

# Sustainable Tourist Travel

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## Hope to:

- Give some principles
- Give lots of examples



# Why try to be sustainable?

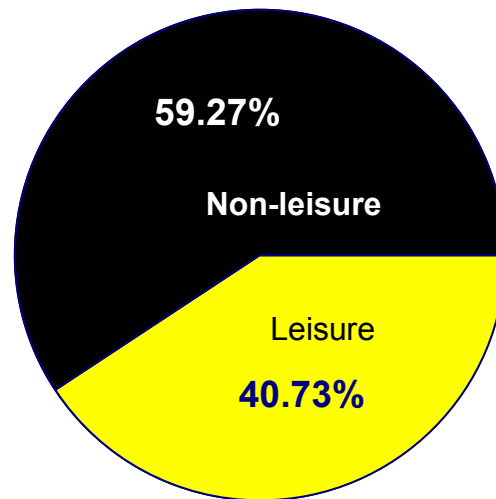
- Kind to the Planet
- Adapt to new world
- Save money
- Opens new market
- Generates local spending and employment



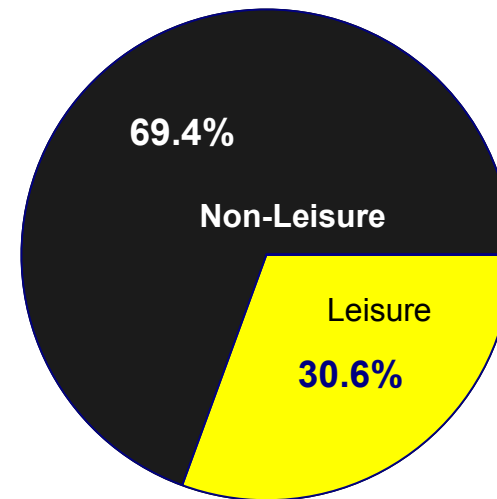
## Tourist travel is different from other travel:

- Discretionary
- Destination and travel mode are linked,
- Travel is part of the tourism experience,
- Travellers are often 'strangers' in the area.

