A Not So Lonely Planet – Framing Sustainable Travel on Lonely Planet's Website: A Comparative Study

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This thesis examines how the world's largest travel guide publisher Lonely Planet addresses and frames the subject of sustainable travel in the articles and news featured on its website. The study is comparative, and the Paris Agreement established in late 2015 operated as a dividing point according to which the data was divided into two corpora.

A comparison of the texts published between 2010–2015 and 2016–2020 was done by utilizing frame analysis and methods from corpus linguistics. Using both quantitative and qualitative methods, the two corpora were inspected in relation to three frames—the economic, environmental, and social frame—which were established following the three pillars of sustainability and United Nations World Tourism Organization's Sustainable Development Goals.

The results indicate that Lonely Planet addresses sustainable travel on its website primarily by promoting the sustainability actions of businesses, cities, and communities as well as by advertising sustainable destinations. In general, Lonely Planet frames sustainable travel through all of the three frames, but the environmental frame is dominant in both corpora. Lonely Planet constructs the frames similarly in both corpora, but the 2016–2020 texts evidently feature more Sustainable Development Goals and overall address the subject of sustainable travel more.

According to the results, Lonely Planet discusses the subject of sustainable travel in both corpora and the subject is becoming more topical as the company addresses it substantially more in its 2016–2020 texts. It concludes that higher-level actors ought to utilize their authoritative voice in promoting and implementing sustainable travel. By setting an example, these higher-level actors can inspire individuals to travel sustainably, which can further reduce the negative economic, environmental, and social impacts of traveling.

Keywords: corpus linguistics, frame analysis, Lonely Planet, pillars of sustainability, Sustainable Development Goals, sustainable travel

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BCUK	Burma Campaign United Kingdom
CL	Corpus Linguistics
GHG	Greenhouse Gas
LP	Lonely Planet
SDG	Sustainable Development Goal
UNWTO	United Nations World Tourism Organization

1 Introduction

"Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity, and celebrating what makes us human: from discovering new places and cultures to connecting with new people and experiences."
- *António Guterres 2020*

This is how the UN Secretary General António Guterres emphasized the importance of tourism on 16 September 2020 in a video message to the executive council of the United Nations World Tourism Organization (UNWTO) (Guterres 2020). Tourism and traveling burden our globe, but as Guterres expresses, they can also protect the planet, act as a uniting factor as well as maintain the planet's heritage and cultural diversity. Guterres further accentuates that tourism is the source of income for millions of people and that the future of tourism should consist in sustainability and sustainable growth. Hence, the decisions and choices of travelers have a significant impact both on the environment and the future of the travel industry.

As several studies demonstrate, the travel industry contributes significantly to climate change (including Gössling 2002; 2005; UNWTO and ITF 2019). Because traveling is extremely popular, the industry is continuously growing, and not many people are willing to cut down on traveling, it is crucial to make traveling as environmental as possible. Besides environmental laws and taxation, the responsibility of making traveling more sustainable and supporting sustainable travel relies on the actions of travelers as well as travel guidebook publishers, travel operators, airline companies, and so on. One company under these categories is *Lonely Planet* (henceforth LP); the world's largest travel guidebook publisher with hundreds of millions of book copies sold since its inception in 1973 (Lonely Planet 2017a). On top of its guidebooks, LP has published thousands of travel-related articles and news on its website since its launch in 1995 (ibid.). These articles and news reach travelers from across the world through both the website and the company's social media accounts, which makes LP to have a huge impact on both travelers and the nature of traveling. Moreover, as nowadays many travelers seek for pre-trip information from the Internet and social media, LP's actions and shared content on the website and the company's social media accounts play a crucial role in guiding people's associations, expectations, and perceptions on both tourism and traveling.

One of the actions to prevent global warming has been made by the UN and its annually organized climate change conferences. The 21st Conference of the Parties took place in Paris from 30 November to 11 December in 2015, where the governments of the

attending parties agreed on the *Paris Agreement* (UNFCCC 2020b). This agreement's main aim was to mobilize large-scale actions in order to lower greenhouse gas (GHG) emissions and prevent global warming (ibid.), and it was highlighted that these actions must come from actors on all levels of the society for the changes to happen. The agreement further resulted in the development of the *Climate Neutral Now –movement*, the *2030 Agenda for Sustainable Development*, and the *Sustainable Development Goals* (SDGs). According to UNWTO and ITF's report (2019, 11): "The Paris Agreement marked a historic turning point for global climate action connected to the urgent need to decouple economic growth from resource use and emissions in order to counteract the impacts of climate change."

As acknowledged by previous research (Lakoff 2010, 77; Rademaekers and Johnson-Sheehan 2014, 18), by reifying frames governmental entities, institutions, and industries can have a pervasive influence on individuals. Hence, examining the use of frames by large companies, such as LP, is extremely essential and under discussion here. Moreover, as operators have observed online marketing to be more relevant to that of LP guidebooks (Peel and Sørensen 2016, 153–156), and as LP has an interest in maintaining (mass) tourism by promoting traveling, it is important to examine how LP promotes sustainable travel in its online texts. These points made, LP's sustainability actions are far from negligible and the company stands at a key position in advertising sustainable travel. Thus, a specific interest of this thesis is to examine how LP addresses and frames sustainable travel in the articles and news published on its website. This will be done in terms of the SDGs and the three pillars of sustainability, which were used here to establish the *economic*, *environmental*, and *social frames*. To facilitate the analysis, this study will utilize framing as well as methods from corpus linguistics (CL). As noted above, 2015 can be considered a notable turning point in climate action; thus, a comparative analysis will be conducted on the material published before the Paris Agreement (2010–2015) and after its establishment (2016–2020)—the material comprising of altogether 1,139 articles and news.

An additional objective of this study is to inspect if the increased number of various climate strategies after the establishment of the Paris Agreement is reflected in the number of the articles and news that address the subject of sustainable travel. In terms of the SDGs, LP addresses sustainability in traveling directly on its 'Responsibility' web page by emphasizing that the company wants to do its part in being responsible, for instance, by manufacturing ethically and minimizing environmental impact on forests

(Lonely Planet 2017b). The present study aims to discover whether this company policy is also reflected on the articles and news that are related to responsibility and sustainable travel. This thesis will approach the topic via the following research questions:

1. How is sustainable travel addressed on Lonely Planet's website in terms of frequencies and collocates?
2. How does Lonely Planet frame sustainable travel in the articles and news published on its website?
3. How has the framing of sustainable travel changed before versus after 2015?

These research questions were designed on the basis of this study's research interest; to elucidate how LP approaches and frames the subject of sustainable travel on its website. The first two questions are more general while the third question focuses on examining the overall changes in LP's perceptions of sustainable travel. Here, *frequencies* and *collocates* will provide information on the concepts occurring close to the keywords that discuss sustainable travel and thus on how LP addresses this subject, while *concordances* afford means to examine the use of *frames* by utilizing the three pillars of sustainability and the SDGs. Following the Paris Agreement and previous research, two hypotheses were formulated. First, it is presumed that the subject of sustainable travel occurs less in the older corpus whereas the growing need and emphasis to lower GHG emissions is reflected more in the language use of the newer corpus. In other words, the texts published after the establishment of the Paris Agreement (UNFCCC 2020b) reflect the environmental efforts agreed upon in the treaty, making the articles and news contain more references to sustainable travel. Second, following Moscardo and Murphy's (2014, 2540) observation that sustainable travel "highlights environmental concerns and often ignores other dimensions of sustainability", it is assumed that the articles and news address the environmental aspects more compared to the economic and social factors of sustainable travel.

Even though some research has been conducted on LP (Kenny 2002; Lisle 2008; Iaquinto 2011, and so forth), previous studies have mainly focused on examining LP's travel guides. No previous research has been executed on the contents of LP's website, which is another important communication channel of the company with circa 13 million monthly visitors (Lonely Planet 2021). Neither has there been research on how LP communicates about sustainability or sustainable travel, which is a current topic

considering the intensifying effects of climate change. Consequently, this study will address these aspects from the viewpoint of LP and in terms of the three pillars of sustainability and the SDGs.

In chapter 2, the relevant concepts related to traveling and mass tourism will be explained. The following sections introduce traveling and its impact on climate and the environment (section 2.1) and ponder whether traveling can be defined as sustainable (section 2.2). Subsequently, section 2.3 focuses on LP as a company and presents further background information on the company's main policies, aims, and marketing strategies as well as some LP related research. Chapter 3 concentrates on the theoretical frameworks of frame analysis (section 3.1) and corpus linguistics (CL; section 3.2), whilst also introducing some previous research done with these frameworks. After this, the material and methods will be discussed in more detail (chapter 4) before moving on to analyzing the data (chapter 5). The results of the analysis will be discussed in chapter 6, and finally, conclusions will be drawn and suggestions for future research will be given in chapter 7.

2 Travel, Sustainability, and Related Concepts

Travel generally refers to movement from one place to another and usually this movement happens between countries. The UN Department of Economic and Social Affairs (2010, 9, paragraph 2.4) defines travel as "the activity of travellers" whereas a *traveler* is "someone who moves between different geographic locations, for any purpose and any duration". The concept of travel can be further divided into three forms: domestic, inbound, and outbound travel (UN DESA 2010, 9, paragraph 2.5). *Domestic travel* occurs when residents travel within their country of residence, *inbound travel* takes place when non-residents travel to a country, and *outbound travel* refers to residents traveling outside a country (ibid.). Together, inbound and outbound travel comprise international travel. Moreover, the two main types of travel relate either to business or pleasure, and as global tourism statistics on UNWTO's website suggest, approximately 1.46 billion international tourist arrivals took place on a global scale in 2019 (UNWTO: Tourism Dashboard n.d.). To give some perspective and to provide data from the timeline of the gathered material, in 2010 the corresponding number was around 956 million (ibid.). Although the number of international tourist arrivals in 2020 will be substantially lower due to the global pandemic, there is no denying that traveling is a continuously growing trend.

Since the 1950s, growing standards of living, greater leisure time, income increases, and shorter working weeks have all contributed to the evolution of *mass tourism* and the overall growth of tourism (Williams and Shaw 1991, 13–15). Another instrumental factor behind this evolution is the increase and affordability of air travel, which has its origins in 1973, when the US airline Southwest first profited from low-cost air travel and thus proved its dependability (Czaplewski, Ferguson, and Milliman 2001, 14). Today, traveling is still growing and during the past decades, the constant growth of tourism has resulted, inter alia, from inexpensive air travel, technological innovations, and novel business models (UNWTO and ITF 2019, 11). The travel industry is a notable contributor to the economy, and besides this, a remarkable employer as the sector generates jobs for millions of people and incorporates many industries, such as accommodation, attractions, and transportation. In 2019, UNWTO and ITF (2019, 11) estimated that tourism represented 10% of global gross domestic product as well as 10% of global employment and predicted that these numbers would continue to grow steadily.

The expansion of LP mirrors the progression of mass tourism as the company published its first guidebook in the same year that Southwest demonstrated the profitability of affordable air travel. Before the Internet, both guidebooks and 'the word

on the street' were the most important source of knowledge about traveling and possible destinations, but today, also electronic guidebooks, travel guidance platforms, and online travel articles lead the way of travelers (Fürsich and Kavoori 2001, 153; Peel and Sørensen 2016). As Peel and Sørensen (2016, 187–189) emphasize little research has examined the way how print or electronic tourism texts influence tourists; nonetheless, it is evident that electronic texts have surpassed the traditional guidebooks and that they contribute significantly to tourism growth. Next, section 2.1 considers the impacts that traveling has both on the climate and the environment. After this, section 2.2 introduces the subject of sustainable travel and section 2.3 discusses the history of LP and the controversies concerning the company.

2.1 Travel and its effects on climate and the environment

Even though tourism creates jobs and profits the economy, it also impacts the environment. Therefore, some basic information about how the travel industry affects the environment and how it contributes to climate change ought to be introduced. On one hand, the travel industry impacts the environment and contributes significantly to climate change (UNWTO and UNEP 2008), but at the same time, climate change also affects tourism and the travel industry. Inter alia, extreme weather conditions and environmental degradation challenge the travel industry (UNWTO and ITF 2019, 11), and for that reason, mitigating global warming and investments in sustainability would both substantially benefit the travel industry. Keeping these points in mind, I would like to emphasize the relevance of the present study by discussing briefly emission statistics concerning the travel industry and by presenting findings of previous research that have focused on examining the consequences of traveling.

In the past years, international tourist arrivals have grown globally first from 770 million (2005) to 1.2 billion (2016), and then to 1.46 billion (2019) (UNWTO and ITF 2019, 19; UNWTO: Tourism Dashboard n.d.). The forecast for international tourist arrivals in 2030 is 1.8 billion (UNWTO and ITF 2019, 19), making the number of international tourist arrivals buoyant. The corresponding CO_2 emissions have been estimated for 2005, when the emissions caused by accommodations, attractions, and transportation (domestic and international tourist trips) were calculated to correspond 3.7–5.4% of all global CO_2 emissions (UNWTO and UNEP 2008). Within this estimation, transportation (air, car, and other transport) covered 75% of the emissions; of which aviation (40%) was the largest contributor (ibid.).

Due to little research and lack of available data, only estimations of the tourism sector's transportation emissions have been calculated for years 2016 and 2030. A 2018 scenario by International Energy Agency predicted that transport-related CO_2 emissions will grow 25% from 2016 to 2030 (UNWTO and ITF 2019, 43–44; 49). This means that the sector's transport-related CO_2 emissions would "increase by 103% from 2005 to 2030", which would further challenge "the tourism sector's ambition to meet the targets of the Paris Agreement" (UNWTO and ITF 2019, 49). Within the tourism sector, researchers have identified *transportation* (and within this *air travel*) to be the largest contributor to climate change (Gössling 2002; Gössling et al. 2005). As indicated above, in addition to mass tourism, the accessibility and affordability of flying have caused air travel to become a considerable source of GHG emissions. Indeed, this has induced a 'low-cost air travel boom' as well as freedom to travel (Becken 2007), without larger consideration of the negative effects of air travel. Besides air travel, cars are another mode of transport that affect the climate notably (UNWTO and ITF 2019, 22–23).

These numbers and reports both show and accentuate the need to lower the emissions caused by the travel industry, and one possible solution to reduce them is the concept of *slow travel*. As Dickinson, Robbins, and Lumsdon (2010) emphasize the importance of slow travel, that is, traveling made slowly overland to nearby destinations, could reduce the carbon footprint caused by traveling. Indeed, implementation of slow travel could help the travel industry to meet the objectives of the Paris Agreement, but as Gössling et al. (2005) have highlighted, sustainability in the form of short distance traveling or destination marketing to close-by nations is not possible in the case of island nations. Moreover, still 59% of international tourist trips were made by air in 2019 (UNWTO 2021, 9)—hence, it remains to be seen whether this form of travel gains more popularity in the future. Besides causing emissions, tourism has several environmental consequences that include growth in the use of resources (such as energy and water), land cover and land use changes (for example, creation of new recreational and cultural services or areas), and disease exchange and dispersion (Gössling 2002; 2005).

As mentioned before, the Paris Agreement was adopted in 2015 to battle the global effects of climate change and to limit the increase in global temperature to 1.5 °C or a maximum of 2 °C below vis-à-vis the preindustrial levels (UNWTO and ITF 2019, 11). This agreement focused on achieving climate action on all areas, while its expansions—the 2030 Agenda for Sustainable Development and the SDGs—also concentrated on the impacts of sustainable travel (these will be discussed in more detail

in the next section). In addition to these, another expansion initiated by the agreement is the *Climate Neutral Now* –movement, which seeks to inspire citizens, governments, and organizations to minimize their climate footprint by (1) measuring their carbon footprint, (2) reducing it as much as possible, and (3) recompensing the inevitable emissions with UN certified carbon credits (UNFCCC 2020a). On the whole, the aforementioned actions and the travel industry's response to climate change are both vital in saving the planet and mitigating climate change. As demonstrated by the statistics and previous research presented above, it is evident that the impacts of tourism not only affect destinations but extend beyond them. Therefore, traveling ought to be as sustainable as possible, and even then, address climate change as highlighted by Scott (2011).

2.2 Sustainable travel (?)

As this study aims to examine how LP frames sustainable travel on its website's articles and news, it is important to present the factors that contribute to sustainable travel. First, it should be noted that several studies, articles, and websites use either the term 'sustainable tourism' or 'sustainable travel' (the term that LP and the present study mainly use). Thus, in this section these terms will be used interchangeably. To begin with, the concept of *sustainable travel* is somewhat problematic as it disregards "the larger global system that tourism is a part of, [...] highlights environmental concerns and often ignores other dimensions of sustainability", and inter alia "is not integrated into other activities" (Moscardo and Murphy 2014, 2540). Since LP does not offer an explanation for the term on its website, the topic could be approached first from the perspective of UNWTO. UNWTO's (n.d. [a]) website defines *sustainable tourism* as follows: "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 other words, sustainable tourism should have neither long-term negative impact on communities nor the environment, and it should promote sustainable growth. As visible in the definition and the website of UNWTO, sustainable travel can be further divided into three areas which represent the *three pillars of sustainability*:
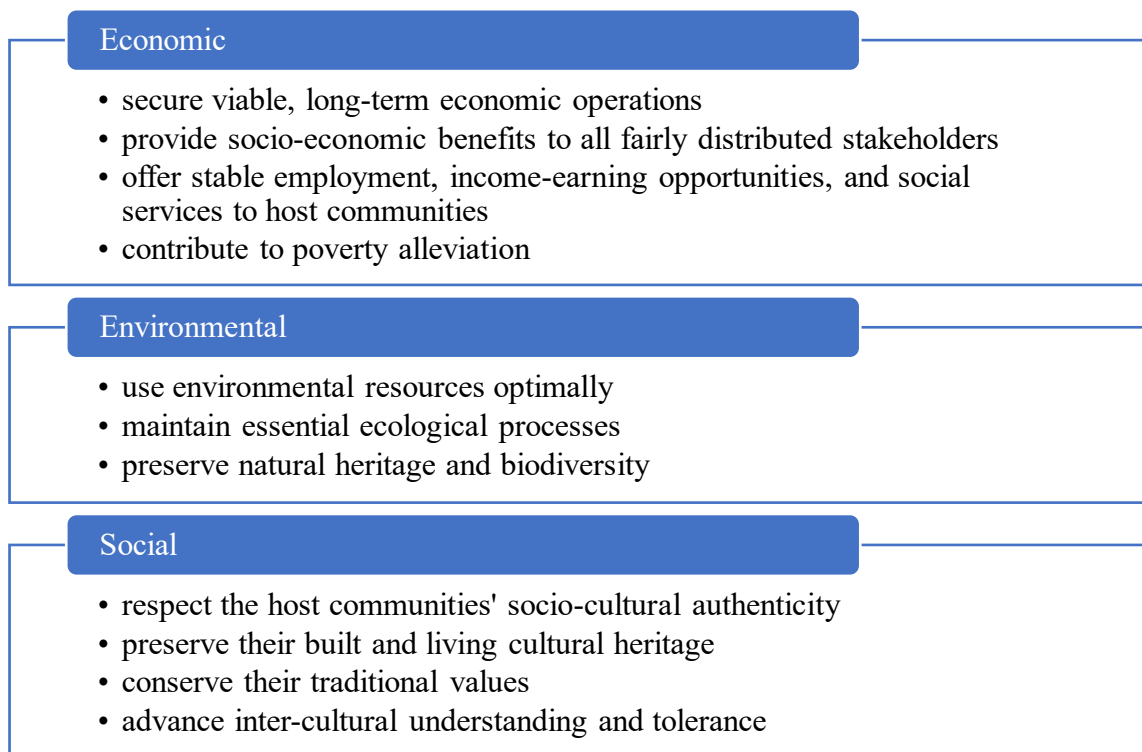
Economic

- secure viable, long-term economic operations
- provide socio-economic benefits to all fairly distributed stakeholders
- offer stable employment, income-earning opportunities, and social services to host communities
- contribute to poverty alleviation

Environmental

- use environmental resources optimally
- maintain essential ecological processes
- preserve natural heritage and biodiversity

Social

- respect the host communities' socio-cultural authenticity
- preserve their built and living cultural heritage
- conserve their traditional values
- advance inter-cultural understanding and tolerance

Figure 1 The three pillars of sustainability

The three pillars portrayed in Figure 1 depict the three basic areas of sustainable travel which encourage different levels, such as individuals and companies, to act more responsibly while traveling or when contributing to tourism. The *economic pillar* focuses on the economic impacts of traveling on the corporate level and encourages companies to act more sustainably in all the actions they take. Individual travelers, on the other hand, can act responsibly economically by supporting local economies and businesses and thus bringing money to the local community. A concept closely related to the economic pillar and tourism is that of *sustainable growth*, which denotes long-term growth without misusing natural resources or harming the environment (Redclift and Hinton 2015, 297). The *environmental pillar* emphasizes the importance of reducing the negative impacts of traveling on both wildlife and the environment. This includes using responsible tour operators in wildlife tourism, using reusable products instead of disposable ones, and minimizing one's carbon footprint, to mention a few. Finally, the *social pillar* accentuates the importance of respecting the culture and values of the host community by minimizing the impact on local people and communities. The social pillar is sometimes also called the *cultural pillar* as it also addresses the cultural impacts traveling has on the host communities. Both social and cultural impacts of traveling can be alleviated through actions that support local businesses and people in different ways.

