



DESTI SMART - Launch

State of the Art.

A review of developing theory, practice and policy to deliver sustainable mobility and accessibility in tourist destinations.

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Contents

- 1. The Problem
- 2. Policy approaches
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Road Traffic

- The potential problems created by motor transport have been known for over 70 years.
- Dower Committee recommended restraint on traffic growth in National Parks in 1945.
- The original Traffic in Towns report chaired by Colin Buchanan was published in 1963

Motives for modal shift are changing

- Landscape, peace and quiet, enjoyment
Visual intrusion & noise
- Congestion
- Infrastructure capacity
- Land-take
- Air quality
- Carbon emissions and the contribution to
Climate change

What we know.

- Tourism contributes somewhere between 4% - 8% of global greenhouse gas emissions (particularly CO₂).
- Transport is responsible for the largest share of tourism's contribution (Davos 2007)
- The journey to the destination contributes more CO₂ emissions than travel around the destination

DAVOS Calculation :

	CO ₂ MT	%
• Air Transport	517	39.5%
• Other Transport	468	36%
• Accommodation	274	20%
• Activities	45	3.5%
• Total Tourism	1,307	100%
• Total Global	26,400	
• % Share	4.95%	

What we know

- The carbon intensity changes for different modes of transport
- There are low carbon transport options
- Public transport shares increase for visits to larger centres of population

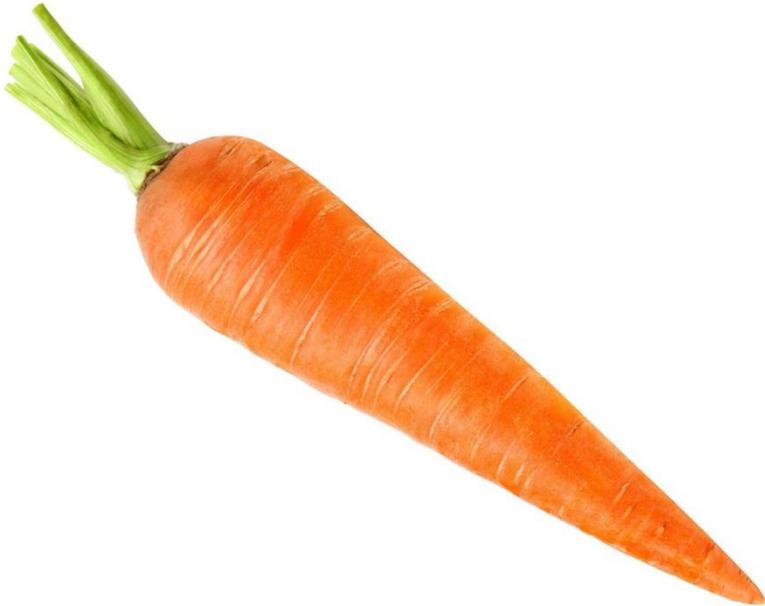
Modal Continuum

Emissions factors used in the study by Dubois and Ceron (2006)

<i>Transport mode</i>	<i>Emission factor (kg CO₂-equivalent per passenger-km)</i>
Plane – Mid Haul	0.432
Plane – Long Haul	0.378
Car	0.18 (per vehicle-km)
Train	0.026
Bus	0.019

Policies

- Carrot and Stick:



Encourage Sustainable Transport

- Make transport a pleasurable leisure experience
- Use interesting or vintage vehicles
- Hop on Hop off tour buses
- Leisure land trains
- Subsidised fares
- Free use for tourists - KONUS
- Reduced entry price into attractions when arriving by PT
- Park and Ride

Encourage public transport



Giants Causeway



Encourage Sustainable Transport

- Demand responsive cycle hire
- Evolving technologies for demand responsive cycle hire.
- Electric cycles
- Removal of docking points

Climate change and tourism

- Electric hire vehicles
- (Driverless electric vehicles)



Decarbonise transport

- Electric hire vehicles
- Driverless electric vehicles

Discourage car use

- Close roads (Derwent Valley: Durham)
- Pedestrianisation
- Reduce parking capacity (needs to be accompanied by good enforcement)
- Increase parking charges

Policy outcomes

- Sustainable transport policy has been hampered by a lack of clear objectives:
- What is the aim of sustainable transport in the destination area?
- Crude monitoring, often limited to modal share changes.
- Only measure mode for one leg of a linked trip

Policy outcomes

- Improve environment and landscape / cityscape.
- Improve air quality
- Reduce congestion
- Reduce CO2 emissions

Not always compatible. Some policies can achieve one objective at the expense of others.

Systematic and transparent monitoring

What we do not know

- The complex decision making process by tourists
- The complex trip patterns used by tourists
- Linked trips (using multiple modes)
- Focus on whole trip
- Scope to use MaaS (Mobility as a Service) to encourage more sustainable patterns

What we do not know

- The impact of an increased cycle or walk share.
- Does it increase or decrease the number of car journeys?
- It goes back to the crude data collection and monitoring systems

Cycle impacts



- Any questions ?

