Desirable Transport Futures

3rd international workshop in the Black Forest (Freiburg, Germany)

28th June - 1st of July 2016

Workshop reader

Organised by:
Stefan Gössling (Linnaeus University, Sweden; Western Norway Research Institute, Norway)
Paul Peeters (NHTV Breda University of Applied Sciences, The Netherlands)
Scott Cohen (University of Surrey, UK)
Eke Eijgelaar (NHTV Breda University of Applied Sciences, The Netherlands)
James Higham (University of Otago, New Zealand)

Supported by:
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1. Introduction

Sponsored by the Centre for Sustainable Tourism and Transport (NHTV Breda University, The Netherlands), the School of Hospitality and Tourism Management (University of Surrey, UK), the Research Centre for Sustainable Tourism (Western Norway Research Institute), the Department of Tourism (University of Otago, New Zealand), and Linnaeus University (Sweden), the 2016 international workshop in the Black Forest will focus on desirable transport futures.

We seek to address visions of desirable sustainable transport systems that have the potential to be actively taken up by wide cross-sections of society. The main aim is to seek inter-disciplinary approaches to transitioning the tourism and transport sectors to a sustainable emissions path.

The programme can be found in section 5 of this booklet and covers destination transport futures, participatory-based approaches, urban mobility transitions, desired futures, issues of fashion and equity, and low carbon mobility solutions. Furthermore the programme provides a voluntary global tourism climate mitigation workshop on Wednesday, two dinners, and a hike in the hills on Friday morning.
2. Rationale of the workshop

This is the third international workshop in the Black Forest, following the first (2012) on ‘Psychological and behavioural factors in understanding and governing sustainable tourism mobility’ and the second (2014) on ‘The psychology of governing sustainable tourism mobility: Bridging the science-policy gap’.

Drawing on the outcomes of the workshops hosted in 2012 and 2014 and the wider scientific literature, there is now considerable evidence that voluntary changes in transport behaviour are difficult to achieve. The 2016 workshop in Germany’s Black Forest will consequently focus on desirable transport futures, that is, visions of desirable sustainable transport systems that have the potential to be actively taken up by wide cross-sections of society. A starting point for this is the analysis of sustainable transport transitions that are now underway, and the analysis of the structural, political, institutional and social/psychological factors underlying those transitions.

However, before entertaining alternatives to the current unsustainable transport system, it is essential to know what desirable transport futures may look like. The Desirable transport futures workshop seeks to accommodate a wide range of perspectives on what might be considered ‘desirable’ mobility. Critical analyses of mobility transitions, including barriers confronting the achievement of desirable transport futures, are contributions that would add value to the workshop. The main aim of the 2016 workshop is to seek interdisciplinary approaches to transitioning the tourism and transport sectors to a sustainable emissions path. Insights from across the social and natural sciences are very much encouraged.

The organisers

- Stefan Gössling (Western Norway Research Institute, Norway)
- Paul Peeters (NHTV Breda University of Applied Sciences, The Netherlands)
- Scott Cohen (University of Surrey, UK)
- Eke Eijgelaar (NHTV Breda University of Applied Sciences, The Netherlands)
- James Higham (University of Otago, New Zealand)

Scientific advisory board

- Dr Stewart Barr (University of Exeter, UK)
- Dr Felix Creutzig (Mercator Research Institute on Global Commons and Climate Change, Germany)
- Professor Michael Hall (University of Canterbury, NZ)
- Dr Paul Hanna (University of Surrey, UK)
- Dr Julia Hibbert (Bournemouth University, UK)
- Dr Tim Schwanen (TSU, University of Oxford, UK)
- Professor Bert van Wee (TU Delft, Netherlands)

Publications

Freiburg 2016


This year, we seek to organize a high-quality workshop with intended outputs including special issues in both the Journal of Sustainable Tourism and Transportation Research Part D: Transport and Environment (2017/2018). Opportunities will be discussed during the workshop.

Presentation guidelines
The maximum length of presentations is 20 minutes, to allow for at least 5 minutes of discussion (25 minutes total per contribution). The usual formats, such as PowerPoint, can be used. The venue offers Web access.
3. Venue and accommodation

The conference venue, Hotel Fortuna, is situated in the little hamlet of Kirchzarten, less than ten kilometers from Freiburg im Breisgau, the gateway to the German Black Forest. The place offers not only a perfect venue to host a stimulating workshop, but also opportunities for hiking, cycling and experiencing nature, and visiting the picturesque city of Freiburg.

Location
Kirchzarten is easily accessible by train from the Freiburg main station, which in turn is connected to the European train network. For those arriving by air, Germany’s largest airport Frankfurt is just a two-hour train ride away. A map of Kirchzarten and surroundings can be found here and in the following section.

Address
Hotel-Restaurant Fortuna
Familie Meder
Hauptstraße 7
79199 Kirchzarten
Germany
Phone 0049 (0)7661 / 39 80
Fax 0049 (0)7661 / 39 81 00
Email info@hotel-fortuna-kirchzarten.de

Book your accommodation
Participants arrange accommodation directly with Hotel Fortuna at the special conference rate of €60 per night (single room; for doubles please contact the hotel). Please note that Hotel Fortuna only has 30 rooms, which will be provided on a first-come, first served basis. Further accommodation is available in the adjacent Hotel Sonne. Early booking is recommended. When booking, do not forget to note you are a participant of the workshop. For booking a room at Hotel Fortuna click here. For booking a room at Hotel Sonne click here.
Freiburg 2016

4. Travel information

Kirchzarten is easily accessible by train from the Freiburg main station, which in turn is connected to the European train network. For those arriving by air, Germany’s largest airport Frankfurt is just a two-hour train ride away.

**Sustainable travel**
The organizers of the workshop aim to bring tourism transport and mobility towards a more sustainable level. Given the purpose of the workshop and to reduce the carbon footprint of all participants, we would highly recommend travelling to the workshop by train and/or bus, where available.

**How to get there**
By rail from all of Europe please check timetables and book at the [DB website](http://www.deutschebahn.com).

Some example travel times up to Kirchzarten:

- Frankfurt a/M: 2.00 hrs
- Paris: 3.00 hrs
- Amsterdam: 6.45 hrs
- London: 7.20 hrs
- Brussels: 6.00 hrs
- Berlin: 6.50 hrs
- Marseille: 8.45 hrs
- Rome: 9.30 hrs
- Barcelona: 13.30 hrs
- Copenhagen: 12.45 hrs
- Vienna: 9.00 hrs

*By rail from Freiburg:* A railway-time table (PDF) for going from Freiburg to Kirchzarten (and back) can be found [here](http://www.deutschebahn.com). You can also use the time table information of [local public transport](http://www.deutschebahn.com). See map next page for location station Kirchzarten and Hotel Fortuna (walking distance 600 meter).

*By car (from Freiburg):* Exit Freiburg-Mitte, proceed in direction Donaueschingen/Titisee-Neustadt, you are reaching Kirchzarten after roughly twelve kilometers, after crossing Freiburg. See also map next page.

