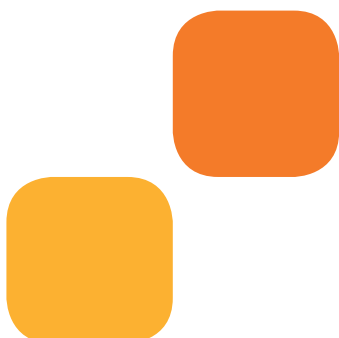




**Centre for Sustainable
Tourism & Transport
Annual report 2012**



**Breda University
of Applied
Sciences**

Introduction



2012 was a very well-balanced year for CSTT, with considerable scientific and project output on the one hand, and several conference contributions and involvement in NHTV education on the other. One milestone was the PhD for Jeroen Nawijn. Another important event for CSTT was co-organising a themed workshop in Freiburg. And finally, CSTT had a good coverage by general media, including a long item on Dutch television.

Paul Peeters
Associate Professor Sustainable Tourism and Transport

Conferences & Workshops

The international workshop, titled “Psychological and behavioural approaches to understanding and governing sustainable tourism mobility”, was held from 3 to 6 July in the town of Kirchzarten near Freiburg, Germany. It was organised by Bournemouth University, FRIAS, NHTV CSTT and the University of Otago. The workshop’s theme attracted a number of leading researchers in the field of sustainable tourism mobility, transport planning and related topics. The 23 high quality papers and 26 delegates provided plenty of food for discussion on the workshop topic. On behalf of the CSTT there were four (joint) contributions, by Paul Peeters (including a keynote), Jeroen Nawijn, Eke Eijgelaar, and Danny de Kinderen (Eijgelaar et al. 2012a, Nawijn et al. 2012, Peeters 2012, Peeters et al. 2012).

A very large event was the Planet under Pressure Conference London, 28-29 March 2012 with a total of 1500 delegates. Paul presented a paper about mitigating tourism climate change contribution at a tourism and climate change workshop (Peeters, P.M., Dubois, G. & Ceron, J.P. 2012c). Furthermore, Pieter presented a paper about sustainable cross-border cycle tourism in Bulgaria, 26-30 January 2012 (Piket, P.C. 2012):

Paul Peeters and Martin Landré contributed to the BEST EN Think Tank XII conference “Mobilities and Sustainable Tourism”, held in Gréoux-les-Bains, France, from 24 to 27 June (Landré et al. 2012, Peeters et al. 2012a).

Both Paul and Eke presented work at the second International Conference on “Tourism, Climate Change and Sustainability” at Bournemouth University, UK, from 13 to 14 Septem-



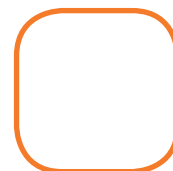
ber (Eijgelaar et al. 2012b, Peeters et al. 2012b), where Paul also joined the closing panel discussion with representatives of UNWTO, UNEP, UNESCO, TUI Travel PLC and British Airways (Peeters, 2012a).

Paul featured in two more debates. One on whether sustainable tourism can include flying, at the University of Central Lancashire (Preston, UK) on March 30th (Peeters, 2012b). The other on 7th of November at the 2012 World Travel Market (WTM) in London, where Paul headed a team of three academics in The Debate against a team from the industry with representatives from Sustainable Aviation, British Airways, TUI Travel PLC and International Tourism Partnership (Peeters, 2012c). The question: “is the travel and tourism industry taking responsibility for reducing its greenhouse gas emissions?” Paul’s team showed a full room that the industry does many things, but by far not enough to tackle climate change. In the end, two thirds of the audience agreed with this point of view, notwithstanding the fierce pleas from the industry team. Watch a video of the debate [here](#) (or search on www.youtube.com for “debate greenhouse gas emissions”) and look for further information on the [website of WTM London](http://www.wtmlondon.com) (www.wtmlondon.com and search for “debate greenhouse gas emissions”).

