create non-growth societies, it must rethink and re-localize. Southern countries need to escape from their economic and cultural dependence on the North and rediscover their own histories - interrupted by colonialism,*

*development, and globalization - to establish distinct indigenous cultural identities. The cultural histories of many societies reveal inherently anti-economistic values. These need to be revived, along with rejected or forgotten products and traditional crafts and skills.*" (Latouche, 2004).

Of course, it sounds very utopian to even consider changing the entire social and economic structure but Degrowth is a "concrete utopia" that search to explore the application possibilities and a project of construction of autonomous societies in both North and South (Latouche, 2009). It is becoming clearer every day that the current economic system will collapse if systematic changes are not made, in this case, it is always good to discuss disruptive and radical changes that are possible, even if they seem utopian today.

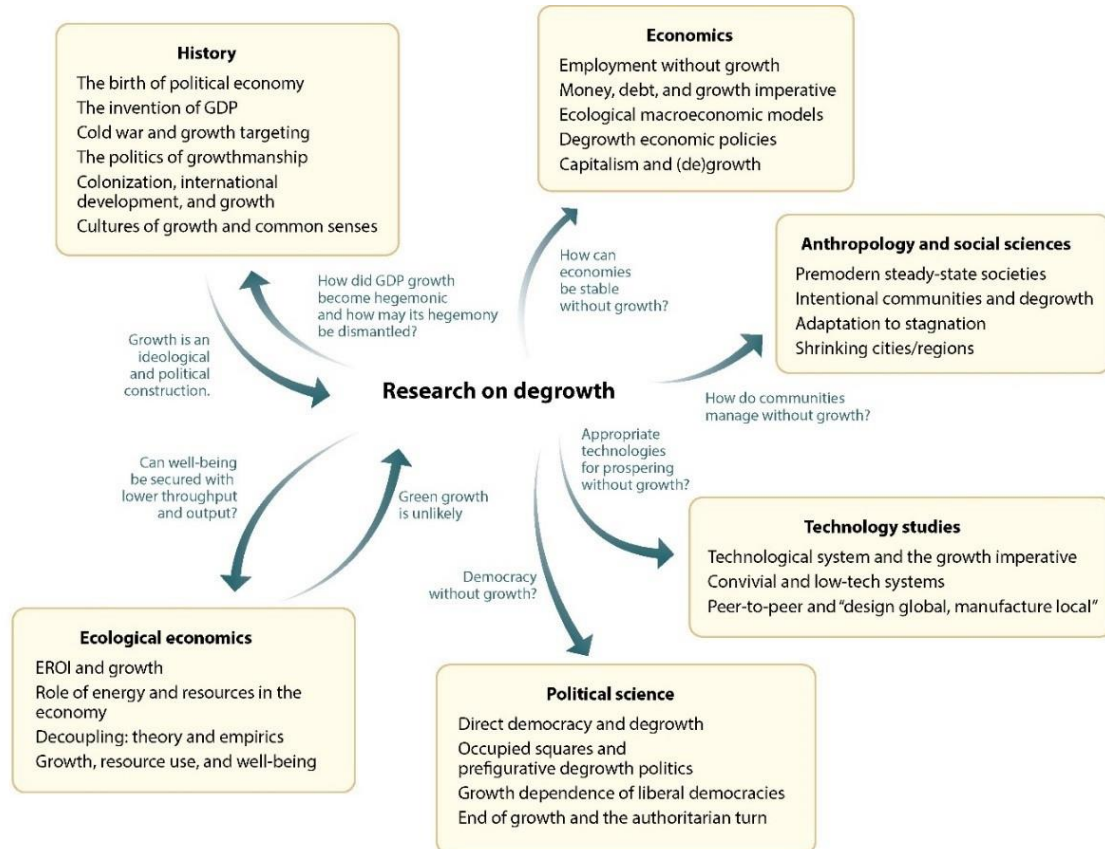
## **2.2. Degrowth research in various fields**

Since the emergence of the concept of degrowth, the scholarly production around it has been growing, and since it is a very broad topic with influences in many dimensions of the world and of life, the studies related to degrowth are carried out in a quite multidisciplinary approach (Duverger, 2020). This has the positive characteristic of crossing boundaries and creating interactions between different fields. The concept has evolved from a critical and normative premise to the creation of alternatives and viable applications to address the urgent problems it criticizes. Kallis and colleagues (2018) created an interesting visualization (Figure 2.1) representing the different themes of degrowth research and the disciplines: History, Economics, Anthropology and Social Sciences, Technology Studies, Political Sciences and Environmental Economics.

Other systematic literature review articles have a slightly different vision of the division of the topic within the fields. For example, Fitzpatrick et al. (2022) see at least three denotations of degrowth, namely: (1) degrowth as a reduction of environmental pressures; (2) degrowth as an emancipation from certain ideologies deemed undesirable, such as extractivism, neoliberalism, and consumerism; and (3) degrowth as a utopian goal, a society based on autonomy, sufficiency, and care. However, we could also synthesize them to fit into some of the previous categories (ecological economics; political science or economics; and anthropology and social science). Thus, the framework developed by Kallis et al. (2018) is detailed and broad enough to be adopted

for this study. While all dimensions are relevant, for the purposes of this study the focus was primarily on the economic and environmental aspects of degrowth, and at times it converged with other boundaries.

Figure 2.1 Research on degrowth.



Source: Kallis et al., 2018, p.293.

The economic dimension has already been briefly mentioned, and contrary to what many might think, economists show that classical economic theories are not totally opposed to degrowth or no-growth in the economy, but the interpretations that have been carried out are also with the influence of growth dogma. Recent research done by economists try to show that it is possible to have a stable economy without growth as long as some changes happen. The most difficult part is that since it is a disruptive idea that requires radical changes, at first glance our “growth mentality” influences us to think that all measures would be detrimental. However, what these authors are doing is demonstrating that degrowth is possible and would be beneficial.

Most models and theories include a reduction of labor (fewer working hours), accompanied by changes in the consumption mentality, in order to reduce consumption and improve well-being. Ecological and sustainable limits are also presented as essential

and as another way to reduce the supply of production and contribute to degrowth. Another important aspect for most models is the need to create mechanisms to redress inequalities, and for that it would be fundamental to restructure the distribution and localization of economies to create more regional structures, avoiding all the resources spent in logistics to produce something in one continent and send it to consumers in another continent (Paech et al., 2012).

Moving on to the ecological dimensions, a key concern is the sustainability and resource issues that the world has reached. Ecological economists argue that it is impossible to mitigate climate issues with growth as a central goal, once that, if resources such as energy are changed from fossil fuels to renewable ones, for example, productivity decreases, and the same is true for most of the “green” substitutions that are made as an attempt to reverse climate changes. It has already been shown that GDP growth is fully associated with increases in resource use and carbon emissions.

*“Degrowth is defined by ecological economists as an equitable downscaling of throughput, with a concomitant securing of wellbeing.”* (Kallis et al., 2018, p.297). According to this perspective on the link between growth and resource use, either a rigid control of resources will break the economy, or the economy needs to be directed in a degrowth direction to solve the climate system problems (Kallis et al., 2018).

Ecological studies of degrowth also suggest that well-being is not related to GDP (or growth), and that some more complex indicators that take into account environmental and social losses/gains associated with economic growth have shown that people's well-being has not improved even during periods of economic boom. Thus, *“an economic contraction may not impact wellbeing negatively if accompanied by redistribution, sharing, and value shifts”* (Kallis et al., 2018, p.298). In summary, the environmental perspectives of degrowth criticize “green growth” because they do not see a way to address climate issues while maintaining growth.

The systematic map of the degrowth policy proposal elaborated by Fitzpatrick et al. (2022), shows that degrowth related to tourism is one of the themes that has been studied within degrowth policy proposal (Figure 2.2), indicating the growing relevance of this relation. Within tourism themes, the main objectives identified on proposals were limit fossil-fuel based travel, especially high carbon and distant, promote slow tourism,

moratorium on tourism developments, local cooperative ownership, detailed spatial planning, prioritize the right to live over the right to travel and tourism education (Fitzpatrick et al., 2022). Since tourism is one of the largest industries and its impact on the environment and resources has become a hot topic in recent years, it makes sense that degrowth agenda approaches tourism. Therefore, in the next section, this link between degrowth and tourism was explored in more detail.

Figure 2.2 Iceberg model of degrowth policy proposals: core instruments on top (in descending order of citation frequency), themed goals below (random position).



Source: Fitzpatrick et al., 2022, p. 6.

### 2.3. Overtourism

According to the UNWTO, tourism is now one of the largest industries in the world, and although it has grown rapidly in recent decades, it is projected to grow even faster in the future. Because of its growth and impact on the economy, the tourism sector is seen by nations as an opportunity for development and recover from crises, mainly after 2008 economic crises and also recently after COVID pandemic. However, this rapid growth of one of the most important sectors, have also been aggravating the negative externalities of its activities, and many of the problems are related to the sustainability discussion, what made the discussions about overtourism and sustainable tourism increase a lot in the last decade. WTTC's Environmental and Social Research (ESR) showed that in 2019 Travel & Tourism accounted for 8.1% of greenhouse gas emissions worldwide.

Overtourism, alternatively referred to as mass tourism, is characterized by the UNWTO as “*the impact of tourism on a destination, or specific parts thereof, that significantly affects the perceived quality of life of residents and/or the quality of visitors' experiences in a negative manner*” (UNWTO, 2018, p. 6). Though, this term encapsulates issues that were under investigation long before its popularization (Koens et al., 2018). The consequences of overtourism include environmental degradation, strain on resources and infrastructure, diminished quality of life for locals, urban gentrification, and erosion of cultural identity (Butler, 1980a; Daly, Dias and Patuleia, 2021; Milano, 2018).

The intricacy of this issue has attracted significant scholarly attention, according to Goodwin (2017, p. 10) “*The state of overtourism is a consequence of tourism using the destination rather than the destination using tourism*” and overtourism is the result of a growing sector that focuses on accumulation and uses the wrong indicators of success instead of measuring the inequalities and conflicts that arise with growth.

In a similar perspective, overtourism should not be studied as a tourism problem, but as a social problem that is the result of the problems of the urban context (Koens et al., 2018). Tourism economic growth has been prioritized while social and environmental impacts have been neglected (Dodds and Butler, 2019).

The consequences of overtourism are not different from the problems that degrowth aims to address, as mentioned in the previous section, they are perhaps even

more aggravated in the most touristic cities and in the city context. Thus, considering the similarity of the problems and the importance of tourism for the economy today, the studies on degrowth in tourism show to be so necessary (Gursoy and Nunkoo, 2019).

From the perspective of social movements about tourism and degrowth, it arose, as usually happens, as a dissatisfaction of the populations of cities where tourism was growing too fast. It began in Barcelona and later it spread internationally, mainly in other southern European countries, and the problems caused by the growth of tourism in the cities such as the rise in prices, gentrification of urban areas, residents' identity and sense of belonging, exclusivity of tourists related shops and overuse of infrastructures, were some of the main dissatisfactions (Milano et al., 2019).

Some of the pioneer organizations that embraced degrowth in tourism as a social movement are ABTS (*Asamblea de Barris per un Turisme Sostenible* – Assembly of Neighbourhoods for Sustainable Tourism) and SET (*Red de ciudades del Sur de Europa ante la Turistizacion* – Network of Southern European Cities against Touristification) and their demands and focus are more exclusively in decreasing tourism, for example “Remove funds for the promotion of tourism toward destination de-marketing”, “Establish a tourist tax to address the negative impacts of tourism in the city” and “Remove public funds dedicated to the public/private consortium Turisme de Barcelona”. However, this social movement approach to degrowth only within tourism, without considering the broader changes that degrowth proposes for the economy and society as a whole, may not be so consistent with the goals studied here.

## **2.4. Sustainable tourism and degrowth as an alternative**

At the end of the 1990's and beginning of 2000, the concept of sustainable development on tourism sector culminated on the term *sustainable tourism*, as a consequence of the critics rose with overtourism and all the negative impacts associated with tourism development. In the area of tourism research, sustainable tourism has become the mainstream for the last decade and the concept is studied as multiple terms that refer to it, such as alternative tourism, niche tourism, responsible tourism, green tourism, eco-tourism, community tourism, and so many others (Morrison and Buhalis, 2023). Many are the focus and approaches of the theme, but the main definition stated by

UNWTO has 3 main pillars that, according to the organization, should be applied to guarantee that destinations will continue to be competitive

According to the organization, sustainable tourism is a “*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*”. In more detail, the environmental pillar would be to make good use of resources and to take care of the natural environment (heritage and biodiversity). The second would be to make sure that host communities, cultural heritage and traditions are conserved and that the inter-cultural exchanges are positive to both visitors and hosts, without losing the local authenticity. The last pillar, the economical, is to guarantee that host communities are not negatively impacted by the tourism activity and are benefiting from the positive impacts and developments, as well as the other stakeholders should be benefited.

While sustainability in tourism has gained significant attention and attracted numerous scholars, a growing number hold the view that green or sustainable tourism alone is inadequate to address the sector's impacts. Many perceive these discussions as nebulous attempts to uphold tourism's positive image despite well-documented criticisms of its adverse effects, leveraging it as a key “development tool.” Authors critical of sustainable tourism's limitations, advocate for degrowth as a potentially more comprehensive alternative. Consequently, this dissertation delved deeper into the relationship between degrowth and tourism, revealing frequent incorporation of the three pillars of sustainable tourism within degrowth proposals.

Since the problems generated by tourism also have their origin in the structure of the capitalist system, they are very similar in cause and effect to those we have studied so far. Milano et al. (2019, p.1858) inspired by the vision of Harvey (2007), underlined the “*(...) heightened interest in selling cities as authentic commodities for tourism purposes has proliferated to become a fast-evolving and alternative form of capital accumulation*”. From this perspective, overtourism and the social problems associated with it should be addressed together with all the other issues mentioned above. Reducing tourism in isolation, without solving the growth and consumption mentality of the economy, may not be enough.

Despite the fact that the relationship between tourism and degrowth is still an area with a lack of studies and policies, there are already some academic works that have a more aligned and broader perspective on how degrowth and tourism could go together.

Fletcher et al. (2019) discussed tourism and degrowth as an emerging agenda, bringing together the main debates around it. For tourism to be more sustainable, it should move in the direction of degrowth, seeking alternatives to the growth paradigm, tourism development should be qualitative rather than quantitative, ignoring the natural capital damaged in the process. Moreover, consumption behaviors should be restructured, encouraging travelers to adopt more sustainable practices that reduce resource consumption and other associated impacts, aligning with and advocating for principles of degrowth. The authors emphasize that tourism's role should transcend private sector benefits and capital accumulation, prioritizing contributions to the common good and resisting the commodification of cities and culture (Büscher and Fletcher, 2017; Andriotis, 2018).

