The psychology of governing sustainable tourism mobility: Bridging the science-policy gap

2nd international workshop in the Black Forest (Freiburg, Germany)
1st - 4th of July 2014

Workshop reader

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

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), and the Department of Tourism (University of Otago, New Zealand), the 2014 international workshop in the Black Forest will focus on the psychology of governing sustainable mobility.

The main roadblock we seek to address is the inability of policy makers and stakeholders to change the tourism mobility system towards sustainable development. Therefore the workshop will explore the psychological and social barriers and incentives to taking effective governance measures, alongside building further on a sound understanding of the consumption behaviour of tourists.

The programme will consist of multi-disciplinary sessions and discussions in plenum about the following topics:

- Travel behaviour, including that of the academic community, and the attitude-behaviour gap
- Psychological insights and political psychology
- Tools to facilitate behavioural change
- Transport policy and planning
- Governance in transport and tourism
- Mobility patterns and futures
2. Rationale of the workshop

The 2014 international workshop in the Black Forest will focus on the psychology of governing sustainable mobility. The main roadblock we seek to address is the inability of policy makers and stakeholders to change the tourism mobility system towards sustainable development. Therefore the workshop will explore the psychological and social barriers and incentives to taking effective governance measures, alongside building further on a sound understanding of the consumption behaviour of tourists.


Focused on the need to achieve changes in transport behaviour for environmental reasons, a clear outcome of the 2012 workshop was that tourists are generally unwilling or unable to change transport behaviour based on an awareness of environmental impacts, and specifically climate change. In order to mitigate tourism’s contribution to climate change, there is consequently a need for innovation at the governance level that is founded in psychological insights regarding both individual travel behaviour and the psychology of various stakeholders including policy makers.

Consequently, a comprehensive research initiative needs to address how the public will react to command-and-control as well as market-based and soft policies, in order to design acceptable and effective legislative initiatives. In this context, it will be necessary to better understand the social, cultural and psychological structures underlying the reasoning of consumers as well as policy makers.

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

Scientific advisory board
- Professor David Banister (TSI, University of Oxford, UK)
- Dr Stewart Barr (University of Exeter, UK)
- Dr Jo Guiver (University of Central Lancashire, UK)
- Professor Michael Hall (University of Canterbury, NZ)
- Dr Julia Hibbert (Bournemouth University, UK)
- Professor Daniel Scott (University of Waterloo, Canada)

Publications
We seek to organize a high-quality workshop, with tangible outcomes that will include a further special issue in the Journal of Sustainable Tourism (2015) and, in case the quality of the papers allows for it, an additional edited book. 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 kilometres 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](#).
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](https://www.db.de).

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](https://www.db.de). You can also use the time table information of [local public transport](https://www.db.de). 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](https://www.db.de). This link provides traveling information, including a route-planner.
Freiburg 2014

5. Programme

<table>
<thead>
<tr>
<th>Tuesday 1st of July 2014</th>
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<tbody>
<tr>
<td>16:00</td>
<td>Reception and registration open at the venue (Hotel Fortuna, Hauptstraße 7, Kirchzarten, Germany)</td>
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<tr>
<td>19:00</td>
<td>Drink reception at Hotel Fortuna Sponsored by the School of Hospitality and Tourism Management</td>
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<tr>
<td>20:30</td>
<td>Conference dinner at Spritzenhaus Kirchzarten (opposite from Hotel Fortuna)</td>
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<tr>
<th>Wednesday 2nd of July 2014</th>
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| 9:00 | Opening and welcome session  
Chair: Stefan Gössling  
- Welcome and opening by Stefan Gössling, conference host  
- Wrap-up of Freiburg2012 and introduction to the conference theme, by James Higham and Scott Cohen  
- Primer to tourism’s climate mitigation problem and the role of psychology and behaviour, by Paul Peeters |
| 9:30 | Session 1: Researcher’s behaviour  
Chair: Scott Cohen (s.cohen@surrey.ac.uk)  
1 Frans Melissen & Ko Koens: Adding scientists’ behavior to the research agenda: The role and effectiveness of researchers in furthering sustainable tourism  
2 Debbie Hopkins, Sarah Tapp, James Higham & Tara Duncan: Drivers and barriers to academic travel: A comparative exploration of University policy at three New Zealand institutions  
3 Paulina Luzecka: “Take a gap year!” Recruitment to unsustainable tourism mobility: a social practice perspective |
| 10:45 | Coffee break |
| 11:15 | Session 2: The GAP  
Chair: Eke Eijgelaar (eijgelaar.e@nhtv.nl)  
4 Kerstin Fuchsberger: The missing link: closing the value-action gap in responsible tourism behavior using a means-end approach  
5 Yael Ram, Anna Dluzew ska, Jeroen Nawijn & Paul Peeters: I don’t care - I’m on a holiday: Western tourists’ indifference to sustainability issues  
6 Rouven Doran, Daniel Hanss & Svein Larsen: But what if I am the only one who contributes? Individual and social factors influencing cooperative behaviour in the context of sustainable tourism |
| 12:30 | Lunch at Hotel Fortuna |
### Freiburg 2014

#### Session 3: Political psychology
Chair: James Higham (james.higham@otago.ac.nz)

7 Carmelo J. León & Jorge E. Araña: The economic valuation of climate change policies in tourism: Impact of joint valuation, emotions and information

8 Paul Peeters & Els van Daalen: The science-policy gap caused by complexity and how to close it with dynamic serious games

9 Stefan Gössling & Scott A. Cohen: Why sustainable transport policies will fail: European Union climate policy in the light of transport taboos

10 C. Michael Hall: Political psychology and tourism: Points of intervention in upstream and downstream social and political marketing for sustainable tourism mobility

#### Session 4: Cases of Governance
Chair: Paul Peeters (paul.peeters1000@gmail.com)


12 Anna Scuttari, Michael Volgger & Harald Pechlaner: The dynamics between complex governance and transport systems in Alpine tourism destinations. The case of South Tyrol (Italy)

13 Jillian Student, Machiel Lamers & Bas Amelung: Weathering the storm: Exploring IAATO’s capacity to self-regulate using agent-based modelling

#### Thursday 3rd of July 2014

9:00 **Session 5: Tools to facilitate behavioural change**
Chair: Stefan Gössling (sgo@vestforsk.no)

14 Christa Barten, Eke Eijgelaar, Layla Dijkstra & Jeroen Nawijn: Consumer preferences on holiday carbon footprint information

15 Julia Hibbert, Janet Dickinson, Christopher Winstanley, Tom Cherrett, Nigel Davies, Sarah Norgate & Chris Speed: The use of smartphone technology in creating a bottom up approach to behaviour change

16 Michelle Rutty, Lindsay Matthews, Daniel Scott & Tania Del Matto: Using vehicle monitoring technology and eco-driver training to reduce fuel use and emissions in tourism: A ski resort case study

17 Stewart Barr: A Smarter Choice? Exploring the behaviour change agenda for promoting sustainable mobility

10:40 **Coffee break**

11:00 **Session 6: Deep psychology**
Chair: Eke Eijgelaar (eijgelaar.e@nhtv.nl)