In January, CSTT co-organised a session at the Dutch Tourism Expo with a workshop on carbon management for tour operators, focussing on the results of the Sawadee project. Paul chaired the event, where Saskia Griep and Floris Fluitsma of Sawadee presented the project.

In March, Eke visited the ITB for interviews and presentations in the context of the EuroVelo Update study (more below). This study was published in September, followed by a presentation by Richard Weston of UCLAN and Eke to the commissioner, the European Parliament Transport and Tourism (TRAN) Committee (Weston et al. 2012).

Finally, Eke presented an overview on tourism emissions and participated in a panel discussion at the Master Class Course Conference „Renewable Energies“ in Berlin on December 3 (Eijgelaar 2012).



Conference references:

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- Nawijn, J. & Peeters, P. (2012) How the need for happiness affects the (un-)sustainable development of tourism. Psychological and behavioural approaches to understanding and governing sustainable tourism mobility: An international workshop in the Black Forest 4.7.2012. Freiburg, Germany.
- Peeters, P.M (2012) Keynote: The climate mitigation challenge of tourism. Psychological and behavioural approaches to understanding and governing sustainable tourism mobility: An international workshop in the Black Forest 4.7.2012. Freiburg, Germany.
- Peeters, P.M. (2012a). Panel discussion, Q & A. In International Conference on Tourism, Climate Change and Sustainability, 14-09-2012. Bournemouth, UK
- Peeters, P.M. (2012b). Can sustainable tourism include flying. Can Sustainable Tourism Include Flying, 30-03-2012. Uclan, Preston, UK.
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- Piket, P.C. (2012): ‘Alternative cross-border tourism: cycle tourism - AL-TOUR-native Tourism: Tool for Sustainable Cross-Border regional/Local Development?’ – Presentation at the CrossTour Fair “The Danubian AL-TOUR-native”, Russe (Bulgaria) 26-30 January 2012
- Weston, R. & Eijgelaar, E. (2012) The European Cycle Route Network EuroVelo: Update of the 2009 study. European Parliament Committee on Transport and Tourism meeting, 6.11.2012. Brussels, Belgium.

Projects



A significant share of CSTT income is generated by projects for third parties. The ‘Projects’ overview shows we were working on 8 projects with a total value of around 103,300 euro. A small share of these projects will continue in 2013. The overall trend of revenues is positive, as we expect to generate some 150000 euro in 2013 due to the positive decision of the Foundation Innovation Alliance (SIA - Stichting Innovatie Alliantie) on a RAAK-mkb project proposal (period 2013-2014) and a consultancy of Paul with T&E in Brussels.

For Dutch tour operator Sawadee, a second report on their portfolio carbon footprint was written, including a considerable update of the excel tool (Jeuring et al. 2012). Sawadee’s successful implementation of carbon management, based on the two CSTT reports, earned them a prestigious Responsible Tourism Award 2012 in the category Best Carbon Reduction Initiative (see <http://www.responsibletravel.com/awards/winners/2012.htm>).

The Slow Tour project (sustainable lake tourism for DG ENTER) ended late 2011, but the publication of the final report was not delivered until early 2012 (Canalicchio et al. 2011). A study into nature experience in National Park De Biesbosch was finished August 2012 (Donk et al. 2012). CSTT and the University of Lancashire wrote an update of their successful 2009 EuroVelo study for the European Parliament (Weston et al. 2012a). A number of deliverables for the Travelling Large 2.0 project were produced, among which a non-public data set by CBS and (Peeters et al. 2012b).