Other literature on sustainability (for instance, Brundtland Report 1987; Lucas et al. 2007) similarly recognize these three key areas and urge that none of these areas should be neglected, and further highlight the fact that traveling can have either positive or negative effects. The Brundtland Report (1987) is one of the earliest efforts made towards sustainability, but as mentioned before, the Paris Agreement (UNFCCC 2020b) adopted in 2015 is the most notable one to date. The agreement further induced the adoption of the *2030 Agenda for Sustainable Development* and the *Sustainable Development Goals* (SDGs) (UNWTO n.d. [c]). This agenda undertakes "a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030" (ibid.), building on 17 SDGs to make tourism and traveling sustainable and help host communities in multiple ways. A simplified and explanatory illustration of the SDGs is demonstrated in Figure 2:

Figure 2 Sustainable Development Goals (UNWTO n.d. [b])

The first three goals seek to eradicate (1) poverty and (2) famine as well as (3) contribute to health care and peoples' well-being. The following goals emphasize the importance of (4) affording quality education for children, (5) investing in gender equality and equal rights as well as (6) providing clean and accessible water for everyone while avoiding wasting water and (7) investing in renewable and sustainable energy. Goals 8, 9, and 10 aim to (8) provide quality jobs and promote sustainable growth, (9) fund projects supporting sustainable infrastructure and innovations, and (10) reduce inequalities by supporting the underprivileged and marginalized communities. It is also crucial to (11) make communities and cities sustainable, for instance, by investing in more efficient transportation and green infrastructure, (12) invest in responsible consumption and recycling, amongst other things, and (13) to take action to stop global warming. The remaining SDGs underline the importance to (14) conserve marine ecosystems as well as (15) terrestrial ecosystems, (16) demand justice for all and foster different cultures, and finally, (17) encourage stakeholders to work together and consolidate partnerships.

All of the 17 SDGs represented in Figure 2 relate to the economic, environmental, and social aspects of sustainable travel, that is, the three pillars of sustainability introduced above. Some of the goals connect more explicitly to one pillar while others entail features of two or all pillars. A rough categorization of the SDGs under the three pillars of sustainability was done by utilizing the information on UNWTO and UNDP's (2017, 43) figure for "[m]atching the SDGs with corporate social responsibility actions" and the specified explanations of the goals from UN's (n.d.) website. Appendix 1 presents this categorization and demonstrates some examples for each goal. The categorization will be utilized in the analysis of the present study for the pillars function as a premise for examining LP's use of frames and the company's discourse about sustainable travel.

Further attempts to mitigate the environmental effects of traveling include the above-mentioned *Climate Neutral Now* –movement (UNFCCC 2020a) and the 6-step sustainability action plan *OSCARS*, which seeks to help guide the travel industry "towards greater action on sustainability" (WTTC 2019, appendix 2). As can be seen from these aims, goals, and action plans introduced here and in the preceding section, some efforts have been made to minimize the negative impacts of the travel industry on the environment and climate. The present study strives to discover the adaptation of these strategies as it examines how LP aims to do its part in the emerging struggle to reduce GHG emissions and prevent climate change. A point of interest is to see if LP addresses

the aforementioned strategies directly in its online texts, and an overall interest is on examining how the company addresses sustainable travel in relation to the three pillars of sustainability.

Even though many strategies address the economic, environmental, and social consequences of tourism, Moscardo and Murphy (2014, 2543) have argued previously that no notable changes have occurred in tourism planning which is "unlikely to improve the sustainability of tourism". The 2030 Agenda for Sustainable Development and the SDGs as such have been criticized more recently by Hall (2019, 1056) who states that sustainable tourism cannot be resolved merely "by exerting greater effort and demanding greater efficiency". Instead of focusing on the growth mindset and to overcome the problems of sustainable tourism, Hall (2019, 1056) proposes that the human–environment relationship ought to be contemplated with respect to the capacity of the environment. All in all, action against the negative impacts of tourism ought to begin with understanding the relations between the economic, environmental, and social sectors of sustainability. Acknowledging these relations as well as implementing and working towards the SDGs is extremely important in achieving global cooperation, which further strives for carbon neutrality and sustainability in these three areas.

Before introducing LP in more detail, it is important to consider three closely connected concepts which are *promotion*, *greenwash*, and *ethicality*. According to Dann (1996, 2), tourism per se is an "act of promotion" and the language of tourism ultimately strives to inspire people to travel. As a promotional activity, tourism aims to gain financial profits to airlines, businesses, communities, and so on, which often contravenes with the concept of sustainable travel. Nonetheless, marketing can also help benefit and execute sustainable travel (Pomering, Noble, and Johnson 2011). Another concept closely related to promotion is that of *greenwash*, which happens when companies advertise their actions as eco-friendly even though they have not taken action to minimize their environmental footprint. This is a topic to be aware of when discussing environmentalism as it occurs in various industries (Pearse 2012), and as through discreet greenwashing, transnational corporations may ensure that environmental strategies are formulated in terms of the corporations (Greer and Bruno 1996, 12).

Finally, since tourism is a promotional activity, it raises the question of *ethicality*. Considering that all actions are values and ethical decisions, Macbeth (2005) acknowledges that combining ethics and tourism is crucial in making traveling sustainable. Similarly, Jovicic (2014) calls for ethicality in the travel industry and

underlines that the principles of ethics should be implemented by all stakeholders involved in tourism. Ethicality is also an important aspect of tourism promotion as illustrated by Mossaz and Coghlan (2017). They observed ethicality in relation to operators, travel agents, and travelers, and highlighted the importance of ethical decision-making and raised the question of the ethicality of wildlife safaris (Mossaz and Coghlan 2017). As these studies demonstrate, ethics should indeed be considered in relation to traveling; especially when it comes to the preservation of nature and culture and the rights of non-human species. It should be noted that albeit the SDGs aim to reduce the negative impacts of traveling and although the environmental pillar is especially concerned with ethicality, the goals do not address this subject directly. Here, these concepts will be considered when discussing the results of the present study as LP's articles and news are at root promotional texts.

2.3 Lonely Planet

The story of the world-famous guidebook publishing company *Lonely Planet* (LP) began when Tony and Maureen Wheeler embarked on a journey from Europe to Asia (and eventually Australia) in 1972 (Lonely Planet 2017a). Their first publication was a book called *Across Asia on the Cheap* (1973) and after Tony Wheeler misheard the lyrics of a song written by Matthew Moore, the brand called *Lonely Planet* was born (ibid.). Since then, the company has enlarged rapidly and it has, amongst other things, aired its own television show, launched its own website, an online traveler's forum, and besides numerous guidebooks (both in printed and digital form), published children's books and a magazine. By October 2020, the company has published altogether 827 publications of which 388 have been travel guides (Lonely Planet 2020b). These guidebooks have and continue to be popular in particular amongst independent and budget-conscious travelers.

In 2007 and in 2011, LP went through its first major company sale when the Wheelers sold LP to BBC Worldwide in two phases—as a consequence of this transition the company's book sales continued yet slowed down, the expected digital developments got delayed, and the company's TV department eventually walked out (Sweney 2013; Wheeler 2018). Therefore, the company was sold again in 2013 to NC2 Media (Wheeler 2018), and most recently in 2020 to the digital marketing group Red Ventures (Burke-Kennedy 2020) which is currently the company's owner. LP has approximately 600 employees and the company's annual estimated revenue is $1.3 billion (Owler, Inc. 2020). Nonetheless, like many other companies, COVID-19 has impacted LP as well. The

company announced on 9 April 2020 that it was closing its London and Melbourne offices almost completely due to decreased demand (Jones 2020). The company will continue publishing travel guides and phrase books, but it will halt publishing its travel magazine as well as other 'inspirational' non-guidebook publications (ibid.).

Like other companies, LP's main aim is to market its products and to make profit. Guidebooks are the company's primary source of income and they are based on functionality as they offer people advice on things including where to sleep, what to do, and what to see. LP guidebooks encourage travelers to be independent and visit places LP sees as visit-worthy, but eventually, it is the decision of the traveler whether to follow LP's advice. The articles and news published on LP's website are not exactly constructed in the same way as the guidebooks, albeit these texts can be compared to them—the texts are similarly directive and promotional as their purpose is to advise people, give recommendations, and give them detailed information about possible foreign destinations. In a case study on the importance of Lonely Planet's guidebooks in promoting operators in Melbourne's suburb St. Kilda, Peel and Sørensen (2016, 153–156) discovered that operators perceived marketing on the Internet more relevant when compared to guidebooks. This result concerned mainly peer-to-peer platforms (such as TripAdvisor) although this can be compared to LP's articles and news that can be considered to be more accurate and reliable than guidebooks. The articles and news can present information that is more up-to-date, and they are more easily accessible and editable. Thus, they can be used more effectively in marketing products and experiences as well as in offering people advice or knowledge, for example, on destinations or sustainable travel.

Many of LP's articles and news even use direct marketing in the form of following sentences: "Get more travel inspiration, tips and exclusive offers sent straight to your inbox with our weekly newsletter. Make sure you're ready for anything with travel insurance from our trusted partners" (Lonely Planet 2020a). However, as noted above, the company's main marketing strategy is to guide its readers with its texts, but in the end, it is the independent choice of the traveler to either adhere or not to adhere LP's advice. LP's website focuses especially on being a traveler-friendly platform that has an emphasis on personalized marketization and targeted travel content (Talbot 2019). According to LP (2021), the website has approximately 13 million monthly visitors, which connects par excellence brands and travelers. Although the digital platform evidently connects millions of travelers with operators, it remains somewhat unclear how

exactly LP profits from the articles and news as the website contains no information on the topic. However, according to one estimate from 2015, LP's online platform would have increased the company's revenue by around 40% (Hewitson 2015).

LP emphasizes the fact that it knows its responsibility towards both the environment and the society and tries to do its part by acting responsibly as a major company (Lonely Planet 2017b). LP has listed a few things on how the company achieves this on its 'Responsibility' page. Since over 10,000 people contribute annually to the manufacturing process of LP's products, the company seeks to manufacture its products ethically, for instance, by assessing personally the factories that participate in the manufacturing process. Additionally, in order to minimize the impact on forests LP uses Forest Stewardship Council™ certified paper and procures textiles in a responsible manner. The company also invests in the safety of its products, encourages its writers to act responsibly (for example, not to accept bribes), and the company never commends places that are not ready for travelers. LP accentuates the subject of bribery also at the end of its articles and news by highlighting that the company's writers do not accept complimentary gifts "in return for positive coverage" (Lonely Planet 2020a). This somewhat interesting statement is a direct allusion to SDG 16, which urges one to considerably "reduce corruption and bribery in all their forms" (UN n.d.).

Moreover, LP emphasizes on its store site that it uses 100% recycled cardboard packaging for its deliveries in order to be eco-friendly (Lonely Planet Shop 2020). Information on this site notes that as of June 2019, all the paper LP uses is FSC™ certified paper whereas the corresponding number on the company's website is 99%. Since the website's data is from 2017, the website is not that extensive, and there is a difference (even though a very small one), it makes one contemplate whether the 'Responsibility' page is up-to-date and if LP has other measures to reduce its carbon footprint. Furthermore, although LP is aware of the company's effects on the environment and society, the company for its part wants to maintain (mass) tourism which in itself causes GHG emissions. Interestingly, though addressing SDG 16 and a few other SDGs on the aforementioned websites, LP does not discuss the three pillars of sustainability or the SDGs directly on its website. Despite this, the information presented here will be considered in chapter 6 when pondering whether these responsibility actions are present also in LP's online texts. Lastly, besides being responsible through the above-mentioned means, LP and the Wheelers have taken part in several funding projects that, inter alia,

aim at alleviating poverty and preserving cultural heritage (Global Heritage Fund 2020; Planet Wheeler Foundation 2020).

As mentioned, some previous studies have concentrated on LP (including Bhattacharyya 1997; Iaquinto 2011; Tegelberg 2010). Tegelberg (2010) investigates the discursive practices used in *LP Cambodia* and discusses how these practices and the guide's promotional discourse influence travelers. Similarly, Iaquinto (2011) examines the relationship of LP guidebooks, tourism, and the emerging new media, yet he does this more from the perspective of travel guide authors who write guides under the influence of editors. Both of these studies highlight the centrality of promotion in tourism texts that is highly present in LP's printed and online texts. As Tegelberg (2010) argues, it is crucial to promote a sustainable form of tourism and thus this study aims to elucidate how LP does this in its online texts. Bhattacharyya (1997) studied the use of text and images in *LP India: A Travel Survival Kit* by way of semiotic analysis. With a particular focus on authority and ethics, Bhattacharyya (1997) observed that the guidebook utilized an authoritative voice in making judgments of places, culture, and services. Although the frameworks used here relate to framing instead of semiotics, authority and ethics are definitely aspects that need to be considered when discussing the results of the present study.

Another similar study on LP was conducted by Debbie Lisle (2008), who studied how LP's guidebooks communicate ethically and how humanitarianism is visible in its discourse. Her article provides an intriguing view on the ethicality of traveling and guidebooks as she ponders what reasons exist behind humanitarian aid of LP (Lisle 2008). The article addresses a few controversies concerning the company, first of which is the company advertising 'off-the-beaten-path' destinations to its readers (Lisle 2008, 156). This is another important aspect to consider as this type of thinking often contradicts with ethicality. Advertising these kinds of attractions brings them to the consciousness of eager independent LP travelers and they soon will not be places 'off-the-beaten-path', but destinations filled with tourists. This off-the-beaten-path destination marketing derives predominantly from LP's second publication *Southeast Asia on a Shoestring* (1975), which is the title that has inspired numerous travelers to visit South-East Asia; in particular Thailand, Laos, Cambodia, and Vietnam. LP has had a major influence in popularizing backpacking (Kenny 2002) and these four South-East Asian countries form the 'Banana pancake trail'; a route popular among backpackers and budget travelers that

has been argued to have been established after the first two LP publications which focused on traveling in Asia (Rodgers 2019).

That is to say, guidebooks may influence travelers and their choices significantly and it sometimes seems as if travelers read their guidebook without dispute. Mark Ellingham, the founder of *Rough Guides*, emphasized this issue by noting that "Lonely Planet is the bible in places like India. If they recommend the Resthouse Bangalore, then half the guesthouses there rename themselves Resthouse Bangalore" (Ellingham quoted originally in Friend 2005). This effect has been noted also by Peel and Sørensen (2016, 162–163), who remark that in the eyes of operators an LP recommendation can make a considerable difference, which implies that guidebooks are sometimes seen as highly persuasive. However, they note that even though a reference in a guidebook can contribute to destination development either positively and negatively, so do other factors such as new infrastructure, new innovations, and positive feedback of other travelers (Peel and Sørensen 2016, 178). Hence, it should be acknowledged that guidebooks are not the only reason behind tourism and destination development. A more recent controversy concerning LP took place in 2019 when LP published online content and a video of the "world's greenest places" with false information on the Banaue Rice Terraces situated in the Philippines (CNN Philippines Staff 2019). After receiving criticism of the erroneous claim that the rice fields were built by Chinese (ibid.), LP amended its online posts and updated the video.

Lastly, another issue raised by Lisle (2008, 167–171) concerns LP advertising Burma (Myanmar) to travelers while the country was amidst political struggles. In 1996, Aung San Suu Kyi, the leader of Burma's National League for Democracy, asked travelers not to visit Burma (BCUK 1996). As other travel guide companies recalled their guidebooks and took part in the tourism boycott, LP continued publishing Burma guidebooks which instigated Burma Campaign UK (BCUK) and Tourism Concern to boycott all LP publications in order to get the company's Burma guidebooks off the market (BCUK 2000a; Lisle 2008, 167). After the boycott announcement, LP made a donation to the Burma Relief Center which was seen as an act of polishing the company's public image as LP publicly displayed a thank you letter and made otherwise references to the act (BCUK 2000b). This controversy raised the question of whether LP's actions were really based on providing Burma with humanitarian aid and if the company's donation was made without ulterior motives. On top of this, BCUK and LP had another conflict after LP published another print of its Burma guidebook in 2002; this is when

BCUK organized a vigil outside of LP's London headquarters to remember Burmese victims of tourism (BCUK 2002). In particular, the Burma guidebook controversy highlights the issue of ethicality and right to travel in contrast to the economic agenda of LP, which is above all to make profit.

3 Theoretical Frameworks

As the very basic concepts relating to travel, sustainable travel, and LP have been introduced, the theoretical frameworks employed in this study should be explained in more detail. First, since the present study capitalizes on the main principles of frame analysis, these will be introduced next in section 3.1. As the study also uses methods from corpus linguistics (CL), some basic notions on the subject must be clarified before moving on to the analytic part of this thesis. Both sections 3.1 and 3.2 introduce some previous research conducted on sustainable travel that is relevant for the present study. Moreover, both frameworks will be exemplified with examples taken from the present study's research material.

3.1 Frame analysis

Erving Goffman ([1974] 1986) is one of the earliest and most notable contributors into the subject of *framing*, and therefore his work functions as a starting point for this study. Goffman ([1974] 1986, 10–11; 27) uses the term *frame analysis* to describe the process of deconstructing an individual's "organisation of experience" and proposes that *frames* are built through our experiences, background as well as our subjective view of things. He accentuates that our social views contribute to frames and that we try to interpret the world via different frames (Goffman [1974] 1986, 10–11). In addition to Goffman's sociological view on framing, Tannen (1993) has approached the topic from the viewpoint of sociolinguistics. Tannen (1993, 15) notes that we make connections between things that are present and things that we have seen, heard, or experienced before. According to her, frames portray our expectation of things and thus she calls them the "structures of expectation" (Tannen 1993, 15). When combining Goffman's views with those of Tannen, a *frame* can be seen as something that derives from our culture, previous knowledge, and experiences, and which then helps us explicate the world.

Frames can influence individuals; this has been observed by researchers such as Lakoff (2004) and Entman (1993). According to Lakoff (2004, 4), the language use in frames both comprehends ideas as well as rouses those ideas. Similarly, Entman (1993, 51) notes that framing provides a glance into "the power of a communicating text", albeit he also highlights that it is unclear how framing shapes thinking. Entman (1993, 51–52) further emphasizes that by analyzing frames, we can uncover the ways in which oral or written discourse influences the perception of individuals. These points made, frames can

be considered to be always connected to the previous experiences, values, and views of individuals as well as the world around them. Moreover, frames can be used to guide people's thoughts and perceptions, or even to influence their actions. Therefore, it is important to examine the frames used by companies (such as LP) that produce texts for large audiences and who have an opportunity to influence the readers' thoughts about certain subjects (here, the subject of sustainable travel). In the present study, a "frame" is considered a potential opportunity to affect readers' perceptions on sustainable travel, and thus, examining the frames used in LP's articles and news can reveal something about the way how LP sees sustainable travel and aims to minimize the impacts of traveling.