Nevertheless, although degrowth ideals are antithetical to capitalism and seek to create alternatives for a post-capitalist era (in this case for tourism), this does not mean that simply abandoning capitalism will change and fix everything and does not automatically mean the collapse of the growth paradigm (Fletcher et al., 2019; Kallis, 2018). In Fletcher et al. (2019)'s words, *"Pursuit of degrowth, in tourism as elsewhere, requires a systemic overhaul of established institutions, imaginaries and modes of living with post-capitalism as its starting point."* It is also relevant to mention that regarding degrowth in general, "crisis" is not the degrowth that scholars refer to. Degrowth of the economy, or in this case of tourism, as a result of political/social crises, economic crises, disasters, etc., will not bring about the changes mentioned by genuine tourism degrowth. For that a detailed and planned political-economic reorganization would be necessary.

For Fletcher et al. (ibid.), tourism degrowth is not a move against tourism, it is not an end to tourism, but rather a transformation of tourism, a reconfiguration of tourism, and a systematic change in the way it is practiced, looking for a way to benefit host communities and ecosystems, solving some of the main problems of tourism. In a broader perspective, the same would apply to the economy in general, with degrowth principles.

The same thing that happens in the discussion of degrowth in general happens in the discussion of degrowth in tourism. Because it is a very disruptive concept, implying a change in the mainstream system, the industry and institutions do not look at it with good eyes and have harsh critics against it. When the discussion on overtourism was growing strongly, the 11th edition of the UNWTO/WTM Ministerial Summit had the explicit title “Overtourism: growth is not the enemy; it is how we manage it” (World Trade Market, 2017). However, the alternatives that institutions and governments have tried to present as solutions to the problem of overtourism end up making destinations more elitist and expensive (Fletcher et al., 2019).

Tourism might even be considered as a process of destructive creation, alluding to Schumpeter's creative destruction. As an activity that generates multiple forms of structural violence and only seeks to accumulate capital, which is what creates the value of tourism as a product. Tourism, as it is today, relies on this structural violence and is a complete commodification process that creates the “product” tourism for some people, exploring others and without worrying about the effects it might have as long as it does not affect the accumulation of capital. In the process of becoming a product, tourism loses one of its most important characteristics: authenticity. (Büscher and Fletcher, 2017)

The three forms of structural violence that tourism creates, highlighted by the authors, are: the production of inequality, the production of waste and the production of “space exception”. The first, as already mentioned, is the fact that tourism, as capitalism in general, creates misery and exploitation of a portion of the population to create something unique and enjoyable for the other portion. The production of waste is related to the environmental impacts of tourism and to the fact that top-down legislation had always been rejected and a mentality of self-regulation of tourism sector’s actors was adopted in the last decades and only started to be reversed recently (Koens et al., 2018). Something very relevant to this research that Büscher and Fletcher (2017) brings to the attention in relation to the generation of waste, is the fact that the environmental and resources impacts of tourism are acknowledged by the industry, as well as the necessity to mitigate it. However, a huge part of the proposed solution, is more like a way to say they are acting and selling the “green tourism” image to tourists demanding it (also known as green washing). The used example is the indications to reuse towels in hotel rooms, to save water.

Focusing more on the tourist's side, as shown on the next session, their choices and profile is changing, and a demand for more sustainable options is growing. However, many tourists just make “green choices” to feel good, and feel they are also doing something towards the planet, but more for selfish motivation, very similar to the green washing towel example mentioned. Those actions make both sides (industry and tourists) look or feel good, even though it does not change anything in the structure that creates the problems and makes a minor impact on the resources preservation.

The third form of structure violence, as they explain, is the one that reinforces the previous two, through the “exception” attitude that tourists have. Traveling is known to be a moment to escape from normal life and all the responsibilities, stress, mundane issues, and weight that comes with it. Many people act differently when they are out traveling and do not want to worry about something they would worry about in their home day-to-day life. According to these authors, this is how the previous forms of violence are hired by the industry to follow tourists' desire of not seeing it, to just “enjoy” and not to worry about such complex issues.

Tourism has the potential to serve as a transformative force outside of a capitalist framework. The concept of degrowth represents a broader movement aimed at transforming tourism by altering patterns of consumption and production, thus fostering a more sustainable and beneficial industry.

Tourism should have a more complete and less selfish purpose with longer-term connections and dedication to places, peoples, and their local and extra-local socio-economic, ecological, and political struggles. This perspective envisions tourism as a vehicle for deeper engagement and longer-term relationships, transcending self-interest and contributing to the well-being of places and people. (Büscher and Fletcher, 2017).

## **2.5. Changes in consumer behavior towards responsible consumption**

Recent research has been showing that people are caring more about their impact on the world. Many are changing and willing to change their habits to protect the environment, and according to the World Travel and Tourism Council WTTC, 69% of tourists are considering sustainability to choose their destination and 48% of global

respondents said that it is important for them to choose travel companies that have a strong sustainability policy and supports local communities as well as protecting the planet.

At the beginning of the 2000s fast changes in consumer trends in the UK were already being observed. Tearfund published a campaign in 2000 where they reminded about the issues raised when someone travels and all the impacts it has on society, economy and environment, and argued that since tourism is a product “consumed” as any other, the consumption of it should also be responsible to control the impacts on others. According to this study, from 1999 to 2001 (two years gap) the percentage of respondents willing to pay more for ethical holidays increased 7 percent, from 45 to 52 percent (Goodwin and Francis, 2003).

Looking into more recent studies, WTTC (2023) has been surveying consumer attitudes in the UK to sustainability and sustainable behaviors, and comparing 2022’s results to 2023’s consumers still have been shifting towards a more sustainable lifestyle. Even though the survey is not tourism-specific, one of the most positive shifts was in reducing their air travel.

Responsible Consumption or Sustainable Consumption are some of the main terms used to describe *“the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations”* (U.N. Environment Programme, 2017). It goes beyond consuming sustainably, it also considers social and economic impacts, and most importantly, its incentive to consume less. Consuming more responsibly is completely aligned with degrowth principles and sustainable tourism that have been discussed up to this point.

Consumption is something inherent to capitalism, and therefore a large part of the problems presented in this study of pressure on resources, environmental degradation, waste generation, and so many other issues. The problem is so clear that the United Nations 2030 Agenda of Sustainable Development Goals has its SDG 12, which calls for responsible consumption. In their words, “Goal 12 is about ensuring sustainable consumption and production patterns, which is key to maintaining the livelihoods of current and future generations,” and when applied to tourism, it means that the tourism

sector should adopt responsible consumption and production patterns and accelerate the shift towards sustainability.

Valor and Carrero (2014) divided the definition of responsible consumption into two categories: narrow and broad. Narrow RC is the one that necessarily involves purchasing and includes ethical criteria when making consumption choices. Broad RC is more holistic, and the authors used a definition from Barnett et al. (2005) to define it as *“any practice of consumption in which the explicit registration of obligation or commitment to distant or absent others is an important dimension of the meaning of the activity for the actors involved”* (Valor and Carrero, 2014, p. 1110). The broad RC does not necessarily involve a purchase, it could be the act of not consuming for ethical reasons, or boycotting a brand, etc. This broader definition is certainly the one most in line with degrowth.

Although the UN has established Goal 12, it remains centered on growth and ‘development’, thus aligned to responsible consumption within a narrow framework. The UN, as a mainstream organization, does not advocate for radical changes to consumption patterns or embrace the concept of degrowth; instead, it emphasizes the need for consumption to be more sustainable. This approach reflects the significance of consumption within prevailing economic growth models.

### **3. METHODOLOGY**

#### **3.1. Methodological options**

Degrowth has proven to be a powerful tool to promote more sustainable tourism and to bring about important and far-reaching changes that would be necessary to truly address the negative impacts of tourism. However, tourism does not exist without tourists, and since tourists are the "consumers", their options and demands play a very important role in generating changes in public policies and in the private sector. In this context, this was an empirical study that aimed to explore and identify if tourists take sustainability into account when traveling, if they are aware of degrowth and if they believe that degrowth could be a good way towards a greener tourism.

The main specific objectives were:

- To understand the main concepts surrounding degrowth and sustainability discussion in tourism, according to the scientific literature.
- To empirically analyze the relationship between tourists, sustainability and degrowth, and understand whether there is alignment from sustainable tourists towards these concepts.
- Identify basic dimensions of tourists' behavior in relation to sustainability and degrowth.
- Define types of tourists according to their sustainability and degrowth behavior.
- Propose a more sustainable approach to tourism consumption through degrowth.

The first objective was achieved through a literature review of the main theoretical concepts of this study, such as degrowth, overtourism, sustainable tourism, sustainable consumer behavior and responsible consumption among. For the empirical objectives (second to fifth), data was collected through an online survey applied to tourists in the researcher's network and the data was analyzed using the following techniques, respectively: descriptive statistical analysis, factor analysis, cluster analysis and content analysis with word cloud visualization.

The empirical study had two main phases, the survey elaboration, application, and organization of the obtained data and the analysis of the data. The following two sections describe in more detail the options and organization chosen and applied.

The survey applied to (potential) tourists helped to identify the main patterns in tourist behavior and to identify tourist groups according to their answers to the survey, and it was elaborated based on scientific literature and relevant empirical studies that also use survey to collect data (Chan and Lau, 2000; Miller, 2003; Patwary, 2023). It was composed of closed questions to characterize the sample (demographic, geographic and psychographic), Likert scale questions on sustainability and degrowth in travel and an open question to provoke reflection and bring some insights on creating a more sustainable tourism, possibly based on degrowth proposals.

### **3.2. Survey organization and elaboration**

The main objectives were to understand if tourists consider sustainability and degrowth, to identify and define types of tourists and their relationship with sustainability and tourism. Therefore, the researcher chose to use a survey to understand this directly from tourists. As an initial exploratory research and considering the objectives, no need or reason to restrict the study to any specific region was identified. The more answers the best, so the option was to apply an online survey through social media targeting all respondents who like to travel, do it frequently, or have done it recently, without geographical or demographic restrictions.

It is also relevant to mention that after the elaboration of the survey, it was tested with some close contacts to identify if everything was clear, if they had any difficulty in answering and if any mistake was identified. After the feedback of the 5 test participants, some small adjustments were made, and their answers were not used on the official data set. The survey was officially conducted from the beginning of December 2023 until the beginning of February 2024. 261 valid responses were obtained.

The survey was made up of five main groups of questions. The first group consisted of multiple-choice questions to segment the tourists. Groups 2 to 4 were on a Likert scale about tourists' concerns about sustainability, and degrowth with 6 options:

Completely agree, Agree, Partly agree, Partly disagree, Disagree, and Completely disagree. Usually, the Likert scale is used to measure opinions, behaviors, and attitudes, consisting of closed questions that give respondents a scale, in this case from 1 to 6, to answer the question. In this case, there was no intermediate or neutral answer, to prevent people not expressing their opinion. Group five was an open-ended question.

In addition to identifying tourists' concerns about sustainability and their alignment with degrowth, this study wanted to better understand the types of tourists that are closer or farther from these concepts, and for that it was necessary to segment the respondents. Kotler segmentation groups were used to elaborate the first group of questions: behavioral, demographic, psychographic, and geographical (Lin, 2002). The behavioral and psychographic questions in this study were the ones to understand tourists' preferences and their travel choices. The Macao Institute for Tourism Studies has been conducting quarterly surveys for many years, to provide details about the profile of visitors ("Macao Visitor Profile Survey (VPS)," 2014). So, the Macao Visitor Profile Survey (VPS) as well as Miller's research (2003) were used as an inspiration to elaborate questions that would identify the different types of tourists because of its credibility and consolidation.

Understanding consumer behavior and intentions, while considering their concerns, knowledge, and attitudes, can provide valuable insights for empirical studies based on questionnaires. Several relevant empirical studies focusing on environmental behavior, such as those by Yadav and Pathak (2016), Hjalager and Kwiatkowski (2019), and Sultan et al. (2020), have referenced Chan's (2001) work and emphasized the importance of behavioral theories. While these studies primarily concentrate on the environmental aspect, the present research extends this focus to encompass the broader concept of sustainability.

So, the second group of questions was adapted to explore tourists' behavior and intentions towards sustainability. The questions aimed to gauge tourists' concerns, attitudes, and behaviors related to sustainability across different aspects of the tourist experience, including transportation, destination and accommodation choices, and overall trip considerations (Patwary, 2023; Ru et al., 2018).

Considering the division of sustainability into three pillars (economic, social and environmental), adopted by UNWTO and by a large part of authors, the third set of questions tried to find out which of the pillars of sustainability motivates tourists' sustainable behavior the most.

The degrowth-related questions were inspired by extensive literature on degrowth that informed the research. The essence of degrowth was distilled into a brief explanation of the concept provided to respondents, making it accessible and understandable to individuals outside the academic community. The objective was to determine whether respondents who identified as 'very sustainable' in earlier responses would recognize and support the concept of degrowth.

Following the degrowth questions, an open-ended question sought to identify what tourists perceive as the most significant global challenges for sustainable tourism, with the goal of exploring whether degrowth offers solutions to any of these challenges.

Table 3.1 Segmentation questions

Segment group	Attribute	Question	Alternatives
Demographic	Gender	To which gender do you most identify?	Female Male Other/rather not answer
	Age	How old are you?	Less than 18 18-24 25-34 35-44 45-54 55-64 64 or more
	Scholarity	What is the highest level of education you have completed?	Elementary school or High school Higher education completed (bachelor's degree or equivalent) Master's degree PhD or higher
	Employment status	Which of the following categories best describes your employment status?	Unemployed Independent contractor Employed in the private sector Employed in the public sector Student Business owner Retired Other
	Income	What is your monthly income?	1 minimum wage 2 to 4 minimum wages 5 to 7 minimum wages 8 to 10 minimum wages More than 10 minimum wages
Geographic	Nationality	What are you from?	Open field
Psychographic/Behavioral	Length of stay	The duration of my trips is on average	3 days or less 1 week 10 days 15 days More than 15 days
	Domestic trip's frequency	The frequency with which I travel within my country is	1 time a year or less 2 to 3 times a year 4 to 6 times a year 7 or more times
	International trip's frequency	The frequency with which I travel to other countries is	1 time a year or less 2 to 3 times a year 4 to 5 times a year

			6 timer a year or more
Main travel motivation	The main reason I travel is		Leisure/holidays Work Family visit Events Others
Type of tourism	The kind of destination I like the most is the one that provides me		Good shopping options Contact with nature Contact with the local culture Historical knowledge Sun and beach Adventurous activities Other
Main transportation method	The transportation I use the most for traveling is		Car Buses Airplane Train Ship/Cruise Other
Travel companion	I usually travel		By myself With my family With friends With my partner Group excursions
Expenditure per trip (total per week)	When I travel, I spend on average per day: (Per person, including transportation, accommodation, food and leisure)		Up to R\$250/€50 Up to R\$450/€90 Up to R\$650/€130 Up to R\$850/€170 More than R\$850/€170
Main Information source	Where do you obtain most information for your trips		Internet (blogs, social media, search engines, etc.) TV, newspaper, magazine Travel agencies Travel guides Other
Moment of information search	At which moment do you search for sustainability information for a trip		Before booking the trip Before leaving After arriving at the destination I do not search for sustainability information

### 3.3. Methods

The methods used to analyze the data collected were a mixture of qualitative and quantitative approaches. For the quantitative part, descriptive statistics, factor and cluster analysis were used, using the software IBM SPSS Statistics 29.0.2.0.