Project title	Update EuroVelo report
Year	2011/2012
Period	10-2011 until 09-2012
Budget	8,000 euro
Client	European Parliament
Report/product	The European Cycle Route Network EuroVelo (Weston et al. 2012a)



Project title	Inventory of greenhouse gas emissions FY2011
Year	2011/2012
Period	10-2011 until 05-2012
Budget	2,000 euro
Client	Sawadee Reizen
Report/product	Carbon footprint and carbon reduction strategy report FY2011 (Jeuring et al. 2012)



Project title	SLOW TOURISM-Sustainable Lake Oriented Walking Tourism
Year	2010/2011
Period	06-2010 until 11-2011
Budget	45,000 euro
Client	European Commission (DG-Enterprise), subcontracted through Comunità Montana Associazione dei Comuni Trasimeno-Medio Tevere
Report/product	Manual of excellence in lake tourism in Europe (Canalicchio et al. 2011)

Project title	Travelling Large 2.0
Year	2011/2012
Period	07-2011 until 06-2012
Budget	19,000 euro (CSTT share), 70,000 euro total
Client	NHTV Academiseringsfonds
Report/product	De 'carbon footprint' van de Nederlandse vakantieganger (Peeters et al. 2012d) Carbon management voor accommodaties: kengetallen, maatregelen en tools (Eijgelaar, E. (2012a)

Project title	Richtlijn milieu-effecten evenementen (environmental effects of events)
Year	2012-2013
Period	12-2012 until 01-2013
Budget	3,500 euro (750 euro for AfT, remainder AfL)
Client	atmosfair
Report/product	One report to be finished in 2013

Project title	Atmosfair several consultancies
Year	2011-2012
Period	12-2011 until 6-2012
Budget	1,900 euro
Client	atmosfair
Report/product	Two confidential reports



Project title	Belevingsonderzoek in Nationaal Park de Biesbosch
Year	2011 - 2012
Period	5-2011 until 8-2012
Budget	23,900 euro
Client	Nationaal Park de Biesbosch
Report/product	Expert Report (Donk et al. 2012)



Project title	TObeWELL – Tourism, Wellbeing and Ecosystem Services
Year	2012-2016
Period	06-2012 until 06-2016
Budget	Budget neutral
Client	COST European Cooperation in Science and Technology
Report/product	To be delivered from 2013 onwards



Project references:

- Canalicchio, M., Montagnoli, L., Boggia, A., Cortina, C., Paolotti, L., Pitteri, A., Rocchi, L., Eijgelaar, E., Jeuring, J., Landré, M., Nawijn, J., Peeters, P., Piket, P., Hammerl, M. & Jablonski, S. (2011) Manual of excellence in lake tourism in Europe. Magione, Italy: Comunità Montana Associazione dei Comuni Trasimeno - Medio Tevere; University of Perugia DSEEA; NHTV CSTT; Global Nature Fund.
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- Weston, R., Davies, N., Peeters, P., Eijgelaar, E., Lumsdon, L., McGrath, P. & Piket, P. (2012a) The European Cycle Route Network EuroVelo: Challenges and Opportunities for Sustainable Tourism. Update of the 2009 study. Brussels, Belgium: European Parliament, Directorate General for Internal Policies, Policy Department B: Structural and Cohesion Policies, Transport and Tourism.

Scientific output



The scientific output comprised of 17 scientific publications of which 8 reviewed in journals, 4 reviewed book chapters and 1 book review. Besides these, several non-reviewed contributions related to carbon footprint research have been published (see list below). Furthermore, Paul received the 2012 Outstanding Author Contribution Award from the Emerald Group Publishing Limited for his 2010 book chapter "Transport technology, tourism and climate change" (Peeters 2010).

Citations of NHTV-affiliated articles by Paul Peeters, Jeroen Nawijn, Martin Landré and Eke Eijgelaar in SCOPUS remained at a high level in 2012. Note that the number of cited documents in SCOPUS is incomplete, at this moment particularly regarding Jeroen's articles.



