



Tourism, mobility and the environment From global to local, what destinations can do ?

Tourism-Site Workshop, “Tourism and Mobility in Europe. Best Practices”
ReisePavillon, Hannover, Feb 5-8, 2004

Ghislain Dubois, TEC, 89 rue de la République - 13002 Marseille – France - + 33 (0) 4 91 91 81 25

Ghislain.Dubois@tec-conseil.com / February 2004

Tourisme Transports Territoires

TEC

Environnement

Conseil

Ghislain Dubois

89 rue de la République 13002 Marseille

Tel : + 33 (0) 4 91 91 81 25

E mail : Ghislain.Dubois@tec-conseil.com

Web: www.tec-conseil.com

Contents

- Local and global issues, with a special look on climate change
- European and international initiatives
- What destinations can do ?





Tourism, mobility and the environment : local and global issues

Local and global issues

Mobility, the main bottleneck to sustainability

- Mobility is responsible of major tourism impacts on the environment
 - Congestion
 - Noise
 - Space consumption (infrastructure, park places)
 - Fragmentation of natural habitats
 - Local air pollution (urban tourism)
 - Greenhouse gas emissions (climate change)

- Tourism is responsible, depending on countries, from 30 to 50% of overall mobility



Local and global issues

A growing dependence of tourism on transports

More frequent departures

Shorter stays

Farther away

A modal split favoring the most polluting types of mobility

> **A growing transport intensity**

> **Environmental impacts grow faster than the tourism demand**

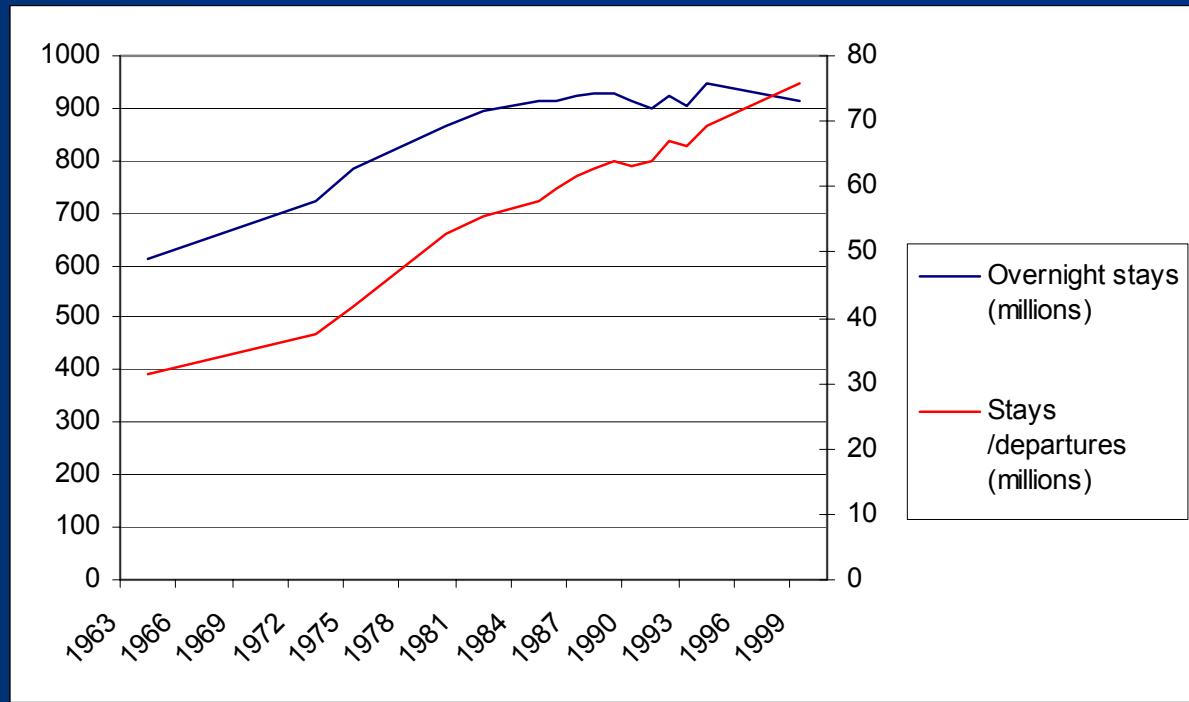




The growing dependence of tourism on transports

More transport for less tourism...

Evolution of overnight stays and departures- Long personal stays of French residents – 1964-1999