18 Jorge E. Araña & Carmelo J. León: Are travellers animal spirits? Consequences for sustainable tourism mobility

19 James Higham, Martin Young & Arianne C. Reis: A conceptual critique of flying addiction

20 Stefan Gössling & Scott A. Cohen: Tourism as connectedness
### Freiburg 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:15</td>
<td>Lunch at Hotel Fortuna</td>
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<tr>
<td>13:15</td>
<td><strong>Session 7: Transport Policy &amp; Planning</strong></td>
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<td>Chair: Paul Peeters (<a href="mailto:paul.peeters1000@gmail.com">paul.peeters1000@gmail.com</a>)</td>
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<td>21 Adam Jones: Tourist mobility management, lessons from one of the largest mega events of this century</td>
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<td>22 Jo Guiver, Davina Stanford &amp; Marja van Loef: Minding the Gap: Governance and transport planning in Protected Areas of the UK</td>
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<td>23 Werner Gronau: Towards free public transport supply for tourists - a policy-maker attitude analysis</td>
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<td>14:30</td>
<td><strong>Tea break</strong></td>
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<td>14:50</td>
<td><strong>Session 8: Mobility patterns</strong></td>
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<td>Chair: James Higham (<a href="mailto:james.higham@otago.ac.nz">james.higham@otago.ac.nz</a>)</td>
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<td></td>
<td>24 Scott A. Cohen &amp; Stefan Gössling: A darker side of hypermobility</td>
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<td>25 Jan-Henrik Nilsson: Does mobility turn? Discussing possible shifts in urban related travel patterns</td>
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<td>26 C. Michael Hall &amp; Anna Strandell: Urbanisation and tourism: To what extent is compensation for urban density a driver of travel behaviour?</td>
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<td>16:05</td>
<td><strong>Refreshments</strong></td>
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<td>16:10</td>
<td><strong>Final discussion, research agenda &amp; publication opportunities</strong></td>
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<td></td>
<td>Chair: James Higham</td>
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<tr>
<td>16:45</td>
<td><strong>Closure of workshop</strong></td>
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<td>17:24</td>
<td><strong>Departure train to Hinterzarten from Kirchzarten station</strong> (next departure 17:54)</td>
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<tr>
<td>19:00</td>
<td>Conference dinner at Hotel Imbery, Hinterzarten</td>
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<td>22:36</td>
<td>Last train back (22:58 arrival in Kirchzarten)</td>
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### Friday 4th of July 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>10:00</td>
<td><strong>Hiking excursion</strong></td>
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<td>Paul Peeters is planning to guide a hike in the vicinity of Kirchzarten that may involve bits of heaven (Himmelreich) and hell (Höllental), including an exciting gorge (Schlucht) and some rocky outcrops. It may or may not involve a short stretch by train. The arrival back at Fortuna is planned to be at about 13:30. (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>
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6. Abstracts

6.1 Session 1: Researcher’s behaviour

Frans Melissen¹ & Ko Koens¹

Adding scientists’ behavior to the research agenda: The role and effectiveness of researchers in furthering sustainable tourism

¹ Academy for Hotel Management, NHTV Breda University of Applied Sciences, Netherlands

Understanding (the reasons for) tourists’ unwillingness or inability to change their behavior is crucial to mitigating tourism’s contribution to climate change as well as appreciating, and possibly amending, the role of tourism in society’s limited progress with respect to striving for sustainable development. It is important to not only understand the social, cultural and psychological structures that influence the behavior of tourists, but also those influencing the behavior and decisions of other stakeholders, such as policy makers, businesses and NGOs. Within this context, scientists have a crucial role to play in furthering this understanding and, thus, placing this topic on science’s (research) agenda makes sense. However, is that the only contribution that scientists can and should make? How about the social, cultural and psychological structures influencing scientists’ behavior and the resulting effect on their actual contribution to mitigating climate change and realizing sustainable development?

This paper investigates today’s ‘publish or perish’ culture and how this harms progress in developing new insights. From a career perspective, scientists need to publish in reputable journals; many of which do not always seem to appreciate conceptual papers, values driven research, and participatory or transformative inquiries. Most scientists have been ‘trained’ to be objective observers, not critical and issues-driven debaters, or even reflexive facilitators. Maybe these factors explain why the link between scientists and policy makers is weaker than the link between politicians and industry. They could also serve as an explanation for current behavior of scientists which, as understandable as it might be, is not as helpful as it could be to furthering sustainable development and influencing policy makers and tourists towards a more sustainable direction. Consequently, the paper suggests avenues for bridging the science-policy gap as well as optimizing science’s contribution to influencing tourists’ behavior through explicitly addressing the behavior of scientists.

Keywords:
sustainability science, science-policy gap, effectiveness of sustainability research
Drivers and barriers to academic travel: a comparative exploration of University policy at three New Zealand institutions

1 Centre for Sustainability, University of Otago, New Zealand
2 Department of Tourism, University of Otago, New Zealand

The increasing demand for international business travel is particularly pronounced amongst knowledge organisations. In order to produce and exchange knowledge, these organisations are reliant on some degree of physical proximity to networks and communities. Business travel, it has been argued, is an important area of study beyond the contribution to carbon dioxide emissions as this type of travel shapes and creates social and psychological structures that drive air travel. Consequently, there is a need to better understand the social and material basis of academic travel; what it means to individual academics and academic institutions. This paper will report on the first stage of a research project designed to explore the drivers and barriers to academic mobility. In this presentation we will discuss the findings of a content analysis of policy documents from three New Zealand-based Universities; the University of Otago (Dunedin), Victoria, University of Wellington and the University of Auckland. This research finds that internationalisation imperatives frame University travel policy and planning, and as such, travel is a central aspect of University policy. Within the policy, there is significant blurring of business and leisure travel, allowing flexible working environments whilst also facilitating mobility practices. Across the three institutions, there appeared to be implicit assumptions about the necessity of travel, and statements of commitments to sustainability, yet clear disconnects within policy frameworks. This could indicate a lack of meaningful commitment to sustainability objectives. Furthermore, travel substitution technologies were omitted from travel policy. This research highlighted the need for further research engaging with academic staff and management at these institutions, to explore how policy is interpreted by staff, and how it aligns with individual travel requirements. We conclude by providing recommendations for redesigning University travel policy and future research directions.

Keywords:
academic travel, conference, University policy
Paulina Luzecka¹

“Take a gap year!” Recruitment to unsustainable tourism mobility: a social practice perspective

¹ University of Exeter, UK

It has been widely recognized that contemporary patterns of tourism mobility are incompatible with sustainability goals. In particular, flying is responsible for a growing amount of greenhouse gas emissions and accounts for a large proportion of the overall environmental impact of tourism. Scholars emphasize that technological improvements will not be sufficient if the volumes of air travel continue to increase. Therefore, fundamental changes in travel behavior are required, including a shift towards shorter-distance and less frequent travel.

However, current patterns of tourism consumption move in the opposite direction — that of frequent flying and faraway destinations. Moreover, it has been found that environmental values and awareness of climate change have little impact on tourists’ holiday decisions. Therefore, addressing behaviour change requires strategies that go beyond information campaigns and social marketing.

This paper attempts to shed a new light on the factors influencing unsustainable air travel by exploring the gap year phenomenon, which has become a mainstream activity for the British youth - a form of contemporary ‘rite of passage’. A social practice perspective is adopted to investigate how young people become recruited to participate in gap years, which typically involve taking multiple long-haul flights, and which are likely to shape their future mobility patterns. Based on an ethnographic study, which included in-depth interviews with college students, teachers, gap year organizations and other important actors, as well as participant observation of career and gap year related events, this paper explores the ways in which gap year practice is developed, sustained and reproduced at multiple sites.

The potential use of practice theory to study unsustainable travel practices is discussed, particularly in relation to the moment of recruitment to less-ordinary, non-habitual practices. The paper calls for a shift towards slow gap year travel and identifies potential areas for intervention at a number of levels.