*From Frankfurt International airport (Germany):* There is a railway station at the airport. Take the train towards Basel. The train takes roughly 2 hours to Freiburg railway station.

*From Basel airport (Switzerland):* The airport has a Swiss and a French exit. Leave the baggage area via the exit marked France (do not take the one marked Switzerland). At the outside of the Airport building (French side) take the Bus to the Freiburg - railway station. The bus ride takes one hour.

*At Freiburg railway station:* take either a taxi (about 25,- EUR) or take the train to Kirchzarten (towards Titisee), leave at the third station. The ride takes about 12 minutes. In case that you do not have a long-distance train ticket to Kirchzarten you have to obtain a ticket for the local transport services at the train station. It is not possible to buy such a ticket in the train. There are ticket machines on the platforms, you will need a "zone 2" ticket. The train generally leaves from platform 7.

More information can be found at the website of the [tourist information center](http://www.deutschebahn.com). This link provides traveling information, including a route-planner.
Freiburg 2016
### Freiburg 2016

## 5. Programme

### Tuesday 28th of June 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td>Reception opens at the venue (Hotel Fortuna, Hauptstraße 7, Kirchzarten, Germany)</td>
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<tr>
<td>18:00</td>
<td>Drink reception at Hotel Fortuna</td>
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<tr>
<td>19:30</td>
<td>Conference dinner at Spritzenhaus Kirchzarten (opposite from Hotel Fortuna)</td>
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### Wednesday 29th of June 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Chair</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Opening and welcome session</td>
<td>Stefan Gössling</td>
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<tr>
<td></td>
<td>Welcome and opening by Stefan Gössling, conference host</td>
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<tr>
<td></td>
<td>Wrap-up of Freiburg2012 and 2014 and introduction to the conference theme, by Stefan Gössling</td>
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</tr>
<tr>
<td>9:30</td>
<td>Session 1: Destination transport futures</td>
<td>Scott Cohen (<a href="mailto:s.cohen@surrey.ac.uk">s.cohen@surrey.ac.uk</a>)</td>
</tr>
<tr>
<td></td>
<td>Chair: Scott Cohen</td>
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</tr>
<tr>
<td></td>
<td>1 Anna Scuttari, Francesco Orsi &amp; Ruben Bassani: Assessing the tourism-traffic paradox in mountain destinations. A stated preference survey on the Dolomites’ passes (Italy)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Nick Davies, Jo Guiver &amp; Davina Stanford: Drive Less, See More: The Impact of Providing More Sustainable Travel on Visitor Journeys and Destinations in the Lake District, UK</td>
<td></td>
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<tr>
<td></td>
<td>3 Angela Smith, Derek Robbins &amp; Janet Dickinson: Defining sustainable transport in rural tourism: experiences from the New Forest National Park</td>
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<tr>
<td>10:45</td>
<td>Coffee break</td>
<td></td>
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<tr>
<td>11:15</td>
<td>Session 2: Advocacy- and participatory-based approaches</td>
<td>Eke Eijgelaar (<a href="mailto:eijgelaar.e@nhtv.nl">eijgelaar.e@nhtv.nl</a>)</td>
</tr>
<tr>
<td></td>
<td>Chair: Eke Eijgelaar</td>
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<td></td>
<td>4 Rouven Doran, Daniel Hanss, Svein Larsen &amp; Torvald Øgaard: Am I willing to make an effort to protect the environment? Maybe, just let me check with the others first!</td>
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<tr>
<td></td>
<td>5 Toon Zijlstra &amp; Thomas Vanoutrive: Constructing a desirable transport future: the case of the mobility budget</td>
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<td></td>
<td>6 Scott A. Cohen, Stefan Gössling &amp; Paul Hanna: The dark side of travel: A media comments analysis</td>
<td></td>
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<tr>
<td>12:30</td>
<td>Lunch at Hotel Fortuna</td>
<td></td>
</tr>
<tr>
<td>14:00</td>
<td>Session 3: Urban mobility transitions</td>
<td>Paul Peeters (<a href="mailto:paul.peeters1000@gmail.com">paul.peeters1000@gmail.com</a>)</td>
</tr>
<tr>
<td></td>
<td>Chair: Paul Peeters</td>
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<tr>
<td></td>
<td>7 Yael Ram &amp; C. Michael Hall: The transition to walking cities: The significance for urban tourism and leisure</td>
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<td></td>
<td>8 Derek P.T.H. Christie, Vincent Kaufmann &amp; Emmanuel Ravalet: “Frequent walkers” are multimodal in their actions and individualistic in their motivations, according to a qualitative study in two Swiss cities</td>
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<td></td>
<td>9 Max Reichenbach, Maike Puhe &amp; Jens Schippl: Chances and obstacles of urban ropeway systems in Germany</td>
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<tr>
<td>15:15</td>
<td>Coffee break</td>
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### Freiburg 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
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<tbody>
<tr>
<td>15:45</td>
<td><strong>Session 4: Desired futures</strong></td>
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<tr>
<td></td>
<td>Chair: James Higham (<a href="mailto:james.higham@otago.ac.nz">james.higham@otago.ac.nz</a>)</td>
</tr>
<tr>
<td></td>
<td>10 Bruno Abegg, Leandra Jänicke, Rainer Unger &amp; Markus Mailer: Current and future tourism mobility in an Alpine setting</td>
</tr>
<tr>
<td></td>
<td>11 Paul Peeters: Searching for the undesirable effects of a global desirable tourism transport future</td>
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<tr>
<td>16:45</td>
<td><strong>Close of first day</strong></td>
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<tr>
<td>17:00</td>
<td><strong>Voluntary working session “Decarbonising tourism’s future”</strong></td>
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<tr>
<td></td>
<td>Moderator: Paul Peeters</td>
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<td></td>
<td>In an interactive session, using Paul’s dynamic Global Tourism Transport Model (GTTM\textsuperscript{dyn}), participants can try measures to get global tourism emissions towards a sustainable level and discuss the validity and surprises. These range from a global carbon tax to introducing more turboprop aircraft, from taxes on aviation to investing in high speed rail, and from changing the attraction of ‘distance’ to investing in efficiency for accommodations, or subsidising the introduction of five kinds of biofuels. The GTTM\textsuperscript{dyn} will show the impacts of measures taken up to the year 2100. It shows what is effective, what is not, what might be contradicting and ultimately how to define ‘sustainable development’ of tourism.</td>
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<tr>
<td>18:00</td>
<td><strong>Drink reception at Hotel Fortuna</strong></td>
</tr>
<tr>
<td>19:30</td>
<td><strong>Conference dinner at Hotel Löwen, Kirchzarten</strong></td>
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#### Thursday 30\textsuperscript{th} of June 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
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<tbody>
<tr>
<td>9:00</td>
<td><strong>Session 5: Issues of equity and ethics</strong></td>
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<tr>
<td></td>
<td>Chair: Stefan Gössling (<a href="mailto:sgo@vestforsk.no">sgo@vestforsk.no</a>)</td>
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<tr>
<td></td>
<td>12 C. Michael Hall: Aesthetics, Noise, and Economics But Not Really Climate Change: Issue Linkage in Opposition to Airport Developments and Implications For Desirable Transport Futures</td>
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<tr>
<td></td>
<td>13 James Higham, Tara Duncan, Caroline Orchiston &amp; Debbie Hopkins: Beyond the status quo: Academic mobility and travel substitution</td>
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<td>14 Joseph Kantenbacher, Paul Hanna, Graham Miller, Caroline Scarles &amp; JingJing Yang: Attitudes toward sacrifice for the sake of leisure air travel</td>
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<tr>
<td>10:15</td>
<td><strong>Coffee break</strong></td>
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<tr>
<td>10:45</td>
<td><strong>Session 6: Theories of fashion</strong></td>
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<tr>
<td></td>
<td>Chair: Eke Eijgelaar (<a href="mailto:eijgelaar.e@nhtv.nl">eijgelaar.e@nhtv.nl</a>)</td>
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<tr>
<td></td>
<td>15 Julia Hibbert: Social identity: a tool for creating a desirable transport future?</td>
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<td></td>
<td>16 Pauline Wolff: The desirability of transport modes: towards an epistemological overview</td>
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<td></td>
<td>17 C. Michael Hall, Girish Prayag &amp; Chris Chen: Theories of Fashion and Fashionable Theories: The Current and Potential Role of Fashion as a Factor in Desired Mobility and Tourism</td>
</tr>
<tr>
<td>12:00</td>
<td><strong>Lunch at Hotel Fortuna</strong></td>
</tr>
<tr>
<td>13:30</td>
<td><strong>Session 7: Low car(bon) mobilities</strong></td>
</tr>
<tr>
<td></td>
<td>Chair: Paul Peeters (<a href="mailto:paul.peeters1000@gmail.com">paul.peeters1000@gmail.com</a>)</td>
</tr>
<tr>
<td></td>
<td>18 Peter Cox: Radlust? What makes cycling desirable?</td>
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<tr>
<td></td>
<td>19 Jade Rudler: Desiring a future without car: why not? Focus groups as a way of revealing potential pathways to desirable transport futures</td>
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<td>20 Debbie Hopkins: Collaborative mobilities: achieving a low-carbon future together</td>
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### Freiburg 2016

