



Centre for Sustainable Tourism & Transport

Annual report 2011



**Breda University
of Applied
Sciences**

Introduction



2011 was another exciting year in terms of research projects, output and educational activities.

For Dutch tour operator Sawadee, a tool to include the carbon emissions of their product portfolio in the company's strategic management was developed, and a strategy report based on their emissions in 2010 written (Eijgelaar et al. 2011a). A follow-up report for 2011 is under way. The Slow Tour project (sustainable lake tourism for DG ENTER) ended late 2011, with the publication of the final product, a Manual, expected early 2012. The evaluation of water sports sustainability in the Netherlands for the German Federal State of Brandenburg has been finished with a final report (Eijgelaar et al. 2011b). A study was performed in the Dutch rural area of the Maashorst (accessibility, recreation; see Korteweg Maris et al. 2011) and another one started into nature experience in National Park De Biesbosch. Results of the latter study are expected in 2012. CSTT and the University of Lancashire have started an update of their successful 2009 EuroVelo study for the European Parliament. Also promising is the Travelling Large 2.0 project, which seeks to add more detailed information on energy use and emissions of accommodations to the current database and also to evaluate the carbon footprint of inbound tourism to the Netherlands.



The public output was considerable this year, totalling at least 11 publications in popular media. Notably, Jeroen Nawijn's research featured in several media again, e.g. The New York Times (Higgins 24-7-2011), The Washinton Post online (Zaraska 25-7-2011), the Algemeen Dagblad online (Editor 2011), the Spits (van der Neut 15-12-2011) as well as an interview in The Psychologist (Jarrett 2011). Longer interviews with Paul appeared in the Dutch transport magazine Nederlands Vervoer, about the sustainability of bus travel (Van den Haak 2011), and on a French air/climate NGO website about aviation and climate change (Dubois 2011). Paul also became a member of the Travelife Criteria Review Group. It also comprised of a radio interview with Eke Eijgelaar for the programme RayRadio on Stadsradio Breda on the 8th of February. Eke furthermore contributed to a chapter on sustainable travel in a book on 'acting green' (van den Berg 2011). An article by Kim de Bruijn on the Travelling Large in 2009 report (de Bruijn et al. 2010) was published in NRIT Magazine (de Bruijn 2011). Further (contributions to) news items and articles appeared in magazines and newspapers like OneWorld (Terlingen 2011) and Flow (Baxmeier 2011).





The scientific output comprised of 14 scientific publications of which eight reviewed in journals, two reviewed book chapters, two presentations at international conferences and seminars, and one book review (see lists below). It pleases us that four of these publications are open access (Eijgelaar 2011, Landré et al. 2011, Nawijn et al. 2011, Peeters et al. 2012). Another development is the ever earlier appearance of publications, which is why we included two official 2012 publications in our 2011 record. Citations of NHTV-affiliated articles by Paul Peeters, Jeroen Nawijn, Martin Landré and Eke Eijgelaar on SCOPUS increased from 78 in 2010 to 89 in 2011. Paul contributed to a Background Technical Paper (Peeters et al. 2011) for chapter 11 of UNEP's Green Economy report (UNEP 2011) and an OECD publication on tourism (Gössling 2011). Two CSTT-related publications (Bows et al. 2009, Eijgelaar et al. 2010) featured on a Routledge top article selection concerning Climate Change, the Carbon Footprint, Global Warming and Global Sustainability. As co-author, Paul also received the Tourism Recreation Research Article of the Year Award 2010 for the article "The Future of Tourism: Can Tourism Growth and Climate Policy be Reconciled? A Mitigation Perspective" (Gössling et al. 2010).



CSTT contributed to education by successfully guiding 14 students with their (final) theses, with a variety of subjects ranging from system dynamics (Tiemensma 2011) to cycle tourism and the high speed rail connection between Amsterdam and London. Five guest lectures were given within and outside NHTV (see overviews further down). Furthermore CSTT ran the first grade Environment & Tourism course and co-developed the second grade modules Tourism Systems Analysis and International Field Project for the BSc Tourism, in close collaboration with Wageningen University and Research (WUR). In this second year of its existence, the BSc attracted 45 first grade students. CSTT employees were also involved in the courses Tourism Economics and of Principles of Tourism for the same bachelor.