Factor analysis is a statistical method that can be used to simplify and group a set of data with many variables into a few factors, showing the correlation between the main factors and the variables. No initial hypothesis is required to carry it out, as it is a method of exploring the data and then arriving at hypotheses or conclusions. The factor analysis estimates the loadings (the weight of each factor) and variances, so that the predicted covariances and correlations are as close as possible to the observed values. The loadings define each of the new variables such that the variables resulting from the application of these methods (principal components) explain maximum variation and are uncorrelated with each other. In surveys, exploratory factor analysis is usually used to identify the main themes from the responses (Yong and Pearce, 2013), which is what was done for this study. The analysis was used to identify the main dimensions of tourist behavior in relation to degrowth and sustainability.

Cluster analysis, as the name suggests, is used to identify groups of respondents (in this case groups of tourists) with common characteristics or relevant differences within the data. While the previous method analyses the relationships between variables and identifies groups of factors according to them, this method is used to identify types of respondents. The chosen method was Hierarchical cluster analysis, using Euclidean squared distances with Wards criteria to define groups. It consists in measuring the distance between pairs of cases using the variable values, always maintaining the hierarchy within the subsets. The result is the formation of groups with low distance within the group (similar to the group) and with high distance between the groups (different from other groups) (Pestana and Gageiro, 2000). This method was useful to analyze the different types of tourists according to their behavior towards degrowth and sustainability. The factor and cluster statistical analysis techniques were inspired by those used by Balata, Pinto, and Moreira Da Silva (2022).

The open-ended question asked tourists about their perceptions of the main challenges to achieving a truly sustainable tourism in the current context, and this

question was used in the qualitative part of the research. A Content analysis was carried out with the results of the open questions to identify the main challenges according to the tourists interviewed. Content analysis is a commonly used method for open-ended questions, as it helps to identify the main themes, patterns or words in the texts and tries to determine the existence and frequency of concepts (Stemler, 2000).

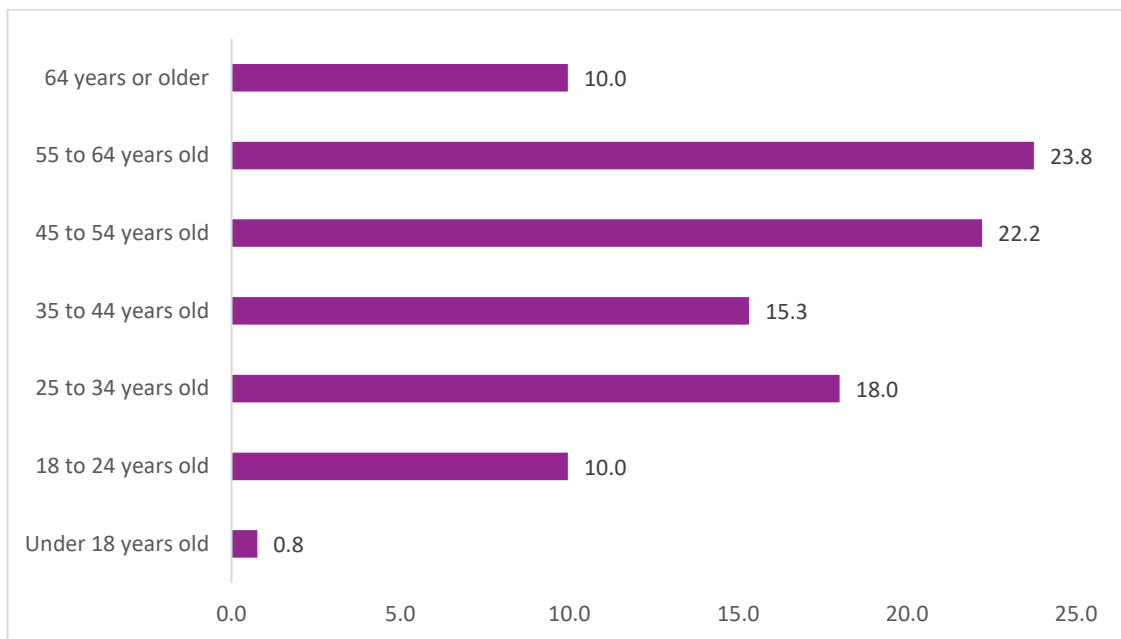
In this case the choice was to use word cloud as a tool for the content analysis, as suggested by Vilela et al. (2020). The texts from the answers were carefully synthesized into short phrases or key words, one by one manually, to summarize the idea of the answer. The guidelines presented by Stemler (2000) were considered to codify the data in the most neutral way possible. After simplifying the data, and organizing it in one term per line, the ©Jason Davies website was used to build a word cloud based on it. Word cloud creates a visualization with the most frequent words, presented bigger, and the last frequent smaller. The chosen scale was “log n”, the number of terms to be shown was set to one hundred, and the option “one word per line” was chosen to consider the full term instead of loose words.

## 4. RESULTS

### 4.1. Sample characterization

The survey was answered by 261 tourists, 60,5% female, 38,7% male and 2 respondents (0,8%) who preferred not to answer or identified as other. The age groups were very diverse, with the majority between 45 and 64 years old, and the remaining 55% divided between the other age groups, as shown in Figure 4.1.

Figure 4.1 Respondent's age in percentage of total respondents.



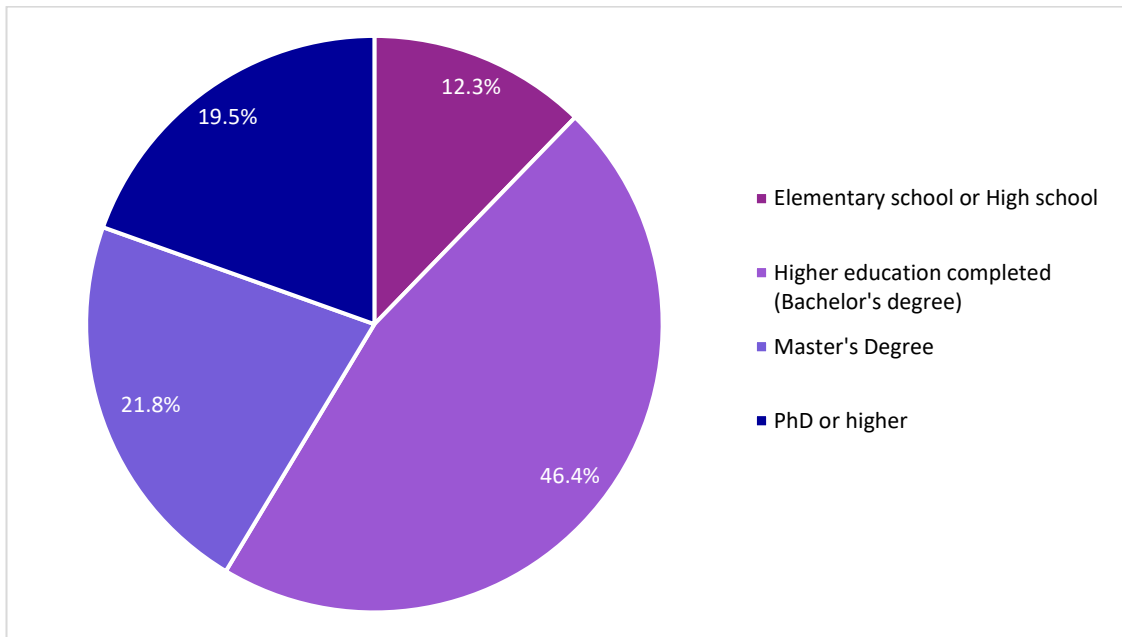
Source: Own elaboration

Almost 70% of respondents were Brazilian, 16% were Portuguese and the rest were from various other nationalities. The nationality was clearly influenced by the strategy of applying the survey to the researcher's networks. Since most of their network is composed by Brazilians, the results reflected that. Therefore, in the statistical analyses presented in the next section, it was checked whether the results would change significantly if the respondents from abroad were removed and our sample was considered with only Brazilian responses. The conclusion from the ANOVA was that the significance of nationality was not relevant (greater than 0,05), so all the responses could be kept without significant impact.

Figure 4.2 illustrates that the level of formal education of surveyed tourists was very high, with almost 90% having higher education (46% bachelor's degree, 22%

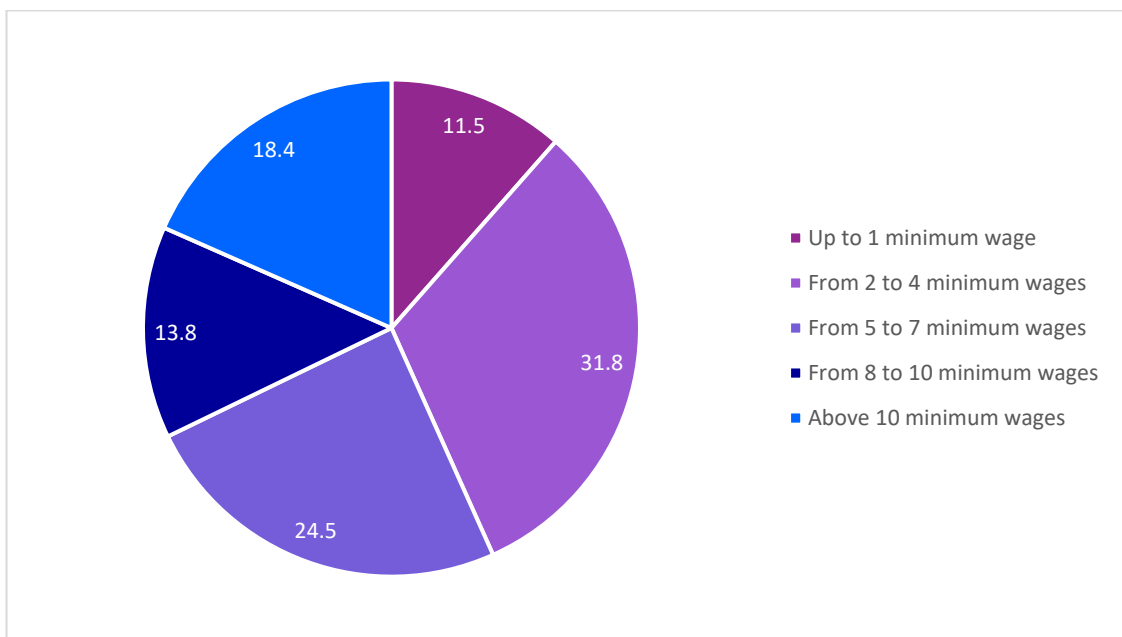
master's degree and 20% doctorate). While their income, measured as a function of the minimum wage as shown on figure 4.3, was between 2 and 4 minimum wages for 32% of tourists and between 5 and 7 for 24% of tourists. Almost 20% stated that they earned more than 10 times the minimum wage.

Figure 4.2 Respondent's formal education level.



Source: Own elaboration

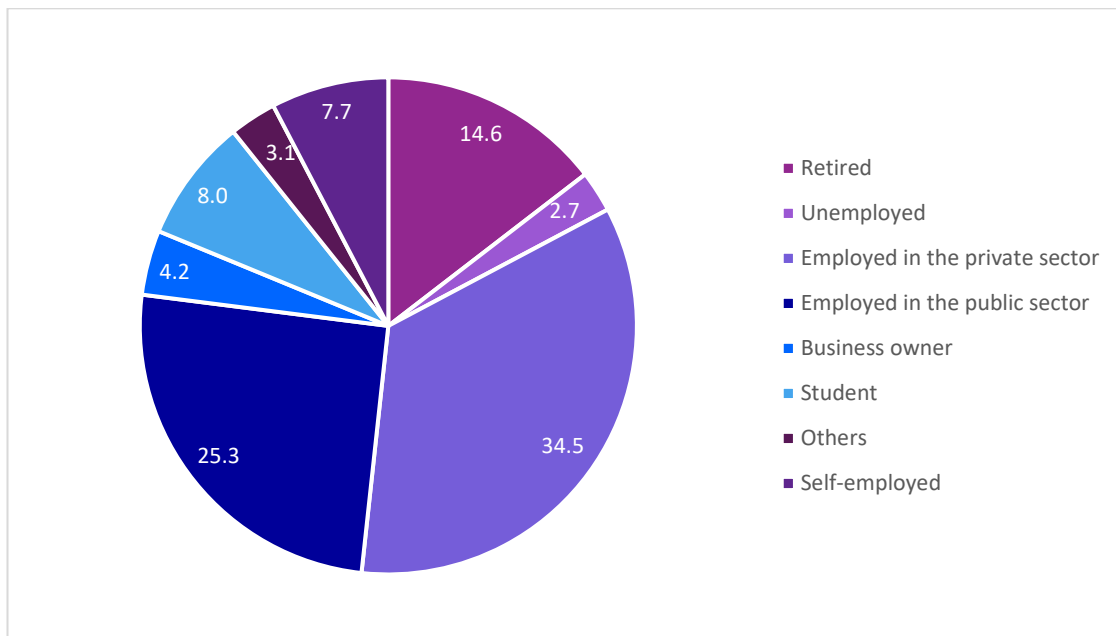
Figure 4.3 Monthly income in function of living country minimum wage.



Source: Own elaboration

As per Figure 4.4 Occupational status was split mainly between private and public sector employees, 34% and 25% respectively, 15% retired and the remaining 26% in other categories.

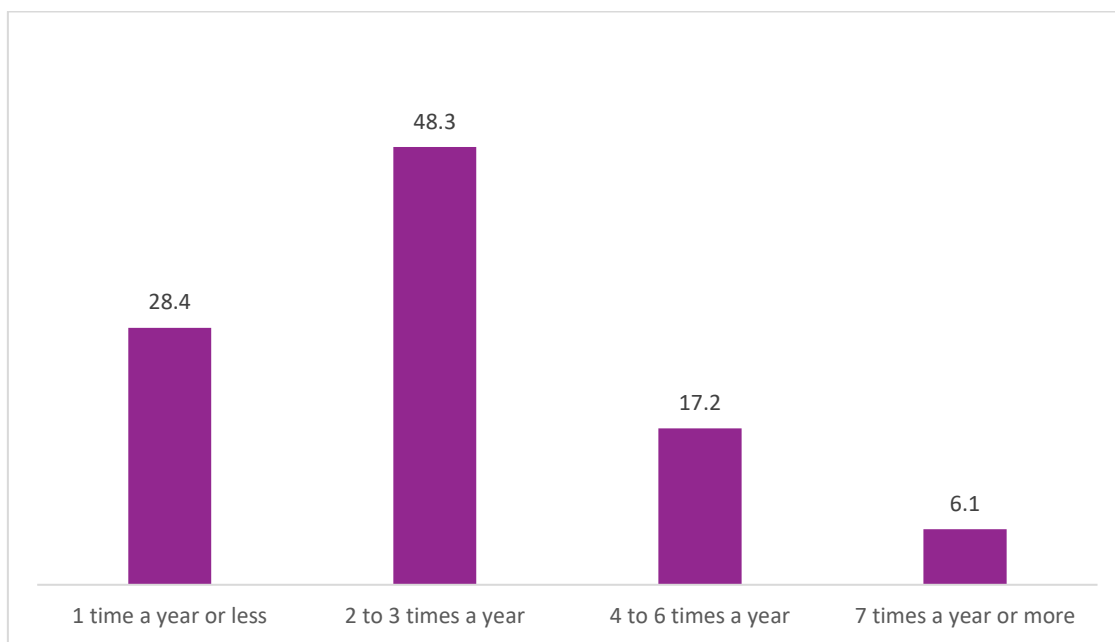
Figure 4.4 Employment status in percentage of total respondents.



