

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

**Leisure travel: solutions and alternatives
with less environmental impact**

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Overview

- Preliminaries
- Orientation on changes of lifestyle
- Concepts of urban planning
- Promotion of public transport
- Environmental policy trade-offs

Preliminaries

- Object of “leisure travel” is empirically difficult to identify
 - World Tourism Organisation: all travel purposes, visitors staying between one night and one year outside usual environment.... is tourism
 - “sameday visits” as residuals are not a useful analytical category
 - motivations for leisure trips seem to be very heterogeneous, more knowledge required to think about specific measures to curb travel

Preliminaries cont.

- no doubt about strong relative increase and car air transport bias
- Policy discussion relatively unrelated to the transport sector or transport policy in particular

Changes of lifestyle

- Reduce fixation on short-term consumption trends
- Help consumers to resist social pressures to increase their standards of living
- Help to learn to enjoy self-restrain
- Help individuals to reduce their social ambitions
- Help individuals to distinguish quality from quantity in consumption

Changes of lifestyle cont.

- Re-orientation towards the urban area
- Awareness of enjoying leisure in company
- Example of ‘new elites’

⇒ conflict of individual value diagnosis with hypothesis of individual behaviour being the consequence of ‘structures’

Urban planning and housing

- Build diversity instead of standard dwellings
- Allow for green areas: Create garden effect
- Allow for multi-functional inner cities
- Allow for individuality in planning even conventional housing
- Include users in the planning of houses
- Reduce noise
- Increase security

Promotion of public transport

- Public transport should respond more flexibly to demand
- Ensure better service quality
- Allow for differentiation: more mini-buses, shuttles
- Improve communication on public transport opportunities

Environmental policy trade-offs

- Logical problem with value discussion: For environmental reasons there is a plea for compact cities, might increase the demand for leisure travel
- Urban structure and housing recommendations imply lower inner city density, might mean higher rent prices, even more sprawl, more non-leisure travel
- The demand for individuality following from urbanisation is inherently difficult to satisfy by transport

Environmental policy trade-offs

- Limits to discussion of leisure travel in isolation:
 - increase in demand due to general trends
 - progress in transport technologies, decreasing transport costs above all for cars and air transport
 - de-regulation has removed rents earned in the transport sector and made travel cheaper
 - something inherently special about *leisure* travel?

If not, environmental policy measures should be general as well!