Frames are built with various discourse strategies and linguistic means (for example, Entman 1993, 52–53; Tannen 1993) and as Entman (1993, 52) summarizes: frames outline problems and their causes, morally judge causes, and/or offer possible solutions for problems. Consequently, the language use in LP's articles and news will be examined more closely to discover how the company addresses the subject of sustainable travel and to establish the frames used on the website. The three pillars of sustainability and the SDGs introduced in section 2.2 will provide a basis for the analysis, according to which the frames used in the data will be divided roughly under the economic, environmental, and social aspects of travel (Appendix 1 demonstrates the division of the SDGs under the three pillars). Simply put, a frame can be a word such as "traveler" or "tourist". As Shepherd (2003, 137) observes, a "traveler" is framed with characteristics such as *independent* and *inquisitive*, while a "tourist" is associated with more negative concepts like *dependent* and *uninterested*. LP uses most often the term "traveler" which follows the company's agenda to connect traveling as a product it sells with independent and curious explorers who are eager to visit new destinations.

Several studies have approached framing in connection to the subjects of climate change and the environment (for example, Lakoff 2010; Rademaekers and Johnson-Sheehan 2014), which are topics that connect closely to sustainable travel. Rademaekers and Johnson-Sheehan (2014, 10–11) ponder how climate change frames can be indispensable for or against the environmental movement and raise three problems that emerge with these frames: (1) people often ignore frames that do not fit their world view or what they perceive from the media, (2) many frames are too scientific for the public to understand them, and (3) people are afraid that taking actions against climate change will happen at the cost of their lifestyle. These problems apply to some extent to the framing of sustainable travel, and thus it is crucial to frame the topic intelligibly to the public.

LP's articles and news could be compared to the media as they are available for numerous readers and can influence their opinions about sustainable travel. Hence, by discussing the topic on LP's website and by using intelligible frames, readers might comprehend sustainable travel and its possible 'influence' on their trips better and more realistically.

Many studies have also examined framing in travel articles (for instance, Santos 2004) or the use of frames in relation to the topic of sustainable travel or sustainability (including Barr and Prillwitz 2012; Torkington, Stanford, and Guiver 2020). A recent study by Torkington, Stanford, and Guiver (2020) utilizes framing, critical discourse analysis, and CL methods to contemplate how seven national tourism policy documents frame economic growth and sustainability. The study inspects sustainability from economic, environmental, and social aspects, and discovers that the topic of greenwashing may also be present in tourism models and thus highlights the power of language (Torkington, Stanford, and Guiver 2020, 1058). Similarly, the present study examines sustainable travel from these three aspects and acknowledges the influential nature of language. Apart from critical discourse analysis, both frame analysis and CL methods will be employed here, of which CL will be introduced next.

3.2 Corpus linguistics

CL is a branch of linguistics that connects multiple disciplines as it offers a means to examine large amounts of data rapidly and rather easily. CL has its origins in the 19th century, but the approach became more popular not until the 1980s as computers became more common (Baker 2006, 2; 8–9). McEnery and Hardie (2012, 1–2) describe it as an approach that utilizes multiple methods which can be used to study a group of texts, in other words, *corpora*. A corpus consists typically of either spoken or written language in electronic form, which is then analyzed with the help of a corpus tool. CL studies can be further divided into being *corpus-based* or *corpus-driven*. Corpus-based studies use corpus data to explore existing theories or hypotheses with the objective to either validate, disprove, or refine them, whereas corpus-driven studies use a corpus itself as the repository of hypotheses and deductions about language (Tognini-Bonelli 2001, 65–66; 84–85). The present study is by Tognini-Bonelli's definition corpus-driven; the material will be analyzed based on the linguistic theories discussed above while the main objective is to answer the previously defined research questions. Although some presumptions were formulated before analyzing the material, the final conclusions will be composed after a closer inspection of the material with tools from CL.

As research is never fully objective, CL can offer an approach which reduces researcher bias and one's conscious or subconscious cognitive biases (Baker 2006, 10–12). In this study, CL is used particularly to facilitate the analysis of the large research material, but also to reduce bias and having misrepresented results. To diminish the conscious or subconscious bias and to avoid presumptions being made based on the gathered material while building the corpus for the study, hypotheses were formulated before compiling the material into the corpora. Furthermore, as Baker (2006) remarks, both the absence and presence of words in a certain word's context unravel a lot about that word, and this can further help us figure out meanings. Thus, when defining the frames, CL as a method was thought to demonstrate connections and contexts that might not have been noticed without this method.

Even though the approach facilitates the examination of a large number of texts, CL also has its limitations. Baker (2006, 17–18) accentuates a general limitation associated with CL: corpora are usually only written or sometimes transcribed spoken language, which disregards the non-verbal and visual language (such as gestures and pictures) used in situations, conversations, and texts. The material of the present study was already in written form, but almost all of the texts contained pictures or in some cases videos. However, here conducting a purely verbal analysis was not considered an issue as the subject of sustainability is hard to depict visually, and hence the visuals were altogether excluded from the analysis. Another general limitation noted by both Baker (2006, 18) and McEnery and Wilson (1996, 98) is the fact that knowing the social conditions of a text under discourse analysis is crucial in understanding the broader discourse involving them. The social conditions or social context comprehends, for instance, information about the author, information regarding the circumstances and motives for a text as well as information about the target audience of a text. Here, the social context including the author details, the conditions of the texts, and the target audience are all known, and these factors will be considered when interpreting and discussing the findings of the analysis.

The central methods for CL studies involve concordances, collocates, and frequencies (Baker 2006); methods that will also be utilized here and introduced next. *Concordance* refers to phrases, words, or parts of words that are searched from the corpus, which are then displayed in the concordance tool to discover the specific contexts in which they appear (McEnery and Hardie 2012, 35). AntConc's Concordance Tool (Anthony 2019; the corpus software used in this thesis) displays the searched examples

line-by-line, showing a defined number of characters of the before and after context of each example. Concordances can also be called *key words in context* or *KWIC*, but here this term will not be used to avoid confusion between the keywords that were used to gather the study material. Example 1 presents a concordance for the word *environmental*:

(1)   starting point is to check out an organisation's **environmental** policy. Tour operators, hotels and lodges that are genuine

As CL methods are typically seen to be of quantitative nature, concordance analysis offers a more qualitative approach to inspect data (Baker 2006, 1–2; 71). Here, this qualitative approach will be utilized when establishing the economic, environmental, and social frames and when inspecting the use of some previously discussed concepts. Another focal concept in CL is that of *collocation* which signifies words that co-occur together or "occur in proximity to one another" within a defined span (McEnery and Hardie 2012, 122–125). AntConc's Collocates Tool provides an opportunity to observe the non-sequential patterns in language, and here this tool will be used to elucidate what kind of terms and concepts occur within close distance of the keywords that address responsibility and sustainable travel in LP's articles and news. In addition, as collocates can help in discovering "the most significant relationships between words in a corpus" (Baker 2006, 118), they will be utilized to observe how LP's texts frame sustainable travel. Example 2 presents a collocate (bolded and italicized) for the keyword *green*:

(2)   happy to have them there? \ Do they have a '**green**' purchasing ***policy***? What proportion of their produce, build

When it comes to inspecting common expressions, *frequencies* of words offer another profitable means to examine corpus data. AntConc's Word List Tool allows one to quickly explore the most frequent words in a corpus by itemizing all the words in the corpus and presenting them in an order based on their frequency of occurrence. Here, a frequency analysis of the keywords (discussed in the following chapter) will function as a starting point for the analysis which, above all, aims to uncover information about LP's discourse around the subject of sustainable travel. The following chapter will also include discussion about the limitations regarding *CL methods* since only the limitations of CL were considered above.

By means of CL, previous studies have examined topics including sustainability and framing (Torkington, Stanford, and Guiver 2020), metaphors and promotional

tourism discourse (Jaworska 2017), tourism websites and tourism promotion (Malenkina and Ivanov 2018) as well as climate change, metaphors, and framing (Koteyko, Thelwall, and Nerlich 2010). These studies demonstrate that both CL and framing are suitable frameworks for studies combining several research perspectives, and that particularly framing is a useful approach when it comes to sustainability or climate change. Out of these, Malenkina and Ivanov's (2018) research is of highest interest to this study as they discuss the use of linguistic strategies on 17 Spanish tourism websites. Their findings imply that tourism discourse persuades people by using thematic vocabulary and by branding destinations through their "unique selling points" as well as with proper nouns that depict, inter alia, attractions (Malenkina and Ivanov 2018, 218). This ought to be considered in relation to the three frames when discussing the results of the present study.

4 Material and Methods

As stated before, this study attempts to discover how the world's largest travel guide publisher LP frames sustainable travel on its website by means of frame analysis and CL; constructs that were introduced in the previous chapter. In the following sections, the material and method choices of this study will be presented and validated. First, section 4.1 contains a more detailed depiction of the material, including an account of the determination process of the keywords that were used in gathering the research material. The material gathering process will be described in more detail and the limitations of the study will be considered as well. Finally, in section 4.2, the methods used and their possible limitations in the present study will be addressed.

4.1 Material

The material for this study was gathered from LP's website (Lonely Planet 2020a) by using five certain keywords that were thought to provide enough data for a manageable yet thorough analysis. The keywords were determined by looking at LP's discourse on responsibility and sustainable travel. Since LP's website did not have an exact definition for *sustainable travel*, the keywords were determined (cf. below) by considering the terms related to the subject of sustainability as used on LP's web pages on 'Responsibility' and 'Sustainability' (Lonely Planet 2017b; Lonely Planet Shop 2020), and as used in four featured articles on LP's web page 'Sustainable travel' (Lonely Planet 2020c). The 'Sustainability' website of LP used the terms *eco-friendly*, *environment*, *responsibility*, *responsibly*, *sustainability*, and *sustainable* (Lonely Planet Shop 2020), whereas the 'Responsibility' website contained the terms *carbon*, CO_2eq, *environment*, *ethical,* *responsibility*, and *responsible* (Lonely Planet 2017b). Neither of these websites were extensive in information, and therefore also the terms used in four articles featured on LP's 'Sustainable travel' web page (Lonely Planet 2020c) were considered to define the keywords.

When accessing the 'Sustainable travel' web page on 26 April 2020 (ibid.), the four articles that were first featured on the page were inspected manually to find out the most frequently occurring single- or two-word concepts that related to the subject of responsibility or sustainability. These four articles were "How to go green when you travel" (Celeste Brash, 26 September 2014), "Into the green: eight destinations for an eco-friendly escape" (Tamara Hinson, 3 January 2019), "Sustainable travel: 6 ways to make

a positive impact on your next trip" (Sasha Brady, 20 August 2019), and "Thailand's ecotourism hot spots: a quick guide to sustainable travel in the Land of Smiles" (Sarah Gilbert, 13 July 2015). A manual frequency analysis of these articles uncovered that the five most frequently occurring terms were the word *environment* with various suffixes, different formulations of the word *sustainable*, concepts beginning with the prefix *eco*, *green*, and *local* with a few suffixes. All terms related to the subject of sustainability were observed when inspecting the frequencies.

After performing the frequency analysis on the four articles, also the terms that appeared on LP's 'Responsibility' and 'Sustainability' web pages were considered in defining the most suitable keywords. While LP's website did not have an exact definition for *sustainable travel*, the website did contain the 'Responsibility' and 'Sustainability' web pages that discussed the subject of sustainable travel. As LP used the terms *responsibility* and *sustainability* on these pages, these two terms were thought to represent the company's view on the subject and were thus included amongst the keywords. For that reason, *responsibility* and *sustainability* were included as keywords, while the other three keywords were selected based on the frequency analysis performed on the four articles (the top three words being *environment*, *eco*, and *green*). Due to the varying spellings, the prefix **eco** was used to find articles and news that included words such as *eco-friendly* and *ecotourism*, **environment** covered also all its derived forms, and **green** was used in an identical fashion. Similarly, **responsib*** and **sustainab*** were used as umbrella keywords for all the different formulations including terms such as *responsible*, *responsibly*, and *sustainability*. In summary, Table 1 below demonstrates the five finalized keywords that were used in locating the articles and news:

Table 1 Keywords that were used to locate the articles and news

eco
environment
green
responsib*
sustainab*

The articles and news published between 2010 and 2020 were then searched with the search function on LP's website with the defined keywords; downloaded and saved as HTML files, and finally converted into TXT files that could be used as corpora. The

information that was not part of the article or news piece was removed prior to saving, that is, information on the menu bars (for example, 'Across the planet', 'Lonely Planet experiences', and 'Forum'), the hyperlinks, and the titles of other articles (see Appendix 3 for an example of an article). Some of the articles and news included several of the keywords and therefore occurred multiple times in the data due to searching the website with the different keywords. These duplicates were removed from the data before building the corpora to avoid misrepresented results. In addition, the articles and news which did not relate to sustainability and which only contained a defined keyword within another 'irrelevant' word (for example, if *eco* was used only within a word such as *recommended*), were also removed from the data set. After gathering the material, removing the duplicates as well as the irrelevant material, two corpora (consisting of articles and news published between 2010–2015 and 2016–2020) were built to facilitate the analysis. The division of the articles into pre 2016 and post 2015 corpora resulted from the objective to investigate whether the post 2015 material deviated from the earlier data as the Paris Agreement was established in late 2015 (UNFCCC 2020b).

Figure 3 Number of Lonely Planet articles and news between years 2010–2020

In order to have a more thorough examination of the data, the articles and news were first analyzed separately and after this the materials published between 2010–2015 and 2016–2020 were compared to each other. All in all, 1,139 articles and news published between 2010 and 2020 were found with the five keywords mentioned above (see Figure 3 above for the annual distribution of the articles and news)—and these texts contained a total of 979,636 words. The 2010–2015 corpus comprised of 220,619 words and contained altogether 201 articles and news, whereas the 2016–2020 corpus consisted of 759,017

words and involved altogether 938 articles and news. The data was retrieved from LP's website within a five-day-period on the 9th, 10th, 12th, and 13th of May 2020.

The analysis of the material was entirely textual since depicting the topic of sustainability visually is difficult; hence, the multimodal features of the articles and news were not analyzed. However, captions used for images were analyzed as a part of the text. The textual analysis focused entirely on the contents of the material; the writers were seen to write the articles and news from LP's perspective, and under its editorial (Iaquinto 2011; Lisle 2008). That is, the texts were considered to uniformly represent LP as in some instances the writer's name was simply replaced with "Lonely Planet" or "Travel News". Further, the sentences written in italics at the end of each article or news piece that would either promote LP's newsletters, experiences or products from its trusted partners, or emphasize the fact that LP's writers do not accept complimentary gifts "in return for positive coverage" were excluded from the analysis. Written also in italics at the end of the articles or news was the possible information about an update. Due to these updates, some of the updated articles had the older publication date while some had the newer date written next to the writer details. In these cases, the date mentioned next to the writer details was considered to be the time of publication, according to which the article was categorized to belong either to the 2010–2015 corpus or the 2016–2020 corpus.

Before explaining the methods used in this thesis, some limitations of the present study should be considered. First, the number of articles and news published in 2020 is very limited, and they have been published only between the period of 1 January and 16 March. This is mostly due to the early dates of the data collection (May 2020) and presumably to some extent due to the global pandemic. Although no completely comprehensive results can be achieved for 2020; which further influences the results of the 2016–2020 corpus as well; the situation of the travel industry was very different in 2020. As the pandemic collided with the data collection, the data of 2020 is more authentic, and the pandemic did not forge the results as much as it could have. Despite this, the analysis will provide an insight on the matter during 2020, and after all, the results for the 2016–2020 corpus ought to be rather reliable and suggestive, owing to the large number of articles and news published in 2018 and 2019.

The second thing to be aware of concerns the definition of the keywords. If this study would be replicated by using the exact same methods, the possibility of getting different keywords would depend more or less on the articles featured on the 'Sustainable travel' website of LP. Although the topics of LP's articles and news used in this study are

quite similar and all relate to sustainable travel, the keywords might be very different in a study conducted at another time, or in the case where the articles and news available have changed considerably. Finally, the scope of this study did not allow an analysis about the font size, style, colors, layout, or visuals used in the articles and news, which could have added valuable aspects in the analysis of the present study.

4.2 Methods

The material of the present study was analyzed by means of frame analysis and methods from CL, which were discussed in chapter 3. This study utilized methodological triangulation (McEnery and Hardie 2012, 227) and was both qualitative and quantitative in nature; the collocation analysis, concordance analysis, and frame analysis afforded a more qualitative approach on the topic while the frequency analysis offered a more quantitative perspective into the data. As indicated in section 3.2, the corpus software AntConc—developed by Laurence Anthony (2019) to implement CL research and data-driven learning in 2005—was utilized in analyzing the two corpora. Utilizing the previously introduced popular methods from CL, AntConc featured suitable tools to examine the data for concordances, collocates, and word frequencies. Hence, the software was used to locate the lexical items related to the subject of sustainability.

The occurrence of the specified keywords was examined first by utilizing normalization. *Normalization* or the extrapolation of frequencies is done by dividing the raw frequency with the total number of words in the corpus, which is then multiplied, for instance, by 1,000 or 1,000,000 to discover the occurrence of a word per thousand or million words (Evison 2010, 126). Here, normalization was used because the 2010–2015 corpus was relatively smaller compared to the 2016–2020 corpus and analyzing the keyword frequencies *per million words* made the comparative analysis of the different sized corpora feasible. Along with normalization, the results will be represented by their ranking or as percentages to enable a comparison of the results. In addition, statistical significance of the results in section 5.3 will be examined via t tests. The limit for statistical significance was defined here as $p < .05$ (5%).

The frequency analysis proved to be somewhat complex due to a few equivocal cases regarding words written in Spanish, common nouns, and proper nouns. Therefore, before examining the frequencies, all words were inspected more closely with AntConc's Concordance Tool to determine whether the term in question was related to the subject of sustainability and was to be analyzed. To begin with, the corpora contained a few cases

where a word was written in Spanish instead of English. These cases were included in the analysis if only a few words occurring in the particular word's context were written in Spanish or if the word was part of a company name. However, these were excluded from the analysis if the whole sentence in which the word occurred was written in Spanish. Furthermore, some common nouns, such as *environment*, *greenhouse*, or *responsible*, proved to be problematic terms as some of them were related to sustainability while others were not. The words that were their own concepts (for example, *economy* or *greens*) were not analyzed when considering the frequencies, while the words that were clearly addressing the subject of sustainability were analyzed (for instance, if the word *greenhouse* was used in the context of *GHGs* or *the greenhouse effect*).

When it came to proper nouns, words were excluded from the analysis if they were surnames or part of place names. All the other proper nouns were included in the analysis, that is, words that were part of company names, names for places of accommodation, foundations, organizations, attractions (including parks), festivals (such as *World Environment Day*), or road names. In addition, the names of different certifications and initiatives, names of buildings (ministries, centers, and so on), products, titles (including *Environment Minister*), restaurants, and concepts related to the Internet were analyzed. If a keyword occurred in the name of an accommodation such as *Greenville Inn* or *Turtle Bay Eco Resort*, the word was either included or excluded based on where the keyword was featured. That is, *Greenville Inn* was excluded from the analysis as the keyword *green* was only part of the place name *Greenville*, while *Turtle Bay Eco Resort* was analyzed as the keyword *eco* occurred as part of the name of the accommodation. Drawing on Malenkina and Ivanov's (2018) findings on the potential significance of proper nouns, the use of proper nouns was analyzed and discussed separately to see if the keywords' use in proper nouns demonstrated a different approach to addressing and promoting sustainable travel. A complete list of the excluded words and explanations for their exclusion can be seen in Appendix 2. The list includes all concepts under which some or all cases were excluded, depending on their relevancy to the present study.

