Tourism for transport professionals
or ‘what you hadn’t realised you didn’t know about tourism’

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1. INTRODUCTION

1.1 Do transport professionals understand tourism?

I greatly welcome the inclusion of a tourism stream in what is fundamentally a conference for transport planners, practitioners and researchers. The reason is that in my view transport practitioners know little about tourism and understand even less. Yet it is important that they do know and understand a good deal more, because tourism drives a number of key transport issues with which policy-makers and planners are grappling today - in the UK and in Europe.

Equally, we cannot get to grips with ‘Tourism and Transport: conflicts and synergies’ - the title of this session - without ensuring that there is a common understanding of where tourism fits in to the transport scene.

My credentials for tackling this - and my conviction that too little is known about the interface between transport and tourism - come from spending some 30 years in various roles in transport, followed by much of the last ten years immersed in tourism (including seven years as chairman of the British Tourist Authority).

I want to use this opportunity to introduce tourism to transport professionals.

2 THE NATURE, SCALE and RELEVANCE OF TOURISM

2.1 Definitions

Tourism is defined (for statistical and planning purposes) as all non-regular journeys away from home for more than 4 hours. So tourism never really features in urban or regional transport planning models, which tend to focus on regular travel, and urban or regional journeys. Tourism journey purposes are typically divided into

- holiday
- visiting friends and relatives (VFR)
- VFR + holiday combined
- business travel
- educational and other
Let's just take a moment to distinguish tourism from leisure travel. *Leisure* and leisure travel is defined as going to activities (such as eating and drinking, local attractions and events, entertainment, visiting friends and relatives) which are local to the area of residence. Leisure journeys should and do feature in local transport data, though modelling them can be difficult. Having defined leisure I will now exclude it from further consideration in this paper.

So what is that distinguishes what we call 'tourism' from simply long distance travel? Firstly, tourism is people spending their own money and time on a trip, and where the decisions about travel are an integral part of the overall tourism decision, and relate to the tourism characteristics of the destination. This includes the nature and quality of the visitor experience, accommodation, visitor attractions, affordability and value for money, etc etc. So we would include holidays; we tend to include VFR largely because nearly all VFR travel has some holiday dimension associated with it (surely you’re not going to spend all your time in Australia just staying with your daughter in a suburb of Sydney?). But we exclude educational travel as the motivation for the journey is nothing to do with the tourism characteristics of the destination.

We exclude business travel which is ‘in the course of business’, as again the motivation for the journey is unrelated to the tourism characteristics of the destination; however, some business travel is to conferences, exhibitions, conventions and corporate meetings, where the choice of destination by the organizers (and the delegates’ decision to travel) does have regard to the ‘tourism’ characteristics of the destination. Typically, this accounts for some 10-15% of international business travel in and out of the UK.

To illustrate how this works out, here is a table of overseas travel by UK residents

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>All trips</th>
<th>% of total trips</th>
<th>Tourism trips</th>
<th>All trips spend £bn</th>
<th>Tourism spend £bn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>44.2m</td>
<td>100</td>
<td>44.2m</td>
<td>22.3</td>
<td>22.3</td>
</tr>
<tr>
<td>Business</td>
<td>8.6m</td>
<td>15</td>
<td>1.3m</td>
<td>4.6</td>
<td>0.7</td>
</tr>
<tr>
<td>VFR</td>
<td>10.6m</td>
<td>100</td>
<td>10.6m</td>
<td>3.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Other (inc education)</td>
<td>3.1m</td>
<td>0</td>
<td>0</td>
<td>1.5</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>66.4m</strong></td>
<td><strong>84%</strong></td>
<td><strong>56.1m</strong></td>
<td><strong>32.2</strong></td>
<td><strong>26.7</strong></td>
</tr>
</tbody>
</table>

Now this all sounds like splitting hairs, but the reason for making these distinctions is that planners, policymakers and marketing organizations believe they can influence ‘tourism’ decisions in a way that they cannot influence ‘long distance travel’. The truth is that policies, plans and commercial decisions about long distance transport networks potentially affect all long distance travel. But I
would argue that the behaviour and response of long distance travelers will differ profoundly whether they are on a tourism trip or an unrelated long distance journey. Note that the regular official statistics are about ‘travel’ with no distinction between ‘tourism travel’ as we have defined it and other long distance travel.