# Importance of Leisure Trips

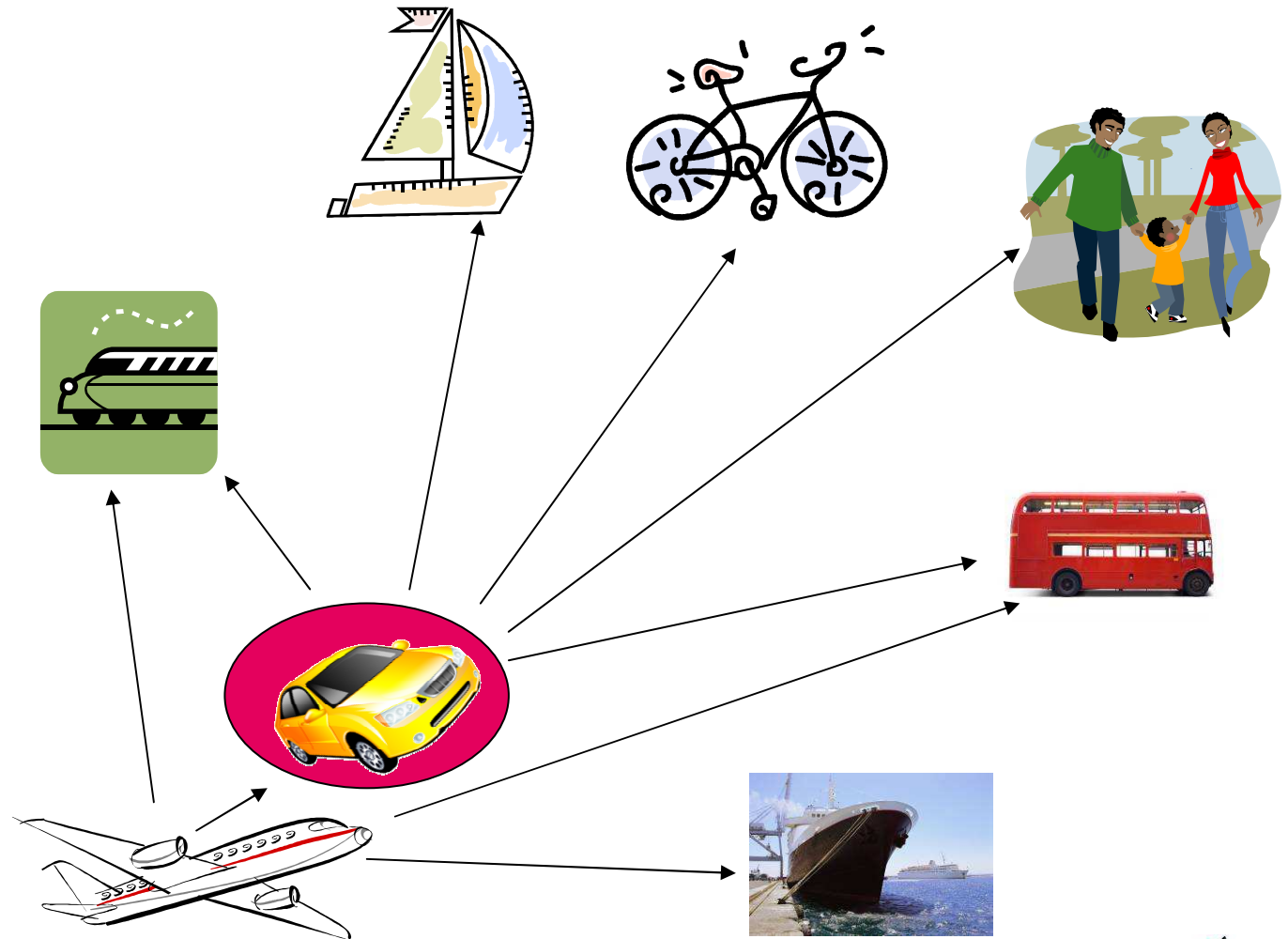


Distance Travelled



Number of Trips

# Travel Modes





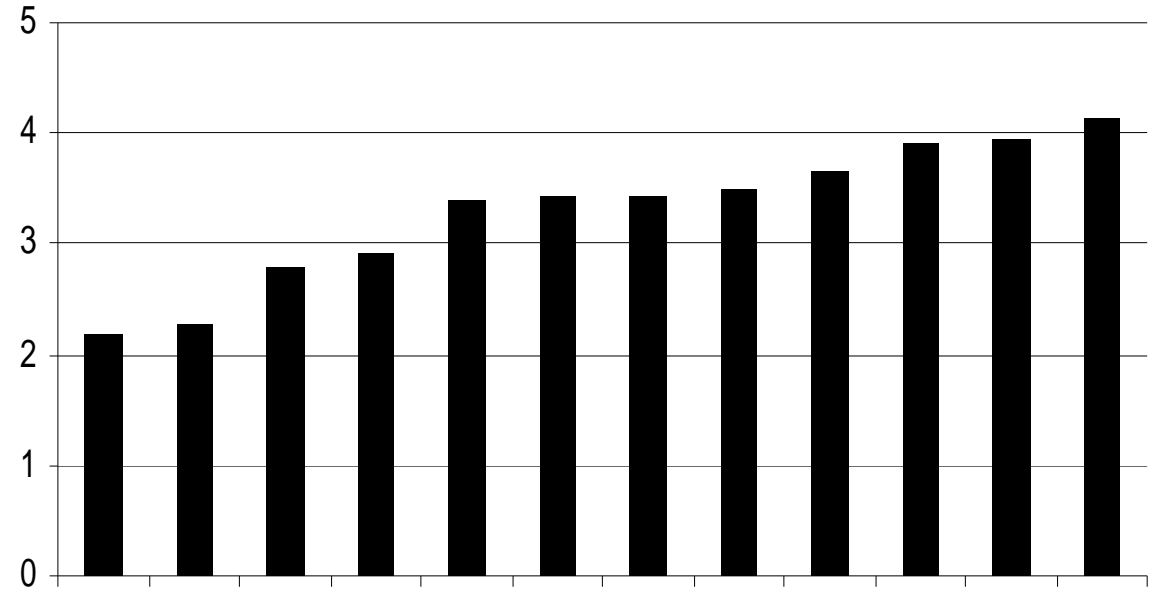
# Why is car preferred?