The frequency analysis functioned as a basis for analyzing the collocates and concordances, which were examined for those instances that were determined to be relevant to the analysis and that were already inspected for frequencies. Following Baker's (2006, 119–120) step-by-step guide to collocational analysis, the collocates for each keyword were examined after looking at the frequencies. As the frequencies of the

collocates decreased quickly—particularly in the 2010–2015 corpus—the five most frequent collocates of the keywords were inspected more closely. To ensure that the collocates were connected to the keywords, the span of –5 to +5 was used for each keyword. That is, all collocates occurred within the span of ten words—five words before to five words after a keyword. Furthermore, only those words that carried meaning were considered when looking at the top five collocates. This means that the *lexical words*, including lexical verbs, nouns, adjectives, and adverbs, were accepted as collocates for the keywords. Normally all adverbs would be included under the family of lexical words, but here only the *adverbs derived by suffixation* were considered, as other adverbs were discovered to be less representative as collocates. The noun collocates were first categorized into nine semantic groups that were then discussed in relation to the three pillars of sustainability (see section 2.2). After this the collocates were compared to each other by their nature and characteristics.

Similarly, and as noted in sections 2.2 and 3.1, the three pillars of sustainability (the economic, environmental, and social pillar) and the 17 SDGs were utilized in defining and establishing the frames via the concordance analysis (Baker 2006, 92–93). By looking at the context around the five specified keywords, the concordances were first categorized according to the 17 SDGs which all belonged under one of the three pillars of sustainability. In other words, these three categories alluded either to the economic, environmental, or social aspects and impacts concerning sustainable travel discussed in the concordances. Each concordance could refer in a positive or negative sense to either one, two, or all of the main categories depending on its topic and its relation to the SDGs. Furthermore, as suggested in section 2.2, the social category also encompassed the cultural aspects of sustainable travel. The three categories were used further to recognize and establish the use of frames in the articles and news (see chapter 6)—which were namely 1) the economic frame, 2) the environmental frame, and 3) the social frame. Appendix 1 illustrates the categorization used in the concordance analysis, which was made based on UNWTO and UNDP's (2017, 43) guide for the implementation and realization of the SDGs as well as the SDG descriptions featured on UN's (n.d.) website.

To have enough context for the keywords, the search window size for each concordance was set to 100 because some of the sentences used in the articles and news were rather long. However, as the search window size was this wide, the context of the concordances was analyzed in between sentence boundaries, and if necessary or relevant, for the surrounding sentences. Relevancy meaning here, that both or all sentences in a

concordance were analyzed if all the sentences discussed the same topic. The backslash (\) was used in the examples to denote a line break between paragraphs. As noted previously, the present study aspired to answer three research questions:

1. How is sustainable travel addressed on Lonely Planet's website in terms of frequencies and collocates?
2. How does Lonely Planet frame sustainable travel in the articles and news published on its website?
3. How has the framing of sustainable travel changed before versus after 2015?

The main objective of the frequency and collocation analysis was to answer research question 1, while the concordance analysis' aim was to provide information on how LP frames sustainable travel on its website and to compare the frame changes between the two corpora (questions 2 and 3). As hypothesized, references to sustainable travel were expected to be higher for the 2016–2020 corpus, and out of the frames, the environmental frame was assumed to occur the most in the two corpora.

Before moving on to the analysis, the limitations concerning the applied methods should be addressed. First, when it comes to the keyword and collocation analysis, only the keywords under examination were analyzed which means that their possible euphemisms or anaphors were thus disregarded. Some non-adjacent connections may have been unobserved by considering only the keywords, but here the concordance analysis indemnified this to some extent. Also, that is to note that using a smaller search window size for the concordances could have provided very different results. Second, the semantic grouping as well as the categorization of the SDGs under the three pillars of sustainability were somewhat roughly executed. In the case of the SDGs, all of the goals could not be clearly identified solely as an economic, environmental, or social consequence of sustainable travel (such as SDG 12, which discusses sustainable production and consumption). Despite this, the categorization ought to be rather tenable and feasible thanks to the explicit information on UNWTO and UNDP's (2017, 43) guide and UN's (n.d.) website. Third, as noted before, research is never entirely objective. As Baker (2006, 20) reminded, words change over time and people associate them with different meanings. Therefore, this needs to be considered both during the analysis and when discussing the findings of the present study.

5 Analysis

This chapter focuses on analyzing the two gathered corpora, the 2010–2015 corpus and the 2016–2020 corpus, with the help of the previously explained CL methods. Applying these methods enabled the present study to examine the word frequencies, collocates, and concordances from the data, which further facilitated the identification of the frames used in the corpora. The frequencies will be discussed first in section 5.1, followed by an analysis of the collocates (section 5.2), and an analysis of the concordances (section 5.3). The concordance analysis was used further to inspect framing in the data. The results of the analysis will be presented and illustrated with examples, figures, and tables; and the findings will be further discussed, exemplified, and interpreted in the following chapter.

In each section, the two corpora will be considered separately, and in addition, the results will be compared to each other to discover the similarities, differences, and changes that have happened between the two corpora. Due to the differing sizes and to enable the comparison of the corpora, the results will be presented as normalized frequencies (5.1) and as percentages and p-values (5.3). Additionally, section 5.2 lists the collocates by their ranking (from the most frequent to the least frequent form). As stated previously, the 2010–2015 corpus entailed 220,619 tokens and contained altogether 201 articles and news, while the 2016–2020 corpus comprised of 759,017 tokens in total and involved altogether 938 articles and news. The following analyses were performed only on the concepts that addressed the subject of sustainability. The previous section (4.2) contains the explanations for the exclusion of concepts, which are also listed in Appendix 2.

5.1 Frequency analysis

The analysis began with an examination of the frequencies of the five previously specified keywords as well as their plural forms, compounds, and derivations (that is, all their subordinate concepts), which could all be clearly connected to the subject of sustainability. The tables and figure below list these keywords as they were used in gathering the material for this study, but the results also include all their other aforementioned forms. Tables 2 and 3 below present the normalized frequencies of the five determined keywords for both the 2010–2015 and the 2016–2020 corpus, while Figure 4 represents a comparison of these results.

Table 2 Normalized frequencies of the keywords, 2010–2015 (per million words; rounded figures)

Frequency	Keyword
911	eco
490	sustainab*
408	environment
281	green
141	responsib*

As Table 2 demonstrates, the most frequently occurred keyword in the 2010–2015 corpus was substantially the prefix **eco** which appeared in words such as *eco-friendly*, *ecolodge*, *ecologically*, and *ecotourism*. The prefix was used frequently in various words to describe something or someone as ecological or sustainable (for example, *eco-conscious chef*), and hence, the material entailed quite many compounds (*eco-brewery*, *eco-savvy*, *eco-voluntourism*, and so on). Moreover, the keyword was used primarily as a premodifier of nouns (*ecological wonderland*, *ecotourism hot spots*). When it came to proper nouns, the prefix was used especially in names for places of accommodation and companies (*Eco Cameron*). On top of these, the prefix was used to name attractions, certifications, and organizations. Out of the five keywords, *eco* was used the most in company names and in names for places of accommodation.

Sustainab* had the second highest frequency, and the keyword occurred in three different forms: *sustainability*, *sustainable*, and *sustainably*. It was used widely in connection with verbs (*committed to sustainability*), and overall, its three forms were used primarily to modify nouns (*sustainable manner*). As a proper noun, the keyword occurred twice in a company name. The frequencies for **environment** were slightly lower compared to the formulations of *sustainab**, and they contained forms including *environment(s)* and *environmentalists*. These forms were used particularly with modifying adjectives (*fragile environment*), verbs (*engage with the environment*), and as premodifiers of nouns (*environmental habits*, *environmentally sensitive*). This keyword was the only one to be used for a title (*Secretary of Environment*) in the older corpus, and it was also featured as a proper noun for an organization, a building, and certifications.

Green placed fourth in comparison to the other keywords. It occurred primarily in its basic form, but it was also featured in its comparative and superlative forms as well as in a few other forms (*greening*, *greenwash*, and so forth). The keyword was used

mostly with verbs (*being green*) and to modify nouns (*greener visit*). Around 39% of the cases for *green* were proper nouns, making it the corpus' most used keyword as a proper noun. It was used mostly for places of accommodation (*Green Dragon Inn*), certifications (*Green Key Global*) as well as restaurants (*Green Table*) and farms. It occurred also in a few company names and in the name for an attraction, organization, and a road. Finally, **responsib*** occurred least in the corpus with its three formulations: *responsibility*, *responsible*, and *responsibly*, which were used with verbs (*travel responsibly*), nouns (*responsible footwear*), and modifying adjectives (*socially responsible*). Out of these, *responsible* was used twice as a proper noun, once for a company name, and once for an organization.

Table 3 Normalized frequencies of the keywords, 2016–2020 (per million words; rounded figures)

Frequency	Keyword
976	sustainab*
950	eco
797	environment
316	green
281	responsib*

As Table 3 above illustrates, the 2016–2020 corpus had the most occurrences of the keyword **sustainab*** with three formulations: *sustainability*, *sustainable*, and *sustainably*. These formulations were used to modify nouns and verbs (*sustainable future*, *sustainably sourced*), in connection with verbs (*support sustainability*), and with modifying adjectives (*long-term sustainability*). The keyword was used primarily in proper nouns that named certifications and initiatives (*17 Sustainable Development Goals*), organizations, companies, and concepts that were related to the Internet (*the Think Sustainably online service*). In addition, it was used twice for the names of buildings (a ministry and a center) and international observances (*the International Year of Sustainable Tourism for Development*).

　　Eco occurred nearly as many times in the corpus as *sustainab**, and it was featured in diverse words when portraying something as ecological or sustainable (including *eco-minded*, *ecological*, and *ecotours*). The prefix was used often as a modifying adjective (*ecofriendly transport*) and particularly in compounds. It also occurred as a prefix for

some adjectives (*ecofocused*) and various nouns (*eco-tax*). The keyword was used further in multiple proper nouns which included accommodations, attractions (for example, *Nuoc Mooc Ecotrail*), buildings, certifications, companies, organizations, and Internet-related concepts. *Eco* was the corpus' keyword that was used the most to name accommodations. Apart from the aforementioned use in proper nouns, *eco* was used to name products (such as *Ecocapsule*) as well as farms and restaurants (*Tarifa Eco Center*).

Environment placed third when looking at the frequencies, and besides its basic form, it appeared in forms such as *environmentalism* and *environmentally*. The keyword was used mainly in connection with adjectives (*international environmentalists*, *environmentally sound*, and so on), verbs (*help save the environment*), and as a premodifier of nouns (*environmental concerns*). It was the only keyword in the 2016–2020 corpus that was used as a proper noun for titles (*Environment Minister*), and it also appeared in the names of buildings, organizations, international observances (*World Environment Day*) as well as certifications and initiatives (*Kathmandu Environmental Education Project*). **Green** had notably fewer occurrences in the corpus compared to the other keywords and it was mainly featured in its positive, comparative, and superlative forms. The keyword was used primarily with verbs (*go green*) and to modify nouns (*green infrastructure*, *greener Cairo*, *greenhouse gases*). *Green* was the corpus' most used keyword in proper nouns (35%), and it appeared in the names of attractions, companies, certifications and initiatives, organizations, and roads (*East Coast Greenway*). It was the only keyword to be featured in road names, and besides *eco*, it was the only keyword that was used in names for products (including *GreenKayaks*), restaurants, and markets (*Green Market Berlin*).

Responsib* and its four formulations (*responsible, responsibly, responsibilities, responsibility*) appeared least in the corpus, and like with the keyword *green*, its occurrence was notably smaller compared to the three most frequent keywords. It was used mainly with modifying adjectives (*social responsibility*), verbs (*has a responsibility, trek responsibly*), and to modify nouns (*responsible fashion*). Moreover, the structure "*to be responsible for something*" occurred several times in the corpus. Similar to *sustainab**, *responsib** was used for Internet-related concepts (*Responsible Camping Forum*) and it was also featured in company names. After looking at the frequencies separately for both corpora, the results were compared to each other. Figure 4 itemizes the frequencies for both corpora per keyword, and as is visible from the data, the order of the keywords between the two corpora was nearly identical. Only the order of two keywords differed

as **eco** had most occurrences in the 2010–2015 corpus while **sustainab*** was the most frequent keyword to occur in the 2016–2020 corpus. In the 2010–2015 corpus *eco* was the only keyword to have a fairly high frequency, whilst the second corpus had three keywords (*eco*, *environment*, and *sustainab**) with high frequencies.
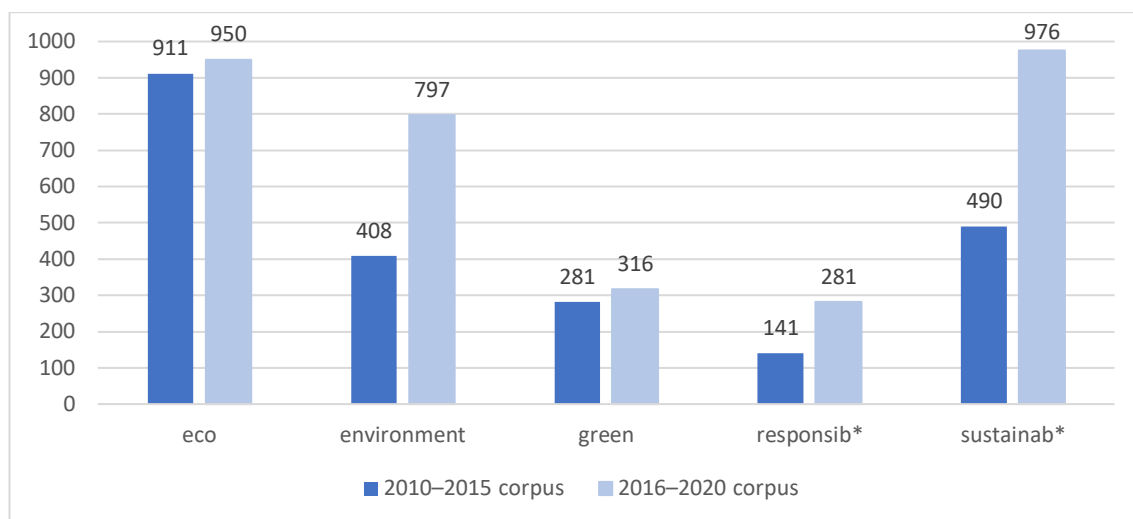

Figure 4 Comparison of the normalized frequencies of the keywords (per million words; rounded figures)

As discussed above, the high frequency of the keyword **eco** in both corpora could be explained by the copious use of the word as a prefix in both common and proper nouns. On top of *eco*, **environment** and **sustainab*** had high frequencies in the 2016–2020 corpus. Their frequencies had grown by almost 50%, making these the most significant disparities when considering the word frequencies in the two corpora. Similarly, the frequencies of **responsib*** had grown by 50% and the keyword was used substantially more with verbs (*fly responsibly*) in the newer corpus. All formulations of the keyword *environment* occurred regularly in the 2016–2020 corpus, but particularly the use of *environmentally* as a premodifier of adjectives and *environmental* as a premodifier of nouns had grown when compared to the other corpus.

When it came to *sustainab**, especially the use of terms *sustainable tourism* and *sustainable travel* in the 2016–2020 corpus was substantial compared to the other corpus. On the whole, the word *sustainable* was used often independently and in modifying nouns in the newer corpus. Even though the frequencies had grown for each keyword, besides the above-mentioned cases the frequencies had not increased tremendously between the two corpora. When looking at proper nouns, **green** stood out as the most frequently occurring keyword used in proper nouns in the corpora. Overall, the use of the keywords

in proper nouns was quite similar in both corpora, and despite a small decrease in the 2016–2020 corpus, there were no notable changes when scrutinizing their percentual occurrences. In addition, all the keywords were used in an identical fashion to modify nouns or occasionally adjectives, or they were used in connection with verbs and modifying adjectives. Most keywords were used independently, but they were also used to formulate compounds that denoted something as sustainable.

5.2 Collocation analysis

After looking at the frequencies, the top five collocates for each keyword were inspected. Due to the different sizes of the two corpora and the exclusion of the instances that were not relevant for the present study, the collocates are illustrated here without their frequencies. The analysis began with a grammatical and semantical categorization of the collocates and as remarked in section 4.2, only lexical words were acknowledged as collocates. Grammatically the collocates were categorized either as adjectives, adverbs, nouns, or lexical verbs; and out of these, adjectives and nouns occurred most frequently in the corpora. The noun collocates were further divided into nine semantic groups, which were all more or less travel-related concepts. In addition to nouns, some adjectives could have been categorized explicitly—for instance, *organic* and *local* could have been members of the semantic group '*food*'—but the categorization was performed only on nouns that are listed below in Table 4:

Table 4 Semantic grouping of the collocates

Semantic group	Collocates
Accommodation	hotel, image, key, lodge, resort, table
Animal	safari, wildlife
Economic	development
Food	food, ingredients
Outcome	impact
People	local
Place	city, island, planet, village
Service provider	operator, operators
Tourism	tourism, travel

As the grouping demonstrates, the texts covered issues that were closely connected to traveling and utilities used by travelers since the discussion regarded mainly *accommodations*, attractions (*animal* and *place*), and other services (*food* and *service provider*). In addition, references to the semantic groups *economic*, *outcome*, *people*, and *tourism* occurred frequently within close distance from the keywords. When considering the collocates in connection with the three pillars of sustainability, the groups connected to *accommodations*, *economics*, and *service providers* were identified as references to the economic pillar. The environmental pillar was addressed via the semantic groups *animal*, *food*, *outcome*, and *place*, while *people* was the group that was associated with the social pillar. *Tourism* as a group was connected with all of the three pillars as it influences all three areas of sustainable travel: the economy, the environment, and the society. When considering the top five collocates (Table 5), *travel*, *friendly*, and *tourism* emerged from the data as the three most frequently occurring collocates in both corpora. *Travel* and *friendly* appeared in the 2010–2015 corpus as many times as in the 2016–2020 corpus, but the collocate *tourism* occurred evidently more in the newer corpora. All in all, when enlarging upon the collocates keyword by keyword, it was apparent that both corpora involved multiple similar collocates as well as some differences.

Table 5 Top five collocates of the keywords (in descending order)

		eco	*environment*	*green*	*responsib**	*sustainab**
2010–2015 corpus	1	friendly	impact	green	travel	local
	2	lodge	friendly	key	tourism	travel
	3	island	wildlife	hotel	operators	organic
	4	resort	travel	new	socially	ingredients
	5	village	responsible	table	environmentally	food
2016–2020 corpus	1	friendly	friendly	city	travel	tourism
	2	resort	impact	image	tourism	travel
	3	tourism	natural	travel	operators	development
	4	new	sustainable	planet	operator	local
	5	conscious	conscious	safari	lonely	planet

Friendly and *resort* were the collocates of the keyword **eco** in both corpora—friendly having the highest frequency in both corpora, while *resort* appeared more frequently in the newer corpus as it had risen to the second place. Particularly collocates *lodge* and

resort were used in proper nouns to name accommodations. The 2010–2015 corpus entailed mainly collocates that were instances of travel terminology and which denoted places of accommodation or places to visit. As for the 2016–2020 corpus, it featured two nouns that were of travel terminology as well as the following adjectives: *friendly*, *new*, and *conscious*.