Typically the travel component in total tourism expenditure is 15-25%, depending on whether the trip is domestic or international.

2.2 Volume and Characteristics of Tourism Travel

To get a feel for the significance of tourism travel, I am going to look at
- tourism within the UK, which embraces
  - domestic tourism by UK residents, and
  - overseas visitors coming to and spending time within the UK. Each has different characteristics, and places different demands on the transport systems,
- overseas travel by UK residents.

I appreciate this is a European conference, but much of what I have to say about tourism within the country and travel by residents to and from will apply to other European countries as well.

Let us first look at the overall volume and value

<table>
<thead>
<tr>
<th>UK residents domestic travel</th>
<th>Number</th>
<th>total tourism expenditure</th>
<th>exp on travel within the UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trips</td>
<td>37 bn</td>
<td>£86bn</td>
<td></td>
</tr>
<tr>
<td>Day visits out</td>
<td>1.45 bn</td>
<td>£33bn</td>
<td>£8.5bn</td>
</tr>
<tr>
<td>Tourism visits inc overnight stays</td>
<td>160m</td>
<td>£26bn</td>
<td>£4.8bn</td>
</tr>
<tr>
<td>Total tourism visits</td>
<td>1.6 bn</td>
<td>£60bn</td>
<td>£13.5bn</td>
</tr>
</tbody>
</table>

Overseas visitors to UK

| Total tourism visits        | 29m    | £14bn                     | £1.4bn                      |

UK residents overseas travel

| 64m                         | £30bn  | £3bn on UK carriers      |

The total volume of domestic tourism visits looks small in relation to ‘day to day’ travel. Any tourism visit, however – especially one involving overnight stays – will typically involve an outward and return trip to the destination area, together with trips locally within the destination area. There are many variations on this
archetype, including two and three centre holidays, and just ‘touring about’ over an extended area. However, for simplicity let us call the former the ‘getting there and back’ (GTB) element, and the latter the ‘travel around the destination’ TAD element.

To help us to compare and contrast tourism travel with ‘day to day’ trips in urban and rural areas and within regions, let us call these DTD trips.

To understand tourism travel, both the GTB and TAD elements, and how they impact on transport networks, we first need to look at what influences decisions that tourism travellers (lets just call them tourists!) in the extent, timing, mode, location and frequency of their GTB and TAD travel decisions. We will look at them according to the different tourism purposes

### 2.3 Tourism Travel decisions – holiday

As already explained, decisions about the tourism travel – both GTB and TAD – are tied in with decisions about the whole tourism experience – where, when, what, how to get there, for how long, at what cost. A huge diversity of experiences is involved, from 2 weeks in the Caribbean to a weekend in Edinburgh, a golfing trip to Portugal, a cultural cruise in the Aegean, a week of sun, sand and sex in Ibiza.

Decisions about the tourism experience are influenced by

- **Characteristics of the household.** The factors involved go beyond those that drive DTD trip decisions, such as income, household composition and car ownership, and embrace lifestage, lifestyle, personality characteristics, cultural/social /aspirational/psychological factors, and any disability/mobility impairments. Passport penetration is important: eg less than 20% of citizens in the US hold a passport. For marketing purposes these characteristics place the household/individual into appropriate market segments.

- **Characteristics of destinations.** Such as the nature of the experiences on offer, weather conditions and predictability, cost/affordability/value for money, and the closeness of fit with aspirations and needs of the particular traveler/household

- **Characteristics of the GTB journey,** including cost, and perceptions of convenience//hassle, interchange requirement between modes, travel time, risk/danger.

- **Quality and effectiveness of marketing, information, and selling/distribution channels.**
  o Tourism decisions are significantly influenced by sophisticated marketing of the destination, generating interest, engagement and the ‘promise’ in the intended market segments either by the national tourism agency, the destination’s own marketing or the commercial operator or consolidator involved. My experience with
the BTA confirms that the actions of national tourism agencies can significantly affect tourism decisions and generate additional tourism expenditure at the destination. Also significant is the quality and availability of supporting information and the media used, with the internet now dominant, as against brochures and telephone enquiries.