Source: Own elaboration

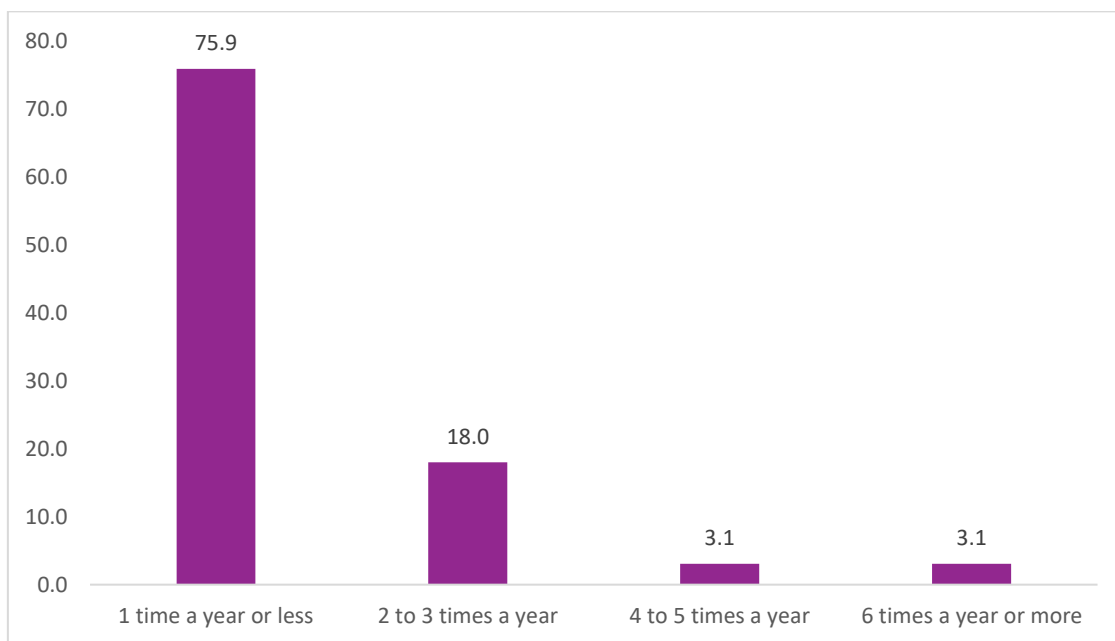
When asked how often they travelled within their own country, almost 50% said 2 to 3 times a year, almost 30% once a year at most and the rest more than 4 times a year (Figure 4.5). For international travels, 76% travel at most once a year, 18% two or three times a year and the remaining small percentage more often (Figure 4.6)

Figure 4.5 National travel frequency.



Source: Own elaboration

Figure 4.6 International travel frequency.

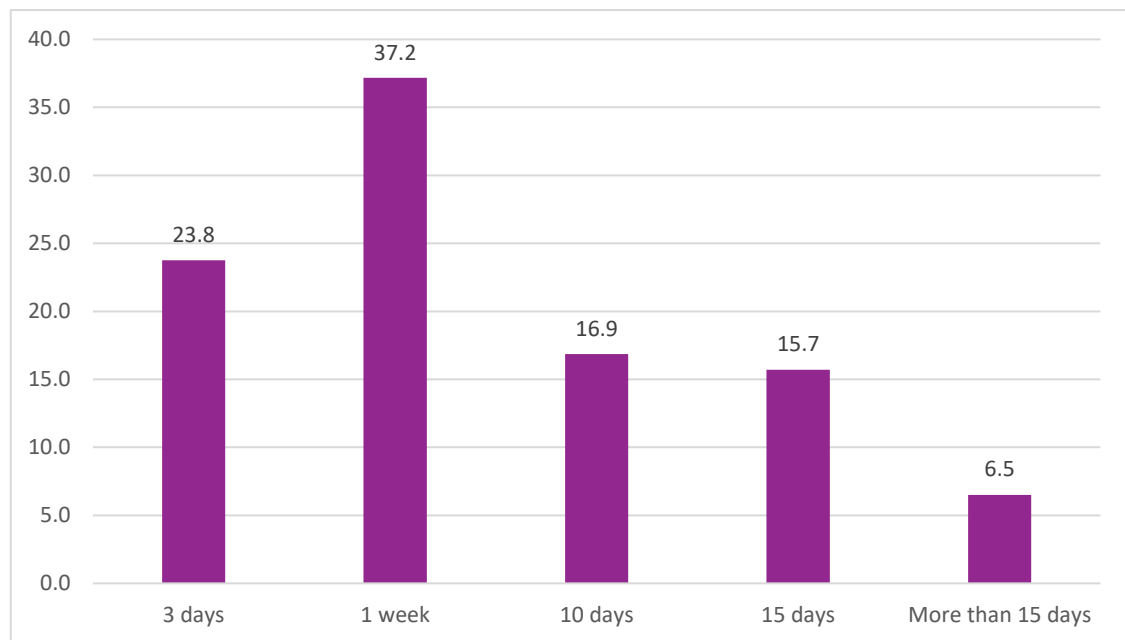


Source: Own elaboration

Regarding the duration of their trips, 37% of tourists said that their trips last on average 1 week, and only 6% used to travel for more than 15 days, as shown on Figure 4.7.

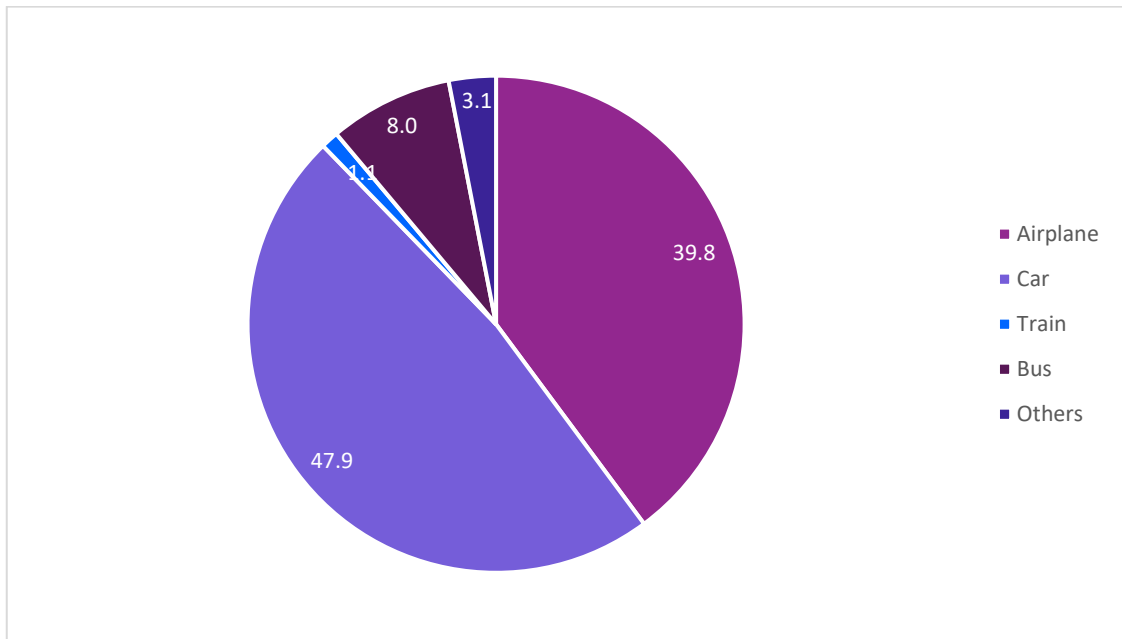
Almost half (47,9%) of travelers said that their main means of transport was car and 39,8% plane, while the rest uses mainly bus, train or others (Figure 4.8). In terms of company, 40% travel with their family, 22% with their partner, 17% with friends, 16,5% alone and the remaining 4% in other configurations.

*Figure 4.7 Average travel duration.*



*Source: Own elaboration.*

Figure 4.8 Main mean of transport to travel.



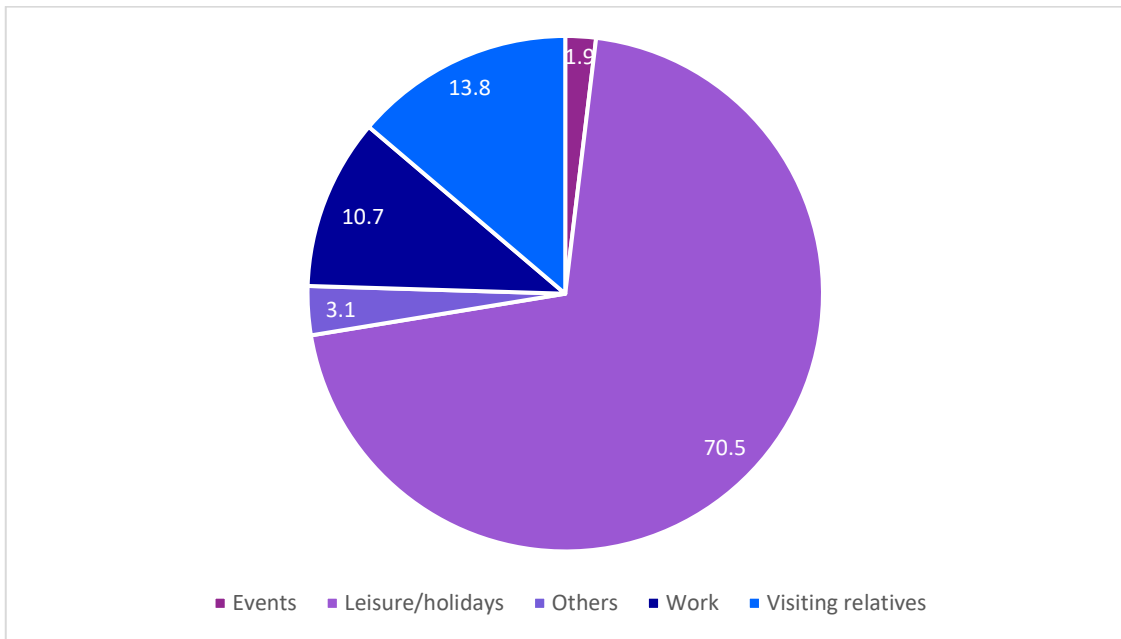
Source: Own elaboration

The main motivation for travelling, as shown on Figure 4.9, is leisure and holidays (70%) and what most travelers appreciate the most about a destination is contact with nature (34,1%) and with the local culture (25%), as per 4.11. The average expenditure per day during the trip was measured in Brazilian Real (BRL) and the equivalent in Euros (EUR)<sup>1</sup> and the result was a funnel with 35% spending up to R\$250/€50 and 9,6% spending over R\$850/€170 (Figure 4.10).

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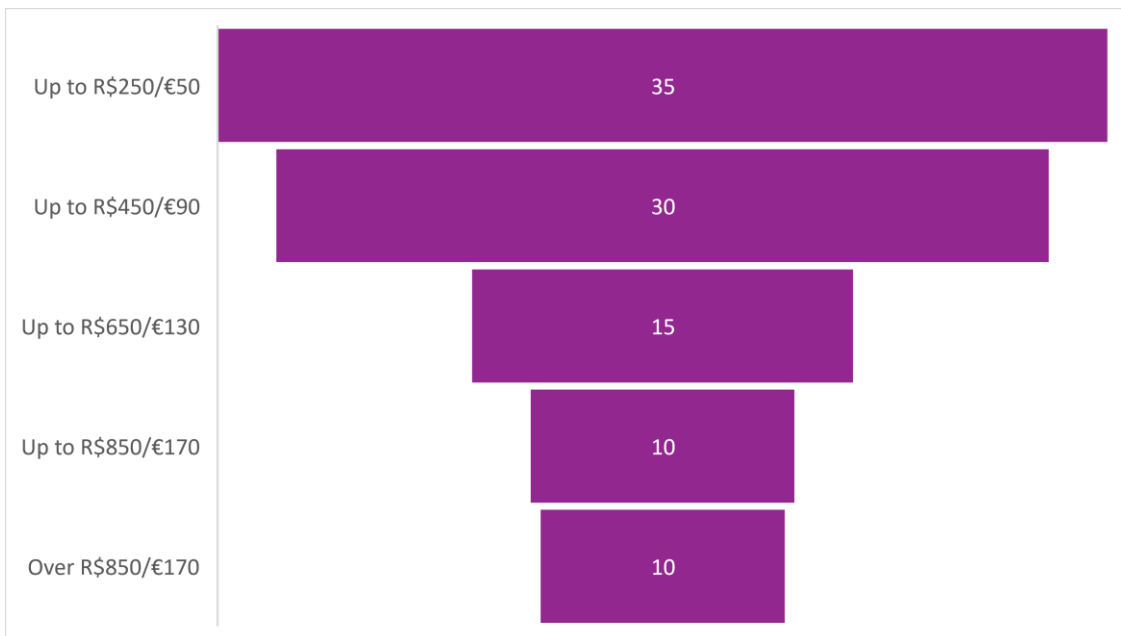
<sup>1</sup> On the 7<sup>th</sup> of November 2023 the official exchange rate from BRL to EUR was 5,21, so to create the questions with the equivalence between the currencies, an approximate conversion of 5 BRL = 1 EUR was used, to avoid using decimal number and making the questions too complex to respondents.

Figure 4.9 Main travel reason.



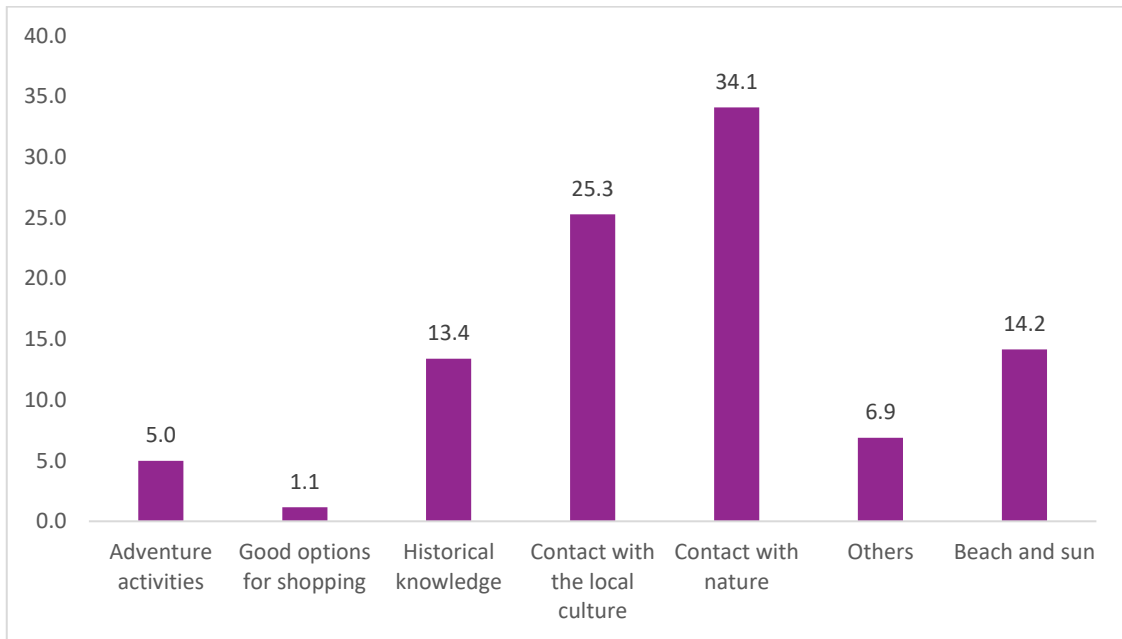
Source: Own elaboration

Figure 4.10 Average spending per day during travel (considering transportation, accommodation, food and other activities).