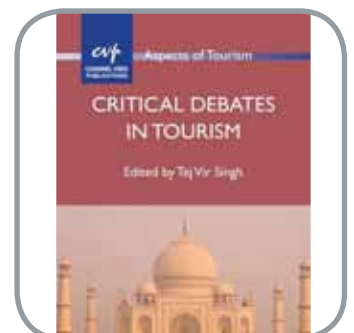
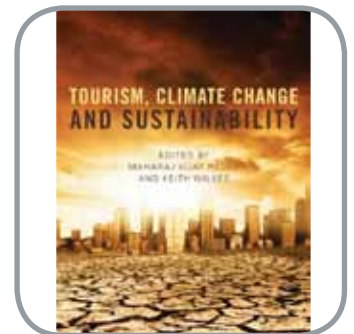
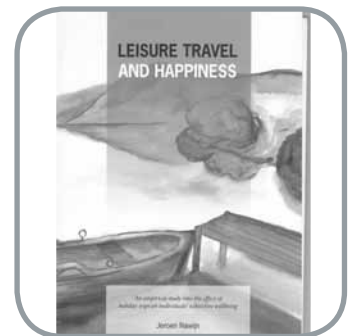
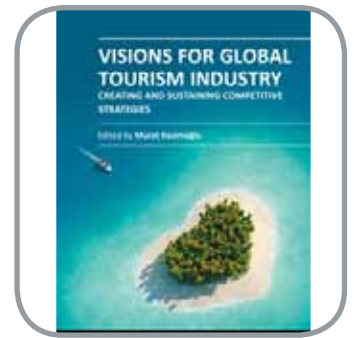
Table: Citations received for CSTT authors in Scopus since 1996 (some overlap in articles)

	Cited documents*	<2010	2010	2011	2012	2013	Total
Paul Peeters	22	96	80	97	84	14	371
Jeroen Nawijn	5	0	2	10	10	0	22
Eke Eijgelaar	2	0	1	10	6	0	17
Martin Landré	7	2	1	0	0	0	3
Total all 4 authors without overlap	28	89	80	96	82	14	361
Same without self-citations	28	64	63	87	59	13	286

Source: www.scopus.com (retrieved 07.01.2013). *Based on publications with NHTV affiliation.

Scientific references:

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- Dickinson, J. E. & Peeters, P. (2012) Time, Tourism Consumption and Sustainable Development. *International Journal of Tourism Research*, (Online first publication).
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Public output & media coverage

The public output was considerable this year, totalling at least 22 publications in popular media. A relatively long TV performance by Paul at VARA's Kassa! took place on 25th of February 2012. During the programme about eco-labelling, Paul challenged representatives of ANVR, GreenKey and GreenGlobe that current eco-labels in accommodations were too noncommittal. The programme can be watched at <http://kassa.vara.nl/tv/afspeelpagina/fragment/zin-en-onzin-van-toeristische-keurmerken/speel/1/> (in Dutch).

On March 23rd, Jeroen Nawijn featured in the television program 5op2 on Dutch national television (Nawijn 2012j) He was there as a guest to speak about the holiday experience. <http://www.uitzendinggemist.nl/afleveringen/1244830>. Jeroen received his PhD from Erasmus University Rotterdam in May (Nawijn 2012). It resulted in several more contributions to articles on the holiday experiences and happiness in mainstream magazines, and in a radio interview by the (Dutch) Buddhist Broadcast Foundation on July 21.

Interviews with Paul appeared in Vrij Nederland (Nieuwenhuis 2012), and Greenzine (Greenzine 2012). The latest Travelling Large report featured in articles in the Spits (Polman 8-5-2012), BN De Stem (Andries 26-4-2012) and several online media.

Eke and Paul were also interviewed for an article on sustainable holidays in the Netherlands in an attachment on Environment & Sustainability of the Spits (Schmidt 5-6-2012). An article by Kim de Bruijn on the Travelling Large in 2010 report (de Bruijn et al. 2012) was published in NRIT Magazine (de Bruijn 2012).