- Distribution channels – their availability and use – and the role of intermediaries such as travel agents also influence decision-making. In some markets – eg Australia and USA – the use of travel agents and reliance on them for advice of all sorts is surprisingly high. In most European markets and particularly in the UK the direct buying is dominant, with browsing and buying all kinds of tourism travel product on the internet the fastest growing channel.

A key characteristic of holiday tourism decisions is that they are highly influenceable, and responsive to many different factors, largely because there are close substitutes for many tourism decisions.

- **Perceptions of risk and danger.** In the last five years, terrorism risk has been a significant factor affecting international travel, more so in some markets than in others. For example US residents still after 9/11 perceive terrorism risks of travel to Europe as greater than European residents do, and the recovery of international travel from the US has been slower and less extensive than in other western markets.

- **Changes in price and exchange rates.** There is little analytical work to demonstrate price elasticity in the round (as distinct from specific modal work as in airlines) but what there is suggests much greater elasticities than in DTD travel – due again to many more close substitutes available. Studies by the then BTA into the effects of exchange rate fluctuations show very high elasticities, in come cases close to 1.

- **Effectiveness of marketing/information/distribution** as already explained, sophisticated methods can significantly influence decisions

- **Fashion** Fashions in tourism come along – led by ‘early adopters’ and ‘adventurists’ - which by word of mouth or media editorial comment can sweep tourism decisions – such as new exotic locations, or new kinds of activity (extreme adventure).

### 2.4 Tourism Travel Decisions – VFR (Visiting Friends and Realtives)

The drivers of VFR travel are the geographical dispersal of families and networks of friends – one of the consequences of declining real costs of long distance travel, in the context of globalization, greater cultural homogeneity around the world (certainly at the level of professional and middle class elites). Migration has of course always been a key feature of the history of people and of nations, but only in the last 50 years has air travel enabled much more frequent contact to be maintained.
The enablers of VFR travel have been rising incomes and more available time among the retired/semi/retired population, and the reduced real cost of air travel, with the huge diversity and service frequency of air networks across the world.

Unlike holiday tourism, the destination is fixed, but the frequency and length of trip are influenced by income the cost/offer/quality of the travel as well as availability of time.

The reason for including VFR in tourism is, as already explained, because a significant proportion of VFR visits also involves a holiday as well, either with the local relatives/friends or without them. The decisions about frequency and length of visit are therefore influenced alos by the characteristics of the destination and the experiences they offer – and the goodness of fit with the needs amnd wishes of the visitors.

Generally VFR travel is less influenced than holidays by journey or destination factors, because the destination cannot be substituted, and there will generally be a commitment to visit which can of course be postponed but is rarely totally negatived.

### 2.5 Tourism Travel Decisions – Events

For the purpose of this analysis I am generalising the class of business travel which relates to conferences/exhibitions/conventions to include other event-related travel which is paid for by the individual rather than an employer. This class of travel therefore includes travel occasioned by sporting and cultural events, such as the World Cup, Olympic Games, and music and cultural festivals. It makes sense to put these two together because they are even more constrained than VFR travel.

Event travel relates not only to predetermined destinations but also to predetermined times as well. The choices then are whether to go or not, and how long to stay (to enjoy some holiday experience as well, for example).

The travel decisions by delegates and spectators are therefore derived from the organisers’ original decisions about where and when to locate and hold the events. Tourist boards and destinations will often commit significant marketing effort and resource to persuading event organizers of the merits of their own destinations. The destinations and the organizers then join forces to market the event (and the destination) to potential delegates/spectators.

Decisions – already constrained – are then influenced by the significance and attraction of the event, the cost and hassle of the GTB journey, and by the intrinsic attractiveness and ‘fit’ of the destination for the pre- or post-event holiday.
3 THE DRIVERS OF TOURISM DEMAND AND IMPACTS ON NETWORKS

Just as the demand for tourism travel is driven by a much wider basket of factors than is DTD travel, so the prospects for growth in tourism and tourism travel need to embrace a range of qualitative, lifestyle and market changes.