Keywords:
air travel, social practices, gap year, tourism mobility, sustainability, climate change
6.2 Session 2: The GAP

Kerstin Fuchsberger¹

The missing link: closing the value-action gap in responsible tourism behavior using a means-end approach

¹ Vienna University of Economics and Business Administration, Austria

Purpose – The aim of this exploratory study is to find out whether values of tourists consuming (at least sporadically) responsible tourism offers differ significantly from the group of nonconsumers.

Design/methodology/approach – Based on means-end theory, the values driving responsible tourism behaviour are uncovered by the soft laddering technique. Qualitative in-depth interviews employing a preference-sorting task were conducted with tourists in both groups (regular holiday makers vs. responsible tourists). NVivo was used to analyze the interview data and construct the hierarchical value maps.

Findings – The results of this study shed light on intrinsic motivations and decision factors in travelling responsibly and will be used to refine the study design for further research to be conducted. The findings of the survey propose that choosing responsible tourism packages is done on the basis of different values than choosing regular holiday packages. Values such as benevolence, universalism, warm relationships with others and true friendship play a role in the selection of responsible tourism offers while hedonism, a comfortable life, pleasure and family security were the driving factors in choosing the other packages.

Practical implications – Results of the study are helpful for the development and marketing of responsible travel products and/or a “responsible travel label” for small travel agencies as well as big tour operators.

Originality/value – Looking at personal values that drive demand for responsible travel will allow to design, develop and implement appropriate products for this segment.

Keywords:

responsible tourism, value-action-gap, soft laddering, means-end theory, hierarchical value maps, social marketing
I don’t care - I’m on a holiday: Western tourists’ indifference to sustainability issues

Yael Ram¹, Anna Dluzewska², Jeroen Nawijn³ & Paul Peeters³

¹ Ashkelon Academic College, Israel
² Kazimierz Wielki University of Bydgoszcz, Poland
³ Centre for Sustainable Tourism and Transport, NHTV Breda University of Applied Sciences, Netherlands

The current work expands the “Three gear” conceptual model (Ram, Nawijn and Peeters, 2013), which demonstrates how tourists’ happiness sets barriers for environmental sustainable development of tourist mobility behavior, to the broader context of cultural sustainability. Using the Dluzewska (2009) model of “Tourism functions and dysfunctions” (TFD) the work suggests a new model to the understanding of the impacts of tourists’ indifference towards cultural sustainability of local communities. According to the new model, the contradiction between the desire for happiness of tourists while on vacation and cultural values of local communities generates tourism dysfunctions. Such a contradiction is most significant in cases where the core cultural values of tourists and locals differ greatly.

The suggested new model, based on the TFD and three gears models, is validated by 708 interviews that had been held in five Muslim countries (Tunisia, Turkey, UAE, Kenya and Malaysia), regarding issues such as attitudes toward tourism development, satisfaction of locals’ and tourists' and relations between hosts and guests. The interviews included European tourists, Muslim locals and tourism providers (mostly hotel managers) and were conducted between the years 2002-2006.

Based on the findings, it can be reasoned that the quest for happiness by western tourists is likely a barrier for change to more behavioral change regarding sustainable behavior in cases of both environment (increased physical distances cause additional GHG emissions) and cultural distance between host and guests in non-European destinations. The latter may cause dysfunctions.

The work ends with recommendations for policy makers to consider the issue of cultural distance between host and guests when discussing sustainability policies and agendas.

Keywords:

happiness, sustainable tourist mobility, cultural sustainability, perception of distance, tourism dysfunctions
Rouven Doran¹, Daniel Hanss¹, Svein Larsen¹,²

But what if I am the only one who contributes? Individual and social factors influencing cooperative behaviour in the context of sustainable tourism

¹ Department of Psychosocial Science, University of Bergen, Norway
² Norwegian School of Hotel Management, University of Stavanger, Norway

Recent developments in the study of sustainable tourism have emphasized the importance of focusing on behavioural change as a means of mitigating environmental problems associated with tourism (e.g., carbon dioxide emissions contributing to global climate change). Previous research suggests that decisions to engage in sustainable travel behaviours may be seen as a social dilemma – a situation in which people face a conflict between short-term personal interests (e.g., saving time) and long-term collective interests (e.g., mitigating global climate change). While the rational choice for the individual is to choose travel options that maximise short-term personal interests, all are better off if many people cooperate and choose travel options that pursue long-term collective interests. This paper identifies individual and social factors that may influence cooperative behaviour in the context of sustainable tourism. Such factors include concern for other people and the biosphere (value orientation), concern for long-term outcomes of environmentally harmful travel behaviours (time perspective), expectations that a sufficient number of other tourists will contribute (expectation of others’ cooperation), beliefs that own behaviour contributes meaningfully to the common goal of environmental preservation (self-efficacy beliefs), and beliefs that tourists together can mitigate environmental problems associated with tourism (collective efficacy beliefs). Preliminary data investigating the associations of these factors with sustainable travel behaviours will be presented and challenges of promoting behavioural change will be discussed.

Keywords:
sustainable travel behaviour, social dilemma, personal interests, collective interests, cooperation, individual factors, social factors
6.3 Session 3: Political psychology

Carmelo J. León¹ & Jorge E. Araña¹

The economic valuation of climate change policies in tourism: Impact of joint valuation, emotions and information

¹ Instituto de Turismo y Desarrollo Sostenible (TiDES), ULPGC, Spain

This paper studies the economic evaluation of tourists of climate change policies in the context of joint evaluation with potential alternative tourism policies, taking into account the impact of emotions and knowledge. A field experiment (choice experiment) was statically designed to citizens’ preferences among alternative climate change mitigation and adaptation policies. Individuals were assigned to different treatments (randomized experiment) in which the competing policies to the climate change ones were altered and the level of information and emotional load triggered by those policies were also manipulated.

We will discuss the impact of different dimensions of the policy context (competing policies, policy communications and implementation in terms of emotional and informational levels) on peoples’ preferences for different climate change policies. The results show that policy context is crucial in determine peoples preferences for climate change policies. Moreover, results have implications for the efficient design of tourism policies and the study of the economic value of such policies. Results show that the economic value of climate change policies by tourists rises when other competing policy alternatives are jointly evaluated with the climate change policy. In addition, the amount of knowledge on the causes and consequences of climate change positively influences the economic value by tourists. Negative emotions such as fear, anger and sadness also raise the economic value by tourists.

Keywords:
climate change, tourist policy evaluation, emotions, human behaviour, joint evaluation, knowledge, public programs, willingness to pay
The science-policy gap caused by complexity and how to close it with dynamic serious games

A large body of research points to the existence of a science-policy (s-p) gap. Causes often mentioned are differences in coping with and understanding uncertainty, differences in discourses and fundamental differences between scientific and local knowledge. In this paper we will discuss another main problem causing the s-p gap, which we argue is complexity. In the political arena discourses often run in one-liners based on linear assumptions. Such reasoning ignores the complexities evolving from systems with significant feedbacks. In this paper we seek to give an approach for dealing with this problem of translating scientific knowledge of a complex (tourism-transport) system into understanding and ‘experiencing’ of the system by policy makers and stakeholders. Contemporary methods of knowledge exchange like presentations, brainstorms, ‘static’ scenario development and technical descriptions of systems all fail to show the dynamic complexities within a system. A novel approach might be to build and play serious games using system dynamics modeling with its long history in achieving serious gaming environments. System Dynamics modeling is a method for the representation and simulation of complex systems which include feedbacks and time-delays. A serious game developed for policy makers and stakeholders in Norway revealed anecdotal evidence of a rather strong impact on stakeholder perceptions after playing the game. The same serious game has also been used in a limited exploring study to compare three different knowledge transfer methods – classic brainstorm, in-depth explanation of the model and playing the game – which revealed understanding of the system did only improve in the gaming case, even causing more confusion after applying both other methods. Clearly the way information is presented has a significant impact on the way politicians absorb the information and develop understanding of the systems they try to govern. Finally we will embed our discussion in psychology of politicians and how this may explain why a dynamic serious gaming setup has such an impact on politicians’ understanding of a complex system. A by-effect seemed to be a much deeper emotional engagement of the players to certain (environmental or climate mitigation goals) within the game.