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>14:45</td>
<td><strong>Coffee break</strong></td>
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<tr>
<td>15:10</td>
<td><strong>Session 8: The role of fashion</strong></td>
</tr>
<tr>
<td></td>
<td>Chair: James Higham (<a href="mailto:james.higham@otago.ac.nz">james.higham@otago.ac.nz</a>)</td>
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<tr>
<td></td>
<td>21 Stefan Gössling &amp; Ann-Christin Andersson: Can public shaming induce change towards low-carbon transportation?</td>
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<tr>
<td></td>
<td>22 Paul Hanna, Joseph Kantenbacher, Scott Cohen &amp; Stefan Gössling: Role model advocacy for sustainable transport</td>
</tr>
<tr>
<td>16:00</td>
<td><strong>Final discussion, research agenda &amp; publication opportunities</strong></td>
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<td></td>
<td>Chair: Paul Peeters</td>
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<tr>
<td>17:00</td>
<td><strong>Closure of workshop</strong></td>
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<tr>
<td>TBA</td>
<td><strong>Departure bus to St. Peter</strong></td>
</tr>
<tr>
<td></td>
<td>(departures bus 7216 at Kirchzarten train station to St. Peter Zähringer Eck 17:28, 17:58, 18:28)</td>
</tr>
<tr>
<td>TBA</td>
<td>Conference dinner at Hotel-Restaurant Zur Sonne, Zähringer Str. 2, St. Peter</td>
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<tr>
<td>open</td>
<td><strong>Bus back to Kirchzarten</strong></td>
</tr>
<tr>
<td></td>
<td>(departures bus 7216 at St. Peter Zähringer Eck to Kirchzarten 21:33, 22:31 and 23:41)</td>
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### Friday 1st of July 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00</td>
<td><strong>Hiking excursion</strong></td>
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<tr>
<td></td>
<td>Paul Peeters is planning to guide a hike in the vicinity of Kirchzarten. The final route will depend on the group’s wishes and the weather but may involve bits of heaven (Himmelreich) and hell (Höllental), include an exciting gorge (Schlucht) or some rocky outcrops. It may or may not involve a short stretch by train or bus. The arrival back at Fortuna is planned to be at about 13:30.</td>
</tr>
<tr>
<td></td>
<td>(Paul is an experienced hiking guide at the Royal Dutch Mountaineering and Climbing Club, and normally does not lose too many members of the parties he guides along the way).</td>
</tr>
</tbody>
</table>
6. Abstracts

6.1 Session 1: Destination transport futures

Anna Scuttari¹, Francesco Orsi² & Ruben Bassani¹

Assessing the tourism-traffic paradox in mountain destinations. A stated preference survey on the Dolomites’ passes (Italy)
¹ Institute for Regional Development and Location Management, European Academy of Bolzano (EURAC research), Italy
² Department of Geography, Kansas State University, USA

Transport is receiving an increasing amount of attention in the tourism literature, considering both its global impacts (Gössling, Scott, & Hall, 2015) and its effects at the destination level (Dickinson, Robbins, & Fletcher, 2009; Guiver, Lumsdon & Weston, 2008). A growing interest is dedicated to the integrated design and management of tourism and transport (Schiefelbusch, Jain, Schäfer, & Müller, 2010), particularly at the destination level; because traffic-related impacts seem to affect the recreational quality of tourist experiences on site (Manning et al., 2014; Orsi, 2015), but also because traffic management measures aimed at mitigating these impacts still have an underexplored effect on future tourism demand (Scuttari, Della Lucia, & Martini, 2013). This leads to the paradox that private motorised traffic is commonly perceived as a threat to destinations’ (environmental and economic) sustainability, yet the transition towards more sustainable forms of mobility is rewarded as a risky task (Scuttari, Volgger, Pechlaner, 2016). In order to overcome this paradox and to govern a successful transition towards more sustainable mobility solutions in tourism destinations it is important to increase knowledge on consumer behaviour (Orsi, Geneletti, 2014).

This paper aims to investigate the visitors’ perception of transport-related impacts on destinations and the factors affecting mode choices, in order to design transport systems that safeguard both nature and the tourist experience. A stated preference survey was conducted in the trans-regional Dolomites UNESCO World Heritage Site (Italy), where the issue of mobility on mountain passes represents a great challenge to overcome. The exceptional beauty of the site, the high intensity of traffic flows and the fragmented nature of Alternative Transportation Systems (ATS), make the case worthy of consideration. The survey was used to elicit visitor sensitivities to a series of management and experiential conditions. Simulations were then used to predict the mode choice as a consequence of various access policies. Surprisingly, results indicated that overcrowding is not perceived as a major threat to tourist experiences, while the acceptance of traffic management measures varies among nationality, chosen transport mode, availability of information on ATS and frequency and costs of the service. As confirmed in the literature, mixed traffic management measures seem to work better than solely carrot or stick measures (Holding, & Kreutner, 1998).