- More flexible (time and space)
- Greater distance
- Carries a lot
- Privacy
- Habit



# Why use car

Mean 'Score'



- more fun as a group in a car
- less effort than walking / cycling
- cheaper than public transport
- don't need to look for information
- more reliable than public transport
- Can travel further than public transport
- can carry more than on public transport
- can stay longer than on public transport
- the car is my normal way to travel
- can visit more places than public transport
- less hassle than public transport
- can stop where and when you like



## But..... Car Travel is:

- Dangerous
- Polluting
- Noisy
- Takes up space
- Severs communities
- Uses oil
- Creates Climate changing emissions
- Deters other forms of travel



## Devon and Cornwall in 2008

- 6,454 Injuries
- 5,879 Slightly injured
- 497 Seriously injured
- 78 Killed

**5,000 Barn Owls, 47,000 badgers (English Nature, 2004)**  
**At least 42,000 road traffic accidents**  
**involving deer annually in UK (The Deer Initiative, 2010)**



# Air Pollution

## ■ NO<sub>x</sub>

- Alters lung function, respiratory illnesses, depresses plant growth

## ■ CO

- Reduces oxygen available to body, impairs learning, reduces vigilance, physical, manual and intellectual performance, increased risk of heart attack and stroke,

## ■ Particulates

- Increased mortality, respiratory problems

## ■ SO<sub>2</sub>

- Bronchitis, damage to children's lungs, increased mortality

## ■ Benzene

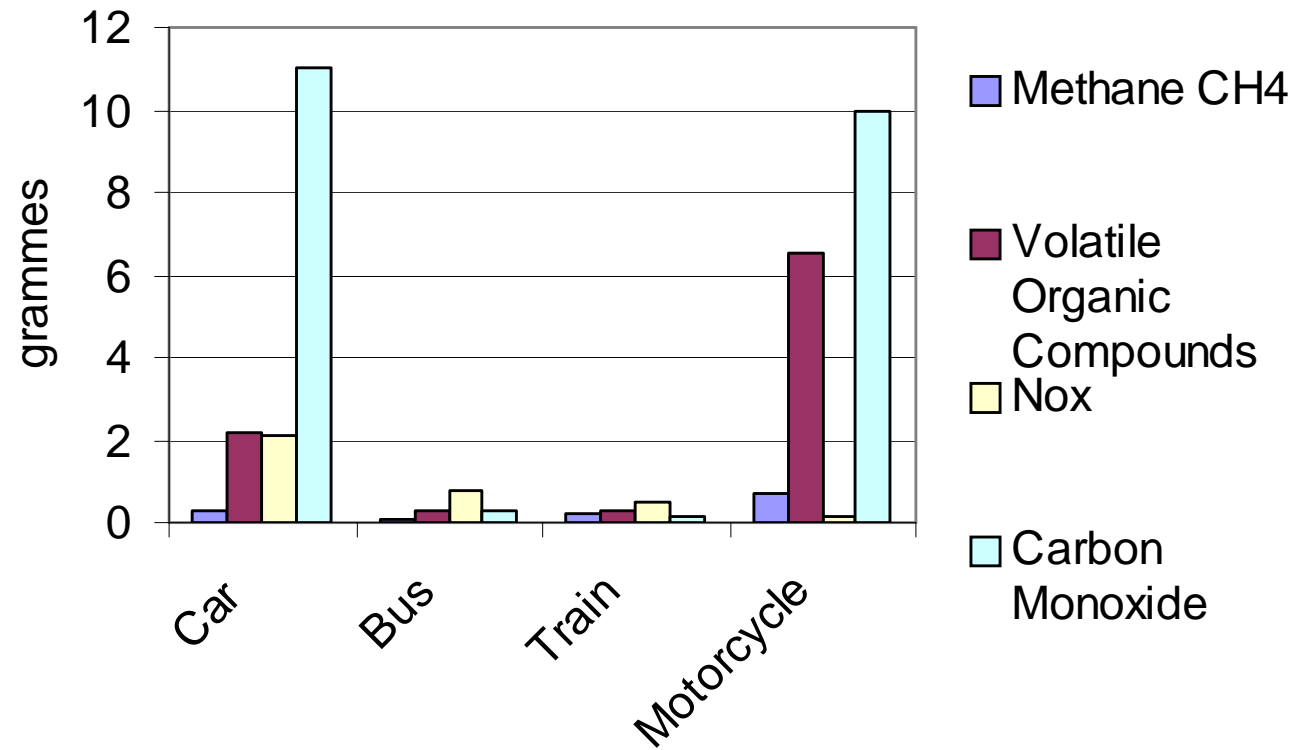
- Toxic, cancer, leukaemia, anaemia

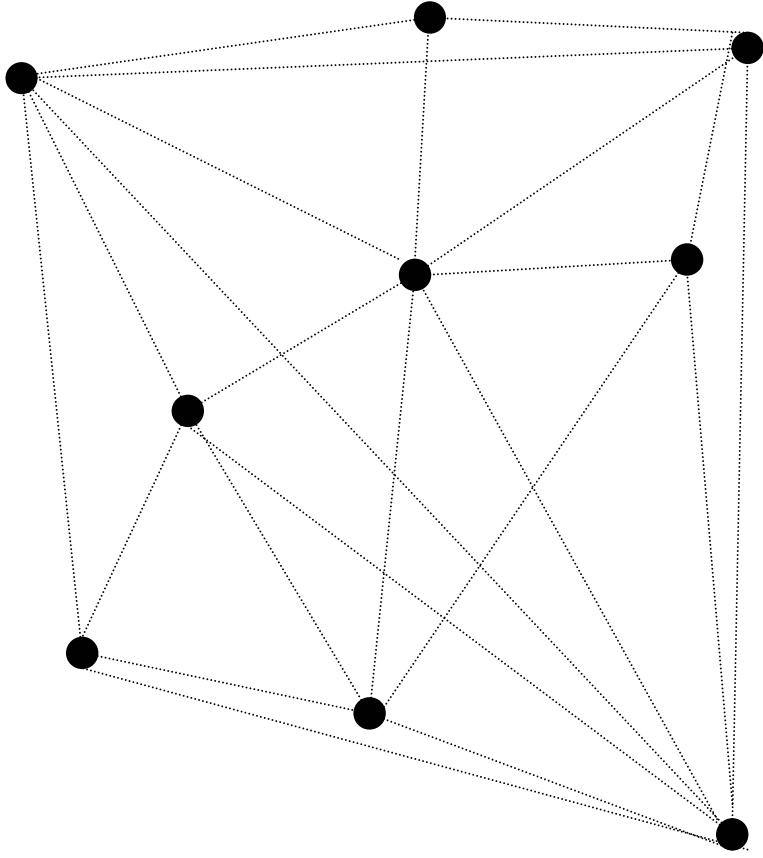
Whitelegg, J (1993) *Transport for a sustainable future: the case for Europe*,  
Belhaven Press