Keywords:
serious gaming, science-policy gap, system dynamics, climate change, political psychology
Stefan Gössling\textsuperscript{1,2,3} & Scott A. Cohen\textsuperscript{4}

\textbf{Why sustainable transport policies will fail: European Union climate policy in the light of transport taboos}

\textsuperscript{1} Lund University, Sweden
\textsuperscript{2} Linnaeus University, Sweden
\textsuperscript{3} Western Norway Research Institute, Norway
\textsuperscript{4} University of Surrey, UK

There is widespread consensus that current climate policy for passenger transportation is insufficient to achieve significant emission reductions in line with global climate stabilization goals. This article consequently has a starting point in the notion of “path dependency” (Schwanen, Banister and Anable 2011) and an observed “implementation gap” (Banister and Hickman 2012), suggesting that significant mitigation policies for transport do not emerge in the European Union because of various interlinked “transport taboos”, defined here as cognitive, institutional, structural, and sociocultural obstacles to the design, acceptance and implementation of such transport policies. The paper argues that without addressing transport taboos, such as highly unequal individual contributions to transport volumes and emissions, social inequality of planned market-based measures, the role of lobbyism, and the various social and psychological functions of mobility, it will remain difficult to achieve significant emission reductions in passenger transport. Yet, transport taboos remain ignored because their public discussion would harm specific interests, or because their consideration would require a fundamental re-thinking of neoliberal governance structures and the societal foundations and structures of transport systems, as well as future trajectories of mobility consumption.

\textbf{Keywords:}

automobility, aviation, climate change, European Union, mobility consumption, policy, passenger transport
C. Michael Hall\textsuperscript{1,2}

Political psychology and tourism: Points of intervention in upstream and downstream social and political marketing for sustainable tourism mobility

\textsuperscript{1} Freiburg IAS, Germany

\textsuperscript{2} University of Canterbury, New Zealand

Political psychology is the application of knowledge of human psychology, in its broadest sense, to the study of individuals within a political system. The subject addresses political elites and their individual and collective decision-making and actions as well as the dynamics of mass political behaviour. Individuals of course do not act within a vacuum. A complex mix of individual psychology and political context shapes both individual and collective reactions to issues ranging from terrorism to climate change. However, despite the obvious implications of political psychology for the understanding of tourism and tourism behaviour there is a dearth of research on the subject.

The paper initially provides an overview of the field of political psychology. From this overview potential contributions to the understanding of decision-making and political behaviours in tourism are provided, especially in relation to issues of sustainable mobility. These are framed within some of the classic questions of political psychology, i.e. to what extent are citizens and their politicians equipped to handle their democratic responsibilities? From this framework opportunities for social and political marketing interventions are identified both upstream, i.e. institutions, organisations and leadership; and downstream, i.e. the political behaviour of citizens (sometimes also referred to as consumers), within the political system of tourism. Such measures are important so that issues surrounding the political psychology of sustainable tourism mobility remain tractable. However, the paper concludes that the capacity for successful intervention and change is restricted by the nature of much contemporary social marketing as well as the change agencies themselves and the political structures within which they are located. Nevertheless, the field presents both significant research opportunities as well as potential for change.

Keywords:
political leadership, political participation, political behaviour, interest groups, political values
6.4 Session 4: Cases of Governance

Alan Pomeri¹ & Christian Persson²

A critical discourse analysis of tourism governance and the tourism mobility proclivities of young consumers: A two-market comparison of Australia and Sweden

¹ Centre for Research in Socially Responsible Marketing, University of Wollongong, Australia
² Department of Advertising and PR, Stockholm University, Sweden

International tourist arrivals are forecast to reach 1.8 billion by 2030 (UNWTO, 2012). Over a decade ago, Gössling (2002) estimated tourism’s contribution to be 5% of total global CO2 emissions, with 90% of this due to transport. To mitigate the externalities of a hypermobile travel culture (Lumsdon and Peeters, 2009), innovative solutions are needed at the governance level, to affect tourism’s supply-side, and also on demand-side, with changes in individuals’ tourism consumption.

The purpose of this paper is twofold: to explore the psychological and social determinants of tourism governance, and to inform understanding of the psychological factors affecting consumers’ tourism mobility decision-making. We critically analyse the tourism governance discourse within two markets, Australia and Sweden, highlighting an emphasis on economic growth goals and strategies, with notions of “sustainable tourism” often interpreted merely as tourism that is on-going, rather than tourism that is underpinned by all three pillars of sustainable development: Planet, People, and long-term Profit.

On the demand side, given this dominant growth paradigm in tourism governance in both markets, we explore the tourism mobility proclivities of young Australian and Swedish consumers. From online surveys of young (aged 18-30) Australian and Swedish consumers (n=230 and 178, respectively), we explore the role of tourism mobility in identity centrality (White and White, 2004), considering the interplay of mixed-motive choice decisions (Drumwright, 1996; Wright, 1975), as consumers seek to exercise multiple identities (Settles, 2004) and resolve identity interference (Van Sell, Brief and Schuler, 1981). We further explore the role of the internet and social media platforms in influencing these tourism consumers’ information searches and the demand for and use of tourism mobility information that might enable more responsible, lower-impact travel decision-making. Critical to our study, given its potential to moderate attitudes and related behaviours, is personal belief in anthropogenic climate change, and whether this is a personally important issue.

Understanding the resolution of mixed motives in decision-making and the choice rules tourism consumers are employing, especially around reducing carbon impacts is important for marketing and governance, including public policy directions. These countries provide an opportunity for cross-cultural research, but also permit us to consider tourism decision-making from the perspective of two marketplaces with quite diverse travel generating region characteristics, including, connectivity, infrastructure, and attitude to climate science.

Keywords:

Australia, governance, identity centrality, identity interference, information search, mixed-motive decision-making, Sweden, tourism mobility, young consumers
Anna Scuttari¹, Michael Volgger¹ & Harald Pechlaner¹,²

The dynamics between complex governance and transport systems in Alpine tourism destinations. The case of South Tyrol (Italy)

¹ Institute for Regional Development and Location Management, European Academy of Bolzano (EURAC research), Italy
² Catholic University of Eichstatt-Ingolstadt, Germany

Recent approaches to sustainable tourism have introduced the notion of Complex Adaptive System (Correia, 2009; Farrel and Twining-Ward, 2004, 2005; Folke, 2006; McDonald, 2009). According to McDonald (2009) the complexity of the tourism system lies in the interaction of two main sub-systems at a destination level: social-ecological systems and governance systems. System approaches are a common framework to define networks and operational services in transport literature, as well (Rodrigue, Comtois and Slack, 2006; Tolley and Turton, 1995; Hoyle and Knowles, 1998). Recent studies on tourism transport apply to the notion of the transport system to tourism (Page, 2005; Duval, 2007; Lumsdon and Page, 2004; Prideaux, B., 2000) and analyze its interaction with destinations. Hence, it could be argued that the transport system is a third sub-system in tourism destinations, which contributes to its multiple, non-linear development path.