Nick Davies¹, Jo Guiver¹ & Davina Stanford²

Drive Less, See More: The Impact of Providing More Sustainable Travel on Visitor Journeys and Destinations in the Lake District, UK
¹ Institute of Transport and Tourism, University of Central Lancashire, UK
² School of Events, Tourism And Hospitality, Leeds Beckett University, UK

The Lake District (UK) has long suffered congestion and other problems resulting from the majority of its visitors arriving and travelling around by car. In 2011, it received a grant of £8m (€1.5m) to improve visitor travel, reduce carbon emissions and promote less damaging forms of travel. This presentation reports the findings of research into visitor travel behaviour comparing analysis of visitor travel diaries from before (2011) and after (2014) the interventions.
At ten popular visitor locations and several accommodation sites, visitors were asked to complete simple travel diaries about their day’s itinerary with times of stops, modes used for each journey stage and distances travelled. The surveys were conducted at each location on three parallel days (of the week and the season) each year. In total, over 1,000 travel diaries were completed (564 in 2011 and 583 in 2014) giving details of over 7,000 journey stages. The methodological challenges posed by the volume of data, different travel patterns of staying and day visitors and classifying destinations are described, along with the solutions adopted.

A comparison of the data from the two years indicates a reduction of visitor mileage around the area, with shorter, more local trips, but increases in the distances travelled to the area. The number of trips on foot, bike, bus and boat increased in total and as a proportion of all trips and both these contributed to a reduction of 7.8% of carbon emissions. The presentation reports further findings from this unique dataset, and how these may relate to similar tourist areas. It discusses the impact of improving travel within an area on travel to it and contributes to the debate about how leisure travel can be made more sustainable and the relative effectiveness of ‘nudge’ tactics, improving provision or structural changes to infrastructure and legislation.

Angela Smith¹, Derek Robbins¹ & Janet Dickinson¹

Defining sustainable transport in rural tourism: experiences from the New Forest National Park

¹ Faculty of Management, Bournemouth University, UK

In 2010 the UK Government declared that by 2030 England’s national parks would be places where sustainable development could be seen in action and low carbon transport and travel would be the norm. Examples of transport schemes which aim to encourage and facilitate more sustainable travel both to and within national parks are plentiful with some evidence to suggest that measures have successfully achieved a degree of modal shift amongst visitors. However, levels of sustainable mobility are difficult to define and the relative success of individual transport schemes are often monitored in isolation and are rarely considered strategically, or in the context of overall visitor travel demand and its integration with visitor behaviour. This research is being undertaken in collaboration with the New Forest National Park Authority who have implemented a wide range of transport initiatives since the Park’s designation in 2005. A review of existing data sources revealed the limitations of current sustainable transport monitoring tools which typically focused on individual measures and travel behaviour at isolated points in time. This approach fails to acknowledge the more complex travel patterns of visitors to rural destinations and presented the question of how to identify successful sustainable transport provision given the ad hoc nature of visitor travel, the wide dispersal of visitor origins and the greater intrinsic value of transport within tourism? In response, a new approach was developed for the 2015 New Forest Visitor Survey and data from this survey alongside a series of observations and semi-structured interviews have been used to provide an in-depth understanding of visitor travel behaviour in this context whilst enabling a more comprehensive approach to the evaluation of sustainable transport provision.
6.2 Session 2: Advocacy- and participatory-based approaches

Rouven Doran¹, Daniel Hanss¹,², Svein Larsen¹,³ & Torvald Øgaard³

Am I willing to make an effort to protect the environment? Maybe, just let me check with the others first!

¹ Department of Psychosocial Science, University of Bergen, Norway
² Fachbereich Gesellschaftswissenschaften und Soziale Arbeit, Darmstadt University of Applied Sciences, Germany
³ Norwegian School of Hotel Management, University of Stavanger, Norway

It seems less a question of “whether one should” than a question of “how one can” attempt to shift current patterns of tourism mobility into a more sustainable direction. Research from various social scientific disciplines suggests that targeting attitudes is not sufficient for promoting behavioural change in such context. An alternative approach could be to make use of social influence, for instance, when people adjust their behaviour in response to processing information about the behaviour of relevant others. This paper presents ongoing work approaching the issue of tourism mobility through the lens of social influence, focusing on social norms and social comparison. Particular attention is given to individual judgments about own and typical tourists’ entities (including attitudes and personal norms), as well as expectations about other tourists’ choices. An empirical study based on survey data is reported that explores cross-sectional associations between these factors and intentions to choose sustainable (vs. conventional) tourism alternatives. Results are discussed in relation to prior research on when and how social influence can play a role in promoting behavioural change for environmental reasons. Finally, we discuss how the insights gained from the empirical study can assist in the transition toward a more sustainable future of tourism mobility.

Toon Zijlstra¹ & Thomas Vanoutrive¹

Constructing a desirable transport future: the case of the mobility budget

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‘In the near future we wake up and see how we will arrive smoothly at our destination that day. This will not always be by car’ according to the Flemish Minister of Transport in a newspaper item on the Mobility Budget (MB). It is just one of many quotes that underline the need for a MB in Belgium; this relative new concept was able to gain popularity in a very short notice. The central principal of the concept is that company car owners receive a budget instead of a car with a fuel card from their employer, the budget can be used to cover all kinds of travel expenses, though employees are also able to save budget for themselves. In this paper we offer a study on the genealogy of this concept through which we explain its current popularity. Furthermore, we offer an examination of the performative power of the MB. The approach used is a discourse analysis of the debate in Belgium in the period 2008 to 2014. Written sources (n=52) are papers by central actors accompanied by items from websites, newspapers and magazines, many of them with quotes from main actors. Based on our analysis we argue that the poor definition of the MB is part of its success, all parties involved find room to implement their ideas and projects. In order to gain attention, actors actively and frequently refer to ‘the congestion evil’ in Belgium; the MB is depicted as an efficient way to reduce car use. The concept is rooted in pragmatic multi-modalism: it is explicitly not anti-car, but favours the freedom of choice. Furthermore, the MB implies self-control for the individual employee, therefore it is a perfect tool for the liberated firm.
The publication of Cohen and Gössling’s (2015) paper, ‘A darker side of hypermobility’, led to considerable media coverage and sparking of the public imagination. The study had been a synthesis of the existing secondary literature on the personal and social consequences of frequent business and leisure travel, and organised these ‘costs’ into physiological, psychological & emotional, and social sides. The paper was eventually featured in more than 85 news outlets across 17 countries, engendering over 150,000 shares on social media. The direct media coverage generated 433 comments from readers, which are in themselves a potential source of rich insight into how the public reacts online when faced with an overview of the negative sides of frequent travel. The media comments presented an opportunity to explore the research question: ‘In what ways do people negotiate and respond to explicit physical, psychological, and social health warnings surrounding hypermobility?’