Source: Own elaboration

Figure 4.11 Destination preference according to what it offers.

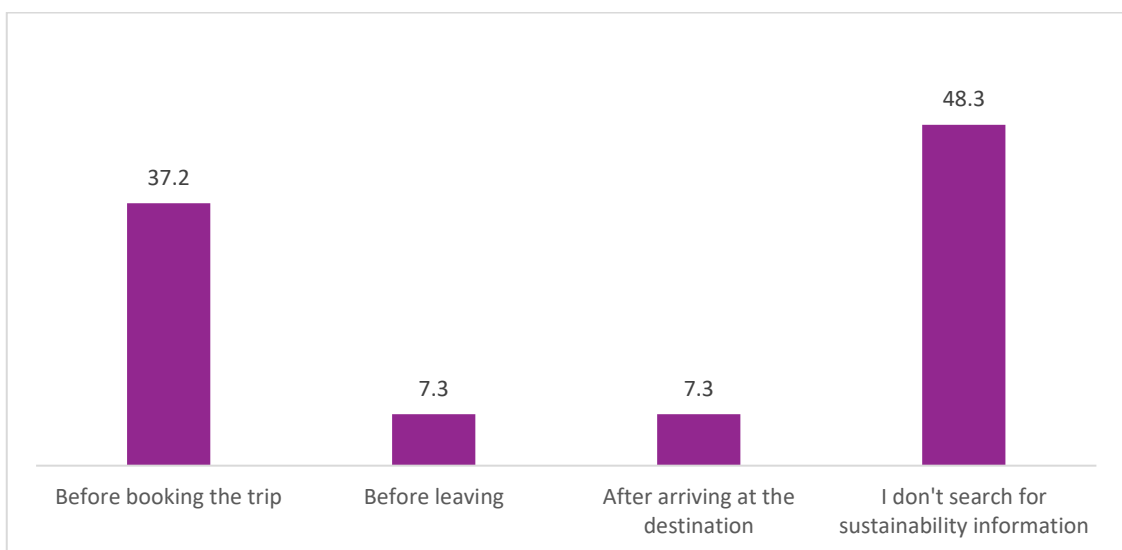


Source: Own elaboration

As expected, the most used source of information for travel is the Internet (blogs, social media, research tools, etc.) with 84,7% of responses.

Approximately 52% of travelers confirm that they look for sustainability information for a trip (37% before booking, 7% before departure and 7% after arrival at the destination). The remaining 48,3% do not look for sustainability information.

Figure 4.12 Moment of sustainability information search.



Source: Own elaboration

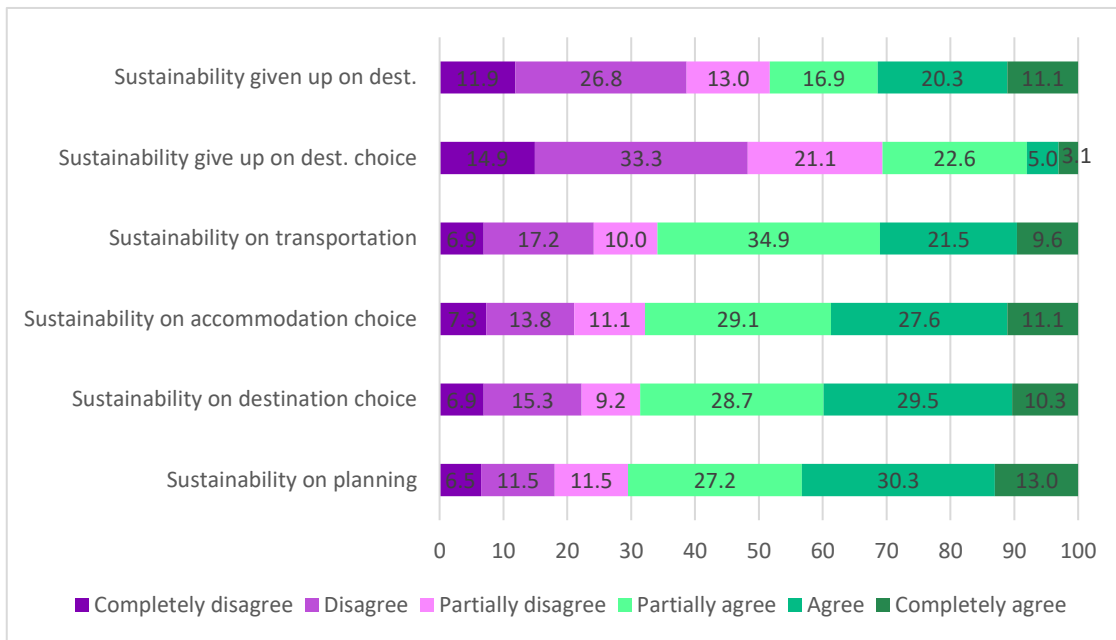
For some questions, some respondents indicated that it was difficult for them to decide whether they were considering international or domestic travel. However, this was not a relevant variable for the study, the important thing was that they were answering the choices and facts that were more common in their travel context, regardless of whether the destination was abroad or not.

## **4.2. Tourists' sustainability behavior and degrowth alignment**

In order to understand the influence of sustainability in tourists' trips, four groups of questions in Likert scale were used with the responses scale being Completely disagree, Disagree, Partially disagree, Partially agree, Agree, Completely agree.

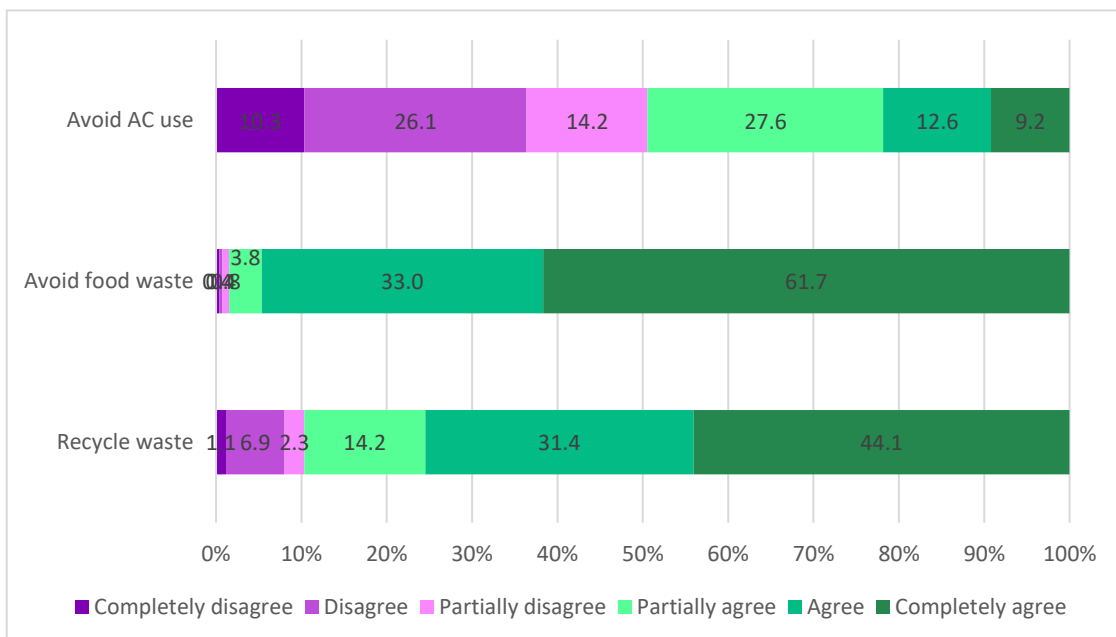
The first set of questions shown on Figure 4.13 was about sustainability in the decision-making process of a trip, the choices tourists make to plan their trips. The second was about sustainable behavior while travelling, and it is possible to see from the answers shown on Figure 4.14 that actions that have been discussed for a longer time, such as food waste, are practically a consensus. Almost everyone Agree or Strongly agree that they act to avoid food waste when travelling. The recycling of waste shows a higher percentage of Partially agree or Disagree when compared to the previous question. Avoiding the use of air conditioning, which could be seen as a much more recent climate discussion, has a much more spread-out percentage of responses across the scale.

Figure 4.13 Sustainability on travel decision-making.



Source: Own elaboration

Figure 4.14 Sustainability behavior during travels.

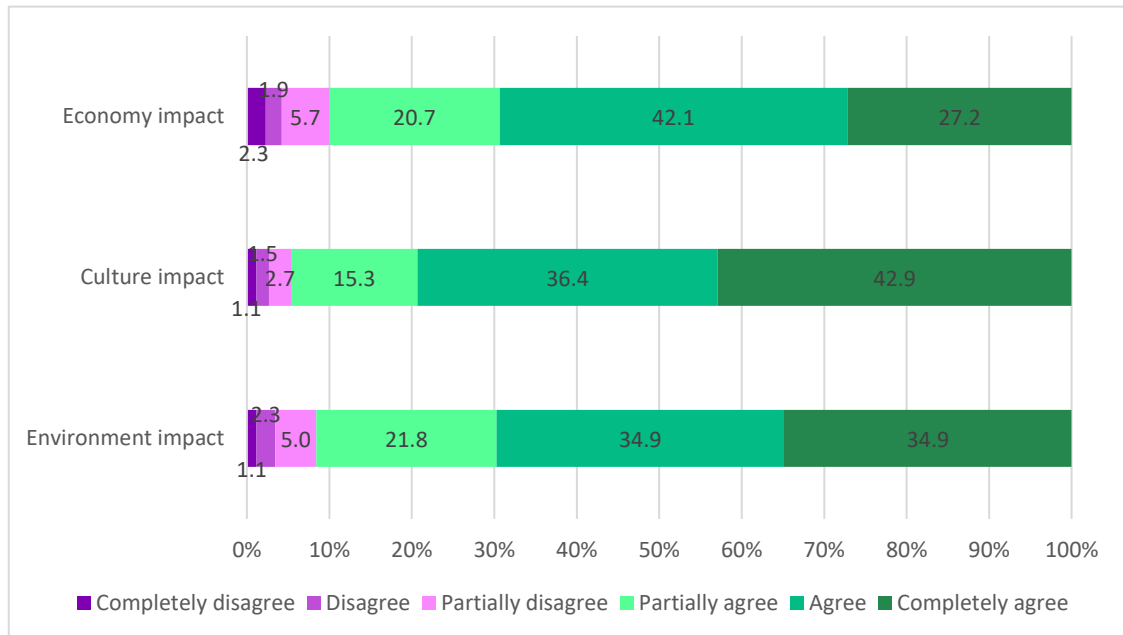


Source: Own elaboration

The third group of questions asked about tourists' concerns about sustainability factors in each of the three pillars of sustainability: economic, cultural and environmental.

In general, travelers seem to be concerned about all three. However, the impact on culture was the one with a higher percentage on the agreement spectrum, as per Figure 4.15.

Figure 4.15 Tourists' concern with each of the pillars of sustainability.



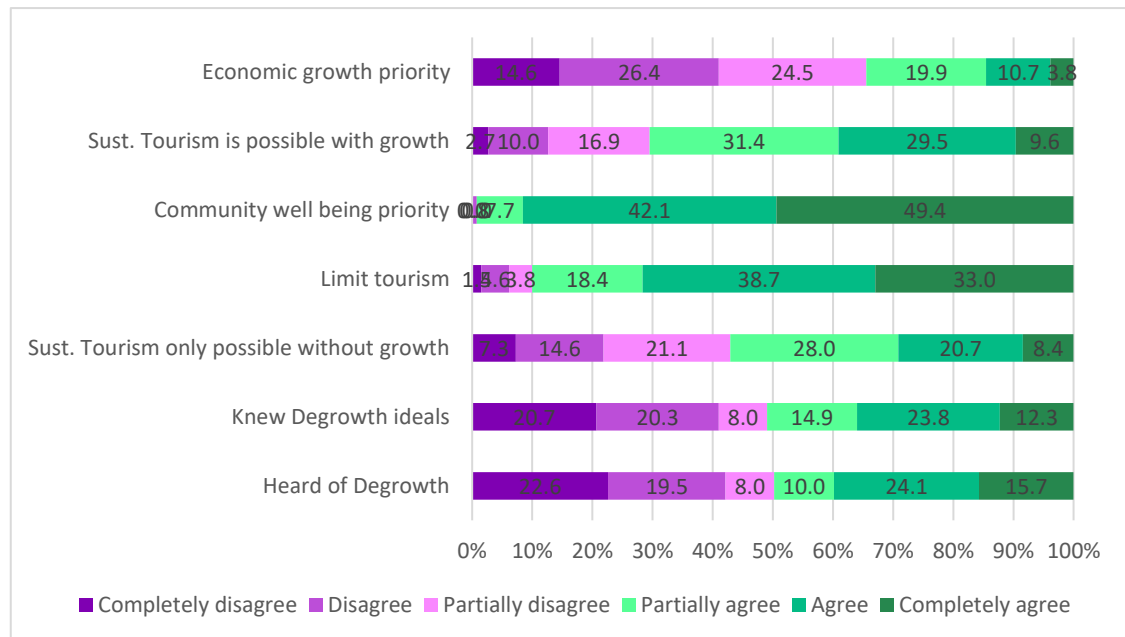
Source: Own elaboration

The last group was made up of questions to analyze whether degrowth is a known concept and their orientation towards it. These questions were preceded by a short introduction to the concept of degrowth, for contextualization. As noted on Figure 4.16, the percentages for each option on the questions about degrowth and degrowth ideals were very similar, with about half of the respondents saying that they had at least heard of it and the ideals, but only 16% fully agreeing that they already knew the concept.

There was almost universal agreement that the well-being of communities and the preservation of the environment should always be a priority. Furthermore, in a very high percentage, 90% also agree (at least partially) that tourism should be limited according to the characteristics of the destination. However, it is somewhat controversial that a portion of these respondents also believe that economic growth should be the priority. This just shows that the growth paradigm is so ingrained in people's minds that even if they believe that people and nature should be a priority, they cannot see that growth takes the world in the opposite direction, so they also see economic growth as a priority.

On the question of whether it is possible to achieve truly sustainable tourism with or without growth, a higher percentage of people believe that it is possible even if the focus is on economic growth than those who believe that it is only possible if growth is left behind.

Figure 4.16 Degrowth knowledge and alignment questions.