The interaction between governance (Pechlaner, Volgger, 2012), social-ecological and transport systems is crucial to achieve sustainable development of destinations, given that mobility is strictly connected to tourism activities and experiences (Pechlaner, Pichler, Hermrei, 2012) and tourism sustainability can hardly prescind from a reconsideration of transport issues (Page, 1999; Gøssling, Hall, Peeters and Scott, 2010).

This paper aims at investigating the dynamics between the destination governance system and the transport system in case of a reorganisation of transport networks according to sustainability principles. A case study from South Tyrol is selected, where the introduction of direct connections between railways and ski areas is determining an adjustment of the integrated transport network. The case study is explored through qualitative research and results are presented through the software GABEK (Zelger, 2000). Results indicate that the reorganisation of the transportation network can promote more cooperation both within the transport system (to achieve intermodality) and with the destination governance system (to define new product and price policies). Comparing the transport system with the tourism governance system there is some evidence that the former is more hierarchically driven than the latter one.

Keywords:
transport system, governance system, tourism mobility, intermodality, sustainable transport policy
Weathering the storm: Exploring IAATO’s capacity to self-regulate using agent-based modelling

Antarctica is one of the world's last true wildernesses and attracts increasingly more tourists. Cruise shipping is the most common means of tourism mobility in the Antarctic. However, the Antarctic poses a unique challenge for (transport) governance as no single country regulates tourism. IAATO (International Association of Antarctica Tour Operators) has emerged as a key self-regulating body for Antarctic tourism. Although IAATO has been praised for its past commitment to high environmental standards and coordinating tourism, risks associated with increased tourism demand and transport supply, (non)members' commitment to environmental standards and accidents are largely unknown. Furthermore, IAATO membership is entirely voluntary and potentially vulnerable. We will use agent-based modelling (ABM) in order to explore potential impacts of increased supply, increased access of yachts, changing levels of membership commitment and accidents on IAATO’s ability to self-regulate. ABM enables analysis of interplay between actors (tour operators) and how their behavioural responses to changes in membership can transform IAATO and Antarctic transport tourism as a whole. Stakeholders and policy-makers alike can use the analysis to consider what and how changes, including policies, may affect the current self-regulatory system in order to create a desirable future for Antarctic tourism. A particular strength of this approach is that it explores foreseeable future developments and worst case scenarios without experimenting or "waiting and seeing" in managing transport tourism in the Antarctic wilderness. We believe this approach is useful for the scientific understanding of tourism mobility where, so far, the application of ABM is scarce, experimentation is too risky or costly, and actions are dependent on different stakeholders' decisions.

Keywords:
self-regulation, agent-based modelling, Antarctica, IAATO, sustainable tourism, (transport) governance
6.5 Session 5: Tools to facilitate behavioural change

Christa Barten¹, Eke Eijgelaar¹, Layla Dijkstra¹ & Jeroen Nawijn¹

Consumer preferences on holiday carbon footprint information

¹ Centre for Sustainable Tourism and Transport, NHTV Breda University of Applied Sciences, The Netherlands

Tour packages have a high long-haul and aviation content, and the increase of this type of travel is a major factor in tourism emission growth. Dutch tour operators recognize their responsibility in mitigating tourism emissions, but are also struggling with this, as they see few economically-viable carbon management options. A commonly heard phrase is that consumers are determining their product demand and offering alternative, more nearby destinations is therefore not a realistic or effective mitigation measure. In this powerful position, consumers should at least be informed as best as possible, on the impacts of travelling, including the carbon footprint of holidays, so that they have all the necessary input for a well-made holiday decision. Little is known about consumer preferences on carbon information in a holiday context. We use a survey and focus groups, both in the Netherlands, to explore preferences on carbon information, including possible input for a holiday carbon label. Our research is part of a project on Carbon management for tour operators (CARMATOP), run together with eleven Dutch SME tour operators, ANVR (Dutch Association of Travel Agents and Tour operators), and others. The main project goal of CARMATOP is to develop and test new knowledge about the measurement of tour package carbon footprints and translate this into a simple application – a comprehensive and reliable carbon footprint calculator - which allows tour operators to integrate carbon management into their product development. This paper is the result of a secondary project goal, which is to conduct preliminary research into a possible carbon label for travel packages.

Keywords:
carbon footprint, mitigation, consumer preferences, carbon label
The use of smartphone technology in creating a bottom up approach to behaviour change

1 Bournemouth University, UK
2 Lancaster University, UK
3 Southampton University, UK
4 University of Salford, UK
5 University of Edinburgh, UK

It is acknowledged that tourists have an awareness of the environmental impacts of their tourism mobility but are unwilling to change their behaviour. At the same time it is suggested that policy makers are not providing sufficient incentives or barriers to instigate behaviour change. This study explores the outcomes of providing tourists with a tool to enable them to utilise available transport resources within a localised network in order to travel more sustainability. The study context is camping tourism which is heavily reliant on car use with many visitors making the same journeys at the same time. A smartphone app was developed to enable visitors to join a social network in which users could combine resources and undertake collaborative car travel (e.g. lift sharing, shopping for one another or information exchange). A trial during 2013 asked campsite visitors to use the app for the duration of their stay (ranging from 3-10 days). All app users were issued a feedback questionnaire and approximately half of the users were interviewed. This study found that tourists were willing to share relevant local information within their network. In addition, they were eager to use the app to offer lifts or collect shopping. However, these offers were rarely taken up and there were very few instances of help requests being placed. This suggests that despite a viable mechanism being in place, barriers to behaviour change remain. These barriers include a desire to build up ‘credit’ in the exchange system and to retain the flexibility that personal car travel allows. While this study has revealed some capacity for changing travel behaviour from the bottom-up, aside from the tourists’ good will, the policy direction does little to encourage collaborative travel.

Keywords:

social networks, smartphone technology, collaborative travel, car travel, behaviour change, camping tourism
Using vehicle monitoring technology and eco-driver training to reduce fuel use and emissions in tourism: A ski resort case study

Ground-based transport moves more tourists than any other form of transportation and contributes c. 32% of tourism’s carbon dioxide (CO₂) emissions - yet remains a largely neglected area of emission/carbon management research. This study examines the value of vehicle monitoring technology (VMT) and eco-driver training as a means to improve fuel efficiency and reduce CO₂ emissions for a fleet of vehicles at the largest ski resort operation in Ontario, Canada. The VMT was installed in 14 fleet vehicles. After eco-driver training, the fleet reduced its average daily speed (-14%), hard decelerations (-55%), hard accelerations (-44%), and idling time (-2%), resulting in decreased fuel costs (-8%) and CO₂ emissions (-8%). The process requires very low capital expenditures, can pay for itself in as little as one year, and has safety paybacks. It also has valuable externalities; tourism businesses that instil sustainability awareness and values to their employees contribute to environmental prosperity generally, because eco-trained drivers also drive more efficiently in their everyday lives. This is the first known study to quantify the benefits of driver training and behavioral intervention within a tourism context, demonstrating the potential to enhance environmental sustainability while simultaneously reducing operating costs. Technicalities, issues, and future application possibilities are discussed.