The present paper utilises discursive analysis to analyse this body of media comments. Our analysis finds that two key identities are performed through public responses to the explicit health warnings concerned with hypermobility. Firstly, there are those who reaffirm their identity as the ‘flourishing’ hypermobile that either deny the health implications, or present their strategies to actively overcome them. However, there is also the ‘floundering’ hypermobile who seeks solace in the public dissemination of the health warnings: they highlight their passivity in the construction of their identity as hypermobile and its associated health implications. The latter group demonstrates a desire to reduce their travel frequency, and points to two implications: one, there is potential for hypermobility to be reduced through a focus on wellbeing; and two, interventions may need to be targeted at the level of human resource management, given that much hypermobility is business-related and to a degree beyond the ‘floundering’ hypermobile’s perceived locus of control.
6.3 Session 3: Urban mobility transitions

Yael Ram¹ & C. Michael Hall²

The transition to walking cities: The significance for urban tourism and leisure

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Walkability, meaning the extent in which a place enables walking, is a core competence of sustainable cities. Where possible, cities may potentially be planned according to walkability principles, such as connectivity, accessibility, and intense and mixed land uses, to improve their citizens' well-being, city image and housing. Where areas of a city have not been initially planned to enable walkability initiatives can be undertaken to facilitate walkability, often in conjunction with other transport initiatives related to cycling and the use of public transport. Additionally, assessments of walkability, including web-based applications such as Walkscore.com, are increasingly published on-line and provide comparisons between cities and neighborhoods that is gradually finding its way into urban and regional planning and consumer decision-making. In other words – walkability, as a form of low-carbon mobility, is becoming a common index to decide "what a 'good city' is".

However, the potential transition to more walkable cities usually ignores urban tourism and the intra-destination mobility needs of visitors. This is surprising given the importance of urban tourism for many cities. The present work argues that urban visitors and tourists, after reaching the urban destination, are generally ignored in terms of their walkability needs and their specific requirements. The presentation provides an overview of the literature on walkability and then utilises empirical examples to show how important factors of walkability are overlooked or embraced when addressing urban tourism and the experience of walking in urban destinations as a visitor.

Walking is one of the most important forms of non-motorized transport in the transition to low-carbon mobility and which compliments public transport, cycling and design initiatives. Yet, the understanding that these cities are also urban tourism destinations is often not fully appreciated in planning for low-carbon mobility. Given the importance of tourism for the economic sustainability of many urban destinations it is therefore essential that tourist walkability also become a consideration in urban design and planning.

Derek P.T.H. Christie¹, Vincent Kaufmann¹ & Emmanuel Ravalet¹

“Frequent walkers” are multimodal in their actions and individualistic in their motivations, according to a qualitative study in two Swiss cities

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We define “frequent walkers” as people who walk over one hour in public space on most days of the week. Because they have successfully undergone mode shift, such pioneers have the potential to initiate change towards sustainable transportation at population level. This project seeks to understand how and why they became frequent walkers, how they integrate walking into their schedules, and what they perceive as facilitators or hindrances.

After a quantitative phase, this qualitative phase analyses semi-structured interviews with 35 adult frequent walkers in Geneva and Lausanne. We found that most – but not all – of the walking is related to daily commuting. Concern with one’s health and well-being are key motivators. Time-management strategies such as getting up earlier in the morning and using alternative routes – a direct route in the morning, a scenic route in the evening – are hallmarks of frequent walking in this population. Facilitators include the presence of parks and green spaces. Hindrances are road traffic, narrow or missing pavements (sidewalks), and traffic lights. Most respondents expressed aversion towards noise, air pollution, and – especially – tobacco smoke.
Environmental motivation was not mentioned in connection to walking and no trace of an informal community of frequent walkers was found. Several participants said they switch off while walking, operating in a socially closed mode while remaining receptive to sensitive aspects such as noise, smells, sunlight, the view, or fresh wind. Altogether, individual values rather than collective values emerged from the analysis.

Most participants used public transport and/or motor vehicles on a daily basis. Their total transport time was therefore higher than the population average, contrary to the Zahavi conjecture positing that travel times remain constant at 1.0-1.2 hours per day (Metz, 2008). It follows that mode shift has only partly occurred in this sample. The implications of these findings are discussed.

Max Reichenbach¹, Maike Puhe¹ & Jens Schippl¹

Chances and obstacles of urban ropeway systems in Germany

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Achieving sustainable mobility is the goal of many European and German cities. Because capacity or spatial limits of conventional public transport have often been reached, urban ropeway systems are increasingly discussed as an innovative means to support more sustainable mobility in cities. In this paper, we will look at successful and discontinued urban ropeway projects in Germany, giving particular attention to positions raised during project initiation and how these triggered the course of these projects. Our main focus will be on the different interests, goals, norms and values submitted and the question to what extent these facilitate or mean a principal barrier for the establishment of urban ropeway systems in Germany.

Numerous examples worldwide prove that urban ropeways can help to overcome topographic or traffic barriers, to reach areas with poor public transport, or work as feeder solutions. Urban ropeways are space saving, relatively inexpensive and can be fully integrated into existing public transport systems, making them an additional element of a desirable urban transport portfolio. In Germany, however, project ideas for urban ropeways have only rarely survived their concept stages. We will ask whether the often substantial resistance from professionals or the population is based on quantifiable factors, where transport planning routines are hampering the implementation, or whether specific actor settings and interests interfere with the respective transport problem.

Apart from a media analysis, we will conduct semi-structured expert interviews with ropeway manufacturers, public transport authorities and operators, concerned citizen groups and transport planners to analyse actor dynamics and how these trigger or hamper the course of ropeway projects. In the manner of technology assessment, we will specifically take into account the interplay between technical characteristics of urban ropeways, institutional settings, planning processes, and the specific arguments of involved actors.

Acknowledgement

The paper at hand will build on a project to be carried out for the Ministry of Transport and Infrastructure of the German state of Baden-Württemberg. The project starts in February 2016. Its aim is to identify the deployment potential, barriers and constraints, as well as required adjustments of planning parameters and procedures for realizing urban ropeway systems in Germany.
6.4 Session 4: Desired futures

Bruno Abegg¹², Leandra Jänicke², Rainer Unger² & Markus Mailer³

Current and future tourism mobility in an Alpine setting
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We will present the results of a survey in the Alpine tourism destination of Alpbach, Austria. The survey (n = approx. 1000 tourists; summer survey took place in Aug. 2015, winter survey will end in February 2016) covers tourist mobility (to/from and within destination), tourist knowledge (e.g. interdependencies between mobility, climate change and tourism), mitigation (e.g. individual strategies to reduce energy consumption/CO₂ emissions while vacationing) and barriers to/incentives for a more energy efficient and climate friendly tourism mobility. Preliminary results (summer guests only) show, for example, that the tourists i) are relatively well informed about the relationships between climate change and tourism; ii) underestimate the role of transport in contributing to tourism energy consumption and CO₂ emissions; and iii) are reluctant to change travel mobility patterns, in particular when it comes to flying. Incentives, both external and internal, however, may help to modify ground-based tourism mobility. The results will be discussed in the wider context of the “Mount+∗+-project which aims at contributing to the transformation of Alpbach into a role model for sustainable and energy efficient/climate friendly Alpine tourism. This a demanding task bringing together various stakeholders, including the mayor, the destination manager, the ski area operator, several hoteliers etc., who have to think about i) desirable tourism (including transport) futures and ii) strategies to reach the corresponding goals. Consequently, the second part of the presentation will focus on the trans-disciplinary process of moving towards a desirable future, covering aspects such as stakeholder involvement, and the role of key players etc.