# Air Pollution



Emissions per passenger kilometre

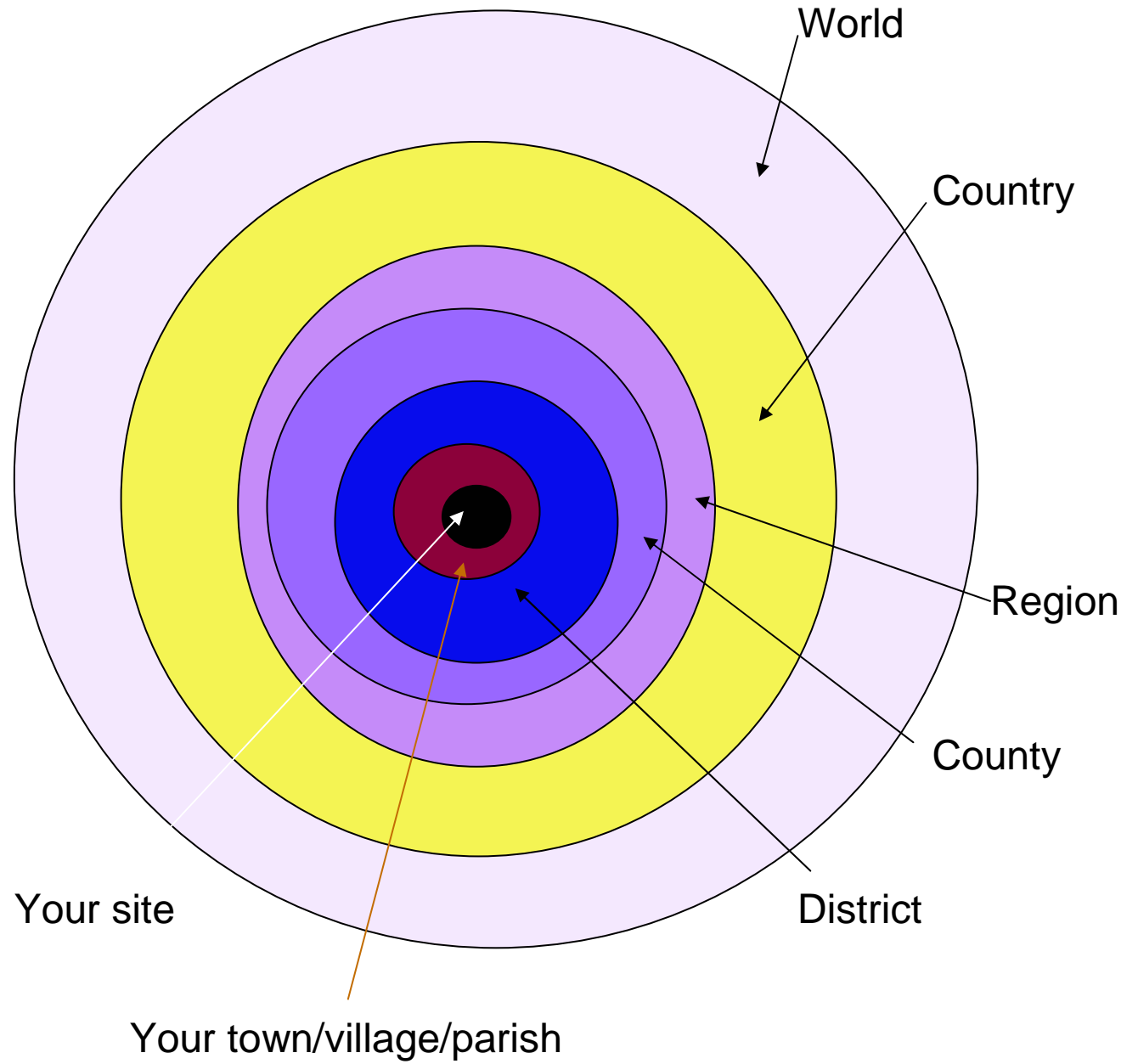






## At Each Level:

- Provision of transport facilities
  - Network
  - Terminal
  - Co-ordination between services and modes
- Provision of information
- Marketing including branding
- Enhancement of service/experience
- Accompanying services