Keywords:
eco-driving, engine idling, sustainability, ski resorts, vehicle transport, emissions
A Smarter Choice? Exploring the behaviour change agenda for promoting sustainable mobility

1 University of Exeter, UK

The past two decades have witnessed significant investment by both academic researchers and policy makers in exploring the role and viability of behavioural change for promoting sustainable mobility. Within the UK, there has been an explicit link between psychological and behavioural economics and the development of behaviour change policies within individual government departments and also, most recently, within the UK’s Behavioural Insights Team based in the Cabinet Office. The adoption of a particular epistemological approach by policy makers for promoting behavioural change has facilitated the adoption of theoretical ideas like Nudge (Thaler and Sunstein, 2008) and the rolling out of social marketing programmes to encourage behavioural shifts within particular ‘choice architectures’. Yet research from other parts of social science, in particular sociology and geography, has questioned the efficacy of such intellectual and political framings to effect major change in practices. Using research from several projects on sustainable mobility, this paper will argue that a wider framing of choice is needed to understand how mobility practices form and can be re-formed. It will argue that dominant discourses on sustainable mobility need to engage more readily with ideas from social practice theory and to appreciate how political imperatives frame behavioural goals. In so doing, it will demonstrate how existing governance frameworks can lead to limited scope for creating participatory and democratic opportunities for major changes in mobility and the practices that promote hyper-mobile lifestyles. An alternative agenda for promoting sustainable mobility will be explored in which underlying social and economic factors are considered as major driving forces for such practices.

Keywords:

behavioural change, choice architectures, governance
Are travellers animal spirits? Consequences for sustainable tourism mobility

In his seminal work, Keynes (1936) pointed out that human behaviour can only be described by spontaneous emotions rather than mathematical expectations, whether moral or hedonistic or economic. Moreover, “the full consequences of which will be drawn out over many days to come, can only be taken as the result of animal spirits—a spontaneous urge to action rather than inaction, and not as the outcome of a weighted average of quantitative benefits multiplied by quantitative probabilities”. This concept has been extensively explored in lab experiments in areas like psychology and economics. This literature shows that individuals’ behaviour significantly deviates from the behaviour predicted by applying standard economic principles (i.e. rational expected utility models). Recently, several authors have proposed the use of such deviations (often defined as “market anomalies”) as a cost efficient strategy to undertake efficient governance measures. This literature has received different terminologies in different areas: “nudging”, “paternalistic altruism”, “behavioural incentives”,….

In this paper we compare the results of implementing these policies with conventional market-based policies (taxes, quotas) in the context of sustainable tourism mobility. We explore whether mobility decisions (in particular regarding the choice of sand and beach tourist destination) can be better explained by using a dual system model, which combines emotional and cognitive dimensions. We implemented a choice experiment aimed at: i) predicting tourism demand; ii) and disentangling out the different dimensions of such demand. In the analysis we explicitly consider emotional and cognitive effects, so the role of each one of the dimensions in predicting and understanding mobility decision can be tested. We will test the role of emotional dimensions in determining mobility decisions. We also address the implications of omitting emotional aspects in predicting future tourism demand, and price elasticity. Price elasticity is one of the key aspects to decide whether sustainable tourism mobility can be achieved by using market based mechanisms (affecting prices) or non-market based mechanisms (physical restrictions to travel).

The results show that the efficiency of each policy significantly depends on the specific context/issue, and a mix bundle of policies combining market-based and behavioural anomalies-based measures result in the best strategy to achieve sustainability in the tourism sector. The results show that variability in emotional dimensions explains a large proportion of mobility decisions (tourism demand). The predictions of a model based on a dual system (emotional/cognitive) overcome results from more conventional models, which only consider cognitive factors. Measuring and modeling emotional dimension of tourism demand can be useful to understand tourism mobility and choose the most efficient policy to address sustainability.

Keywords:

sustainable tourism, consumer behaviour, nudging, public policy in tourism
James Higham¹, Martin Young² & Arianne C. Reis²

A conceptual critique of flying addiction

¹ Department of Tourism, University of Otago, New Zealand
² Southern Cross University, Australia

The ‘flyers’ dilemma’, where an individual’s self-identity as an environmentally responsible consumer conflicts with the environmental impacts of frequent air travel, has been shown to produce a range of negative emotions on the part of some consumers. Cohen, Higham and Cavaliere (2011) go so far as to argue that frequent flying may represent a site of behavioural addiction, characterized by the defining dimensions of guilt, suppression and denial. While this sort of pathologization finds parallels in other forms of excessive consumption (e.g. alcohol, drugs, gambling), we argue that its application in a tourist context is problematic. We critique the framing of flying as an addiction in terms of its classification validity, attribution of negative consequences, generalizability, transfer of responsibility, and tendency towards social control and domination. More broadly, while we agree the ‘flyers’ dilemma’ demands a resolution, a theoretical approach that emphasizes psychological deviance and disorder at the expense of the social, institutional, and economic forces that produce excessive consumption in the first place, only serves to reproduce the dilemma it seeks to analyse. By addressing a complex social issue created by the emergence of a consumer society as the failings of the undisciplined, irrational, and excessive subject, the lens of addiction may allow capital to reproduce itself by discursively presenting solutions to the problems it has produced, and to apportion blame with the ‘flawed consumer’. From this perspective, the ‘flyers’ dilemma’, rather than being solely a problematic consequence of a technologically-advancing tourism industry, is also a necessary precondition for the expanded reproduction of those industries, one that allows for simultaneous capital accumulation, social harm, and environmental degradation. A critical response to this issue requires an alternative conceptual approach to the analysis of frequent flying, one that elaborates the structural reproduction of the ‘flyers’ dilemma’, rather than its individual, psychological effects.

Keywords:
climate change, aviation, environmental impacts, ‘flyers’ dilemma’, behavioural addiction, excessive consumption
Tourism as connectedness

It has been suggested that tourism results out of a wide range of motives, including novelty seeking, relationship strengthening, self-actualization or recognition. In this paper, it is argued that these motives can be reduced to two ulterior motives, curiosity and connectedness, both of which have roots in human evolution and development. The paper suggests that modernity dissolves relationships and social networks, creating anxieties related to work, environment, and identity. This results in the need to compete for social embeddedness. In liquid modernity, tourism has become an important conveyor of social status (meetingness), and hence a signifier of identity. It is also a mode of corporeal mobility and hence social exchange. As such, tourism has functions that are underlying contemporary patterns of human existence, making it difficult to achieve behavioural change in terms of altered travel patterns.

Keywords:

Gemeinschaft, social networks, loneliness
6.7 Session 7: Transport Policy & Planning

Adam Jones

Tourist mobility management, lessons from one the largest mega events of this century

1 School of Sport and Service Management, University of Brighton, UK

There is a need to explore travel demand management measures within the context of sustainable tourism mobility (Guiver et al 2007). This paper examines the strategies and success for reducing leisure car traffic, managing tourist movements and changing tourist travel behaviour for the 2012 London Olympics. Hallmark events such as these impose enormous demands upon local transportation infrastructure (Ritchie, 1984). The consequences of not accommodating the increased traffic volumes, as experienced in Atlanta 1996 Olympics, are so severe that political leaders are willing to put aside differences to create solutions (Giuliano, 1992).

The transport strategy for an estimated 20million additional transit trips, in a city renowned for significant daily travel congestion, sought to minimise private car use and encourage alternatives such as walking and cycling and public transport. The use of both hard (coercive) and soft (marketing) measures were used within a Travel Demand Management strategy to encourage tourist travel behaviour change. Hard measures included no venue parking and route restrictions whilst soft measures incorporated providing public transport tickets, spectator guides and route planners, Games Volunteers, social media and, ‘scare-tactics’ to constructively influence travel choices (Currie and Delbosc, 2011).

The outcomes of the strategy are researched and implications for behaviour change with regard to sustainable tourism mobility for mega events, visitor attractions and tourist excursions are identified. Future research possibilities and suggestions are explored.