Paul Peeters¹

Searching for the undesirable effects of a global desirable tourism transport future
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Transport plays a decisive role in the impacts of tourism on climate change. To assess the long term impacts of policies to mitigate these CO₂ emissions on the tourism economy and its emissions, the dynamic Global Tourism and Transport Model (GTTMdyn) has been developed. This model uses system dynamics to combine a suite of theories in an effort to project the development of global (international and domestic) tourism and its transport and CO₂ emissions based on understanding of the system including psychological insights in human and corporate behavior. GTTMdyn is designed to run until the year 2100 and calibrated to historic data between 1900 and 2010. The paper will first briefly describe the main characteristics and assumptions of GTTMdyn. The development of the number of trips is directly driven by income distribution and growth, while both destination (i.e. distance) and transport mode choice (air, car and other mainly rail) are the outcome of an interplay of travel cost and travel time and the genuine desire to travel longer distances. Furthermore the model includes constraints on growth from aircraft fleet development, airport capacity and considers the shares of turboprop aircraft in air transport and high speed rail in other (rail) transport. Then the paper will present the impacts of a range of global economic and demographic extrapolations and how the tourism system reacts to those. Following this, the effects of policy measures will be presented ranging from different types of taxes and levies, infrastructure investments and investments in more (CO₂-)efficient technologies. Finally, we will discuss the prospects and consequences for tourism to align its emission reductions with those globally required to fulfill the goals agreed at COP21 in Paris, December 2015.
6.5 Session 5: Issues of equity and ethics

C. Michael Hall¹

Aesthetics, Noise, and Economics But Not Really Climate Change: Issue Linkage in Opposition to Airport Developments and Implications For Desirable Transport Futures

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One of the most contentious areas of transport infrastructure development is the expansion and development of airports. In recent years this has been based, at least in part, on continued growth in aviation emissions. However, issues such as aesthetics, noise and the economic costs of such developments have been part of the policy debate for much longer, at least since the 1960s. These issues and the formation of opposition to transport infrastructure development also have a spatial basis. Although this is often framed as nimbyism by some stakeholders, especially those in favour of such developments, the spatial dimensions of policy debate are often much more fluid and depend on a wider range of factors.

Nevertheless, the issue of airport development, which is one of the more concrete representations of emissions growth arguably provides a valuable opportunity to look at both the realities of transport policy making from a public policy perspective and the role of public advocacy and the limits of public participation. The paper seeks to deal with the question of how do advocacy groups succeed in imposing their views on a policy problem against competing views within the policy arena? (or not?!). This is clearly significant for aviation where opposition to airports developments are argued from a number of different grounds, often related to different stakeholders, but it is the sum total of these stakeholders that become critical in influencing the trajectory of the policy process. "Issue linkage", which refers to bargaining that involves more than one issue. Issue linkage explicitly links knowledge with interests and the decision-making process. In terms of practical politics it may enable the formation of a larger coalition of policy actors with which to achieve policy aims. However, the larger the number of issues that are connected the more diffuse arguments may become and issues of emissions reduction, for example, get lost in policy debates. Drawing on an extensive number of cases this paper therefore seeks to provide an account of the nature of public policy making and its implications for transport policy futures.

James Higham¹, Tara Duncan¹, Caroline Orchiston² & Debbie Hopkins³

Beyond the status quo: Academic mobility and travel substitution

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An academic career has long been associated with high levels of professional mobility and international academic network development. This commonly involves movement between institutions and others places of work in the interests of academic training, research field work, conference attendance, research collaboration and periods of sabbatical leave. These academic mobilities are facilitated by institutions that seek to be international in standing and internationalised in profile and reputation. High levels of academic mobility have, it seems, become entrenched and extended through the expansion of academic networks, and accelerated by information technologies and real time communications. The University of Otago (New Zealand) is one of the most physically distant universities in the world. High academic mobility, as facilitated by conference leave policies, sabbatical leave provisions and the scope to plan travel itineraries in a way which allows academic and personal motivations to merge (e.g., to remain connected with family/friends) is considered critical to the recruitment and retention of academic staff. High academic mobility is considered (by many) to be central to the past, present and future success of the University of Otago.
This longstanding and entrenched position is fundamentally incompatible with the urgency of climate change and radical emissions reduction. It is also philosophically at odds with aspects of the University of Otago Charter, which speaks in terms of ‘conscience of society’, ‘global citizenry’ and ‘commitment to sustainability’. These aspects of institutional duplicity have been widely recognised, and concerns expressed, by members of the University community, including the student body. This paper reports on one aspect of a programme of research that critically examines academic mobility practices at the University of Otago. It is informed by a programme of 31 semi-structured interviews with academics based at the University of Otago, across all four academic divisions: Commerce, Humanities, Health Science and Sciences. In this paper we explore perceptions among the academic community of the contradictions of climate change and academic mobility. We then go on to address the scope for existing and emerging technologies to facilitate academic travel substitution. Here we report elements of acceptance and uptake, and opposition and resistance. The discussion of our findings is informed by concepts such as ‘co-presence’, ‘equitable distribution of meetingness’ and ‘networked sociality’ (Urry, 2002). We conclude with our reflections on the prospects of moving to sustainable academic mobility practices.

Joseph Kantenbacher¹, Paul Hanna¹, Graham Miller¹, Caroline Scarles¹ & JingJing Yang¹

Attitudes toward sacrifice for the sake of leisure air travel

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Tourism is an important leisure pursuit and, for many people, air travel is the default mode for leisure mobility. However, the current trend of increasing demand for air travel runs contrary to the rapid reductions in greenhouse gas emissions required to align the tourism industry with global emissions reductions targets. Any efforts to motivate reductions in consumption of leisure air travel should be informed by an understanding of how people prioritize air travel for holidays relative to other forms of consumption. Using data drawn from a survey of 2068 British adults, we assess the willingness of individuals to change their daily consumption patterns in order to maintain (or introduce) flying as a travel mode during holidays. We find a greater readiness to undertake additional expense (of time, effort, or money) than to retrench incumbent consumption patterns in order to fly for holidays. Respondents were more inclined to expend effort than money to secure the privilege of flying. Reluctance to sacrifice for the sake of flying varies across demographic categories and is greatest with regards to those items that are most associated with the basic infrastructure of modern life (e.g., mobile phones). While our findings may indicate a limited role for voluntary behaviour change on the part of the public, calls for pro-environmental sacrifice may yet be a constructive means to achieving greenhouse gas emissions reductions.
6.6 Session 6: Theories of fashion

Julia Hibbert

Social identity: a tool for creating a desirable transport future?