## Aim to:

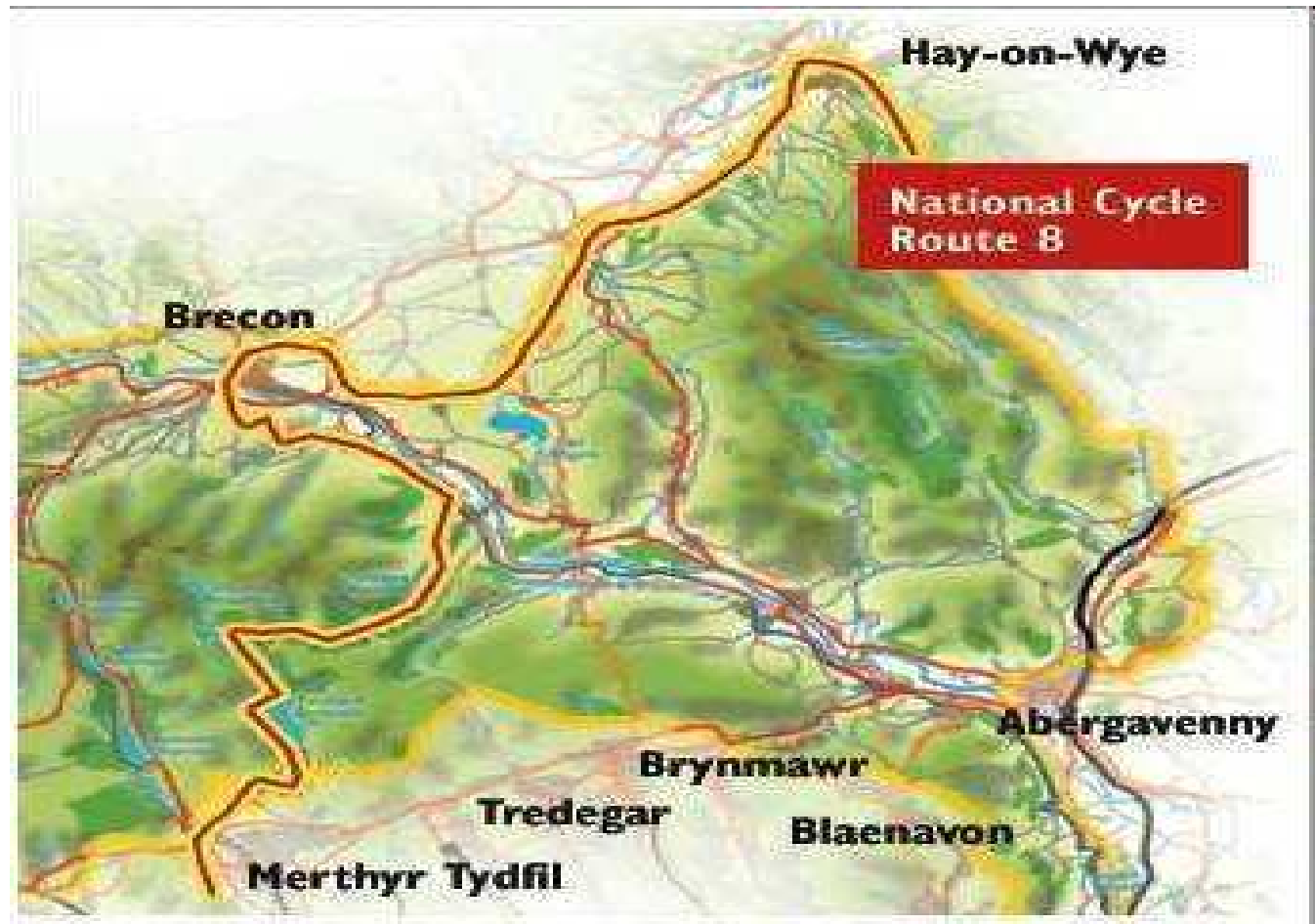
- Switch to more sustainable mode
- Change to '*better*' fuel
- Reduce distance travelled
- Improve experience
- Improve health and well-being
- Reduce car days/hours
- Enable travel to area by more sustainable modes
- Future-proof business



## Enhancement of experience

- Guided walks/cycle rides/bus trips
- Itineraries, (s)elf-guided walks/cycle rides/bus/train trips/car tours
- Interpretation
- food and drink

# Brecon Beacons Bus and Bikes





# Skedaddle

- Skedaddle UK Mountain Bike Weekends 2010

All the old favourite are there and back once again by popular demand is Exmoor. So whether you are just starting out in mountain biking, an intermediate rider or have a little more experienced then we've a weekend for you!!

These fun weekends are all fully guided (2 MIAS Qualified Biking Guides) + support vehicle and driver, are based in quality B&B's and pubs\*, offer free train station collections and with hearty breakfasts and lush lunches the order of the day all you need to decide is what to have for your evening meal and which local ale you'll be trying.

Priced from £210 per person, they're great value and you can either hire a top Giant Front Suspension Bike for the weekend for £55 or bring your own along !!