3.1 Changes in patterns of tourism

The ‘other’ ETC - the European Travel Commission - recently published its ‘Megatrends of Tourism in Europe for the year 2005 and beyond’ identifying key drivers of growth and change

- Demography - ageing population with growing disposable incomes and higher levels of fitness - the ‘grey panthers’. Their demand is less peaked during the year, they demand easy transportation, sophisticated tourism product and experiences, more choice of break length;

- Health consciousness - less healthy destinations will decline, as well sun-only holidays; activity holidays increasing, and ‘well-being’ tourism products

- Awareness and Education - more demand for ‘life-long learning’ opportunities; including culture, arts, history and about other nations/cultures

- Learning from travel experiences - sophisticated consumers becoming more critical, demanding and rejecting of poor destination experiences; needing more information, exercising freer choices; tourism/travel part of lifestyle with close non-travel substitutes

- Innovation - looking for new tourism experiences: specialization and niche products, ‘back to basics’, individual-based visits, fast decline of group travel except from developing markets

- IT and the internet - dramatic transformation of quantity and quality of information available to consumers, opens up wider choices, encourages ‘compare and contrast’, decline in role of intermediaries such as travel agencies

- Sustainability - rapidly growing concern about environmental, social and economic sustainability, demand for ‘sustainable’ destinations, concern about more environmentally friendly modes of travel, regions affected by overbuilding and community disruption will increasingly be shunned

- Safety and security - a highly significant factor affecting destination and choice, and suppressing air travel in certain markets

This ETC analysis illustrates the diversity and complexity of factors and their interaction which will drive change and growth in tourism and tourism travel. Its very complexity illustrates the challenges which transport planners face in attempting to forecast tourism travel.

Let us review what we do know. Tourism – particularly holiday and event tourism – is highly income elastic; this is known by those in tourism marketing

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but the high income elasticity of tourism travel is confirmed by transport research referred to below.

This is very different from DTD trip making which is relatively static, apart from the growth engendered by rising car ownership and by increasing trip length (eg rail commuting in the UK). It is this income elasticity which has driven the spectacular and relentless growth in air travel, and in the UK at least the surprising (to many) growth in longer distance rail travel.

The other key factor driving growth in GTB trips has been the steady fall in recent years in the cost – and the generalized cost – of international air travel. The steady increase in security procedures is certainly increasing the time and the perceived inconvenience of air travel (as well as affecting perceived risks and dangers of air travel in some markets) and this inhibits – but certainly does not negate – growth.

Looking forward over the next 15-20 years, airline and airport planners (and governments behind them) have been forecasting continuing steady growth in demand, fueled by real income growth and underlying lifestyle and attitudinal changes caused by the internet, globalization and so on. Whether the demand materializes depends on

• The provision of additional airport capacity, which in the UK is always controversial even though it is currently backed by government policy
• The continuing availability of oil – and therefore aviation fuel - at acceptable prices. I don’t presume to forecast this but it cannot be taken for granted, in my view, beyond another 5-10 years
• Policy measures to restrain aviation growth as part of national, European or global measures to address carbon emissions and climate change

While the political and economic fallout would be considerable, there is no doubt that tourism travel demand can and would be profoundly affected by major price changes, or other policy measures which may not manifest in simple pricing, such as personal carbon trading. I have no doubt that because of the high degree of substitutability for holiday tourism - less for VFR and even less for business travel - tourism travel would respond much more sensitively to price or policy measures than would day to day travel. The next section looks in more detail on the demand for tourism travel and its impact of on transport networks

3.2 GTB (Getting There and Back) Journeys

The difficulty for transport planners in handling and forecasting GTB tourism travel is that the established methodology for modeling or forecasting it - or long distance travel in general - is much less advanced than for modeling urban and regional DTD travel.
I am not an academic researcher and I do not have the time to investigate or appraise the modest but growing literature on the subject, or the relevant work at established centres of transport research. But my sense is that there is a paucity of truly spatial models similar in scope and structure to the typical urban transport demand model handling DTD travel.