Source: Own elaboration

### 4.3. Main dimensions of tourist’s behavior

In order to extract insightful and meaningful results from all the data obtained, further statistical analyses were performed. To perform the factor analysis, the Likert scale responses were transformed into quantitative values from one to six, with 6 being the response most aligned with sustainability and degrowth and one being the response least aligned and more focused on economic growth.

Barlett's sphericity test with a significance of 0,001 (less than 0,05) shows that there is indeed a correlation between the variables, allowing factor analysis to be used. The partial correlation coefficients must also be checked to perform the factor analysis, and the Kaiser-Meyer-Olkin (KMO) test makes this comparison. Ranging from zero to one, high values (close to 1,0) generally indicate that a factor analysis may be useful with

your data. The KMO obtained was 0,863, which indicates a good adequacy of the factor analysis (0,8-0,9).

The common factors are the proportions of the variance of each variable explained by the main components, i.e. the closer to one, the more the variance of that variable is explained by the common factors (Pestana and Gageiro, 2000). Small values indicate variables that do not fit well with the factor solution and should possibly be dropped from the analysis. In Table 4.1, it is possible to see that most communalities have a high value, and most of them are closer to one than to zero. In other words, the factors explain a large part of the variance of the variables in our sample.

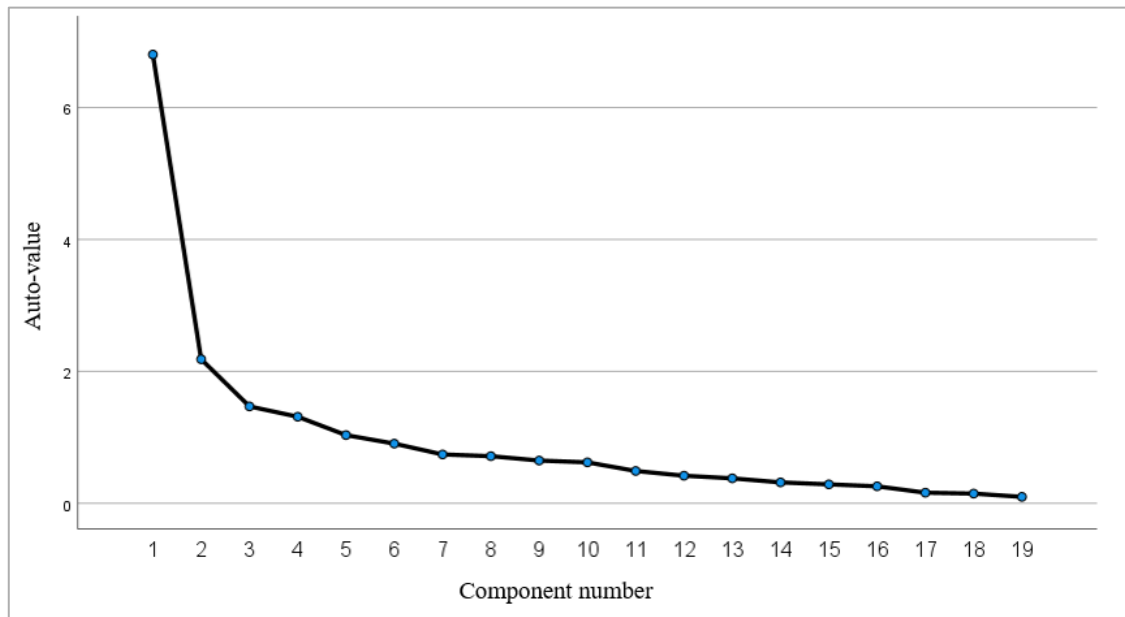
The variables related to “Avoiding the use of air conditioning when traveling” and “Having already rejected a destination due to the lack of sustainable options” are the only ones that have a communality lower than 0,5, showing that they don't fit as well as the others. It was decided to keep these two variables, but since they are poorly explained by the common factors, they should be carefully monitored.

Some of the criteria for determining how many factors to keep, is the scree plot and Kaiser's criteria. According to Pestana and Gageiro, (2000, p.399) these criteria are valid for cases when at least one of the following conditions are met:

- The number of variables is less than 30 (in our case, there are 19 variables used in the factor analysis).
- The number of cases is higher than 250, in our case there are 261.
- The communalities are at least 0.6 (this is not the case for all our variables).

Since the first two conditions are met, on the *scree plot* below, the point with higher slope indicates that 5 factor are to be retained,

Figure 4.17 Scree plot: factors to be retained.



Source: Own elaboration on SPSS execution.

According to the total variance explained, the five retained factors explain 67.41% of the variance in the variables, still leaving room for unexplained variation. The factors that explain the most are f1, f2, f3, f4 and f5 respectively. Factor 1 explains 35.81% of the total variance, while factor 2 explains 11.5% and the other factors explain less than 8% each.

The Component Matrix shows how each variable correlates with each factor, with the highest absolute values (closer to -1 or 1) being the most correlated. In this case, the matrix without rotation doesn't show as clearly how the factors influence the variables. For several variables, there are high loadings or very close values for more than one factor, making it difficult to interpret the factors and making it necessary to rotate the component matrix.

The rotation used was orthogonal, using the Varimax method with Kaiser normalization, which is a way of extremizing the loadings to make it easier to interpret the variables according to the factors. From the rotated component matrix, it was possible to determine which variables were associated with which factors, according to Table 4.1. By interpreting the variable-factor relationships, a name was given for each factor according to the variables with higher scores. From factor one to six the names given were: 'Sustainability in travel planning', 'Tourism impacts', 'Degrowth alignment', 'Degrowth knowledge' and 'Economic growth alignment'. It was interesting that the

obtained factors were very much in accordance with the main groups of questions used to elaborate the Likert scale questions of the survey, showing that there was indeed logic on the grouping of questions.

*Table 4.1 Rotate component matrix and variable's communalities.*

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Communalities
<b>F1: Sustainability on travel planning</b>						
Sustainability on travel planning	0,873855925					0,820717504
Sustainability on destination choice	0,889691542					0,862256143
Sustainability on accommodation choice	0,8600936					0,824006103
Sustainability on transportation choice	0,797202804					0,702670483
Give up on destination lacking sustainability options	0,755164958					0,672065838
Have ever given up on destination due to lack of sustainability choices	0,667833615					0,477900829
<b>F2: Tourism impacts</b>						
Separate waste to be recycled when traveling		0,71712297				0,569742543
Worry about not wasting food when travelling		0,74394257				0,576184765
Avoid using A/C when travelling		0,55078268				0,4556176
Concerned with impacts of tourism on the environment		0,528635933				0,671233174
Concerned with impacts of tourism on the economy		0,503379998				0,608243102
<b>F3: Degrowth alignment</b>						
Concerned with impacts of tourism on culture			0,573183283			0,675828498
Truly sustainable tourism only possible if the search for growth is left behind			0,565083521			0,515470356
Tourism should be limited according to destination characteristics			0,752950011			0,608380001
Communities' well-being and environmental preservation should always be the priority			0,642870646			0,580037772
<b>F4: Knowledge about degrowth</b>						
Have heard about the term Degrowth				0,891386857		0,883159919
Already knew degrowth ideals				0,877213749		0,886134532
<b>F5: Economic growth alignment</b>						
Sustainable tourism is possible even keeping focus on economic growth					0,838129118	0,713305627
Economic growth should always be the priority					0,793456718	0,704199503

*Source: Own elaboration*

*Extraction method: Principal Component Analysis.*

*Rotation Method: Varimax with Kaiser Normalization. Rotation converged within 8 interactions.*

#### 4.4. Types of tourists

After the identification of the main factors influencing the variance of the variables, the cluster analysis helped to understand how many groups of tourists with similar positioning on the factors can be identified. Thus, it was possible to identify types of tourists and their positioning towards sustainability and orientation towards degrowth.

To choose the number of clusters, the dendrogram was observed. Two different solutions were tested, one with two clusters and the other with three clusters, and the option with three clusters seemed to be more appropriate due to the different characterization of each of them.

The ANOVA test was executed to confirm if there were significant differences between the means of factors through the groups, and it confirmed that all 5 factors were highly significant in the 3 clusters context (ANOVA table available at Appendix 1). Usually, significance values lower than 0,05 are considered to be at a good level, and in this case all factors had significant differences between the groups. Factor 5 (economic growth orientation) was the one with less significance, although it was still high (0,018). All the others had values smaller than 0,001.

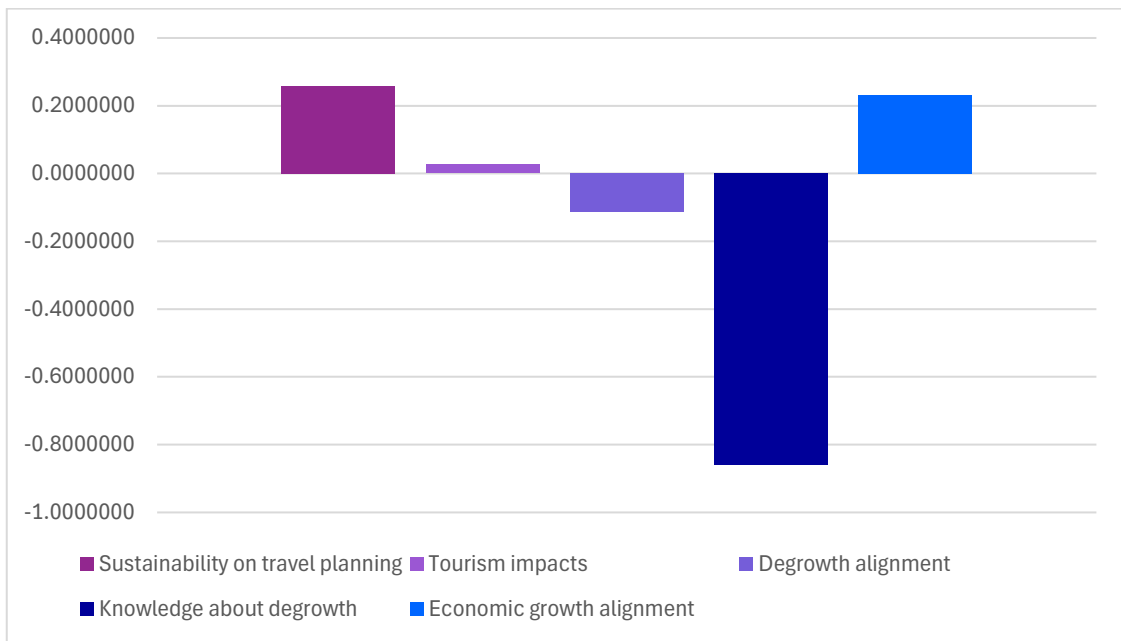
Table 4.2 shows the main result results of the cluster analysis, presenting the scores of each factor for each cluster.

*Table 4.2 Results of the means of the factors (columns) for each of the 3 clusters (rows).*

	<b>Sustainability on travel planning</b>	<b>Tourism impacts</b>	<b>Degrowth alignment</b>	<b>Knowledge about degrowth</b>	<b>Economic growth alignment</b>
<b>Cluster 1 N=85</b>	0,2568892	0,0263178	-0,1131165	-0,8590510	0,2303050
<b>Cluster 2 N=108</b>	0,5270431	0,2182593	0,2639875	0,7387785	-0,0437741
<b>Cluster 3 N=68</b>	-1,1581800	-0,3795444	-0,2778787	-0,0995403	-0,2183578

*Source: Own elaboration*

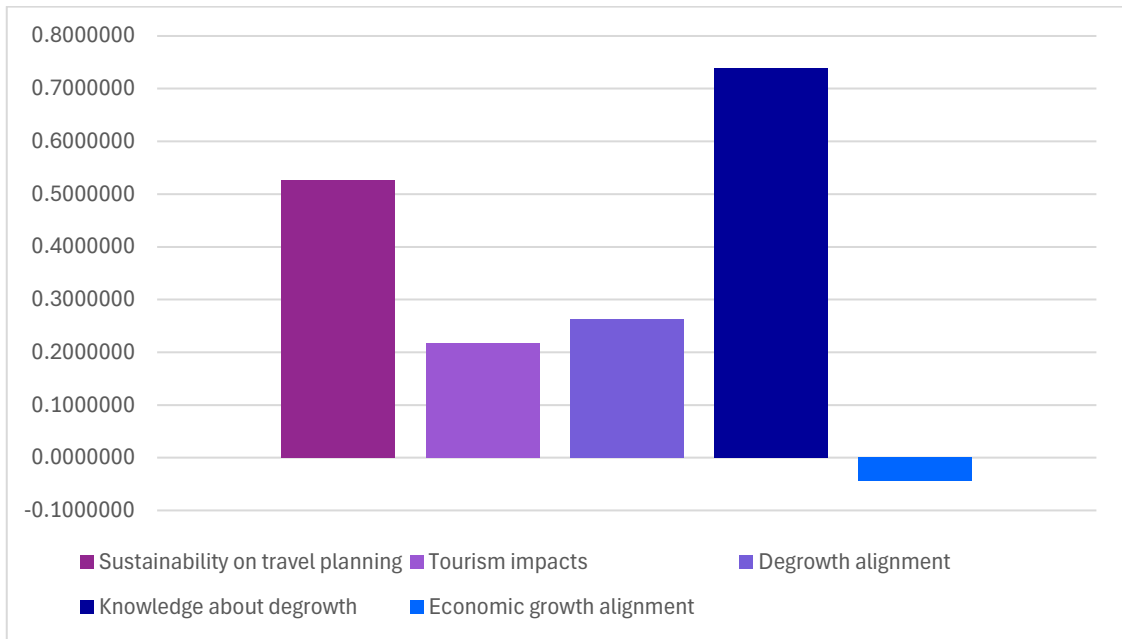
Figure 4.18 Scores of factors on Cluster 1



Source: Own elaboration

Cluster 1 was called ‘Growth oriented tourists’. This cluster contains 32.57% of the surveyed tourists. The cluster has negative scores on both the degrowth factors and positive scores on the ‘Economic growth alignment’, indicating a preference in this direction. Regarding ‘Tourism impacts’, Cluster 1 did not present a significant positioning, with a score close to zero. What is interesting, however, is that it also has a positive score value for ‘Sustainability on travel planning’, in a similar proportion to their alignment with ‘Economic Growth’.