[http://www.skedaddle.co.uk/news/Saddle\\_Skedaddle\\_Cycling\\_Holiday\\_Specialist\\_UK\\_Mountain\\_Bike\\_Weekends\\_Choose\\_from\\_15\\_mountain\\_bike\\_weekend\\_locations\\_throughout\\_the\\_UK/55/view.rails](http://www.skedaddle.co.uk/news/Saddle_Skedaddle_Cycling_Holiday_Specialist_UK_Mountain_Bike_Weekends_Choose_from_15_mountain_bike_weekend_locations_throughout_the_UK/55/view.rails)



# Skedaddle

**ALL 2010 DATES NOW ON-LINE**

**Beginners Weekends**

**Derbyshire Beginners**

**Lake District Beginners**

**Not Really So Hard UK Weekends**

**The Cotswolds**

**Derbyshire White Peak**

**Lake District - Euphoric Ullswater**

**Mid Range UK Weekends**

**The Quantocks**

**Exmoor**

**Lake District - Skiddaw Skedaddle**

**Shropshire**

**Challenging UK Weekends**

**Wales - Brecon Beacons**

**Lake District - Awesome Ambleside**

**Derbyshire - Dark Peak**

**The Howgills**

# ELECTRIC CARS FOR TOURISTS IN CORNWALL



Cairngorms  
Lake District



# Wikipedia Lakenheath Station

Lakenheath is one of the least-used stations in the United Kingdom, according to the Strategic Rail Authority figures of 2003.

Lakenheath Station has seen somewhat of a boom in passenger numbers for the period 2007-2008 a five fold increase in passengers using the station can be attributed to the number of services calling at the station on a Sunday to service the local RSPB nature reserve at Lakenheath Fen.

RSPB Lakenheath Fen is immediately adjacent to the station.

# Norfolk Coasthopper Service



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King's Lynn  
Heslacham  
Hunstanton  
Old Hunstanton  
Holme next the Sea  
Thornham  
Titchwell  
Brancaster  
Brancaster Staithe  
Burnham Deepdale  
Burnham Market  
Burnham Overy Staithe  
Holkham  
Wells next the Sea  
Stiffkey  
Morston  
Blakeney  
Cley next the Sea  
Salthouse  
Weybourne  
Sheringham  
West Runton  
East Runton  
Cromer

click on a place name above to get going!



getting it easy  
here, be green!  
from your  
faqs emissions



get  
in  
touch!



**walkies!**  
catch the  
bus to take  
a walk, and  
bring the



take a seal trip  
from Morston



chips on  
the quay at  
Wells next  
the Sea!

<http://www.coasthopper.co.uk/>



# Funding

- Often not a stand-alone commercial service
  - (Hadrian's Wall, North-East Cycle Trails).
- Tourist travel not prime target for public spending
  - (Pembrokeshire Greenways)
- Important for attracting visitors
- Benefits greater because of local multiplier
- Often needs funds from multiple sources
  - (Dales and Bowland Community Interest Company)



# Markets

- Visitors from overseas without cars
- People giving car 'a holiday'
- Households without cars
  - (36% of London households do not have a car)
- Younger people
- Older people
- Greenies
- People looking for interesting activities



# Cycling Tourism

- EuroVelo report
  - Day visitors €16
  - Holiday cyclists €353 per trip
    - ( $€353/6.6 \text{ days} = €53 \text{ per day}$ )
- North East England
  - Day visitors £10
  - Holiday cyclists £42 per day

# What is it worth nationally?

- Research economists SQW were commissioned to bring together some values for cycling including:
  - Health
    - Reduced mortality (CHD, stroke and colon cancer)
    - Reduced NHS costs
    - Reduced absenteeism (increased productivity)
  - Pollution (reductions in car use = reduced emissions)
  - Congestion (benefits to other road users)
  - Does not cover benefits to children's health, contribution to reducing obesity, mental welfare, or social benefits such as improving access and inclusion

# Health

The health benefit generated by cycling is drawn from three areas – valuation of loss of life / NHS savings / productivity gains

Health benefit	Values PER YEAR of cycling
<b>Value of loss of life</b>	<b>£11 for 16 – 44 year olds £100 for 45 - 64 year olds £242 for 65 year olds and over £59 average</b>
<b>NHS savings</b>	<b>£28 for all cyclists</b>
<b>Productivity gains</b>	<b>£48 all cyclists</b>
<b><i>Child health and obesity, and any benefits into adulthood</i></b>	<b><i>Not quantified</i></b>

Based on values produced in the National Heart Forum Study estimating the change in risk factors associated with physical inactivity (2002)



## What do we want to do?

- Attract different kinds of people
- Change people's habits
- Give people a good time
- Educate people
- Save the planet
- Make a nicer local environment
- Make area prosperous
- Be prepared for new challenges