Public output & media references:

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- Nawijn, J. (2012b). Geballte erhohlung? Interview in: Gehrin & Geist, 2012 (7-8), pp. 14-17.
- Nawijn, J. (2012c). Las mejores fórmulas para descansar de verdad en los ferados. Interview in: Tendencias, 7 juni 2012 pp. 4-5.
- Nawijn, J. (2012d). Minder zomervakanties door crisis. Interview in: Trouw, 19 mei 2012
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- Nawijn, J. (2012f). Relaxed op reis. Interview in: Marie-Claire, 1 juni 2012 pp. 166-167.
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Education

CSTT contributed to education by successfully guiding 3 students with their (final) theses. 9 guest lectures were given within and outside NHTV (see overviews further down). Furthermore CSTT ran the BSc Tourism's first grade Environment & Tourism course and co-organised the second grade modules Tourism Systems Analysis and International Field Project, all in close collaboration with Bas Amelung of Wageningen University and Research (WUR). CSTT employees were also involved in the courses Tourism Economics and of Principles of Tourism for the same bachelor.

Supervisor	Student	Thesis title	Academy/ Institution
Eke Eijgelaar	Danny de Kinderen	Carbon offsetting by Dutch tourists: motives and impact on travel behaviour	NHTV (ITTI)
Paul Peeters	Ben Janssen	The development of global tourism between 2001-2010	NHTV (ITMC)
Paul Peeters	Juliana Klemp	The relevance of space tourism for tourism mobility and scenarios of its environmental impacts	NHTV (ITMC)

Institute	Participant	Subject	Date
NHTV Breda	Eke Eijgelaar	BSc Tourism (2nd grade), Tourism Systems Analysis and International Field Practicum (organisation)	Feb2012 – May 2012
NHTV Breda	Eke Eijgelaar	Guest lecture FBTR, LA10: "Toerisme en klimaatverandering: een introductie" (in Dutch)	08-05-2012
NHTV Breda	Eke Eijgelaar	ITMC (2nd grade), Course Tourism Impact Studies (lecture & tutorials)	Sep 2012 – Oct 2012
NHTV Breda	Eke Eijgelaar	Tourism Management Studies (1st grade), Course Deskresearch (lectures)	Nov 2012 – Dec 2012
NHTV Breda	Eke Eijgelaar	BSc Tourism (1st grade), Course Environment and Tourism (organisation, lectures & tutorials)	Nov 2012 – Jan 2013
NHTV Breda	Paul Peeters	Guest lecture BSc Tourism (1st grade, Tourism Principles course): "Tourism transport; an introduction"	08-10-2012
NHTV Breda	Paul Peeters	Guest workshop Sustainable Tourism Norway	12-12-2012
NHTV Breda	Paul Peeters	Guest lecture TDM "Tourism and Global Environmental Change"	19-09-2012
Hogeschool West Vlaanderen, Kortrijk, Belgium	Paul Peeters	Guest lecture "Tourism transport and the environment" en workshop "Sustainable tourism Norway".	6-11-2012



CSTT website, staff & other



In 2012, the CSTT website (www.cstt.nl) received over 4,700 visits (3,600 unique visitors). Top visited pages were the homepage, and the Freiburg conference and publication pages. Over the year, 11 news items and press releases were posted on the website, one newsletter with several items was distributed through various research networks in April, and two press releases were also issued via the main NHTV website.

Employees working with CSTT in 2012 were: Sandra Janssen, Eke Eijgelaar, Jelmer Jeuring, Jeroen Nawijn, Martin Landré, Pieter Piket, Kim de Bruijn and Paul Peeters. In the course of the year, Jelmer and Sandra left, and Rianne Nelemans joined the CSTT and other associate professorships as supporting staff member.

In 2012, Eke refereed for the Journal of Sustainable Tourism (JoST), Current Issues in Tourism (CiT), and Transportation Research Part A: Policy and Practice. Paul refereed for Tourism Management, Annals of Tourism Research, JOST, Tourism Geography, Ecological Economics, Energy Policy and Transportation Research Part A.

CSTT activity related carbon emissions have been kept to a minimum, as all conference venues and business trips were made by train (except one return to Manchester for a meeting of the Travelife Criteria Group, attended by Paul Peeters).



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