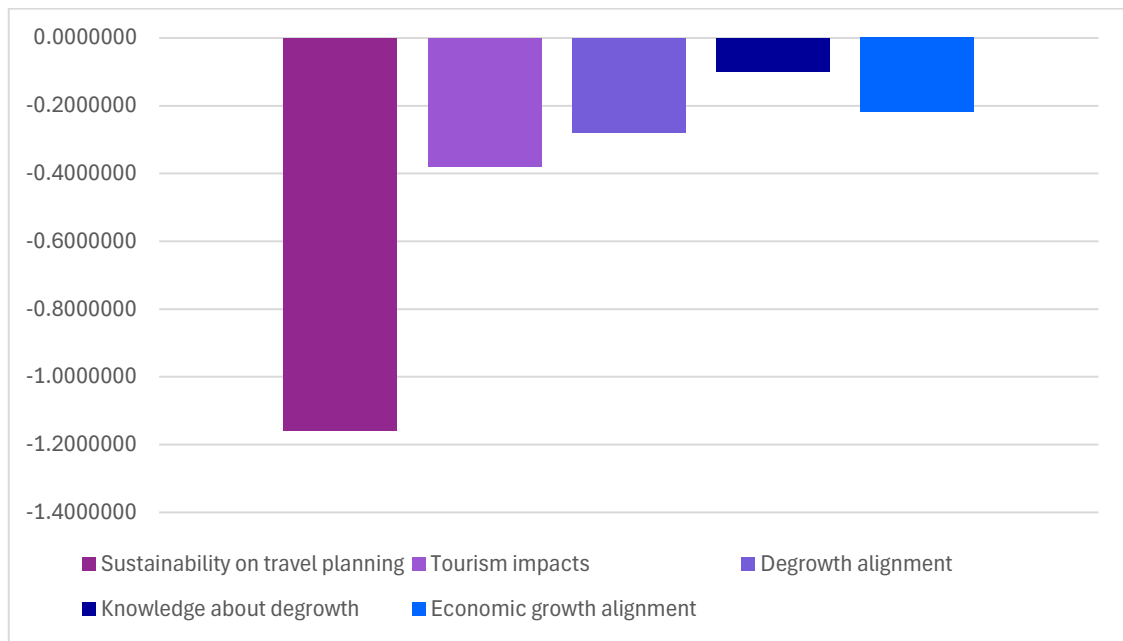
Figure 4.19 Scores of factors on Cluster 2



Source: Own elaboration

Cluster 2 was called ‘The degrowthers’. This group represents 41.38% of the surveyed tourists. The scores were positive in all four factors which indicate alignment with sustainability and degrowth. ‘Knowledge about degrowth’ have the highest score, followed by ‘Sustainability on travel planning’ and by ‘Tourism impacts’ and ‘Degrowth alignment’ with very similar scores. The only factor that scored negatively was ‘Economic growth alignment’, which also indicates alignment with degrowth beliefs. This group of tourists show a strong positioning towards factors that are very much in line with the purpose of this study.

Figure 4.20 Scores of factors on Cluster 3



Source: Own elaboration

Cluster 3 was called the ‘Unsustainable tourists’. This group represents 26.05% of the surveyed tourists. This cluster has negative scores for all factors, meaning that it is not aligned with sustainability, degrowth or economic growth. The factor ‘Knowledge of degrowth’, although it has a negative score, is very small, so it could be considered almost neutral. After this factor, ‘Economic growth’ is the least negative, followed by ‘Degrowth alignment’ and ‘Tourism impacts’. This group of tourists is the only one that has high negative score for the sustainability factor.

Regarding the significance of the demographic, geographic, and psychographic/behavioral variables, asked at the beginning of the survey to characterize the sample, only three showed significant difference and influence on the results between clusters (significance  $<0,05$ ): Age, Reason for travel, and Sustainability information moment.

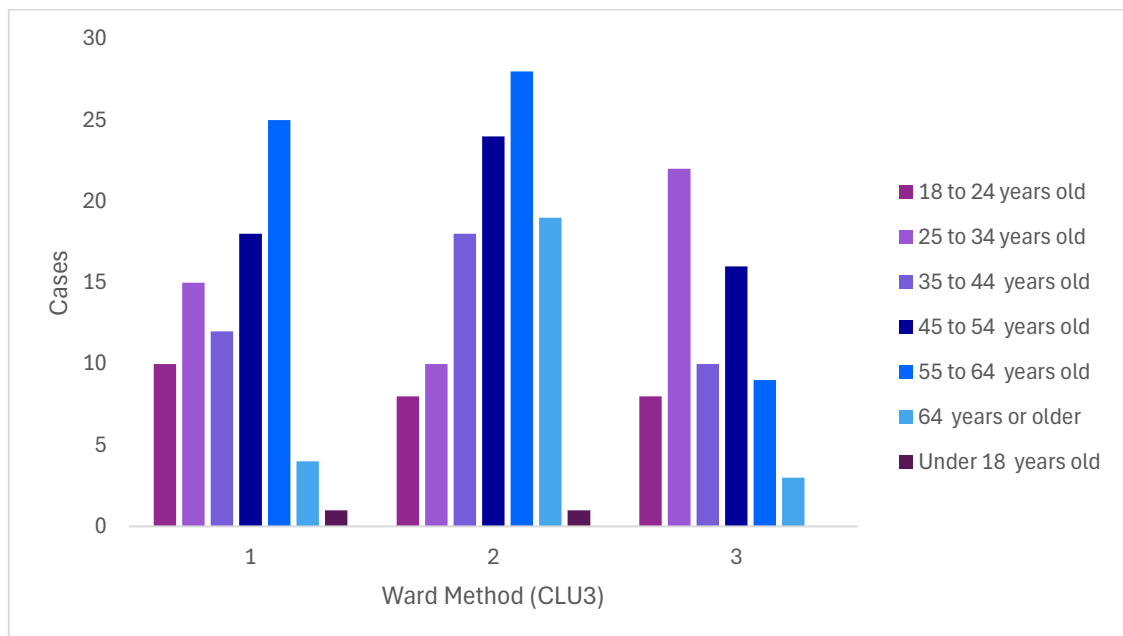
Cluster 1 and 2 had similar participation of age groups, with the main difference on the older group, which had a much higher presence in Cluster 2. Seventy three percent of respondents with more than 64 years old, were in ‘The degrowther’ cluster, as shown on Figure 4.21.

On the other hand, Cluster 3 was composed of relatively younger individuals. The main composition of the cluster are individuals between 25 to 34 years old, and this age group has 48% of respondents on this cluster, even this being the smallest cluster.

The moment at which individuals seek sustainability information for a trip was a strong characteristic of Clusters 2 and 3, as per Figure 4.22. On Cluster 2, 66 out of the 108 members of the cluster search before booking the trip (which is 68% of individuals with this response. While on Cluster 3, 54 out of the 68 individuals stated that they do not search for sustainability information before booking a trip.

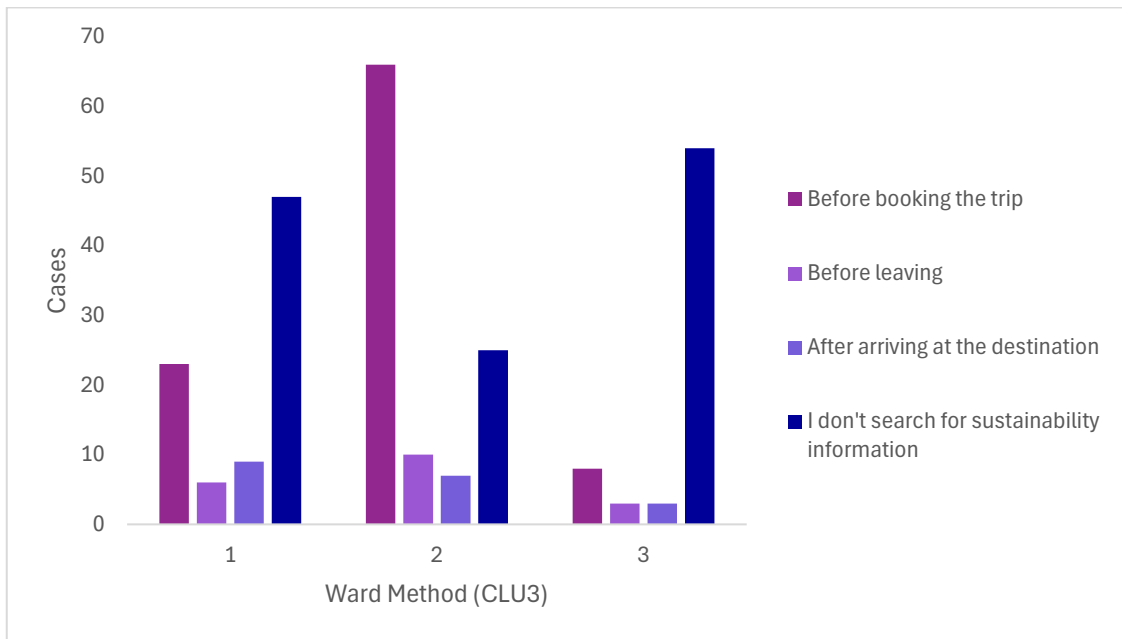
The last significant variable is the Reason for traveling (Figure 4.23), which had vacation/leisure as the main reason, followed by visiting family and work for all clusters. However, clusters 2 and 3 also have some responses such as events or others, while Cluster 3 did not have any other reason besides the main 3.

Figure 4.21 Age groups between clusters (in number of cases).



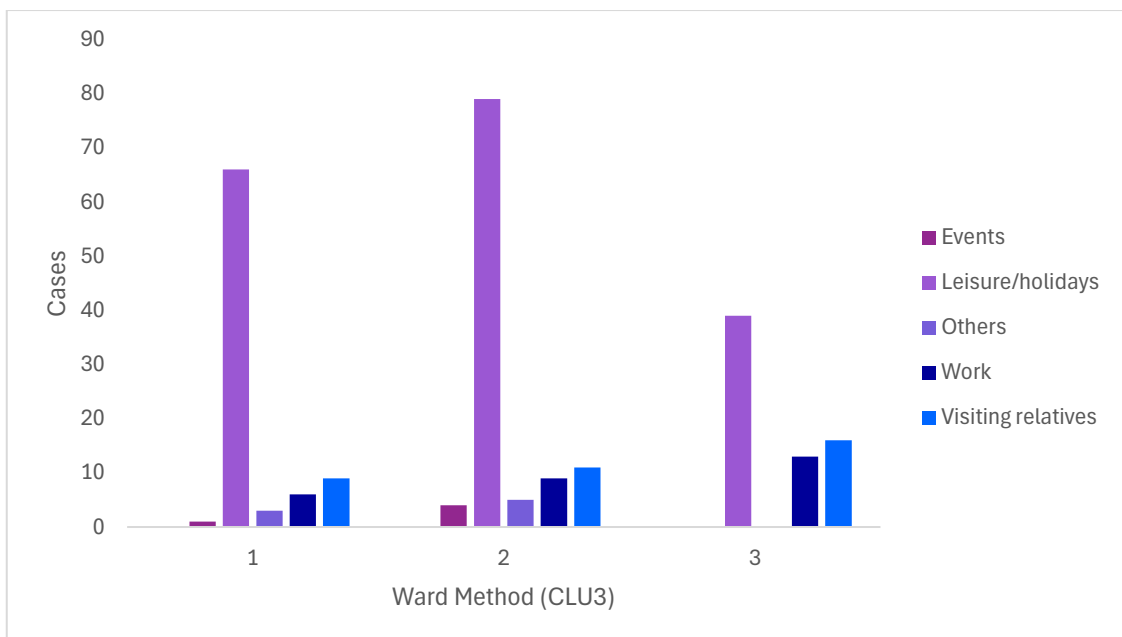
Source: Own elaboration

Figure 4.22 Moment of sustainability information between clusters (in number of cases).



Source: Own elaboration

Figure 4.23 Main travel reason between cluster (in number of cases).



Source: Own elaboration

## 4.5. Challenges for a truly sustainable tourism

In the open-ended question, respondents were asked what they think that are the greatest global challenges to truly sustainable tourism. The answers were coded into keywords and transformed into the visualization word cloud on Figure 4.24.

Figure 4.24 Challenges to sustainable tourism according to interviewers, in word cloud visualization.



Source: Own elaboration on Jason Davies software

As a result of the word cloud, it is possible to see that the biggest challenge to achieve truly sustainable tourism, according to the respondents, is to raise everyone's awareness (tourists, residents, population in general) and to address consumption. Some other very important challenges are mass tourism, greed, public policies, social inequality, clean energy, capitalism, political will, education, lobbies, common sense, waste disposal, preservation and respect of nature, energy sources, environmental education.

Some of the main obstacles mentioned can be related in parallel to the factors obtained. For example, mass tourism, waste disposal, climate change, clean energy, pollution are all issues related to tourism impact (Factor 2). While capitalism, social inequality and limit tourism are related to degrowth alignment (Factor 3). Furthermore,

some of the challenges pointed out by tourists can also be seen as consequences of the forms of structural violence generated by tourism (Koens et al., 2018).

A very notable challenge raised is government involvement, which can be identified in terms such as political will, regulations, tourism restriction, lobbies, education, and awareness. Many of these challenges are addressed by degrowth proposals.

*“(...) resource and CO2 caps; extraction limits; new social security guarantees and work-sharing (reduced work hours); basic income and income caps; consumption and resource taxes with affordability safeguards; support of innovative models of “local living”; commercial and commerce free zones; new forms of money; high reserve requirements for banks; ethical banking; green investments; cooperative property and cooperative firms.”* (Kallis et al., 2012, p. 175)

These policy proposals are fully in line with addressing many of the challenges identified by tourists, or at least some of them, such as Consumption, Greed, Climate Change, Energy Sources, Pollution, Social Inequality.

Some other micro-level degrowth proposals could also be applied to address some of the challenges faced by sustainable tourism, after all they have much in common with capitalism in general. These would have a more indirect impact on the challenges, but could provide important suggestions for destination planners and tourists.

*“(...) cycling, carsharing, reuse, vegetarianism or veganism, co-housing, agro-ecology, eco-villages, solidarity economy, consumer cooperatives, alternative (so-called ethical) banks or credit cooperatives as well as decentralized renewable energy cooperatives”* (D’Alisa et al., 2013, p. 218).

Finally, some proposals specific to tourism also address many of the challenges mentioned, such as tourist and community awareness, common sense, and social inequality. Fletcher and colleagues propose community-based tourism and tourism education to transform the consumption patterns used by current tourism models (Fletcher et al., 2019).

## **5. CONCLUSION**

### **5.1. Overview**

This dissertation was inspired by the concept of “Degrowth”, starting from the fact that if the current economic system does not change and the pursuit for growth and consumerism continues at the level it is today, it is impossible to be sustainable and to avoid the environmental and social damages the world has been experiencing. As tourism mirrors the current capitalist system, it has also been pursuing growth and causing serious negative impacts. Overtourism is the term that has been used in many studies on this area, and many scholars have pointed to degrowth as a solution to address the negative impacts of tourism. However, although tourism and degrowth have been studied together in the last decade, this research identified a gap in the relationship of tourists with the concept of degrowth, even though many degrowth proposals are exactly what sustainable tourists look for.

Since this relationship of tourists with tourism degrowth as a sustainable tourism path, was identified as a very under-explored area and without many prior research, an exploratory study was structured to understand directly from tourists their relationship with degrowth proposals. After all, tourism does not exist without tourists, and since tourists are “consumers”, their options and demands play the crucial role in generating change in public policies and in the private sector.

In this context, the main objective of this research was to present a contextualization of the main concepts surrounding degrowth and tourism, according to scientific literature and research (1), empirically analyze the relationship between tourists, sustainability and degrowth, and understand whether there is alignment from sustainable tourists towards these concepts (2). The proposal was through a survey to characterize a tourist sample, without geographical or demographic restrictions, and understand their sustainable behavior (or the lack of it) when they travel, and what are the main dimensions of it (3). In addition, the research aimed to identify types of tourists according to their sustainable and degrowth behavior (4). The last specific objective was to be able to propose a more sustainable tourism through degrowth, according to the literature studied, the outputs given by tourists and the results of the research (5).