More work has been done in forecasting modal travel - particularly in the aviation and rail sectors, in each case driven by the business needs to plan infrastructure and resources for those sectors. Much of this is researching elasticities of travel demand, to price, income, features of the modal journey, cross elasticities with other modes and so on.

In the UK the most developed capability regarding long distance travel is the Passenger Demand Forecasting Handbook (PDFH) developed for rail demand forecasting, and now owned by the Association of Train Operating Companies (ATOC). The focus is on non-spatial models which apply carefully researched elasticities to existing passenger flows.

In addition there is a range of individual specific research on factors affecting travel demand by rail, coach and air. Demand elasticities to cost and time typically over 1, and in some cases around or above 1.5, confirm the high responsiveness of tourism travel to changes in cost, time or convenience or own or other modes. This work also confirms the high income elasticities.

There is no work that I can find on understanding or forecasting tourism travel by private car.

I am not surprised that I cannot find any general household-based multi-modal models to forecast tourism travel demand spatially, because as explained above the tourism travel decisions are an integral part of the wider decision about the choice of destination and the tourism experience. And the ETC summary of trends in tourism illustrates the multi-dimensional nature of factors which are driving changes in tourism patterns.

Looking at the GTB impacts on networks, their pattern and concentration is very different from that of DTD trips; typically and inevitably they

- are the basis of all trips by air, of which overall some 80-90% are ‘tourism’ as defined;
- are the basis of a significant proportion of rail journeys of 1 hour or more, the remainder is business travel and some long distance commuting;
- are the basis of nearly all scheduled coach journeys (the balance being some long distance commuting)
- are relatively insignificant on urban and regional roads, except for departing and arriving at the beginning and end of holiday periods and weekends
• are a significant % of road traffic on certain parts of the trunk and
motorway network and at certain times/days/months;

So far as trunk/principal roads and motorways are concerned, however, note that
even to and from main holiday areas (such as in the UK the West Country and
the Highlands of Scotland)
• trunk/principal roads and motorways always carry a substantial amount of
local and regional traffic of a ‘DTD’ nature
• vans and heavier goods vehicles are always significant, as are car users
on business
• huge concentrations – and resulting congestion – can arise at beginning
and end of weekends and holiday periods but be relative light during the
week;

There is a need for planners and policy makers to be able to understand more
analytically the drivers of tourism travel, and to be able to forecast them multi-
modally. The questions are whether household based models can be designed
to grasp the qualitative and complex nature of tourism decision-making; and
whether there is scope to develop more holistic, multi-modal elasticity based
models to ‘black box’ model the impact of transport based factors on the tourism
travel decisions.

3.3 TAD (Travel around the destination) journeys

The pattern and concentration of travel around the destination – TAD trips – is
different again, and highly specific to the destination. TAD embraces a much
wider variety of modes, including cycling and walking as well as local public
transport, tour coaches and private car. Here there can be significant interaction
with local DTD travel. For example in the UK they might include
• centres of historic towns, with traffic overloads and conflicts between
coaches and other traffic
• pedestrian and/or cycle congestion and conflict
• traffic congestion on local road networks in popular destination areas,
such as Cornwall and the Lake District,

In some rural and conservation areas, designated AONBs (Areas of Outstanding
Natural Beauty), National Parks and so on, there are major challenges in
managing the conflict between visitor traffic and the environment.

At a practical level, local authorities across UK and Europe have evolved
strategies to address these conflicts in urban areas. Parking restrictions, park
and ride, extensive pedestrianisation, coach management regimes, cycle
management, are all well established methods. These also are designed to
enhance the visitor experience as well as improving conditions for residents and
local business.
Traffic congestion on local road networks in popular destination areas is less susceptible to management measures without restricting access and risking driving the visitor away altogether. In some areas, notably the Lake District and North Yorkshire, innovative small bus services have been introduced to enable visitors to get around - including hikers and walkers - without cars.

The concern not to ‘kill the golden goose’ in devising measures to manage local traffic impacts is understandable, as the economic value of tourism is high. For example, in 2002 18m British domestic tourism visits were made to the southwest region of England with an average stay of 4.5 nights; visitors and contributed over £4bn to the local economy; the average expenditure per person per visit was £225.