Keywords:

mobility behaviour change, soft measures, mega events, social media, scare-tactics
Minding the Gap: Governance and transport planning in Protected Areas of the UK

1 Institute of Transport and Tourism, University of Central Lancashire, UK
2 Leeds Metropolitan University, UK
3 CoaST One Planet Tourism and EUROPARC Consulting, UK,

Tourist travel within destination areas remains a Cinderella. This is despite ample evidence that planning and providing alternatives to car travel can reduce local and global environmental impacts, enhance the tourist experience and increase amenity for both visitors and tourists (Guiver and Stanford 2014). The lack of action is not due to a lack of expertise or failure to recognise the benefits. It appears to result from an inability to mobilise the multiple stakeholders involved in the ‘messiness’ (Dredge 2006) of tourism provision in a context characterised by volatile policies, insecure funding, changing personnel and power relationships.

This research investigates the barriers and potential solutions to providing visitor travel planning within rural destinations through two methods. Discourse analysis of key strategic documents for local tourism policy in National Parks and designated tourist areas examines the role attributed to tourist travel and the anticipated means of achieving transport goals. An in-depth analysis of the network of delivery of a successful tourist travel scheme within the Lake District in North West England reports on the findings from interviews with key stakeholders.

This case study represents the dilemmas of transport planning experienced in Protected Areas. It offers insights into successful tourism travel planning, applicable to other rural areas following a similar partnership approach to destination management.

The research casts a critical eye on the role and dynamics of partnerships, the favoured neo-liberal instrument of delivery for tourism policy. It questions whether they have sufficient power or will to achieve the required ‘vertical and horizontal coordination’ (OECD 2012) of agencies and whether they can offer the necessary stability for the long-term strategic planning needed for sustainable transport provision within tourist destination areas.

Keywords:

tourism transport planning, network analysis, Protected Areas, destination governance, partnerships
Towards free public transport supply for tourists - a policy-maker attitude analysis

Werner Gronau

1 Leisure & Tourism Management, FH-Stralsund, Germany

The constantly growing transport demand of holiday makers within their holiday destination and the related increase of CO₂-emissions, have fostered a new trend amongst German holiday destinations towards promoting a green transportation mode especially for vacationers. One of the most prominent examples might be the implementation of so-called “guest tickets”, which offer public transport supply for tourists free of charge. In regions such as the “Black Forest” (“KONUS”-card), the “Hartz” (“HATIX”-card) or the “Bavarian Forest” (“GUTI”-card) several variations of so-called “guest tickets” have been implemented. These tickets offer vacationers free ride tickets for any public transport, including local trains, throughout their stay in the given holiday region. The KONUS card, which has just been rewarded with the German Public Transport Innovation Award 2013, includes nine different regional transport associations and even includes the crossing of the national border towards Basel in Switzerland. Unfortunately regional implementations differ highly institutional-wise but also in the way they are financed. The paper will focus on the first results of a pilot study aiming at the clarification of the framework conditions for successful implementation of such “guest tickets”.

The qualitative research, including various stakeholders from the public and private sector, tries to identify favourable starting conditions as well as successful financial and institutional implementation strategies, for such tickets. Special attention will be given to understanding the political mechanisms supporting or preventing free public transport supply for tourists. Furthermore, based upon the initial results of the study, strategies towards political lobbying for such tickets will be outlined.

Keywords:

transport policy, politics, free public transport, tourism destinations, Germany
6.8 Session 8: Mobility patterns

Scott A. Cohen\textsuperscript{1} & Stefan Gössling\textsuperscript{2,3,4}

A darker side of hypermobility

\textsuperscript{1} University of Surrey, UK
\textsuperscript{2} Lund University, Sweden
\textsuperscript{3} Linnaeus University, Sweden
\textsuperscript{4} Western Norway Research Institute, Norway

Frequent corporeal travel via energy intensive modes of transport, such as through aero- and/or auto-mobility, has endured increasing scrutiny due to its environmental impact, most notably that on climate change. The environmental costs of frequent travel have not swayed the public away from hypermobile lifestyles, as the longer-range and dispersed consequences of climate change are often not viewed as impacting the travelling public directly. At the same time, hypermobility is typically glamourised in the media, with the ability to move fast and freely given a high social status. This discussion paper argues that it is necessary to de-glamourise mobility in contemporary societies if publics are to be convinced to travel less, by shifting the focus of the impacts of hypermobility to also include the personal costs of frequent travel on individual lives. Hypermobility has a darker, personal side, which has been examined in literature mostly in relation to travel-related stresses, particularly those from frequent business travel. This dark side includes social, psychological and physical costs relating, for instance, to the weakening of kinship and friendship ties due to absence from home and family, a destabilised sense of local community or belonging, identity confusion, and in the case of frequent flying, increased cancer risk from radiation and negative health effects from the disruption of the body clock. This discussion paper aims to systematically draw together secondary evidence on the personal costs of frequent business and/or leisure travel, with the objective of using this evidence base as a tool for de-glamourising hypermobility. Our intention is that a focus on the darker side of hypermobility will provide scientific evidence that can be deployed in politically-driven social marketing campaigns which might seek to shift the public to less carbon intensive lifestyles. Such campaigns may choose to focus on these negatives, or alternatively, as has been done successfully in the case of smoking in some nations, inverse the argument so as to stress the benefits of voluntary hypomobility.

Keywords:
personal costs, frequent flying, de-glamourising, climate change, hypomobility
Does mobility turn? Discussing possible shifts in urban related travel patterns

1 Department of Service Management, Lund University, Sweden

Reports in media and statistics suggest that we are facing some diverging tendencies in travel patterns in Western Europe. On the one hand, air travel has been constantly increasing for decades, this tendency does not seem to slow down. Instead, travelling by air has increasingly become an everyday thing to do. On the other hand, there is evidence showing some decrease in car ownership and car travel, and an increase in cycling and the use of public transport. The latter tendencies are most pronounced in relation to urban mobility, in traveling between city regions, within cities, and as part of urban tourism.

This presentation aims at investigating the nature of these tendencies, based on a literature review and Swedish statistics. Consumption of mobility is likely to be important for future planning and policy, and in order to find ways to encourage reductions of harmful consumption, including travel. The findings of these preliminary studies are analysed and discussed from economic, social and cultural perspectives; emphasising things like urban lifestyles, internationalisation of peoples’ social life, attitudes to ownership, etc.

Keywords:

mobility shift, urban tourism, slow transports, lifestyles
Urbanisation and tourism: To what extent is compensation for urban density a driver of travel behaviour?

1 University of Canterbury, New Zealand

2 University of Eastern Finland, Finland

3 Finnish Environment Institute, Finland

Urbanisation is a major driver of tourism at macro and micro levels. At the macro-level the increasing urbanisation of the world's population in large urban centres has driven the development of domestic and international air, rail and road transport networks and consequent mobility. The significance of mobility for business, economic and social capital arguably serves to reinforce the global transport network and urbanisation processes through notions of place competitiveness. At the micro level urbanisation has usually been seen in the tourism literature as significant in terms of urban tourism and cities as locations for certain types of visitor behaviour. Nevertheless, there is also a small but significant literature that examines how urban living appears to encourage compensatory behaviour that suggests that lack of access to garden and park leisure opportunities in people's residential environments creates more travel to distant parks, second homes and other long-distance leisure travel. This compensation hypothesis is explored in the context of a Finnish second home survey. The conclusions of this research have significant implications for the extent that compact city models promote sustainable mobility, as well as our understanding of the factors underlying global mobility patterns.