Bournemouth University, UK

Recent years have seen a growth in sustainable transport systems such as the e-bike and car sharing initiatives. This is partly in response to the need to move towards less carbon intensive transport systems and goes some way to addressing challenges faced in instigating the voluntary behaviour change necessary to reduce transport related emissions. However, the success of such infrastructures will depend on the wider population accepting and adopting the new systems.

This paper will present case studies of instances where sustainable transport systems have been implemented and explore the socio-psychological reasons for the success while also reflecting on barriers that may have been encountered. By considering social identity theory the paper will consider whether the take up of such initiatives is or can be influenced by trends, fashion and patterns of consumption.

Using data collected from 24 narrative interviews of travel histories, the paper will submit that travel is consumed as a means of adhering to trends or social norms in order to present positive identities. Following on from this, suggestions will be made about how the need to conform or rebel against specific social identities could be engineered to create a desirable social identity which may in turn be leveraged to achieve a desirable and more sustainable transport future.

Pauline Wolff

The desirability of transport modes: towards an epistemological overview

Faculty of Environmental Design, University of Montreal, Canada

What does ‘desirable’ mean and how does it change over time? Values associated with tangible objects and practices evolve, and modes of transport are no exception to that rule. The contemporary mobility turn, in line with a known cultural turn in the social sciences strongly asserts that (Cresswell and Merriman 2011; Urry 2008). On a more practical level, a brief history of any transport mode can also illustrate this idea: the devaluing discourse on biking in the late 19th century whereas it is positively viewed today (Bijker 1995; Héran 2014), or the recent urban rebirth of the tramway after its funeral in the 50s (Amar 2010; Stambouli 2007).

It is particularly relevant to observe these changes from a wider historical perspective if we seek to understand what is valued or positive in connotation today and how it might evolve. How do representations related to transport change over time and how are they linked to specific views of the world? Is there a way to position ourselves in a bigger epistemological picture that could enable us to understand patterns of valorization? These questions are part of a PhD research on the epistemology of urban planning and its connection with transport planning.

This paper will research the question of desirable transport futures on an epistemological level. Using Foucault’s work on the construction of ‘fields of rationality’ (Foucault [2004] 2007) and his dispositif concept (Foucault [1977] 1980, [1976] 1990), it will use the idea that choices of transport are linked to specific views of the world relating to a ‘circulation dispositif’ (Wolff, forthcoming). Ultimately, the paper aims to illustrate variations of connotations of transport modes inside this dispositif: the case of the tramway and the bike will be further developed to understand how those variations come and go and how this theoretical view allows to study transport transitions.
C. Michael Hall¹ & Girish Prayag¹ & Chris Chen¹

Theories of Fashion and Fashionable Theories: The Current and Potential Role of Fashion as a Factor in Desired Mobility and Tourism

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Fashion has been a significant influence in tourism and leisure studies since the influential work of Thomas Veblen. However, in the over 115 years since Veblen first wrote of “conspicuous leisure” the amount of literature that systematically analyses the relationship of fashion to tourism and mobility in a theoretically informed way is surprisingly limited.

Fashion may be theoretically conceptualized as a generalised behavioural phenomenon. Although the definition of fashion is contested, for the purposes of this paper a fashion is regarded as a culturally endorsed form of expression, in a particular material or non-material phenomenon, which is discernible at a specific time and situation and changes over time within a social system, proportion of a population, or group of associated individuals. Fashion may be conceptualized on two separate dimensions, the fashion object, which may be material or immaterial, and the fashion process, which is a staged mechanism by which a potential fashion object moves from creation to presentation and acceptance. Importantly, fashion is distinguishable from fads which are random sudden changes in object, and innovation, which alters social practices and trajectories in a deeper way. Most tourism research has focused on destinations and particular attractions as the fashion object along with commentary on particular styles of travel rather than transport per se. However, in seeking to understand the implications of fashion for sustainable mobility all aspects of the tourism system are of significance.

The paper provides a systematic review of the major theoretical approaches to fashion and their implications for sustainable mobility. Theoretical approaches examined include: social class orientation; innovation-diffusion; commodity-fetishism; fashion change agents; social change; evolutionary economics and consumer behaviour; novelty demand and the consumer specialization process; and symbolic benefit. Key gaps in knowledge on the function of fashion in sustainable mobility are identified. Awareness of theories of fashion and their explanatory capacities are regarded as potentially significant contributors to identifying change agents and processes for sustainable tourism and mobility.
6.7 Session 7: Low car(bon) mobilities

Peter Cox¹

Radlust? What makes cycling desirable?

¹ Department of Social and Political Science, University of Chester, UK

The bicycle is frequently posited – almost uncritically - as a key part of desirable transport futures. This paper explores the dissonance between the rationalised understandings of cycling advocates who frame the desirability of cycling within a range of benefit analyses (environment, health, economic) and the physical realities of cycle travel as an embodied event. The research finding presented here is that much of our conceptualisation of bicycle mobilities takes place in an abstract form, distanced from the embodied, physical realities of bicycle travel. Closer attention to the actualities of bicycle travel allows reconsideration of the importance of embodied, felt desire. Desire connects with the ludic, non-rational and non-rationalised elements of human existence. Reconnecting mind and body is essential for moving from assent to action and thus to create change in travel practices.

Drawing on visual sociology and sensory ethnographic research using multimedia recording of actual journeying practices, the translation of structural and infrastructural interventions into human lived experience is explored. The presentation shows how physical spaces of travel articulate discourses to be read by the cyclist; either encouraging desire or acting as discouragements, prompting negative reactions, even disgust. Where Jensen argues for the need to understand the city as a playground and creative space, so this research shows how such contexts can be designed in (or out) of the riding experience.

To communicate these findings specifically for the conference, film and still images are combined in a timed (automated) PowerPoint presentation. Visual communication methods are chosen to evoke a more embodied and emotional response in line with the methodological attention to physically sensate experience underlying the research. A conventional written paper will also be provided for wider dissemination of the research method and findings.

Jade Rudler¹

Desiring a future without car: why not? Focus groups as a way of revealing potential pathways to desirable transport futures

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Private cars hardly fit with a sustainable approach. However, cars are the most used way of moving today (Federal Statistical Office 2015). Could their users consider changing their behaviour? In which conditions? And which kind of alternatives are desired?

In order to know the inhabitants' propensity to leave their cars behind, but also to identify the importance that their cars have in their everyday lives, we led a qualitative survey. Part of this survey consisted in a focus group that helped to identify potential pathways to desirable transport futures. Eight participants from Geneva lakeside were presented with several scenarios of their post-car lives, which they were asked to discuss among each other.