In London, for example, tourism travel has different impacts - about 10% of all travel on the Underground is by visitors to London, with a concentration in central London and a much higher percentage of journeys within the Circle Line. Coach travel to and within London is very significant, and London has a large scale and effective coach management regime. London sees over 30m visitors a year, roughly equally split between international and British domestic visitors; overall the tourism economy is worth some £15bn a year to the London economy, some 8% of London’s GDP. International visitors account for the bulk of the expenditure, as they stay longer, and most stay in commercial accommodation, whereas domestic visitors stay largely with friends and relatives. At any one time there are over 300,000 visitors present in London - more in the peak summer months.

A city less able to handle the transport and movement impacts of their visitors is Hangzhou, a large city and coastal resort on the South China coast near Shanghai. Colin Buchanan have just completed a comprehensive transportation strategy and plan for the city; a key element of the analysis and plan formulation concerned the tourism travel impacts. Hangzhou receives over 35m visitors per year, mostly Chinese nationals from elsewhere in the country. Tourist activity is largely centred round an attractive 2km diameter lake on the west edge of the city’s central area. There are heritage attractions, historical monuments and a very attractive natural environment around much of the lake.

It has huge pedestrian flows, considerable traffic congestion (with insufficient restriction of parking capacity or enforcement of what is there now), tour coaches everywhere, and a scheduled tourist bus network which does a good job but has much more potential.

It is impossible to model these flows and to test alternative scenarios as one does for planning the DTD movements of residents and workers, although we were able to identify broad bands of trip end volumes for main attraction areas, coach and rail terminals and the accommodation areas. We had to develop a
problem-led approach to policy and plan development, based on the practical measures known in the UK and elsewhere to be effective. These included
- stricter parking controls supported by enforcement,
- coach management regime with special traffic priority measures for them as well as for local buses;
- additional pedestrianisation in key tourism streets approaching the West Lake,
- the development of the scheduled tourist bus network coupled with much more aggressive and comprehensive marketing (clear branding, good information on buses, at stops and in hotels, simple ticketing) and
- further development of park-and-ride for car-borne visitors from the region.
As well as integrating the main flows of visitors from the coach and rail terminals to the tourist area with the main transportation plans for the city.

Finally, in some remoter areas of the UK and other countries, the challenge is to make TAD easier in order to spread the economic benefits of tourism across the area - in the UK a good example is the Scotland. Here tourism is particularly important to the Scottish economy and there are no transport capacity issues. It’s about developing tourism produce in line with the intrinsic attractiveness of the rural areas, especially the Borders, the Loch Lomond/Perthshire/Grampians belt and the Highland and Islands, as well as the cities of Edinburgh and Glasgow. For the rural areas, the transport networks are about facilitating travel, particularly to the north: the adequacy of the road network to the Highlands; the air networks serving Inverness, Aberdeen and the islands, and the boat/ferry services; and the rail network serving the GTB and the TAD travel.

Basically one is looking for balanced provision of transport alongside the hospitality, the intrinsic attractiveness of the different destinations, and the marketing of it - promotion, information, market segmentation, and the distribution of tourism and travel product, both for the travel trade and for individuals.

3.4 Tourism and Sustainability

Tourism is centre stage for the rapidly growing concern about environmental issues, climate change and carbon emissions, as well as the issues about economic and social sustainability.

Tourism is the fastest growing sector in the world economy. Along with the rest of the service sectors, and much less than manufacturing or extractive industries, it is not resource hungry for the world’s natural resources - with the dramatic exception of oil-based fuel for air travel. Tourism is the largest single driver of the growth of carbon emissions, because tourism is the dominant journey purpose for air travel.

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Other environmental impacts tend to be specific and local - for example, the effect of major tourism development in certain developing world destinations on water supplies for the rest of the community or region.

For economic sustainability tourism generally scores positively - it spreads wealth around the world, bringing employment to many poorer and more rural areas. We only need to remember how desperate the communities affected by the 2004 Tsunami in south east asia were to restore something of the tourism infrastructure and to welcome visitors back.