As illustrated in Table 5, the collocates of **environment** included the forms *impact* and *friendly* in both corpora. Although their ranking had changed between the two corpora, the frequencies of the collocates in the 2010–2015 corpus were rather small, and *impact* placed first in the corpus due to one more occurrence. It is worth noticing that *conscious* was a collocate for both **eco** and **environment** in the newer corpus, but it did not occur among the top five collocates in the 2010–2015 corpus. What is more, all the other keywords had at least one same collocate in both corpora except for the keyword **green**. The collocates of *green* included largely geographic terms and concepts that referred to accommodations and attractions. Besides *hotel*, *new*, and *image*, all collocates of *green* in both corpora were used to some extent as proper nouns. That is to note that the placement of *planet* and *safari* on the list for the 2016–2020 corpus was due to the occurrence of the collocates repeatedly in proper nouns *LP* and *Green Sea Safari*. Furthermore, *green* was the only keyword to appear as its own collocate, which was mostly due to its use in the names of certifications and initiatives. Similarly, collocates *key* and *city* were featured to some extent in names of certifications.

Travel, *tourism*, and *operators* (all placing similarly) were the top three collocates for the keyword **responsib*** in both corpora. Hence, the subject of responsibility was largely discussed from the perspective of tourism, service providers, and businesses. On top of these collocates, the 2010–2015 corpus contained two adverbs as collocates that were used only prior to the keyword (for instance, *socially responsible*). As for the 2016–2020 corpus, its' collocates also included *operator* and *lonely*, of which the collocate *lonely* was featured on the list because it was used often as a proper noun in the name of *LP*. Finally, the keyword **sustainab*** had two same collocates in both corpora (*local* and *travel*), but as can be seen from the table above, *local* was more frequent in the older corpus. *Local* was used in both corpora primarily in relation to food, and occasionally when discussing communities, production methods, or economic issues. Furthermore, *sustainab** had mostly food-related collocates in the 2010–2015 corpus while the 2016–2020 corpus referred to sustainable traveling and its economic aspects with forms: *sustainable tourism*, *sustainable travel*, and *sustainable development*. All collocates of

the 2016–2020 corpus were used in proper nouns to some extent, par excellence *planet*, which was featured repeatedly in the name *LP*.

5.3 Concordance analysis

Finally, the use of frames in both corpora was inspected by examining the concordance strings of the keywords, and the analysis began by scrutinizing the concordances one by one. Each concordance was categorized under one or several of the 17 SDGs, all of which indicated either the economic, environmental, or social impacts concerning sustainable travel (see Appendix 1 for the categorization). Consequently, the SDGs functioned as subcategories for the economic, environmental, and social categories. It should be noted that the social category also entailed the possible cultural aspects of sustainable travel (as explained in section 2.2), although the category will be addressed here merely as the social category. Figures 5–10 demonstrate the division of the concordances under these three main categories. The following analysis will focus first on the concordances keyword by keyword, after which the results will be analyzed together for all five keywords. The subcategorization will be illustrated via examples, in which the keywords will be bolded and the parts referring to the SDG(s) under discussion will be italicized. Additionally, the number(s) of the SDG(s) in question will be marked inside square brackets before the italicized part. Thus, Figure 5 elucidates the categorical division of the concordances for the keyword **eco**:
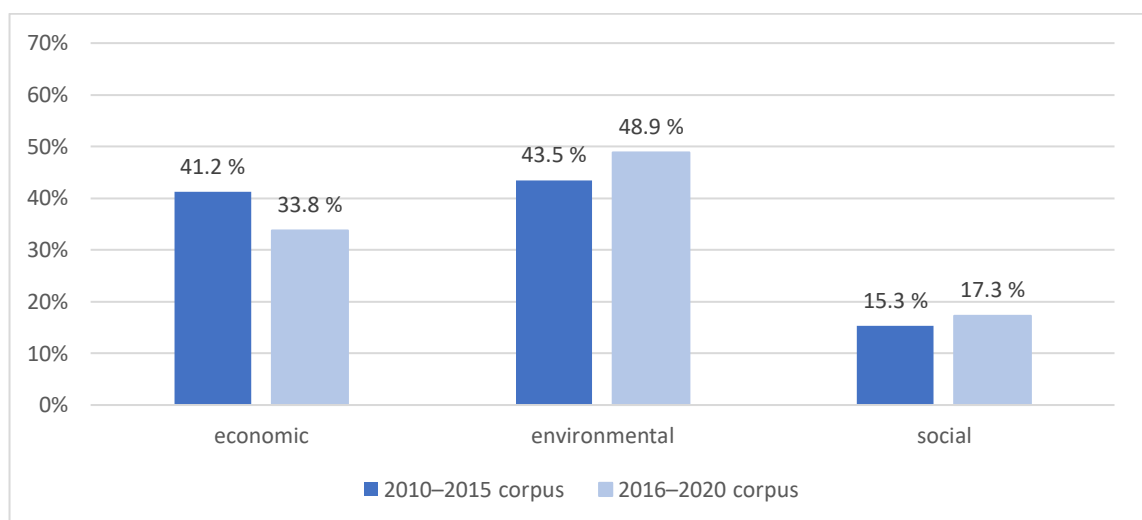

Figure 5 Division of the concordances for the keyword *eco*

As Figure 5 demonstrates, references to the economic consequences had decreased a little between the two corpora (from 41.2% to 33.8%, p = .13). The economic consequences were discussed in both corpora primarily from the perspective of companies (mainly accommodations such as hotels and lodges) and economic growth (SDG 8) as well as sustainable infrastructure (SDG 9). *Eco* was the only keyword that had less than 20% difference between the economic and the environmental category (2.3% and 15.1%), which was a result of the frequent use of the prefix in concordances that alluded to goals 8 and 9. Apart from these goals, both corpora addressed SDG 17 (partnerships for the goals) and the older corpus referred to SDG 3 (health and well-being). Example 3 shows how SDG 9 was used in the 2010–2015 corpus while example 4 depicts the use of the goal in the 2016–2020 corpus:

(3)　　ntire camp is built from recycled wood, and the [9] *environmentally-sensitive bathrooms* are fitted with [6] **eco**-*flush toilets* and [7] *solar-heated showers*. The owners, Iain and Oria Douglas-Hamilton, are renowned el

(4)　　These [7] *solar-powered cabins are powered by a photovoltaic power generator*, [9] *provide Wi-Fi* and the [6] **eco**-*friendly greywater system*. At night, [7; 9] *a bio-ethanol fireplace* keeps the cabins warm (besides the bon

The equivalent percentages for the environmental impacts were slightly higher and statistically significant (43.5% and 48.9%, p = .02). Both corpora addressed primarily issues related to climate change or climate action (SDG 13) and life on land (SDG 15). In addition, both corpora had fewer instances that focused on all the other SDGs (2, 6, 7, 12, and 14) under the environmental category. Examples 3 and 4 above represent the use of SDGs 6 (clean water and sanitation) and 7 (affordable and clean energy) in both corpora. Whilst addressing the conservation of terrestrial ecosystems (SDG 15), the concordances often also discussed the preservation of marine environments (SDG 14). Thus, examples 5 (the 2010–2015 corpus) and 6 (the 2016–2020 corpus) encompass both of these SDGs:

(5)　　entures \ Costa Rica's thriving [15] *forests and abundant wildlife* have made it a premier destination for **eco**-travelers, but the country's lesser-known [14] *offshore environments* teem with life and have just as

(6)　　its [14] *marine life* and [15] *landscapes* and is [*sic*] considered to be one of the world's top [14] **eco**-*marine tourism destinations*, where guests can find [14; 15] *wildlife like dolphins, penguins, petrels*, and N

Occurrences for the social aspects of sustainable travel were notably smaller, but they were addressed more in the 2016–2020 corpus (15.3% and 17.3%, p = .33). Attractions, culture, events, green public spaces, and sustainable transport (SDG 11) were discussed in most of the concordances while SDG 16 (peace, justice, and institutions) was also alluded to in both corpora. Furthermore, the 2016–2020 corpus had some concordances that mentioned education (SDG 4). That is to note that allusions to poverty (SDG 1), gender equality (SDG 5), and reduced inequalities (SDG 10) were absent from both corpora, and the 2010–2015 corpus made neither references to health (SDG 3) nor educational issues (SDG 4).
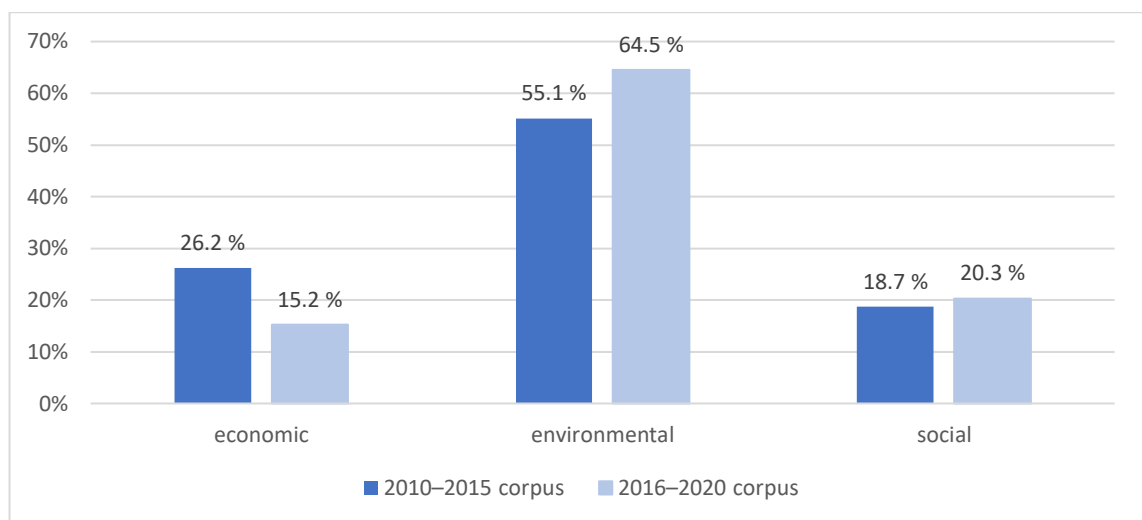

Figure 6 Division of the concordances for the keyword *environment*

In relation to the economic aspects of sustainable travel, most occurrences of the keyword **environment** (Figure 6) discoursed SDGs 8 (decent work and economic growth), 9 (industry, innovation, and infrastructure), and 17 (partnerships for the goals) in both corpora. Moreover, the 2010–2015 corpus referred to protecting the poor and the vulnerable (SDG 1) whereas the 2016–2020 corpus addressed health-related issues (SDG 3). As indicated in the figure above, the environmental concordances were explicitly most frequent (55.1% and 64.5%, p = .06), which correlated unequivocally with the keyword. In other words, most of the concordances in both corpora discussed the environment in relation with SDGs 13 (climate action) and 15 (life on land). As illustrated in examples 7 (the 2010–2015 corpus) and 8 (the 2016–2020 corpus), *environmentalism* was seen as climate action, while *environmental cares* (also forms such as *environmental impacts* and *environmental costs*) were seen as consequences of climate change:

(7)   raging wildlife such as Manchurian cranes, whooper cranes and white herons, as well as rare plants. [13] **Environmentalists** hope that when [16] *the two Koreas eventually cease hostilities*, the DMZ will be preserved as an

(8)   in the world for citizenship, with the sub-ranking focusing on the [16] *issues of human rights*, [13] **environmental** *cares*, [5] *gender equality*, trustworthiness and [16] *well-distributed political power*. Canada claimed the ti

(9)   -Brazilian heritage and strong ties to their land as a form of resistance against cultural erasure, **environmental** destruction and [10] *even racism*. Learn about the role jongo dancing plays in the culture of Quilombo

In both corpora, many concordances also addressed aspects related to responsible consumption and production (SDG 12) and life below water (SDG 14) while fewer instances discussed subjects related to the other three SDGs (2, 6, and 7) under the environmental category. The social aspects of sustainable travel were considered likewise in both corpora, primarily by addressing SDGs 11 (sustainable cities and communities), 16 (peace, justice, and institutions), and 4 (quality education). Examples 7 (the older corpus) and 8 (the newer corpus) above consider SDG 16 from the perspective of *peace*, *rights* as well as *strong institutions*, which seek to make better solutions to prevent environmental problems. In addition, the 2016–2020 corpus contained a few instances of the SDGs 5 (gender equality; example 8 above) and 10 (reduced inequalities; example 9 above). There were no references to SDGs 3, 5, or 10 in the 2010–2015 corpus, and the 2016–2020 corpus did not allude to SDG 1. Next, Figure 7 presents the categorical division for the keyword **green**:
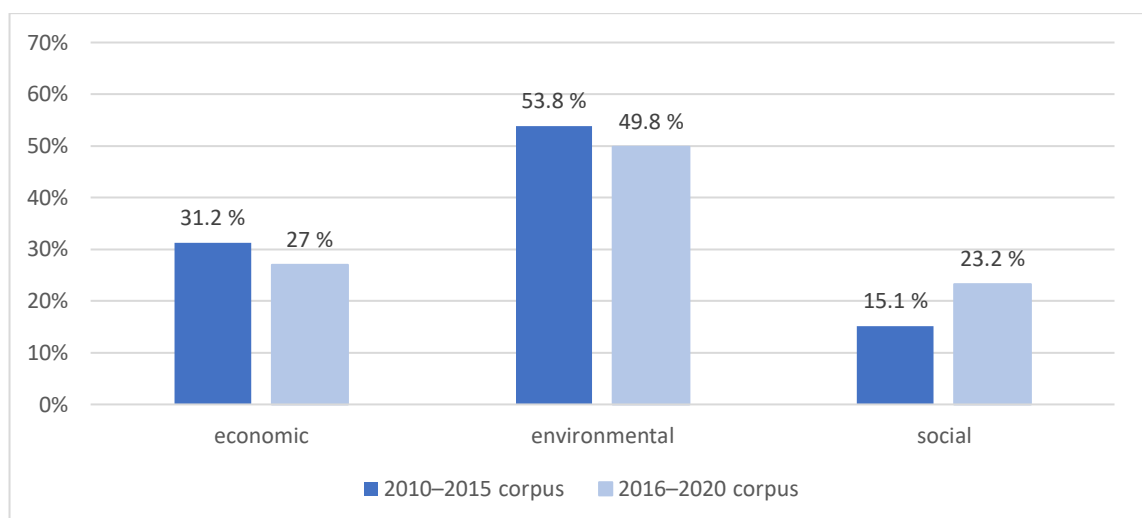

Figure 7 Division of the concordances for the keyword *green*

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The economic category was featured in the 2010–2015 corpus mainly via references to decent work and economic growth (SDG 8) and in the 2016–2020 corpus through allusions to the (travel) industry, innovations, and infrastructure (SDG 9). Besides the aforementioned goals, both corpora discussed the cooperation of achieving the goals (SDG 17) as well as healthcare or health-related issues (SDG 3; see examples 10 (the older corpus) and 11 (the newer corpus) below). Moreover, the 2016–2020 corpus had a few examples that were related to pro-poor policies (SDG 1).

(10) hat provides education, [3] *healthcare and nutrition programmes* for rural Maya communities. Through the **green** resort, which is 99 percent staffed by local Maya people, guests can volunteer to teach at the

(11) National Park City today. It's about lifting our ambitions; going further to make the city **greener**, [3] *healthier* and wilder; [3] *improving our mental health*; cleaning our air; making the city richer in wil

Like with the keyword *environment*, most concordances (53.8% and 49.8%, p = .02) of the keyword **green** addressed the environmental impacts of sustainable travel. SDGs 13 (climate action), 12 (responsible consumption and production), and 2 (zero hunger) were applied most in both corpora, and apart from these, goals 6 (clean water and sanitation), 7 (affordable and clean energy), and 15 (life on land) were also presented in the data. The 2016–2020 corpus addressed SDG 14 as well, but the 2010–2015 corpus did not discuss life below water. SDGs 2 and 12 are exemplified below in examples 12 (the 2010–2015 corpus) and 13 (the 2016–2020 corpus) in connection to *food*, *waste generation*, and *sustainable packaging*:

(12) rbon emissions and [12] *less food waste (UK hotels waste 174,165 pounds of food every year*, according to **Green** Hotelier), [2] *a farm-to-table approach means tastier food and an enlightening culinary adventure*, whet

(13) looking to have [2] *a seafood lunch* on site will be offered only sustainable fished options using [12] ***green packaging with no single-use plastic*. \ ANDREA SMITH Lonely Planet Writer 2 AUGUST 2018 A major tou

Lastly, allusions to the social aspects of sustainable travel were notably fewer in both corpora as SDGs 5 (gender equality), 10 (reduced inequalities), and 16 (peace, justice, and institutions) were absent from the 2010–2015 corpus, while SDGs 4 and 5 were not represented in the 2016–2020 corpus. The older corpus did however refer to educational

issues (SDG 4) as well as adaptation of policies and plans by cities and communities (SDG 11), while the newer corpus alluded to SDGs 10, 11, and 16.
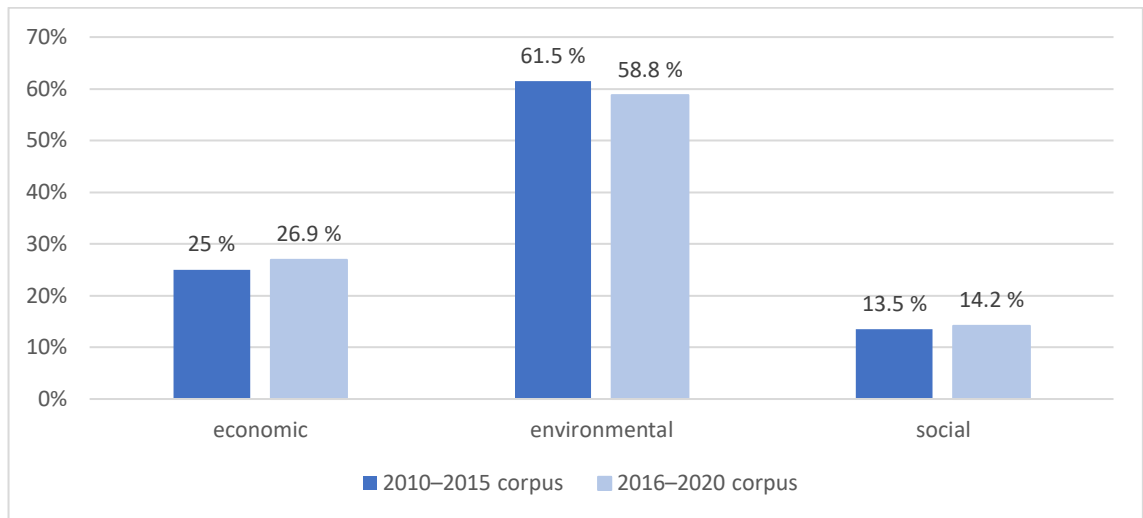

Figure 8 Division of the concordances for the keyword *responsib**

Figure 8 above demonstrates the categorical division of the concordances for the keyword **responsib*** and as can be seen, the economic consequences had nearly equivalent occurrence rates in both corpora (25% and 26.9%, p = .22). In fact, there was little difference between the number of references in all three categories. Most of the economic-related concordances alluded to SDGs 8 (decent work and economic growth), 9 (industry, innovation, and infrastructure), and 17 (partnerships for the goals) in both corpora, and in addition, the 2016–2020 corpus discussed health-related matters (SDG 3) and poverty alleviation (SDG 1). The following examples 14 (the 2010–2015 corpus) and 15 (the 2016–2020 corpus) illustrate the use of SDGs 8 and 17:

(14) in travel and is no longer a niche option,' says Sasha Chisholm, head of marketing at [17] **Responsible** *Travel*, *a platform* for [8] *tour operators and accommodation owners* committed to sustainability. 'We kno

(15) gths and their weaknesses.' [8] *Responsible tour aggregators* are also on the rise. [17] *The world's largest,* **Responsible** *Travel*, vets the tours it sells against its own strict criteria, while [8] *smaller companies* such as

Within all the concordances, SDGs 1, 3, 4, 5, 6, 7, and 10 were absent from the 2010–2015 corpus, while the 2016–2020 corpus did not address questions of gender equality (SDG 5). As with the other keywords, the environmental impacts of sustainable travel were again represented widely in the concordances' topics. The environmental category

included primarily references to SDGs 12 (responsible consumption and production), 13 (climate action), and 15 (life on land), and fewer allusions were made in both corpora in relation to food (SDG 2) and life below water (SDG 14). Furthermore, the 2016–2020 corpus discussed to some extent clean water and sanitation (SDG 6) as well as affordable and clean energy (SDG 7). The social aspects of sustainable travel were discussed relatively little in the two corpora and most of the references concerned sustainable transport, green communities, and the preservation of natural and cultural heritage (SDG 11) as well as institutions or human rights (SDG 16). Quality education (SDG 4) and reduced inequalities (SDG 10) were also mentioned in the 2016–2020 corpus. Next, Figure 9 illustrates the equivalent percentages for the keyword **sustainab***:

Figure 9 Division of the concordances for the keyword *sustainab**

As can be seen from Figure 9, both economic and social consequences were addressed more (an increase of 4% and 3.2%) while the environmental effects were discussed less (7.1% decrease) in the newer corpus—quite similarly to the concordances for the keyword *responsib**. The 2016–2020 corpus entailed references to all of the SDGs whereas the 2010–2015 corpus did not mention health-related issues (SDG 3), gender equality (SDG 5), nor discuss reduced inequalities (SDG 10). The economic consequences were addressed primarily in both corpora by referring to SDGs 8 (decent work and economic growth), 9 (industry, innovation, and infrastructure), and 17 (partnerships for the goals). In addition, both corpora discussed poverty (SDG 1) and the 2016–2020 corpus also considered healthcare and wellness issues (SDG 3). Examples 16 and 17 below demonstrate how SDG 1 was discussed in the 2010–2015 corpus (example 16) and the 2016–2020 corpus (example 17).