Three *post-car* scenarios, developed by students in architecture and illustrated by photomontages, maps and life stories, were presented to the participants, which were named “concentration”, “local” and “decentralisation”. We asked the participants to imagine themselves in these scenarios in order for us to understand how they perceived these drastic changes, which would affect their everyday lives. Our methodology enabled us to better understand what might be considered ‘desirable’ mobility and lifestyle for the participants.
By considering both the virtuality (Lévy and Lussault 2013) of the scenarios and the actuality of the participants’ everyday lives, we obtained specific data. The interactions between the participants allowed for the emergence of collective ideas and the evolution of positions, as they uncovered the nuances, strengths, and found solutions (Baribeau 2009). We realized that it was relatively easy for each participant - even those with strong car habits - to imagine themselves in some of the post-car scenarios. Thus they go beyond the usual pro-car arguments, which allowed them to discuss potential alternatives to the car.

The participants spontaneously proposed their own desirable futures, which are composed of various elements from the suggested scenarios. Consensus appeared - for instance, they all agreed with the idea that lifestyles and ways of moving had to be rethought - but also dissensus - especially with regard to the different models of society that the scenarios implied.

Because it offers a richer understanding of individual tolerances of ‘no-car’ environments, this research helps to identify the participant’s expectations for the future of their mobility.

Debbie Hopkins

Collaborative mobilities: achieving a low-carbon future together

Transport Studies Unit, School of Geography and the Environment, University of Oxford, UK

Collaboration (e.g. sharing, bartering, lending, and swapping) is at the centre of new patterns of consumption, and also mobility. It is most frequently understood as the sharing of material culture (e.g. bikes, cars), with access substituting ownership. This therefore moves away from the traditional model of individualised consumption, and instead suggests a culture and economy of sharing. New patterns of consumption are also emerging across mobility behaviours and norms, with rising awareness of, aspirations for, and participation in shared or collaborative mobility practices. There are, of course, significant interactions between material culture and mobility practices, with emerging technologies contributing to new types of collaboration and shared mobility. For instance, autonomous vehicles can be used to provide ‘mobility as a service’, thereby reducing the need for private car ownership as mobility is accomplished through an on-demand service. In this paper the term ‘collaborative mobilities’ is used to examine the multiple and diverse ways that mobility can be collectively achieved. Drawing from literatures on the sharing economy and collaborative consumption, it demonstrates the range of formal and informal, public and private relationships that can be used to enable mobility. Empirical material from qualitative, semi-structured interviews conducted with young adults in Aotearoa New Zealand is used to present examples of how mobility can be, and is being achieved without private vehicle ownership and/or a driver’s licence. These interviews, with both drivers and non-drivers, provide evidence of collaborative mobility within family and social groups, as well as strangers and virtual networks. The findings suggest a counter-narrative to traditional desires for ‘independence’ and ‘cocooning’ through private vehicle ownership and travel. The willingness to engage and rationale for engaging in collaborative mobility as a substitute for private and/or individual travel is explored, and its potential as a key component of a low-carbon transport future is discussed.
6.8 Session 8: The role of fashion

Stefan Gössling¹ & Ann-Christin Andersson¹

Can public shaming induce change towards low-carbon transportation?

¹ School of Business and Economics, Linnaeus University, Sweden

The glamorization of specific forms of transport behaviour has been discussed as a powerful mechanism making highly mobile lifestyles desirable. As glamorization is equivalent to admiration, this paradoxically implies that climatically problematic transport behaviour provides social status and signifies network capital. In turning this situation around, this paper investigates whether there is a flipside to admiration, which may be framed as ‘shaming’. As a process of accusation, shaming ultimately represents a rejection, and a denial of social connectedness. As social belonging is essential for human beings, shaming is a potentially very powerful psychological mechanism for people to relent and adjust behaviour to desired norms. To better understand these interrelationships and their importance for transport behaviour, this paper discusses a case of public shaming of politicians in Sweden. In 2013, campaigns by the automobile industry listed cars driven by members of the Swedish parliament, detailing fuel use and emissions. A considerable number of politicians were identified as “polluters”, driving very inefficient cars. To assess the implications of the public shaming campaign for car purchasing behaviour, politicians were contacted in January and February 2016, and interviewed with regard to their subsequent – post 2013 - car choices. Results are also discussed with regard to their broader implications and their potential to support low-carbon transport cultures.

Paul Hanna¹, Joseph Kantenbacher¹, Scott A. Cohen¹ & Stefan Gössling²

Role model advocacy for sustainable transport

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Wishing to identify or fit in with desirable individuals or reference groups is a primary motive for many consumption activities, especially those that are consumed publicly and may be considered a luxury. Aspirational reference groups, often consisting of idealized figures such as celebrities, athletes, successful politicians or business people, are particularly important in shaping the attitudes and behaviour of others who desire to associate with them. Individual aspirations of associating with such role models are routinely harnessed by marketers, who for instance, use celebrity endorsement in selling brands and products. Referent power, that is, the power of reference groups to influence purchase decisions, is used to encourage consumers to copy the behaviour of a person they may admire.

Role model and celebrity endorsement have also been leveraged within the wider field of social marketing, which applies commercial marketing techniques to the solution of social problems, and focuses on consumers as active participants in processes of social change (Ampt & Gleave, 2004; Andreasen, 1994). The aim of social marketing is consequently voluntary behaviour change, targeted to a specific audience via market segmentation (Barr et al., 2011). Although social marketing interventions, such as those within the health field that have, for instance, encouraged the public to exercise more, are criticized for only engendering small-scale behavioural change, which is often not sustained (Peattie & Peattie, 2009; Higham et al., 2015), considerable effort has been invested in social marketing interventions that use aspirational role models, such as celebrities, to influence public opinion on social issues. One such arena has been environmental issues (cf Goodman & Littler, 2013), where celebrity activism has focused on advancing an environmentalist agenda (McCurdy, 2013).
It appears that there has been no research to date, however, on the potential for celebrity activism, or role model advocacy beyond celebrities, to form effective interventions for encouraging sustainable transport behaviour, particularly in terms of the conspicuous consumption of leisure travel. This is despite Higham et al.’s (2013) observation that celebrity endorsement is a potential gateway for transforming public opinion on carbon intensive transport modes. The present paper consequently offers a critical review of the literature on role model advocacy and celebrity activism, and how these concepts have been harnessed to address environmental issues, in order to conceptually assess the potential for extending these intervention techniques to the context of sustainable transport. The scope of the paper includes the potential part that high profile politicians might play as positive role models in exercising referent power to influence social norms surrounding sustainable transport, given that the success of social marketing interventions are closely tied to the need for changes in the policy landscape (Wymer, 2010). A range of examples of how celebrity and political role models have influenced transport cultures – for better or for worse – are discussed. In addition to offering an original application of a theoretical framework to a new context, in order to help address the increasingly important societal issue of transport’s growing contribution to climate change, the paper provides a research agenda for further crucial empirical work in this area.
# Delegate list

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