## 5.2. Results

To address the first objective, a literature review of the main concepts that permeate and inspire the research was carefully elaborated on degrowth, overtourism, sustainable tourism, sustainable consumer behavior trends and responsible consumption. As a result of the second objective, it was verified that the majority of the interviewed tourists, around 73%, showed a positive attitude towards sustainability in travel planning features. And part of them, about 42%, have also shown to care and act about the impacts generated by their tourism activity, and they are also aligned with degrowth.

Five main dimensions were identified within the tourists' responses, which were very similar to the pillars used to elaborate the survey. The first dimension was composed of variables related to sustainability in travel planning, the second dimension was about the impacts generated by tourism and their attitudes. The third dimension was composed of variables that indicated degrowth orientation, while the fifth indicated economic growth orientation. The fourth dimension was related to previous knowledge about degrowth.

Three types of tourists were defined according to the five main dimensions of their sustainability and degrowth behavior. Two groups had at least some sustainable behavior, while only one of those was considered completely sustainable and degrowth oriented, and the other was partially sustainable but not degrowth oriented. Cluster 1 was more economic growth oriented, even though they were sustainable. Cluster 3 was a type of tourist that does not care about sustainability or degrowth but is not oriented towards economic growth either. This group represented 26% of the sample and have responded to be contrary to all the dimensions identified.

Regarding the characterization variables, the ones with significant differentiation among the three groups were age, the moment of obtaining sustainability information and the reason for traveling. The two tourist groups with more sustainable behavior and alignment with degrowth (Cluster 1 and 2) were mostly composed of older people (more than 45 years old) and had a greater number of cases of people who search for sustainability information before booking their trips (Cluster 2 more than 1), and these two groups also had more diversification on the motivations/reasons to travel, although in a small percentage. Group 3 was more composed of younger tourists, who generally

do not look for sustainability information to travel and with the main reason to travel being leisure/vacation, visiting family or work.

Looking at the main challenges to truly sustainable tourism that have been identified, many degrowth proposals could help to address these challenges. Some of the degrowth changes that would be essential to begin a shift to more sustainable tourism could be the promotion of slower tourism and community tourism. Less travel between regions and longer stays generate positive environmental improvements, and encouraging more local tourism with local suppliers, products and services provides a more authentic experience for tourists while contributing more equally with local residents rather than outside corporations. But the main and most important change that could help address many different tourism issues would be to radically change the pattern of overconsumption.

While overconsumption is a broader problem of capitalism in general, policymakers could at least change it in the context of tourism by discouraging hotels and businesses that use overconsumption as a philosophy, for example by taxing them more heavily. Creating more local and community-based tourism also contributes to changing overconsumption patterns. By offering only or mostly local options of restaurants, accommodation, shops, supermarkets, etc., the participation in fast consumption shrinks and tourists have only the local products to consume, creating a positive impact for locals and avoiding all the negative social and environmental impacts of the logistics of bringing products produced abroad to be sold as “convenient” at the destination (Ishihara, 2020).

### **5.3.Limitations of the study and future research**

All research has limitations, and in this case the biggest was that the data collected was a sample of the researcher's network. Even if the disclosure for friends of friends who have shared with other friends neutralized a little the sample bias, it remains a sample with some tendencies within a socio-economic slice of the population that may not represent other portions of tourists. Therefore, it is suggested to carry out more in-depth research based on some of the results obtained here, but with more specified samples, in order to try to obtain results that represent more general realities. Another limitation was related to the lack of previous empirical studies on tourists and degrowth, which somehow

made it necessary to start with an initial exploratory study before conducting deeper and more specific ones. Feedback from one respondent also pointed out that from their point of view, some of the Likert scale questions did not fit into an agree-disagree answer, so future research could use more than one scale answers or some more complex questions in an open-ended method to provide deeper results.

After this exploratory research, more specific studies could be done interrelating the different players in tourism degrowth movement:

1. Community-based tourism as a tool for bottom up degrowth policies in tourism: investigate real cases where this mode of tourism has created a truly “degrowth” model tourism for a region and how in theory it would contribute to a more sustainable tourism involving tourists and communities.
2. Public Policies for a transition towards degrowth in tourism: creating a degrowth inspired transition plan to a specific region suffering from overtourism and unsustainable tourism. Since public involvement is one of the main challenges to shifting from growth paradigm and reaching a truly sustainable tourism, it would be very interesting to create some policies and a structured plan, based on degrowth propositions, to recover a specific destination suffering from the impacts of tourism.
3. The role of Millennials on Sustainable Tourism and Degrowth. Given that the composition of the cluster that did not seem to care about sustainable tourism was a majority of tourists in the age group (25-34), the sustainable behavior of this generation as tourists could be deeper explored, as well as their alignment with degrowth.

#### **5.4. Final reflections on the dissertation results**

The overall results were positive, revealing interesting insights aligned with our initial objectives, which could serve as inspiration for future research. However, it became apparent that despite the belief held by many, that degrowth offers a path towards truly sustainable tourism, there is a significant lack of awareness about this concept among a large portion of tourists. This underscores the need, as Fitzpatrick et al. (2022) also suggested, to disseminate knowledge about degrowth among various actors, including tourists, to foster more grassroots initiatives.

The study concludes that efforts to promote degrowth should target multiple actors, including tourists, to encourage bottom-up approaches. If a niche of tourists is already inclined towards sustainable practices that align with degrowth principles, then there is potential to popularize and integrate this concept more effectively into the tourism sector. Tourists should not merely be made aware of degrowth but actively involved in advancing the degrowth movement and exploring sustainable alternatives.

Another relevant result was the fact that tourists who showed themselves to be more concerned about sustainability and more aligned with degrowth principles had a large participation of people over 65 years old, and also from 45 to 60. And that tourists between the ages of 24 and 35 were almost all in the group of tourists who did not care about sustainability. This finding may be very useful for degrowth policies, such as the one suggested by Fletcher and colleagues (2019), to be applied with focus on the right groups: tourism education for (trans)shaping people's consumption behavior.

These results may help decision and policy makers to focus on specific groups, and to study these groups' behaviors in more detail. The fact that most tourists search for sustainability information before booking their trips, could also bring insightful information on an appropriate approach for sustainable information within the planning stage of travels.

A more subjective finding that could be explored further is the fact that anything that goes against growth is apparently too radical and that this paradigm shift is a huge challenge. For example, Cluster 1 had a positive attitude toward more sustainable options, showing some indirect alignment with degrowth. But the group also responded in a way that is completely contrary to degrowth ideals and completely in favor of economic growth. They probably believe that it is possible to have both more sustainable tourism and economic growth; they do not see the antagonism we have explored so far between these two issues.

Beyond the specific objectives achieved, at least 5 respondents said that answering the survey raised some interesting points and reflections, to put it in the words "Do we leave our sustainable values when we travel? So, if only by answering the survey reflections like this arose, reading this complete dissertation will hopefully create critical

reflections on tourism degrowth and sustainability, not only within the academia, but also among ordinary tourists.

Many of the findings of this research could inspire public policy to move tourism in a direction that prioritizes people and the environment over economic gains for a few stakeholders. Individuals influence local policies directly and indirectly, so if there is a significant portion of tourists who are degrowth oriented, and an even larger portion of them who consider sustainability when choosing a destination and planning a trip, then policymakers should create initiatives to move toward a truly sustainable direction and limitation of tourism in their regions. Instead of creating policies that give a false and superficial sense of sustainability but do not change anything systemically.

While explicitly naming and admitting that policies are “degrowth inspired” may scare many policy makers, as well as many tourists and institutions, it would be important that the concept would at least be known among them, and that the antagonism between sustainability and the current growth system was further studied and disseminated among all stakeholders in the tourism sector. It is not possible to be sustainable in a world of finite resources if the position of infinite growth continues to prevail (Hickel et al., 2022).

In order to develop tourism in a more sustainable way, it should follow a degrowth direction and be developed with a focus on qualitative rather than quantitative growth (Hall, 2009); if tourism policies were created to incentivize small local businesses, local hosts and longer stays, nature-based activities, valorization of local culture, then the impact and development of tourism on the region would likely generate a much more equal and equitable development. This would benefit the region more than international foreign companies, while many tourists would be very happy and satisfied to have such a good destination, in line with their values and their desire to generate more positive impacts where they visit.

Even if this is not the main goal, it could even be a competitive advantage for the destination to have a very suitable option for “degrowth tourists”. Furthermore, if the destination is successful with this degrowth-inspired policy, it could even become a successful degrowth case, with limited visits and nature activities generating more environmental protection, local businesses generating more equitable economic distribution, and culture being valued and generating more local demand.

So even if policy makers do not see no-growth/degrowth/post-growth as an alternative, studying and applying some of its ideals could bring many positive impacts to a destination. Perhaps it could even become a future model for all destinations struggling with overtourism and the negative impacts of unbridled development based on economic growth.

Beyond the specific results, the main outcome of this study is probably to broaden the horizons of theories and previous studies by making a more direct analysis of the relationship between degrowth and tourists. While most previous studies and discussions are more focused in the relationship between degrowth and other actors such as government, private sector, tourism regulators and academics, here an empirical study has been elaborated and introduced this lack of involvement of tourists (population) in degrowth movements and discussions. Since they are important actors in tourism and many of them have shown alignment with degrowth and sustainable behavior, they should also be part of the dissemination of the concept and its proposals.

There is no doubt that any movement towards tourism degrowth would depend first and foremost on public policy. However, it is very important that tourists and communities are also involved in movements towards more sustainable tourism. Thus, a deeper exploration of the tourism demand side as well as degrowth policy proposals for truly sustainable tourism are fundamental to future research and action.

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## APPENDIX 1: ANOVA

		Soma dos Quadrados	df	Quadrado Médio	Z	Sig.
Factor 1	Entre Grupos	126,823	2	63,411	122,845	0,000
	Nos grupos	133,177	258	0,516		
	Total	260,000	260			
Factor 2	Entre Grupos	14,999	2	7,500	7,898	0,000
	Nos grupos	245,001	258	0,950		
	Total	260,000	260			
Factor 3	Entre Grupos	13,865	2	6,932	7,267	0,001
	Nos grupos	246,135	258	0,954		
	Total	260,000	260			
Factor 4	Entre Grupos	122,347	2	61,173	114,656	0,000
	Nos grupos	137,653	258	0,534		
	Total	260,000	260			
Factor 5	Entre Grupos	7,958	2	3,979	4,073	0,018
	Nos grupos	252,042	258	0,977		
	Total	260,000	260			

## APPENDIX 2: SURVEY QUESTIONS

This survey was applied on Google Forms platform. Below is all the content of the questionnaire: the different sections, the questions in application order and the alternatives respondents had for each question.

**Title:** Survey about Sustainability in Tourism and Degrowth

**Introduction:** This survey is anonymous and the answers will be used exclusively for academic purpose. Please, answer as precise as possible. There are no correct answers.

### Section 1

Question	Alternatives
1. Em qual idioma prefere responder este questionário?	Português (BR) Português (PT) English

### Section 2

Question	Alternatives
2. How old are you?	Less than 18 18-24 25-34 35-44 45-54 55-64 64 or more
3. Where are you from?	(Open field)
4. To which gender do you most identify?	Female Male Other/rather not answer
5. What is the highest level of education you have completed?	Elementary school or High school Higher education completed (bachelor's or licentiate degree) Master's Degree PhD or higher
6. Which of the following categories best describes your employment status?	Unemployed Independent contractor Employed in the private sector Employed in the public sector Student Business owner Retired Other
7. Approximately how much is your monthly salary?	1 minimum wage 2 to 4 minimum wages 5 to 7 minimum wages

	8 to 10 minimum wages More than 10 minimum wages
8. The duration of my trips is usually on average	3 days or less 1 week 10 days 15 days More than 15 days
9. The frequency with which I travel inside my country is	1 time a year or less 2 to 3 times a year 4 to 6 times a year 7 or more times
10. The frequency with which I travel to other countries is	1 time a year or less 2 to 3 times a year 4 to 5 times a year 6 timer a year or more
11. The main reason I travel is	Leisure/holidays Work Family visit Events Others
12. The kind of destination I like the most is the one that provides me	Good shopping options Contact with nature Contact with the local culture Historical knowledge Sun and beach Adventurous activities Other
13. The transportation I use the most for traveling is	Car Buses Airplane Train Ship/Cruise Other
14. I usually travel	By myself With my family With friends With my partner Group excursions
15. When I travel, I spend on average per day (per person, including transportation, accommodation, food and leisure):	Up to R\$250/€50 Up to R\$450/€90 Up to R\$650/€130 Up to R\$850/€170 More than R\$850/€170
16. Where do you obtain most information for your trips	Internet (blogs, social media, search engines, etc.) TV, newspaper, magazine

	Travel agencies Travel guides Other
17. At which moment do you search for sustainability information for a trip	Before booking the trip Before leaving After arriving at the destination I do not search for sustainability information

### Section 3

About your choices before and during a trip...

Question	Likert scale
18. Sustainability is a factor that I take into account when planning a trip	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
19. To choose the destination I take sustainability into account	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
20. To choose the accommodation I take sustainability into account	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
21. To choose the transportation I take sustainability into account.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
22. If I do not find sustainable options at the desired destination, I give up on this destination.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
23. I have already given up on a destination due to the lack of sustainable options or to mass tourism.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
24. When I am traveling, I separate my waste to be recycled.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree

25. When I am traveling, I worry about not wasting food.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
26. When I am traveling, I avoid using heater/cooling.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree

#### Section 4

About your concerns with sustainability factors...

Question	Likert scale
27. The impact on the environment is one of my main concerns (degradation of natural ecosystems, greenhouse gas emission, rivers and oceans pollution, impact on the fauna, etc.).	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
28. The impact on culture and on local traditions is one of my main concerns (culture preservation, valuing local communities, respect to the territory).	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
29. The impact on the economy is one of my main concerns (tourism in the region contributes equally to all stakeholders and local communities are economically benefited).	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree

#### Section 5

Degrowth is a movement that has been gaining notoriety over the last years. It proposes a democratic and planned reduction of the global economy to reach a more just and sustainable society, with the focus on the well-being instead of financial gains. The keyword is to reduce, the main criticism is towards the never-ending growth that generates excessive consumption and bigger demands for natural resources.

Many scholars believe it is impossible to reach sustainability if economic growth continues to be the main goal and that the same would be applicable to tourism.

Question	Likert scale
30. I have already heard about the term "Degrowth"	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
31. I already knew Degrowth's ideals	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
32. It is only possible to have a truly sustainable tourism if the search for growth is left behind	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
33. I think Degrowth is too radical, and it is possible to make tourism sustainable even keeping the focus on economic growth.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
34. I believe tourism should be limited, according to each destination's characteristics.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
35. I believe that the well-being of the communities and the destinations' environmental preservation should always be the priority.	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree
36. I believe economic growth should always be the priority	Completely agree Agree Partially agree Partially disagree Disagree Completely disagree

**Section 6 (Open ended question)**

37. In your opinion, which are the biggest global challenges for a truly sustainable tourism?