Community and Social Sustainability: tourism can give rise to some concerns. While the employment brought by tourism will sustain communities, particularly as the formal skill requirements are not demanding, there are risks of long term damage to identity and way of life. Thoughtless tourism development can so easily promote homogeneity rather than distinctiveness, and risks the presentation of cultural diversity and uniqueness becoming inauthentic and humiliating. With a careful approach, which does not grant a commercial hegemony over development, these issues can and are being managed.

3.4.1 Carbon emissions and personal carbon trading.

Returning to the relationship between tourism, travel, aviation and climate change, my own belief is that climate change policy measures should be designed to reflect the high substitutability of tourism destinations and experiences, and the travel elements which form part of them. This argues against ‘simple’ environmental taxes on aviation which might increase the cost to the passenger by 10% or 25% or even 50%. What is does argue for is a mechanism which enables the potential tourist to make their own trade-offs and decisions to reduce or minimize carbon emissions.

Such a mechanism is personal carbon trading, based on universal individual allowances of carbon units, which are used by individuals alongside money to ‘buy’ travel, and to ‘buy’ energy for their homes at ‘prices’ which reflect the carbon emissions of the travel or energy product. The systems for doing this can be and are being envisaged.

Individuals with unused carbon units may sell them on the ‘market’, and those who can afford and wish to use more than their allowance, may buy more units. Depending on the overall level of allowances, units would trade at a market equilibrium price.

The real point is that it provides a mechanism and an incentive over and above the mere monetary cost for people to substitute high carbon-using tourism experiences (flying to the Caribbean) with low carbon-using experiences (going to the south of France by the train). And the mechanism exactly reflects and delivers the objective of reducing carbon consumption.
This is a big subject and cannot be addressed in further detail here, but personal carbon trading is suddenly on the agenda with the recent mention by the UK Secretary of State for Environment, David Miliband and its further consideration by the Secretary of State for Transport, Douglas Alexander.

4 SUMMARY

Key summary points:

- Tourism travel is fundamentally different from day-to-day travel, the preoccupation of transport planners concerned with urban and regional transport;
- Tourism travel is the most income elastic type of travel, and globally it is the fastest growing;
- Tourism travel is part of an overall tourism visit and experience, the economic value of which is usually significant for the destination;
- Tourism travel usually embodies two quite different elements of travel - the GTB (Getting there and back), and the TAD (Travel around the destination) - which exhibit different characteristics, different impact on transport networks, and require different strategies to address and manage them;
- The impact of tourism travel on networks whether GTB or TAD is highly specific, and very different from that of DTD travel;
- Decisions about tourism travel are integral to the wider decisions about the whole tourism visit and experience, which are determined by many other factors than those relating to travel and transport;
- In general, tourism destinations/experiences are relatively substitutable - that is not to say that they are not unique in themselves, but that the potential visitor will bring many factors to bear in making choices. As a result much tourism travel can and does seem very sensitive to price, time and convenience factors - to ‘generalised cost’ in other words;
- Tourism travel has been found very difficult to model or forecast at the generic level, which makes it difficult to assess or evaluate policies to manage it, except at the most local level where problem-led approaches can be perfectly effective;
- Tourism travel - or long distance travel generically - has been successfully analysed and modelled on a modal basis, eg for rail in the UK and for aviation, but there is a scarcity of analyses of multi-modal long distance and tourism travel;
- Tourism is usually benign in its economic impacts and positive for economic sustainability of the communities involved, particularly for rural and poorer areas; there can be both positive and negative impacts on social and community sustainability;
- But tourism scores negatively for environmental sustainability, as it is the dominant journey purpose in air travel, and therefore the most significant (per head) and fastest growing driver of global carbon emissions. Any measures
to address this, especially in aviation, should reflect the high substitutability of tourism product/experiences rather than be based simply on modal taxes.

- My own view is that personal carbon trading, based on universal individual carbon allowances used for ‘buying’ travel and home energy consumption, is likely to be the most effective way of managing down carbon emissions generated by personal travel, while still enabling wide choices to be made in tourism experiences.