A significant share of the CSTT income is generated by projects for third parties. The 'Projects' overview shows we were working on 7 projects with a total value of around € 80,000. A small share of these projects will continue in 2012. The overall trend of revenues is relatively stable, as we expect to generate some € 85,000 again in 2012. CSTT authors wrote or contributed to a number of project reports (Eijgelaar et al. 2011a, Eijgelaar et al. 2011b, Korteweg Maris et al. 2011, Landré 2011; see also above).



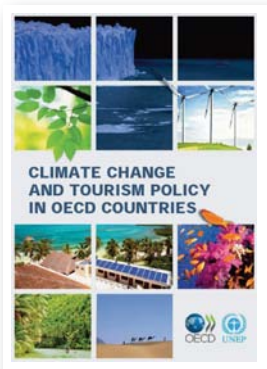
Finally, all of these activities have received better visibility through the CSTT website, which was fully revised in accordance to NHTV corporate design in September 2011 (see www.cstt.nl). For example, users can now search publications and projects with extended search functions. A first official newsletter was also released shortly after the update.



Employees working with CSTT in 2011 were: Claudia Erdkamp, Sandra Janssen, Eke Eijgelaar, Jelmer Jeuring, Jeroen Nawijn, Martin Landré, Lilian Wanderley, Pieter Piket, Kim de Bruijn and Paul Peeters. In the course of the year, Claudia and Lilian left, and Sandra and Jelmer joined the CSTT respectively.

Paul Peeters
Associate Professor Sustainable Transport and Tourism
Breda, February 2012





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- > de Bruijn, K., Dirven, R., Eijgelaar, E. & Peeters, P. (2010) Travelling large in 2009: The carbon footprint of Dutch holidaymakers in 2009 and the development since 2002. Breda, The Netherlands: NHTV Breda University of Applied Sciences; NRIT Research; NBTC-NIPO Research.
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Scientific Publications



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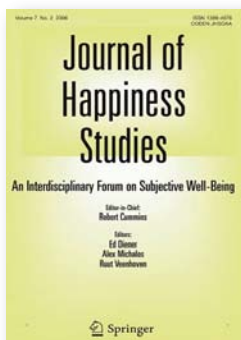
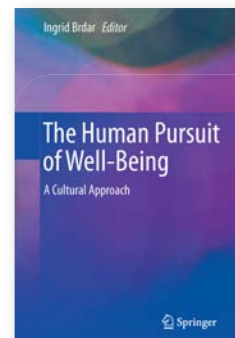
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Conference Papers/Presentations

> Eijgelaar, E., Peeters, P. & Piket, P. (2011) European cycle tourism: tool for sustainable regional rural development? Paper presented at the Second AGRIMBA-AVA Congress, 23-24 June 2011. Wageningen, Netherlands: AGRIMBA/WUR.

> Landré, M. (2011) Quantifying road network accessibility to tourist regions with geographical information systems. IN Frochot, I. (Ed.) *Creativity and innovation in tourism*. University of Savoie.



Projects



SAWADEE
puur reizen



Project title	Inventory of greenhouse gas emissions of tour operator product portfolio
Year	2009/2010
Period	01-2010 until 01-2011
Budget	€ 7,500
Client	Sawadee Reizen/Innovation Voucher SENTER
Report/product	Carbon footprint and carbon reduction strategy report FY2010 (Eijgelaar et al. 2011a), excel database/model for future monitoring

Project title	SLOW TOUR-Sustainable Lake Oriented Walking Tourism
Year	2010/2011
Period	06-2010 until 11-2011
Budget	€ 45,000
Client	European Commission (DG-Enterprise), subcontracted through Comunitá Montana Associazione dei Comuni Trasimeno-Medio Tevere
Report/product	Manual with best practise examples and guidelines for sustainable tourism in lake destinations

Project title	Recreatieonderzoek de Maashorst
Year	2010/2011
Period	
Budget	€ 5,400
Client	Stuurgroep de Maashorst
Report/product	Report (Korteweg Maris et al. 2011)

Project title	Umwelt- und klimafreundliche Technologien in den Wassersportrevieren der Niederlande
Year	2010/2011
Period	12-2010 until 03-2011
Budget	€ 3,000
Client	HNE Eberswalde, subcontractor of Land Brandenburg
Report/product	Report (Eijgelaar et al. 2011b)