Keywords:

urbanisation, mobility patterns, compensatory behaviour, second homes
### 7. Delegate list

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<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Email</th>
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<tr>
<td>Carlo All</td>
<td>Western Norway Research Institute, Norway</td>
<td><a href="mailto:caa@vestforsk.no">caa@vestforsk.no</a></td>
</tr>
<tr>
<td>Jorge E. Araña</td>
<td>Instituto de Turismo y Desarrollo Economico Sostenible (TIDES), ULPGC, Spain</td>
<td><a href="mailto:jorge.arana@ulpgc.es">jorge.arana@ulpgc.es</a></td>
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<tr>
<td>Stewart Barr</td>
<td>University of Exeter, UK</td>
<td><a href="mailto:S.W.Barr@exeter.ac.uk">S.W.Barr@exeter.ac.uk</a></td>
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<tr>
<td>Christa Barten</td>
<td>NHTV Breda University of Applied Sciences, Centre for Sustainable Tourism and Transport, NL</td>
<td><a href="mailto:barten.c@nhtv.nl">barten.c@nhtv.nl</a></td>
</tr>
<tr>
<td>Scott A. Cohen</td>
<td>School of Hospitality and Tourism Management, Faculty of Business, Economics and Law, University of Surrey, UK</td>
<td><a href="mailto:s.cohen@surrey.ac.uk">s.cohen@surrey.ac.uk</a></td>
</tr>
<tr>
<td>Rouven Doran</td>
<td>Department of Psychosocial Science, University of Bergen, Norway</td>
<td><a href="mailto:rouven.doran@psypr.uib.no">rouven.doran@psypr.uib.no</a></td>
</tr>
<tr>
<td>Eke Eijgelaar</td>
<td>NHTV Breda University of Applied Sciences, Centre for Sustainable Tourism and Transport, NL</td>
<td><a href="mailto:eijgelaar.e@nhtv.nl">eijgelaar.e@nhtv.nl</a></td>
</tr>
<tr>
<td>Kerstin Fuchsberger</td>
<td>Vienna University of Economics and Business Administration, Austria / Leibniz Institute for Regional Geography, Leipzig, Germany</td>
<td><a href="mailto:kerstin.fuchsbergerin@gmail.com">kerstin.fuchsbergerin@gmail.com</a></td>
</tr>
<tr>
<td>Stefan Gössling</td>
<td>Lund University, Sweden / Linnaeus University, Sweden / Western Norway Research Institute, Norway</td>
<td><a href="mailto:sgo@vestforsk.no">sgo@vestforsk.no</a></td>
</tr>
<tr>
<td>Werner Gronau</td>
<td>Leisure &amp; Tourism Management, FH-Stralsund, Germany</td>
<td><a href="mailto:werner.gronau@fh-stralsund.de">werner.gronau@fh-stralsund.de</a></td>
</tr>
<tr>
<td>Jo Guiver</td>
<td>Institute of Transport and Tourism, University of Central Lancashire, UK</td>
<td><a href="mailto:JWGuiver@uclan.ac.uk">JWGuiver@uclan.ac.uk</a></td>
</tr>
<tr>
<td>C. Michael Hall</td>
<td>Freiburg IAS, Germany / University of Eastern Finland / University of Canterbury, New Zealand</td>
<td><a href="mailto:michael.hall@canterbury.ac.nz">michael.hall@canterbury.ac.nz</a></td>
</tr>
<tr>
<td>Julia Hibbert</td>
<td>Bournemouth University, UK</td>
<td><a href="mailto:jhibbert@bournemouth.ac.uk">jhibbert@bournemouth.ac.uk</a></td>
</tr>
<tr>
<td>James Higham</td>
<td>Department of Tourism, University of Otago, New Zealand</td>
<td><a href="mailto:james.higham@otago.ac.nz">james.higham@otago.ac.nz</a></td>
</tr>
<tr>
<td>Adam Jones</td>
<td>School of Sport and Service Management, University of Brighton, UK</td>
<td><a href="mailto:aj48@brighton.ac.uk">aj48@brighton.ac.uk</a></td>
</tr>
<tr>
<td>Ko Koen</td>
<td>NHTV Breda University of Applied Sciences, Academy of Hotel Management, NL</td>
<td><a href="mailto:koens.k@nhtv.nl">koens.k@nhtv.nl</a></td>
</tr>
<tr>
<td>Paulina Luzecka</td>
<td>University of Exeter, UK</td>
<td><a href="mailto:pml202@exeter.ac.uk">pml202@exeter.ac.uk</a></td>
</tr>
<tr>
<td>Frans Melissen</td>
<td>NHTV Breda University of Applied Sciences, Academy of Hotel Management, NL</td>
<td><a href="mailto:melissen.f@nhtv.nl">melissen.f@nhtv.nl</a></td>
</tr>
<tr>
<td>Jan-Henrik Nilsson</td>
<td>Department of Service Management, Lund University, Sweden</td>
<td><a href="mailto:jan-henrik.nilsson@ism.lu.se">jan-henrik.nilsson@ism.lu.se</a></td>
</tr>
<tr>
<td>Paul Peeters</td>
<td>NHTV Breda University of Applied Sciences, Centre for Sustainable Tourism and Transport, NL</td>
<td><a href="mailto:paul.peeters1000@gmail.com">paul.peeters1000@gmail.com</a></td>
</tr>
<tr>
<td>Christian Persson</td>
<td>Department of Advertising and PR, Stockholm University, Sweden</td>
<td><a href="mailto:christian.persson@sbs.su.se">christian.persson@sbs.su.se</a></td>
</tr>
<tr>
<td>Yael Ram</td>
<td>Ashkelon Academic College, Israel</td>
<td><a href="mailto:yaelram@gmail.com">yaelram@gmail.com</a></td>
</tr>
<tr>
<td>Name</td>
<td>Institution</td>
<td>Email</td>
</tr>
<tr>
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<td>------------------------------</td>
</tr>
<tr>
<td>Brent Ritchie</td>
<td>UQ Business School, University of Queensland, Australia</td>
<td><a href="mailto:b.ritchie@uq.edu.au">b.ritchie@uq.edu.au</a></td>
</tr>
<tr>
<td>Michelle Rutty</td>
<td>Interdisciplinary Centre on Climate Change (IC3), Department of Geography and Environmental Management, University of Waterloo, Canada</td>
<td><a href="mailto:mkrutty@uwaterloo.ca">mkrutty@uwaterloo.ca</a></td>
</tr>
<tr>
<td>Daniel Scott</td>
<td>Interdisciplinary Centre on Climate Change (IC3), Department of Geography and Environmental Management, University of Waterloo, Canada</td>
<td><a href="mailto:daniel.scott@uwaterloo.ca">daniel.scott@uwaterloo.ca</a></td>
</tr>
<tr>
<td>Anna Scuttari</td>
<td>Institute for Regional Development and Location Management, European Academy of Bolzano (EURAC research), Bolzano, Italy</td>
<td><a href="mailto:anna.scuttari@eurac.edu">anna.scuttari@eurac.edu</a></td>
</tr>
<tr>
<td>Davina Stanford</td>
<td>Leeds Metropolitan University, UK</td>
<td><a href="mailto:d.j.stanford@leedsmet.ac.uk">d.j.stanford@leedsmet.ac.uk</a></td>
</tr>
<tr>
<td>Jillian Student</td>
<td>Wageningen University, The Netherlands</td>
<td><a href="mailto:jillstudent@gmail.com">jillstudent@gmail.com</a></td>
</tr>
</tbody>
</table>
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References


Contact

Workshop email: freiburgconference2014@gmail.com
Workshop webpage: http://www.cstt.nl/freiburg2014