(16)   duces exquisitely detailed textiles in the name of [1] *alleviating poverty* and [11] *preserving culture*. **Sustainable** vegan bags by Ono Creations at Earth Café. Image by Samantha Chalker / Lonely Planet Local exports

(17)   funds for Temwa. This is an African charity dedicated to helping to [1] *reduce poverty* and [11] *promoting **sustainable** community development in remote communities in northern Malawi*. As proof of the song Africa's popul

As for the environmental aspects, both corpora addressed this category the most (by 65.4% and 58.3%, p = .04), and all of the SDGs were represented in several instances in both corpora. The topics related mainly to SDGs 2 (zero hunger), 13 (climate action), and 12 (responsible consumption and production). Fewer instances discussed life below water (SDG 14), clean water and sanitation (SDG 6), and affordable and clean energy (SDG 7).

(18)   -friendly. Behind the five-star service at the Six Senses Yao Noi, there's an impressive **sustainability** programme in place, including clean water, waste recycling, tree planting and *educational projects* [4].

(19)   visa. Console yourself with the knowledge that $65 of this amount goes to the government as a **Sustainable** Development Fee to be spent on *free education* [4] and healthcare for Bhutan's citizens. But beyond

The concordances referred less to the social effects of sustainable travel, with 13.4% and 16.6% (p = .29) of the occurrences referring mostly to cultural preservation and sustainable cities and communities (SDG 11; see examples 16 and 17 above), quality education (SDG 4; examples 18 (the older corpus) and 19 (the newer corpus)) as well as peace, justice, and strong institutions (SDG 16). The 2016–2020 corpus also had some allusions to gender equality (SDG 5) and reduced inequalities (SDG 10). Lastly, Figure 10 compiles the information represented above and demonstrates the categorical division of concordances for all keywords:
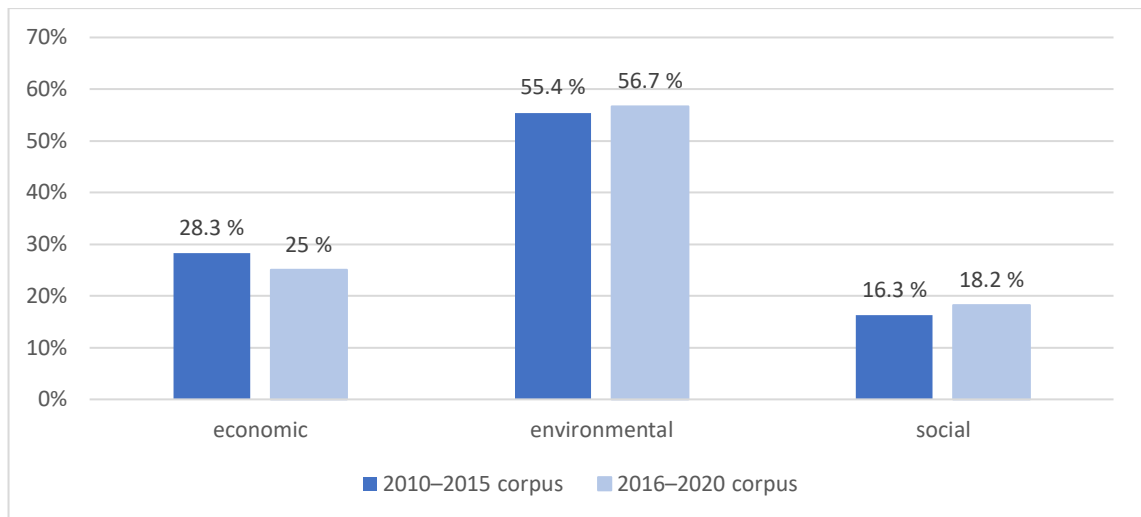
Figure 10 Division of the concordances for all keywords

Unsurprisingly, when categorizing all concordances of the five specified keywords under the three main categories (Figure 10 above), evidently the environmental effects of sustainable travel were addressed in most of the instances. On the whole, references to the economic consequences of sustainable travel had decreased from 28.3% to 25% (p < .01). The economic references concerned primarily decent work and economic growth (SDG 8) as well as the industry, innovations, and infrastructure (SDG 9) in both corpora; the 2016–2020 corpus having a slightly higher occurrence rate for SDG 9. SDG 8 was discussed in both corpora particularly from the point of view of businesses and supporting economic growth without environmental degradation. Moreover, both corpora contained concordances that discussed poverty (SDG 1), health (SDG 3), and partnerships for the goals (SDG 17).

Greenwash and *sustainable growth* were introduced in section 2.2 as the concepts are closely related to companies and the economic aspects of sustainable travel. A closer inspection of the concordances revealed that the topic of *greenwash* was considered several times in both corpora and that some allusions to *sustainable growth* occurred in the 2016–2020 corpus. Due to the nature of these concepts and their connection with the economic side of sustainable travel, both concepts were seen as references to SDG 8 (decent work and economic growth). References to greenwash mainly reminded readers to be aware of the businesses and accommodations they use, to check their details, and to ask questions. Below, examples 20 (the 2010–2015 corpus) and 21 (the 2016–2020 corpus) demonstrate how greenwash was addressed in the corpora while example 22 exemplifies how a concordance in the 2016–2020 corpus discussed sustainable growth.

(20)   be able to make a judgement call. From here, [8] *the best way to separate green from greenwash is to ask a lot of questions*. Here are some of the key questions to ask

(21)   hing \ [8] *Many travel operators around the world (especially in developing regions) market themselves as **responsible**, sustainable or similar without the credentials to back up their claims*. When in doubt, ask questio

(22)   a further rise of 3.3% this year. "The challenge for the tourism industry now is [8] *to ensure **sustainable** growth* with a view to the future," José Luis Zoreda, executive vice-president of Exceltur, said

Besides allusions to greenwash and sustainable growth, the 2016–2020 corpus entailed a few direct references to *the three pillars of sustainability*, *the 2030 Agenda for Sustainable Development*, and *the SDGs*. Examples (23, 24, and 25) show the discussion concerning these action plans and aims. Concordances that mentioned these strategies were seen as references to partnerships for the goals as well as policy coherence for sustainable development (SDG 17). What may contradict with the fundamental factors behind these agendas and aims is the off-the-beaten-path thinking of LP, that is, advertising off-the-beaten-path destinations to its readers as exemplified in example 26. Only a few instances in the 2016–2020 corpus referred to this type of thinking.

(23)   , solidarity and friendship. Moreover, it strives to show visitors the importance of protecting the **environment** and introduce them to [17] *the United Nations Sustainable Development Goals*. The whole experience lasts

(24)   categories, people, planet and profit. Each city received a score on [17] *each of the pillars of **sustainability***, with the city's overall score being evaluated against the data. The wide range of different

(25)   . Just one world." The city will also be promoting [17] *the 11th goal of the 2030 Agenda for **Sustainable** Development*, which is "make cities and human settlements inclusive, safe, resilient and sustainable

(26)   are now a variety of ways to experience Uluru (Ayers Rock) in a culturally sensitive and **responsible** manner, there are also plenty of other [11] *off-the-beaten-path attractions* in the Northern Territory

Another topic that is closely related to the off-the-beaten-path thinking and traveling in general is that of *ethicality*. This subject was directly addressed a few times in both corpora as examples 27 (the 2010–2015 corpus) and 28 (the 2016–2020 corpus) below illustrate. When compared to the economic and social references, concordances referred to the environmental consequences of sustainable travel notably more (55.4% and 56.7%,

p < .01). As suggested above, the environmental effects were portrayed mainly via allusions to climate action (SDG 13) and life on land (SDG 15). Altogether 36.9% (the 2010–2015 corpus) and 44.2% (the 2016–2020 corpus) (p = .02) of the concordances under the environmental category were occurrences of SDG 13. Out of the 17 SDGs, references to SDG 13 still had the highest occurrence rate with 20.4% and 25%.

(27) things eco \ In what might be considered a revolt against the island's less-than-admirable **environmental** habits, Bali is becoming a major hub for [12] *sustainable and ethically conscious consumerism*. Natural d

(28) are keen to see wild animals in their natural habitat, [14; 15] *choose places that offer ethical and* **sustainable** *animal interactions such as elephant sanctuaries and marine conservation volunteer projects*. Elepha

That is to note that concepts such as *responsible travel* or *sustainable tourism* were seen as climate action—acts with which a traveler aimed to minimize one's environmental impact as opposed to 'traditional' tourism or traveling. On top of goals 13 and 15, both corpora featured instances of SDGs 2 (zero hunger), 12 (responsible consumption and production), and 14 (life below water) as well as SDGs 6 (clean water and sanitation) and 7 (affordable and clean energy), which often occurred in the same concordances. As indicated already in example 13, the concordances that alluded to SDG 12 covered largely the subject of responsible consumption and production in connection with the use of plastics. In addition, SDG 12 was used largely in relation to products and sustainable use of natural resources.

Finally, as Figure 10 above illustrates, the social consequences of sustainable travel were least represented in all the concordances; nonetheless, the references had increased by 1.9% between the two corpora, from 16.3% to 18.2% (p = .01). Overall, the 2010–2015 corpus did not discuss topics related to gender equality (SDG 5) or inequalities (SDG 10) in general, but the 2016–2020 corpus addressed all of the SDGs in a few or more instances. Concordances regarding sustainable cities and communities (SDG 11), quality education (SDG 4), and peace, justice, and institutions (SDG 16) were most represented in both corpora. Besides the use of SDG 11 in relation to culture or communities (see examples 16 and 17), it was used widely when discussing sustainable transportation. On the whole, when considering all concordances and comparing their occurrence between the two corpora, 15.1% of the concordances occurred in the 2010–2015 corpus while 84.9% of the concordances appeared in the 2016–2020 corpus.

6 Discussion

By means of frame analysis and CL, this study sought to examine how sustainable travel is addressed and framed in the articles and news published on LP's website and to inspect if any notable changes occur between the material published before and after the establishment of the Paris Agreement in December 2015. The analysis was guided by the following research questions: (1) How is sustainable travel addressed on Lonely Planet's website in terms of frequencies and collocates? (2) How does Lonely Planet frame sustainable travel in the articles and news published on its website? (3) How has the framing of sustainable travel changed before versus after 2015? To answer these questions, the results presented in the previous chapter will be discussed, interpreted, and compared here with findings from previous studies that were introduced in the background sections of this thesis.

The main emphasis of this chapter will be on comparing the results of the two analyses—to establish the frames and observe the possible changes, differences, and similarities between the two corpora. As indicated in section 2.2, the three pillars of sustainability focus on the economic, environmental, and social (or cultural) aspects of sustainability. These three pillars were utilized in the present study to facilitate the analysis and to establish the frames. First, section 6.1 discusses the results of the frequency and collocation analysis to study the linguistic means that were used in the material to deliberate the subject of sustainable travel. Following this, section 6.2 elaborates the use of frames in both corpora and section 6.3 compares the changes in the established frames. After discussing the results, some conclusions and potential future research opportunities will be introduced in chapter 7.

6.1 Addressing sustainable travel

The results of the frequency analysis for both corpora indicate that people, places, and things are represented as *sustainable* by using the defined keywords either individually, as a prefix, or in compounds. The keywords are used specially with verbs and to modify nouns and adjectives. As exemplified in section 5.1, the verbs used with the keywords often encourage the readers to adopt responsible practices to protect the environment which is promoted further by the use of modifying adjectives that, for instance, portray the environment as "fragile". Furthermore, destinations are branded as "ecological hot spots", that is, they are promoted through distinctive selling points (Malenkina and Ivanov

2018, 218). The use of the keywords in proper nouns in both corpora is rather extensive, and they are used particularly to name businesses (including restaurants, accommodations, and companies) which suggests that at least to some extent, LP aims to advertise businesses that per se promote their practices as environmentally friendly. The 2016–2020 corpus uses the keywords in proper nouns more diversely; to name products, Internet-related concepts, and observances; groups that are not presented in the 2010–2015 corpus. This could result from the larger size of the 2016–2020 corpus yet drawing on the findings of Malenkina and Ivanov (2018, 218), this demonstrates that the keywords are used strategically to name attractions, businesses, and so on, which further associates these attractions and businesses with sustainability.

As Figure 4 illustrates, the frequencies of all keywords increased between the corpora, most notably for **environment**, **responsib***, and **sustainab*** (by 50% or nearly by 50%). In accordance with the hypothesis, this implies that the addressing of sustainable travel has in fact increased in LP's post 2015 articles and news. In particular, the frequent use of *sustainable tourism*, *sustainable travel*, and the use of *environment* with nouns in the newer corpus also suggest that LP addresses the subject of sustainable travel increasingly on its website and wants to address the environmental concerns of traveling (UNWTO and ITF 2019). The keywords seem to occur fairly frequently in the 2016–2020 corpus as demonstrated by the normalized frequencies of **sustainab***, **eco**, and **environment**, while the 2010–2015 corpus only has a fairly high frequency for **eco**. This indicates that the prefix *eco* is used—both before and after the establishment of the Paris Agreement—largely to denote something as sustainable. By associating places, tourism, and other things as "eco", LP supports its own sustainability efforts (Lonely Planet 2017b; Lonely Planet Shop 2020) and frames itself as responsible—as a company that seeks to make traveling "a force for good".

The semantic grouping of the noun collocates reveals that both corpora referred mainly to the economic and environmental aspects of sustainable travel. These aspects were addressed by discussing issues related to traveling and utilities (including accommodations, attractions, and other services) that are used by travelers. Similarly, the results of the collocation analysis suggest that the frequently addressed topics in LP's articles and news are closely related to the pillars of sustainability. Evidently *traveling*, *tourism*, and being *environmentally friendly* are all discussed extensively in both corpora, though there are differences in how the corpora approach the topic of sustainable travel. The 2010–2015 corpus addresses the environmental aspects to some extent more (mainly

with collocates related to the ecosystem and food), while the 2016–2020 corpus discusses the topic more generally by using various adjectives, with an emphasis on the economic consequences of sustainable travel. Particularly the use of collocates *impact*, *wildlife*, and *natural* in both corpora demonstrate that LP's discourse concerning the environment is founded on addressing the impacts of sustainable travel on the environment and nature.

Overall, the findings of the collocation analysis insinuate that most of the collocates in LP's texts are either (unsurprisingly) travel-related or otherwise related to sustainability. LP addresses sustainability primarily by promoting and discussing sustainable destinations (places to visit) and businesses. This mirrors the ultimate objective of travel articles which is to advise travelers and inspire them to travel (Dann 1996, 2). The overt presence of adjectives in the 2016–2020 corpus further highlights that LP aims to depict traveling in terms of sustainability. Environmental awareness has been under discussion already in the 2010–2015 corpus, but environmentalism is obviously becoming more topical in the newer texts. For example, by using the term "eco-conscious", LP embellishes a picture of a business or traveler that is well aware of the impacts traveling has on the environment. Taken together, the results of the keyword and collocation analysis ascertain that promotion is LP's primary message throughout the texts. This is evident in both corpora, but even more so in the 2016–2020 corpus, which also promotes several green products.

6.2 Establishing the economic, environmental, and social frames

As said before, by utilizing the three pillars of sustainability and the SDGs (see section 2.2), three frames—the *economic*, *environmental*, and *social frame*—were established. First, the *economic frame* covers approximately one fourth (28.3% and 25%) of the concordances in both corpora. The results indicate that LP constructs this frame in the 2010–2015 corpus primarily by discussing companies (mostly accommodations; SDG 8) and sustainable infrastructure (SDG 9). In fewer cases, LP builds the economic frame through discussion regarding partnerships of achieving the goals (goal 17), poverty alleviation (goal 1), and good healthcare (goal 3). LP establishes the economic frame in the 2016–2020 corpus mainly via allusions to the travel industry, sustainable infrastructure, and access to information technology (goal 9) as well as companies, tour operators, and job creation (goal 8). Especially the use of SDG 8 illustrates the need to promote sustainable travel (Tegelberg 2010) by advertising sustainable accommodations, other businesses, and operators as illustrated in examples 14 and 15. Other topics

contributing to the frame include cooperation to achieve the SDGs (SDG 17), and to some extent discussion about healthcare and health-related issues (SDG 3) as well as pro-poor policies and poverty mitigation (SDG 1). Although previous studies have argued that technological innovations contribute to destination development and tourism growth (Peel and Sørensen 2016, 178; UNWTO and ITF 2019, 11), goals 9 and 17 and the above-mentioned findings demonstrate that new innovations can also foster the growth of sustainable travel.

The *environmental frame* dominates both corpora as 55.4% and 56.7% of the concordances relate to the environmental aspects of sustainable travel. Concordances in the 2010–2015 corpus address mainly climate action (SDG 13)—the subcategory having a notably higher frequency when considering all concordances referring to the environmental frame—and to lesser extent the conservation of ecosystems and biodiversity (SDG 15) as well as hunger alleviation (SDG 2). In addition, the older corpus establishes the frame by addressing topics related to sustainable consumption and production (goal 12), life below water (goal 14), clean water (goal 6), and green energy (goal 7). In the same way, the 2016–2020 corpus is replete with references to climate action, climate change policies, and the consequences of climate change (goal 13). According to the results, LP represents the environmental frame in the newer corpus also through discussion that involves around topics connected to terrestrial ecosystems (SDG 15), waste generation and green packaging (SDG 12) as well as food (SDG 2). To fewer extent, marine ecosystems (SDG 14), water management (SDG 6) as well as clean and green energy sources (SDG 7) are also featured as topics of discussion in the 2016–2020 corpus.

Finally, the *social frame* is least represented in the two corpora (16.3% and 18.2%) and unsurprisingly, majority of the instances in both corpora address sustainable travel from the perspective of sustainable cities and communities (goal 11). As the results suggest, both corpora are replete with references to SDG 11 and the adaptation of policies by human settlements, culture, sustainable transport as well as protecting both natural and cultural heritage. The goal also included references to attractions which again highlights the ultimate essence of travel articles—to advertise people about possible destinations, places to visit, and things to do. Otherwise, the 2010–2015 corpus discusses peace, justice, and institutions (goal 16), and quality education (goal 4). The 2016–2020 corpus evidently approaches the topic of sustainability from the perspective of sustainable communities (SDG 11), and on top of this, the corpus discusses fundamental rights and

strong institutions (SDG 16) that seek to make better solutions to prevent environmental problems. The newer corpus also contains allusions to the social frame via discussion about educational issues (SDG 4), inequalities (SDG 10), and gender equality (SDG 5).