Project title	Inventory of greenhouse gas emissions FY2011
Year	2011/2012
Period	10-2011 until 02-2012
Budget	€ 2,000
Client	Sawadee Reizen
Report/product	Carbon footprint and carbon reduction strategy report FY2011

Project title	Travelling Large 2.0
Year	2011/2012
Period	07-2011 until 06-2012
Budget	€ 19,000 (CSTT share), € 70,000 total
Client	NHTV Academiseringsfonds
Report/product	Ongoing project

Project title	Update EuroVelo report
Year	2011/2012
Period	10-2011 until 04-2012
Budget	€ 8,000
Client	European Parliament
Report/product	Ongoing project



Thesis Assignments



Supervisor	Student	Thesis title	Academy/ Institution
Eke Eijelaar	Koopmans, J.	The environmental sustainability of organised North American and European cycle tourism: an analysis of cycle tourists and cycle tourism products	NHTV (ITMC)
Eke Eijelaar	Götte, E.	Slow travel – A focus group analysis on the arguments about train travel	NHTV (ITMC)
Jeroen Nawijn	Heemskerck, I.M.	An Analysis on Interchanges and Time-Variables on the International Rail Route between Amsterdam and London St Pancras: Its Effect on Customer Buying Behaviour.	NHTV (AvT)
Paul Peeters & Mylène vd Donk	Roeffen, C.	Market related methods to reduce carbon footprints of Sawadee long haul products (zie bijlage)	NHTV (ITMC)
Paul Peeters	Groos-Johan, F.	Working title: energy consumption of Dutch accommodations (to be finished in early 2012)	CBS (Den Haag)
Paul Peeters	Tiemensma, S.	A System Dynamics Study of Sustainable Tourism in Norway. Exploring the use of Serious Gaming as a way of communicating the important lessons to novice model users (Tiemensma 2011).	TU Delft
Pieter Piket	Elias, J.	Ecological Footprint of the Academy for Leisure	NHTV (AfL)
Lilian Wanderley	Vogt, K.	Project Management in ECPAT	NHTV (AvT)
Lilian Wanderley	Kannenberg, L.	Corporate social responsibility (CSR) in the airline industry	NHTV (ITMC)
Lilian Wanderley	Roelofs, M.	Big Corn Island – sustainable tourism strategy	NHTV (AvT)
Lilian Wanderley	Santos Sarzeda, P.	CSR in leisure	NHTV (ILM)
Lilian Wanderley	Van Liempdt, T.	Dutch Tour Operators, ECPAT and ANVR against Child sex tourism: challenges and opportunities	NHTV (ITMC)
Lilian Wanderley	Dreschler, C.	Ecotourism in Dominica - Analyzing the current impacts of ecotourism on the indigenous community in Dominica and how it can contribute to the empowerment of the Caribs.	NHTV (M&EM)
Lilian Wanderley	Vlijt, G.J.	Green consumer in the photovoltaic market	NHTV (AvT)



Courses/Guest Lectures (sample)



Institute	Participant	Subject	Date
NHTV Breda	Eke Eijgelaar	Guest lecture FBTR, LA10: "Toerisme en klimaatverandering: een introductie" (in Dutch)	26-04-2011
NHTV Breda	Eke Eijgelaar	Guest lecture FBTR-3TM, LA49: "Tourism, and climate change"	07-11-2011
NHTV Breda	Eke Eijgelaar	Tourism Management Studies (1st grade), Course Deskresearch (lectures)	Nov 2011 - Jan 2012
NHTV Breda	Eke Eijgelaar	BSc Tourism (1st grade), Course Environment and Tourism (organisation, lectures & tutorials)	Nov 2011 - Jan 2012
NHTV Breda	Jelmer Jeuring	Tourism Management Studies (1st grade), Course Deskresearch (lectures)	Nov 2011 - Jan 2012
NHTV Breda	Paul Peeters	Guest lecture BSc Tourism (1st grade, Tourism Principles course): "Tourism transport; an introduction"	10.2011
NHTV Breda	Paul Peeters	Guest lecture BSc Tourism (1st grade): "Tourism and global environmental change (GEC)"	22-11-2011
Fontys Eindhoven	Paul Peeters	Guest lecture for the minor Duurzaamheid: people, planet, profit: "Toerisme, vervoer en milieu".	01-12-2011



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