

**est! Workshop on
Leisure Travel, Tourism Travel, and the Environment
Berlin, 4-5 November 2004**

**Tourism travel: solutions towards
sustainable tourism**

**Andreas Kopp
Joint OECD/ECMT Transport Research Centre**

Overview

- Tourism and Transport: Distinction from leisure travel
- Tourist behaviour
- Tourism specific transport policies
- Coordination

Tourism and Transport: basics

- Dominant trends:
 - Tourism travel is increasing
 - Private car use is the dominant mode of transport
 - Air transport is the fastest growing mode of tourism transport

Tourism and Transport: basics cont..

- Data problem
 - statistics do not reflect the different mobility needs for origin – destination travel and local travel in the touristic region
 - tourism being a very quality differentiated service and transport a corresponding feature, data needs might be very detailed and specific
- ⇒importance of surveys

Tourist behaviour

- Income and behavioural patterns
 - no monotone relationship between income and negative impact of tourism travel due to mode choice: e.g. Young and elderly with higher relative use of public transport
 - long list of determinants for travel behaviour
 - age, household size, length of the stay
 - relationship between determinants and the demand for *tourism* service is important for travel behaviour

Tourism specific transport policies

- Determinants of greater acceptance of public transport (of particular importance for origin-destination travel)
 - reliability
 - speed
 - ease of use, ticketing, luggage handling
 - accessibility
 - security

Tourism specific transport policies

- local travel dependent on dominant tourism mode
 - by and large avoidance of environmental damage seems to be a function of the quality level of the tourist region
 - higher quality of tourism service increase the demand for highly qualified personnel

Coordination

- Interdependence between “marketing strategy” of tourist area and features of the transport system requires close coordination between transport planners and tourism industry
- Coordination is required with education and training institutions to respond to higher demand for qualified personnel