These results imply that LP addresses sustainable travel largely via the environmental frame and within that frame, through discussion concerning climate change and possible climate action individuals and businesses have taken. However, as can be seen from the p-values presented in section 5.3, the difference between the data for all concordances is statistically significant, in particular for both economic and environmental concordances. On a keyword level, only the results of the environmental concordances for **eco**, **green**, and **sustainab*** are of statistical significance. As demonstrated, a total of 36.9% (the 2010–2015 corpus) and 44.2% (the 2016–2020 corpus) of the instances referring to the environmental frame concern climate action. This result is again significant as can be seen from the p-value, and as nearly half of the concordances in the newer corpus discuss topics that are closely related to climate change. These findings also support the second hypothesis of this study, albeit they do not apply to Moscardo and Murphy's (2014, 2540) observation that environmental concerns are often accentuated on the expense of the other aspects of sustainability. Although discussed in lesser extent, both economic and social aspects of sustainable travel are addressed throughout LP's texts, and the economic impacts are highly represented especially with the keyword **eco**. Thus, based on these findings, the presumption that the environmental concerns disregard the economic and social concerns is not accurate.

As noted, LP's website does not directly address the SDGs even though the listed actions on the website (Lonely Planet 2017b; Lonely Planet Shop 2020) address issues emphasized in several SDGs. These responsibility actions are however addressed in both corpora from the perspective of other companies, including responsible manufacturing (goal 12), forest preservation (goal 15), and reducing one's carbon footprint (goal 13). What I consider interesting is the fact that though the articles and news address the SDG 16, they contain no references to *bribery* which is one of LP's main objectives in being responsible as emphasized both on the website and in the articles and news (Lonely Planet 2017b; 2020a). All thing considered, as LP frames its sustainability discourse primarily via the environmental frame, it seems that LP is conscious of its "impact on the environment and society, both as a business and as individuals" (Lonely Planet 2017b; Lonely Planet Shop 2020) as stated on the company's websites.

6.3 Comparing the frames

As illustrated, LP builds the *economic frame* in both corpora mainly by discussing tourism and job creation from the perspective of businesses (goal 8) and by addressing issues related to sustainable industrialization, green infrastructure, and innovations (goal 9). However, the discussion in the 2016–2020 corpus focuses more on sustainable living, infrastructure, and innovations (goal 9), which demonstrates a small shift inside the economic frame. As suggested above, this shift implies that besides advancing tourism growth (Peel and Sørensen 2016, 178; UNWTO and ITF 2019, 11), innovations can also foster sustainable travel as LP underlines particularly in its post 2015 articles and news. Otherwise, LP develops the economic frame in both corpora via similar means; by alluding to global organizations and partnerships (SDG 17), health and well-being (SDG 3), and poverty alleviation (SDG 1). Within the economic frame, the two corpora addressed the topic of *greenwash* and the 2016–2020 corpus discussed *sustainable growth*. As illustrated in examples 20 and 21, LP makes primarily allusions to greenwash by urging travelers to "ask questions" and to be "eco-conscious" of the possible greenwashing done by companies. This demonstrates that LP is well aware that when it comes to sustainability in the travel industry, several companies may act not-so-green (Pearse 2012), and that LP stands in a major position to provide travelers "the information they require to make an informed decision and to be aware of any ethical concerns in a destination" (Lonely Planet 2017b). As for example 22, it exemplifies that LP frames sustainable growth as a prospect for sustainable travel, following the definition of Redclift and Hinton (2015, 297) and the SDGs.

Apart from these, LP also refers directly to *the three pillars of sustainability*, the UNWTO's *2030 Agenda for Sustainable Development*, and *the SDGs* in the 2016–2020 corpus. Examples 23–25 demonstrate how LP mentions these strategies by discussing the sustainability of cities and an attraction that focuses on promoting sustainability. Naturally these references appear in the newer corpus, that is, after the establishment of the Paris Agreement—however more interestingly, allusions to LP's off-the-beaten-path thinking only occur in the 2016–2020 corpus. As mentioned before, this kind of thinking may contravene with the aforementioned strategies as well as with ethicality (Lisle 2008). In example 26, an LP traveler is pictured as an explorer who explores places that are not filled with other *tourists*—places that are "off-the-beaten-path attractions" which are visited in a "culturally sensitive and responsible manner". This, I propose, is fundamentally neither in line with the SDGs (particularly goal 11 and *protecting cultural*

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and natural heritage) nor with LP's own responsibility principles according to which the company has always taken its "responsibility seriously" (Lonely Planet 2017b).

Moreover, by advertising off-the-beaten-path experiences and destinations that are not filled with other tourists, LP contributes to tourism development which happens sometimes perhaps at the expense of the destinations it so promotes. This contravenes both with ethicality and again with LP's own responsibility principles, that is, not to promote destinations that are not "ready for tourism" (ibid.). However, LP's objective to manufacture ethically (ibid.) is reflected in framing *ethicality* in relation to sustainable travel as the topic is exemplified through allusions concerning sustainable consumption (SDG 12; see example 27). LP also discusses ethicality in the 2016–2020 corpus via SDGs 14 and 15 (example 28), that is, by emphasizing the ethicality of wildlife attractions (see also Mossaz and Coghlan 2017). Regardless, only small changes have taken place in LP's economic frame between the older and newer articles and news. Besides **eco**, the categorical divisions for each keyword are rather similar when comparing them to the categorical division of all keywords. However, a small decrease in the economic references (3.3%) shows that after the establishment of the Paris Agreement, the emphasis of the texts has moved slightly towards the environmental and social impacts of sustainable travel.

In accordance with the hypothesis, over half (55.4% and 56.7%) of the concordances address the environmental impacts of sustainable travel, making the *environmental frame* to be the most prevalent frame. Both corpora construct this frame similarly as the issues concerning mainly climate change policies and strategies, minimizing one's carbon footprint, and impacts of climate change (goal 13) dominate the concordances (20.4% and 25%). These numbers illustrate that LP's emphasis is on demonstrating the environmental actions that need to be implemented to make traveling more sustainable. Both corpora had second most references to SDG 15 or the preservation of wildlife, forests, and biodiversity, which also accentuates LP's own responsibility principles (Lonely Planet 2017b). Otherwise, the 2010–2015 corpus addresses the subject of sustainability via allusions to zero hunger (SDG 2), which has a slightly smaller role in the 2016–2020 corpus. As demonstrated, the emphasis in the 2016–2020 corpus has shifted to addressing sustainable travel more from the perspective of goal 12, that is, by discussing responsible consumption, production, products, and sustainable use of natural resources. Goals 14 (life below water), 7 (affordable and clean energy), and 6 (clean water and sanitation) are also present in both corpora and used to build the environmental frame.

Finally, LP builds the *social frame* in both corpora primarily by discussing the sustainability of cities and other human settlements, culture, sustainable transportation, and protecting cultural and natural heritage (goal 11). Both corpora also construct this frame by addressing the subjects of education (goal 4) as well as peace, justice, and institutions (goal 16). Besides, the 2016–2020 corpus discusses the topics of gender equality (goal 5) and inequalities (goal 10), which illustrates that LP addresses the subject of sustainable travel in its newer texts from more perspectives. Overall, a comparison of the number of concordances between the corpora reveals that merely 15.1% of the concordances occur in the 2010–2015 corpus while 84.9% of the concordances appear in the 2016–2020 corpus. This mirrors the exponential growth of tourism (UNWTO and ITF 2019, 19; UNWTO: Tourism Dashboard n.d.) and possibly to some extent the number of established strategies after 2015. As shown here, the subject of sustainable travel is discussed already in the articles and news of the 2010–2015 corpus, but as these numbers illustrate, the topic is addressed more, and it is more topical in LP's newer texts. Thus, in accordance with previous research (Tegelberg 2010), LP sees it important to promote sustainable travel, particularly in its texts published after the adaptation of UNWTO's *2030 Agenda for Sustainable Development* and *the SDGs*. However, although the number of published texts has increased, it has not correlated with the use of frames considerably. The changes and differences between the two corpora are minor and the similarities still surpass the possible changes and differences discussed here.

As noted by Lakoff (2010, 77) and Rademaekers and Johnson-Sheehan (2014, 18), actors on higher levels can have an inescapable influence on individuals by pursuing environmental actions. Furthermore, promoting (Tegelberg 2010) and practicing sustainable travel on a personal, corporate, and industrial level is needed to achieve sustainability in traveling. As exemplified, LP seeks to achieve this by demonstrating people the actions executed by businesses, cities, and the travel industry as well as by showing how individuals can act in terms of the economic, environmental, and social frames. Since these three frames relate closely to the fundamental purpose of travel articles (and guidebooks)—to advise people on where to eat, sleep, and visit—and are not too scientific (Rademaekers and Johnson-Sheehan 2014, 10–11), LP frames the subject intelligibly to its readers. By framing sustainable travel this way, LP further demonstrates that practicing sustainable travel does not occur at the expense of travelers or their trips (ibid.), and hence these frames ought not to be ignored or implemented by LP's readers.

Lastly, the authority of LP's travel articles and news ought to be considered briefly. As Lisle (2008) and Iaquinto (2011) remark, even though several writers have written the articles and news, they write these texts under the editorial of LP, and thus, the texts can be seen to represent LP's view on sustainable travel. When it comes to these online texts, I argue, that the level of trust in the texts is far greater when compared to blog posts or posts on travel platforms. Therefore, LP and its authors stand in an influential position to lead the conversation regarding sustainable travel into a certain direction and to judge attractions, businesses, culture, destinations, and services (Bhattacharyya 1997) based on their sustainability actions. The results presented here indicate that LP takes this into account since the company frames sustainable travel from the perspective of all three established frames.

7 Conclusion

This thesis set out to examine how the world's largest travel guide publisher LP addresses and frames the subject of sustainable travel in the travel articles and news published on its website's. As the texts have vast visibility both on social media and the Internet and as LP states a few responsibility principles of its own (Lonely Planet 2017b), LP's articles and news afforded an interesting starting point for the present study. The Paris Agreement, which has been considered as "a historic turning point for global climate action" (UNWTO and ITF 2019, 11), served as a dividing point according to which the texts were divided into two corpora: the 2010–2015 corpus and the 2016–2020 corpus. Consisting of altogether 1,139 texts, the two corpora were inspected closer by employing methods from frame analysis and corpus linguistics, which provided both quantitative and qualitative information of the research material. Utilizing the three pillars of sustainability and UNWTO's Sustainable Development Goals (SDGs), three frames—the economic, environmental, and social frame—were established according to which the data was categorized, analyzed, and discussed.

The results of the frequency analysis implied that the keywords were utilized particularly with adjectives, nouns, and verbs to portray something as sustainable. In addition, LP used the keywords to promote destinations by making their "sustainability" a distinctive selling point, which followed the previous findings of Malenkina and Ivanov (2018). When comparing the frequencies between the two corpora, it was evident that the post 2015 texts contained more allusions to the subject of sustainable travel, and that in doing so, LP also supported the company's own responsibility actions. The findings of the collocation analysis indicated that the collocates were either closely related to traveling or sustainability in both corpora. This result was no surprise considering that the texts are travel articles and news that strive for advising travelers. Furthermore, especially the environmental and economic aspects were represented in the collocates which further highlighted the promotional aspect of LP's texts. Overall, LP addressed the topic of sustainable travel via several linguistic means, which mainly connected to LP's own responsibility principles and the company's fundamental objective: to promote traveling and maintain tourism. In addition, the results suggested that the 2016–2020 corpus addressed the topic of sustainable travel more as hypothesized.

In general, LP framed the topic of sustainable travel similarly in both corpora and as presumed, the concordance analysis vindicated that the environmental frame dominated the concordances. LP framed sustainable travel for its readers also through the

economic and social frame, but to lesser extent. Contrary to Moscardo and Murphy's (2014, 2540) observation, the environmental concerns were not addressed on the expense of the economic and social frames which were also well represented in both corpora. The results further demonstrated that LP is aware of its environmental impact as the company also states on its website, and that the company's fundamental aim is highly present in its texts. Overall, the comparison of the analyses revealed that LP framed sustainable travel slightly more from the perspective of the environmental and social consequences as references to the economic frame had decreased a little between the two corpora. LP constructed the three frames almost similarly in the two corpora and only minor changes emerged in how LP built the frames when comparing the results of the analyses. However, LP evidently addressed more SDGs and discussed the topic of sustainable travel more in its 2016–2020 corpus. Although LP also addressed some sustainable travel-related concepts in the corpora, it referred to these concepts more in its post 2015 texts.

One concept amongst these was the off-the-beaten-path thinking that LP practices which occurred interestingly only in LP's post 2015 texts. This mentality was found to contradict with the SDGs, ethicality, and to some extent with LP's own responsibility principles. Following these findings and Battacharyya (1997), future research could examine further the ethicality of LP and the implications towards ethics in the company's online texts. On top of this, three more future research possibilities are suggested here. First, as indicated by previous studies (Jaworska 2017; Koteyko, Thelwall, and Nerlich 2010), frames and metaphors tend to go hand in hand. Thus, an examination of metaphors might be the next logical step when it comes to examining LP's discourse regarding sustainable travel in its online texts. Second, as the almost complete halt of global traveling has already impacted the travel industry tremendously, future research might examine what kind of impact the global pandemic has had on LP's sustainability discourse. Third, the results represented here could be examined at an annual level as the scope of this study did not allow a closer look on the material. This could add value to the present study's findings as well as enlighten LP's use of frames more.

Although the present study had its limitations, it succeeded in enlightening LP's use of frames in relation to sustainability and sustainable travel. All in all, promotion was the omnipresent message applied throughout LP's texts as LP promoted sustainable travel mostly by encouraging its readers to visit greener destinations and to act more responsibly. As demonstrated, here the language of tourism strives to inspire people to travel (Dann 1996, 2), or as in the case of LP, *to travel sustainably*. LP acts mainly

ethically and strives for sustainable travel by utilizing its authoritative voice in advertising accommodations, attractions, and businesses in terms of the three pillars of sustainability and the SDGs. Furthermore, the company seems to realize that the effects of climate change impact multiple levels simultaneously and that the subject of sustainable travel is extremely topical and ought to be addressed also in travel articles and news. To conclude, even though tourism creates new jobs and profits the economy, its rapid growth may lead to a catastrophe unless actors on higher levels of the society promote and implement sustainable practices in traveling. By showing an example and implementing their authoritative tone, these higher-level actors can truly make traveling sustainable and reduce its negative economic, environmental, and social impacts.

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Appendix 1 Categorization of the SDGs under the three pillars of sustainability

The pillars of sustainability	Sustainable Development Goals (SDGs)	Some factors under the category
Economic	Goal 1: No poverty	Pro-poor policies Protect the poor and vulnerable
	Goal 3: Good health and well-being	Death and disease prevention Health coverage
	Goal 8: Decent work and economic growth	Accommodations, companies, tour operators, and income Development-oriented policies Job creation Promote entrepreneurship and businesses Support economic growth without environmental degradation
	Goal 9: Industry, innovation and infrastructure	Access to information technology Enhance scientific research Sustainable industrialization and infrastructure
	Goal 17: Partnerships for the goals	Global organizations, etc. Enhance access to science, technology, and innovation Policy coherence for sustainable development
Environmental	Goal 2: Zero hunger	Agriculture and farmed animals Food-related businesses Local and small-scale food producers
	Goal 6: Clean water and sanitation	Protect water-related ecosystems Water access and management
	Goal 7: Affordable and clean energy	Energy efficiency Renewable energy sources
	Goal 12: Responsible consumption and production	Encourage companies to adopt sustainable practices Rationalize inefficient fossil-fuel subsidies and phase them out Reduce waste generation (recycling) Sustainable products and production methods Sustainable use of natural resources
	Goal 13: Climate action	Certifications, initiatives, etc. Climate change policies and strategies Consequences of climate change Minimize one's carbon footprint Resilience to climate-related hazards and natural disasters

The pillars of sustainability	Sustainable Development Goals (SDGs)	Some factors under the category
Environmental	*Goal 14: Life below water*	Prevent and reduce marine pollution Protect marine and coastal ecosystems and their biodiversity
	Goal 15: Life on land	Conserve and restore forests Protect biodiversity, natural habitats, and ecosystems Responsible wildlife tourism
Social	*Goal 4: Quality education*	Ensure education for all Provide learners the skills needed to promote sustainable development
	Goal 5: Gender equality	End discrimination and eliminate harmful practices Equal rights for all
	Goal 10: Reduced inequalities	Eliminate discrimination Reduce income inequalities Wage and social protection policies
	Goal 11: Sustainable cities and communities	Adaptation of policies and plans by cities and human settlements Arts, crafts, music, and culture Protect cultural and natural heritage Inclusive green and public spaces Safe and affordable housing Sustainable transport systems and urbanization
	Goal 16: Peace, justice and strong institutions	Effective and transparent institutions Multicultural tolerance and understanding Protect fundamental freedoms and rights Provide legal identity for all Reduce corruption and bribery

Appendix 2 List of excluded concepts

Reason for exclusion	Concept	Corpus	
Common nouns that were not clearly related to the subject of sustainability OR The word was its own concept	eco	1	2
	ecologist		2
	ecologists		2
	ecology	1	2
	economic	1	2
	economical	1	2
	economically		2
	economics	1	2
	economies		2
	economy	1	2
	ecosystem	1	2
	ecosystems	1	2
	environment	1	2
	environments	1	2
	green	1	2
	greenbelt		2
	greener	1	2
	greenery	1	2
	greenest	1	2
	greenhouse	1	2
	greenhouses		2
	greenifying		2
	greenish		2
	greenlighted		2
	greenness		2
	greens	1	2
	greenstone		2
	greenstromie		2
	greenwater		2
	responsibilities		2
	responsibility		2
	responsible	1	2
	responsibly		2
Place name			
	green	1	2
	greene		2
	greenfield		2
	greenland	1	2
	greenpoint	1	
	greenville	1	2
	greenwich	1	2

Reason for exclusion	Concept	Corpus
Surname	economou	2
	green	2
	greenberg	2
Web address, (©) copyright, (#) hashtag, OR (@) username	eco	2
	ecoculture	1
	ecoedenroc	2
	ecolodgeindonesia	1
	ecopic	2
	ecotaxi	2
	ecotravelist	2
	environmentamerica	2
	green	1
	greendiscoverylaos	2
	greenglobaltravel	2
	greendog	1
	greenkayak	2
	greenpeople	2
	greentravels	1
	responsibletravel	1 2
	sustainabletravel	1
Whole sentence was written in Spanish	ecológica	2

Abbreviations:

CORPUS
1 = the 2010–2015 corpus
2 = the 2016–2020 corpus

Appendix 3 Data sample

How to tell if your holiday is green or just greenwash
KERRY LORIMER
Lonely Planet Writer
20 JUNE 2012

You want to book an ecofriendly holiday, but so many travel brochures literally gloss over those thorny issues of environmental impact and 'giving something back'… Lots of hotels bill themselves as 'eco' when in practice the only green thing about them is the sign out the front.

So how do you tell the difference between the good guys and the greenwash? How do you ensure that your travel dollar contributes to assisting and sustaining the community you're visiting?

A good **[1]** *starting point is to check out an organisation's environmental policy. Tour operators, hotels and lodges that are genuine* in their approach to responsible tourism will generally have a written policy covering their environmental impact, employment and cultural policy. Usually it will be posted on their website, but they should be able to show it to you in some written form. If they don't, ask them why – by their response, you'll be able to make a judgement call.

From here, the best way to separate green from greenwash is to ask a lot of questions. Here are some of the key questions to ask when choosing a tour operator or ecofriendly accommodation:

- What do they see are the key environmental issues facing them and how are they dealing with them? For example, how does their recycling work? How do they minimise the impact of their tours on walking trails and villages and wilderness areas? How do they avoid overcrowding?
- Do they employ local guides and leaders? Many international tour operators still primarily use Western leaders. In some countries, such as Thailand, this is actually illegal. While there are situations where a Westerner's expertise can't be sourced locally, in most cases, you'll get a far better insight into the places you're visiting if you're shown around by someone who was born there and knows it like the back of their hand.
- What training opportunities do they provide for their staff, at all levels? Are guides trained in responsible tourism practices, eg approaching wildlife and camp-site etiquette? Are they able to interpret the landscape and culture effectively for their clients?
- Does the company limit the size of its groups to minimise impact and maximise interaction with the host community?
- Has the company been invited to visit the villages, or build the hotel by the local people themselves? Are the locals **[2]** *happy to have them there?*
- ***Do they have a 'green' purchasing policy? What proportion of their produce, build****ing materials, services etc are sourced from the immediate local area? What is their fair trade policy?*
- What sort of accommodation do they use? (3) Is it family-owned and how environmentally sustainable is it? For example, many trekking lodges are still

burning forests to provide food and hot showers for tourists. Kerosene and solar power are alternative energy sources.

- What proportion of revenue remains in, or reverts to the local community? (On a lot of 'all-inclusive' packages, the answer is 'very little')?
- Do they work with any local charities or conservation projects, or have they initiated any projects of their own? What are they doing to 'give back to the community'?

Finally, in the immortal words of Kermit the frog: 'it's not [always] easy being green'. So if an operator is getting it right, they'll be proud of it. Ask them what their biggest successes have been: a project started, a milestone met. From the true believers – the best practitioners – you'll hear heart-warming stories of philanthropy, partnerships, pride and passion.

And the best thing is, these principles infuse all aspects of the travel service they provide – and that means your experience, too.

Appendix 4 Finnish summary

Tämä pro gradu -tutkielma tarkastelee miten maailman suurin matkaopaskirjojen julkaisija Lonely Planet kehystää ja puhuu kestävästä matkailusta yhtiön nettisivulla julkaistuissa artikkeleissa ja uutisissa. Aiheen tutkiminen on sekä ajankohtaista että tärkeää, sillä matkailu on erittäin suosittua, kyseessä on kasvava toimiala ja matkailun on todettu lisäävän ilmastopäästöjä ja vaikuttavan osaltaan myös ilmastonmuutokseen. Vuoden 2015 lopulla solmittu Pariisin ilmastosopimus on tähän päivään asti yksi merkittävimmistä maailmanlaajuisista ilmastotoimista, jonka seurauksena kehitettiin myös muun muassa Yhdistyneiden kansakuntien kestävän kehityksen Agenda2030-ohjelma ja kestävän kehityksen tavoitteet. Tämä ilmastosopimus toimi jakavana tekijänä, jonka perusteella tämän tutkielman tutkimusmateriaali jaettiin kahteen korpukseen. Kyseessä oli näin ollen vertaileva tutkimus, jossa vuosien 2010–2015 ja 2016–2020 välillä julkaistuja tekstejä ja niissä käytävää keskustelua vertailtiin toisiinsa hyödyntäen kehysanalyysia ja korpuslingvistiikan metodeja. Tämä tutkimus lähestyy matkailua kolmen kestävän kehityksen osa-alueen (taloudellinen, ekologinen ja sosiaalinen kestävyys) sekä 17 maailmanlaajuisen kestävän kehityksen tavoitteen kautta.

Nämä osa-alueet ja tavoitteet toimivat pohjana kategorisoinnille, jonka avulla laadittiin taloudellinen, ekologinen ja sosiaalinen kehys sekä tarkasteltiin tutkimusmateriaalia. Tutkimusaihetta lähestyttiin seuraavien tutkimuskysymyksen avulla: Miten Lonely Planet puhuu kestävästä matkailusta nettisivullaan esiintymistiheyksien ja kollokaattien suhteen? Miten Lonely Planet kehystää kestävää matkailua nettisivullaan julkaistuissa artikkeleissa ja uutisissa? Miten kestävän matkailun kehystäminen on muuttunut ennen ja vuoden 2015 jälkeen? Frekvenssi- ja kollokaatioanalyysin avulla pyrittiin vastaamaan siihen, millaista kieltä Lonely Planet käyttää puhuessaan kestävästä matkailusta, kun taas konkordanssianalyysin avulla pyrittiin saamaan tietoa siitä, miten yritys kehystää kestävää matkailua nettisivullaan. Aiemman tutkimustiedon ja Pariisin ilmastosopimuksen pohjalta laadittiin kaksi hypoteesia, joiden mukaan oletettiin, että kestävä matkailu esiintyisi aiheena enemmän Lonely Planetin uudemmissa teksteissä ja että artikkeleissa ja uutisissa käytävä keskustelu liittyisi eniten ekologisen kestävyyden osa-alueeseen. Tämä keskustelu tapahtuisi oletetusti jopa taloudellisen ja sosiaalisen näkökulman kustannuksella.

Lonely Planet perustettiin vuonna 1973, jonka jälkeen yrityksestä on kehittynyt maailman suurin matkaoppaiden julkaisija. Yrityksen kehitys on heijastellut massaturismin kehittymistä, ja yritys onkin tullut suosituksi ja saanut laajaa näkyvyyttä

erityisesti erikoisempia elämyksiä etsivien matkailijoiden keskuudessa. Yrityksen tunnuspiirteisiin kuuluukin 'tavallisuudesta poikkeava -ajattelu', joka kannustaa matkailijoita vierailemaan syrjemmällä olevissa matkailukohteissa. Matkaoppaiden lisäksi Lonely Planet julkaisee nettisivullaan artikkeleita ja uutisia, jotka pyrkivät neuvomaan matkailijoita matkailuun liittyvissä asioissa. Koska moni matkailija etsii internetistä ennakkotietoa mahdollisista matkakohteistaan ja koska yrityksen nettisivuilla on suuri näkyvyys, yritys on tärkeässä asemassa sen suhteen, miten se puhuu kestävästä matkailusta. Tämän tutkimuksen teoreettinen viitekehys pohjautuu kehysanalyysin sekä kehysten osalta muun muassa Erving Goffmanin ([1974] 1986) ja Deborah Tannenin (1993) teoksiin, kun taas korpuslingvistiikkaa lähestytään muun muassa Paul Bakerin (2006) sekä Tony McEneryn ja Andrew Hardien (2012) töiden kautta. Kehysanalyysi tarjosi mahdollisuuden tutkia Lonely Planetin kestävään matkailuun liittyvää keskustelua kolmeen kestävän kehityksen osa-alueeseen liittyen ja korpuslingvistiikan metodit mahdollistivat tutkimuksen suhteellisen laajan aineiston analysoimisen melko nopeasti ja helposti.

Korpusanalyysin keskeisimmillä metodeilla voi tutkia kätevästi sanojen esiintymistiheyksiä, kollokaatteja sekä konkordansseja, joten näitä hyödynnettiin ja analysoitiin myös tässä tutkielmassa AntConc-korpustyökalun avulla. Tutkielman aineisto koostui yhteensä 1 139 artikkelista ja uutisesta, jotka ladattiin viiden kestävyyteen liittyvän hakusanan (eco, environment, green, responsib* ja sustainab*) avulla Lonely Planetin nettisivulta ja joista muodostettiin kaksi korpusta: 2010–2015 korpus ja 2016–2020 korpus. Ennen analyysia korpuksista poistettiin epäolennaiset artikkelit ja uutiset. Tämän lisäksi epäolennaiset sanat jätettiin analysoimatta frekvenssi-, kollokaatio- ja konkordanssianalyyseissa. Koska korpukset olivat merkittävästi erikokoisia, tuloksia vertailtiin toisiinsa normalisaation, sijoitusten, prosenttilukujen sekä tilastollisen merkittävyyden avulla.

Frekvenssianalyysi suoritettiin ensimmäisenä yllä mainituille viidelle hakusanalle. Aiemman tutkimustiedon valossa myös erisnimien merkittävyyttä päätettiin tarkastella erikseen frekvenssianalyysin yhteydessä. Tämän jälkeen suoritettiin kollokaatioanalyysi, jonka avulla tarkasteltiin leksikaalisten sanojen esiintymistä käytettyjen hakusanojen läheisyydessä. Kollokaatit kategorisoitiin ensin semanttisesti, minkä jälkeen niitä tarkasteltiin ominaisuuksiensa ja sijoittumisensa kannalta. Viimeisenä suoritettiin konkordanssianalyysi, jossa hyödynnettiin kategorisointia, joka muodostettiin kolmen kestävän kehityksen osa-alueen sekä 17 kestävän kehityksen tavoitteen avulla.

Tämä kategorisointi toimi pohjana kolmen kehyksen laatimiselle, jotka viittasivat joko kestävän matkailun taloudellisiin, ekologisiin tai sosiaalisiin näkökulmiin ja seurauksiin. Tämä kategorisointi toimi puolestaan pohjana konkordanssien jaottelemiselle taloudellisen, ekologisen tai sosiaalisen kehyksen alle. Jos konkordansseissa viitattiin kulttuuriseen kestävyyteen, nämä konkordanssit luokiteltiin myös sosiaalisen kategorian alle. Riippuen konkordanssin aiheesta ja suhteesta kestävän kehityksen tavoitteisiin, se saattoi kuulua ja viitata joko negatiivisessa tai positiivisessa mielessä yhteen, kahteen tai kaikkiin kategorioihin.

Frekvenssianalyysi osoittaa, että viittä kestävyyteen liittyvää hakusanaa käytetään molemmissa korpuksissa yksittäin, etuliitteenä tai yhdyssanoissa kuvaamaan niin ihmisiä, paikkoja kuin asioita kestävinä. Useimmiten hakusanoja käytetään verbien kanssa sekä määrittämään substantiiveja ja adjektiiveja. Korpuksissa ympäristöä kuvaillaan usein haavoittuvaksi ja matkailukohteita mainostetaan niiden ekologisten myyntivalttien avulla. Hakusanoja käytetään erisnimissä melko kattavasti ja ne esiintyvät erityisesti yritysten ja majoitusten nimissä, mikä viittaa siihen, että Lonely Planet pyrkii mainostamaan yrityksiä, jotka toimivat ympäristöystävällisellä tavalla. 2016–2020 korpus käyttää hakusanoja erisnimissä kuitenkin monipuolisemmin, mikä viittaa erisnimien lisääntyneeseen käyttöön kestävyyteen viittaavissa yritysten nimissä. Tämän lisäksi kaikkien viiden hakusanan esiintymistiheydet kasvoivat, erityisen merkittävästi ne kasvoivat kolmen hakusanan kohdalla. Tämä tulos antaa ymmärtää, että tutkimuksen hypoteesi pitää paikkansa ja että kestävään matkailuun viittaavaa keskustelua käydään huomattavasti enemmän Lonely Planetin uudemmissa teksteissä.

Kollokaattien semanttinen kategorisointi puolestaan osoittaa, että molemmat korpukset viittaavat pääasiassa kestävän matkailun taloudellisiin ja ekologisiin näkökulmiin. Näistä näkökulmista puhutaan korpuksissa erityisesti matkailuun ja matkailijoiden käyttämiin palveluihin (kuten majoituksiin ja nähtävyyksiin) liittyen. Lisäksi molempien korpusten teksteissä puhutaan erityisesti matkailusta, turismista ja ympäristöystävällisyydestä, vaikkakin 2010–2015 korpus painottaa enemmän ekologisuuteen liittyvää näkökulmaa, kun taas 2016–2020 korpus korostaa enemmän kestävän matkailun taloudellisia vaikutuksia. Kokonaisuudessaan kollokaatioanalyysi näyttää, että suurin osa kollokaateista on matkailuun tai kestävyyteen liittyviä. Lonely Planet värittää teksteissään kuvaa yrityksestä tai matkustajasta, joka on tietoinen matkailun ympäristövaikutuksista ja joka pyrkii välttämään siitä ympäristölle aiheutuvaa haittaa. Erityisesti kollokaattien semanttinen kategorisointi sekä niiden käyttö erisnimissä

paljastavat kuinka Lonely Planet pyrkii tarjoamaan lukijoilleen ennen kaikkea matkailuun liittyviä neuvoja.

Konkordanssianalyysin mukaan noin neljäsosa molempien korpusten konkordansseista viittaa taloudelliseen kehykseen. Lonely Planet rakentaa taloudellista kehystä 2010–2015 korpuksessa erityisesti viittaamalla yrityksiin (tavoite 8) ja kestävään infrastruktuuriin (tavoite 9) liittyviin tavoitteisiin ja vähemmissä määrin viittaamalla maailmanlaajuiseen yhteistyöhön (tavoite 17), köyhyyden vähentämiseen (tavoite 1) sekä hyvään terveydenhuoltoon (tavoite 3) liittyviin tavoitteisiin. 2016–2020 korpus puolestaan rakentaa taloudellista kehystä samojen tavoitteiden avulla, mutta korpuksen pääpaino on matkailualaan, kestävän infrastruktuuriin ja informaatioteknologian saavutettavuuteen (tavoite 9) liittyvässä keskustelussa.

Ekologinen kehys on kehyksistä edustetuin, sillä yli puolet korpuksien konkordansseista puhuu kestävästä matkailusta ekologisuuden näkökulmasta. Iso osa molempien korpusten konkordansseista käsittelee aihetta ilmastotekojen ja ilmastonmuutosta vastaan toimimisen (tavoite 13) näkökulmasta. Lisäksi nälän poistamiseen (tavoite 2), maanpäälliseen elämään (tavoite 15) sekä kestävään tuotantoon ja kuluttamiseen (tavoite 12) liittyvät tavoitteet ovat laajalti edustettuina molemmissa korpuksissa. Vähemmässä määrin myös tavoitteet, jotka liittyvät vedenalaiseen elämään (tavoite 14), puhtaaseen veteen (tavoite 6) ja puhtaaseen energiaan (tavoite 7) ovat läsnä molemmissa korpuksissa. Sosiaalinen kehys on edustettuna vähemmässä määrin molemmissa korpuksissa ja iso osa kehykseen tehtävistä osoituksista tapahtuu kestäviin kaupunkeihin ja yhteisöihin (tavoite 11) liittyvään tavoitteeseen viittaamalla. Tämän lisäksi kehykseen liittyy molemmissa korpuksissa käytävää keskustelua hyvän koulutuksen takaamisesta (tavoite 4) sekä vastuullisista ja oikeudenmukaisista instituutioista (tavoite 16). 2016–2020 korpus viittaa myös sukupuolten väliseen tasa-arvoon (tavoite 5) ja eriarvoisuuksien vähentämiseen (tavoite 10), mikä antaa ymmärtää, että Lonely Planet kehystää kestävää matkailua sen sosiaalisesta näkökulmasta kattavammin yrityksen uudemmissa teksteissä.

Kehysten vertailu osoittaa, että Lonely Planet rakentaa taloudellista kehystä pääasiassa samojen tavoitteiden avulla molemmissa korpuksissa ja että kehyksessä tapahtuneet muutokset ovat pieniä. Kehyksen painopiste on kuitenkin siirtynyt hieman korpuksien välillä, sillä yritys viittaa 2016–2020 korpuksessaan enemmän kestävään infrastruktuuriin ja informaatioteknologian saavutettavuuteen. Tämä tulos antaa ymmärtää, että vaikka uudet innovaatiot edesauttavat turismia, ne voivat myös edistää

kestävää matkailua. Taloudelliseen kehykseen viitataan uudemmassa korpuksessa kuitenkin hieman vähemmän, sillä kestävään matkailuun viittaavat ekologiset ja sosiaaliset seuraukset ovat saaneet korpuksessa enemmän painoarvoa.

Tuloksista voidaan päätellä, että Lonely Planet viittaa eniten ekologiseen kehykseen, mikä vahvistaa tutkielman hypoteesia siitä, että artikkeleissa ja uutisissa puhuttaisiin eniten kestävän matkailun ekologisuudesta. Tulokset kuitenkin osoittavat, että vaikka Lonely Planet puhuu vähemmissä määrin kestävän matkailun taloudellisista ja sosiaalisista vaikutuksista, yritys puhuu aiheesta myös kattavasti niin taloudellisesta kuin sosiaalisesta näkökulmasta. Kaiken kaikkiaan ekologinen kehys on kuitenkin eniten edustettuna molemmissa korpuksissa, ja pääasiassa korpukset viittaavat kehykseen samojen tavoitteiden välityksellä. Samoin Lonely Planet rakentaa myös sosiaalista kehystä molemmissa korpuksissa samojen tavoitteiden avulla ja edustetuimpana näistä ovat kestävät kaupungit ja yhteisöt. 2016–2020 korpus kuitenkin lähestyy kehystä useammasta näkökulmasta ja useamman tavoitteen kautta.

Lonely Planet puhui konkordansseissaan myös kestävään matkailuun liittyvistä aiheista kuten mahdollisesta viherpesusta ja kestävästä kasvusta. Yritys näyttää olevan tietoinen viherpesun mahdollisuudesta ja Lonely Planet kannustaa lukijoitaan olemaan tietoisia asiasta esimerkiksi kysymällä kysymyksiä. 2016–2020 korpus mainitsee lisäksi muutamaan otteeseen kestävän kehityksen osa-alueet (taloudellinen, ekologinen ja sosiaalinen kestävyys), Agenda2030-ohjelman sekä maailmanlaajuiset kestävän kehityksen tavoitteet. Näiden lisäksi Lonely Planetin 2016–2020 korpuksen teksteistä näkyy yrityksen 'tavallisuudesta poikkeava -ajattelu', joka kannustaa matkailijoita näkemään syrjemmässä olevia nähtävyyksiä ja vierailemaan erikoisemmissa paikoissa. Tällainen ajattelu on kuitenkin ristiriidassa kestävän matkailun eettisyyden kanssa ja se saattaa johtaa sellaisten kohteiden mainostamiseen, jotka eivät ole valmiita vastaanottamaan matkailijoita.

Tutkimuksen tulosten perusteella voidaan päätellä, että kestävä matkailu on aiheena erittäin ajankohtainen ja että Lonely Planet puhuu aiheesta erityisesti nettisivuillaan julkaistuissa uudemmissa artikkeleissa ja uutisissa. Matkailuartikkeleille tuttuun tapaan Lonely Planet puhuu kestävästä matkailusta erityisesti mainostamalla kestäviä matkailukohteita sekä kestävyyteen pyrkiviä ja kestäviä periaatteita noudattavia yrityksiä. Kaiken kaikkiaan Lonely Planet puhuu aiheesta sekä taloudellisen, ekologisen että sosiaalisen kehyksen kautta, joista ekologiseen kehykseen on selkeästi eniten viittauksia. Lonely Planet rakentaa kehyksiä hyvin samalla tavoin molemmissa

korpuksissa, mutta on selvää, että 2016–2020 korpus sisältää huomattavasti enemmän viittauksia kestävän kehityksen tavoitteisiin, kolmeen kestävän kehityksen osa-alueeseen ja ylipäätään kestävään matkailuun. Vaikka korpusten välillä ei ole tapahtunut huomattavia eroja, on selvää, että Lonely Planet pyrkii toimimaan vastuullisesti ja koittaa hyödyntää nettisivujensa artikkeleita ja uutisia myös kestävän matkailun mainostamiseen. Onkin erityisen tärkeää, että Lonely Planetin kaltaiset ylemmän tason toimijat pyrkivät omilla toimillaan näyttämään esimerkkiä, tekemään matkailusta kestävämpää ja vähentämään yritystensä taloudellisia, ekologisia ja sosiaalisia negatiivisia vaikutuksia.