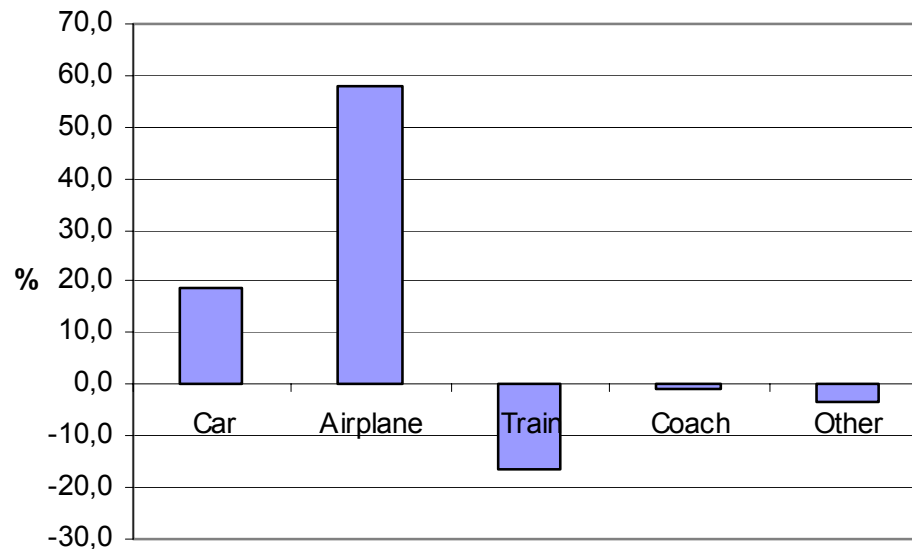


Source: Insee, Enquête « Vacances », 1964-1999

Local and global issues

The evolution of modal split favour the most polluting means of transportation

Evolution of the modal repartition of holiday departures (> 4 nights), 1986-1999



Source: Insee, Enquête « Vacances », 1964-1999

Local and global issues

Climate change, an emerging issue for tourism

Tourism is a major source of greenhouse gas emissions
France :

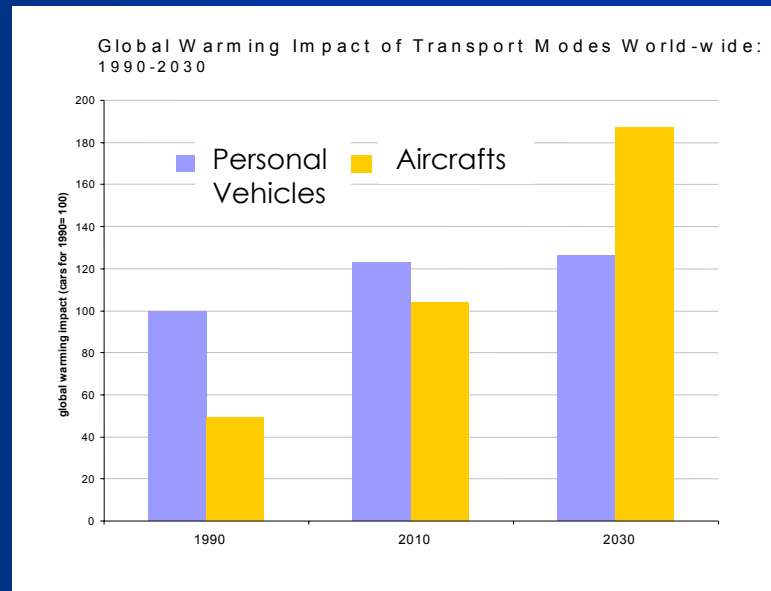
- Tourism accounts for 9% to 10% of national emissions
- Tourism mobility is responsible for $\frac{3}{4}$ of this emissions
- According countries, the share of tourism transports varies from 75% (US), to 90% (New Zealand)
- Transport are becoming **THE** climate change issues: their share in French CO₂ emissions jumped from 9% to 34% between 1960 and 1990.



What is at stake ?

- In the short term and mid term : road transport
- In the long term : air transport

Global warming impact of Transport Modes- Worldwide 1990-2030 – Personal vehicles and aircrafts

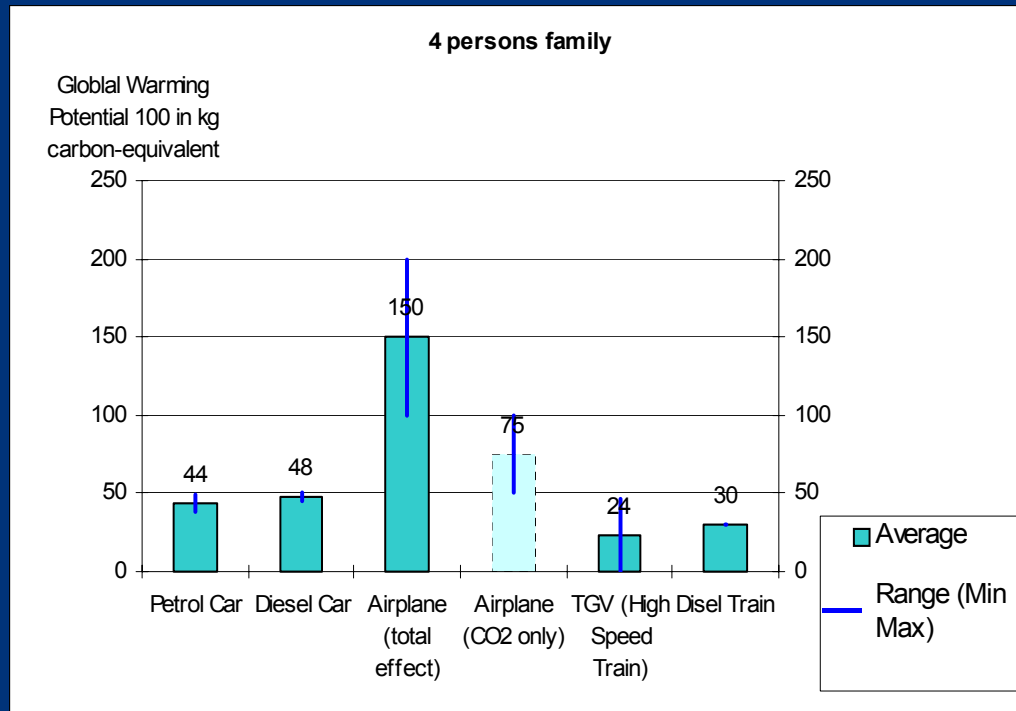


Source: OECD,
2001

Local and global issues

Individual responsibility in greenhouse effect

Impact on the greenhouse effect of a journey from Paris to Nice, depending on the mode of transport- 4 persons family

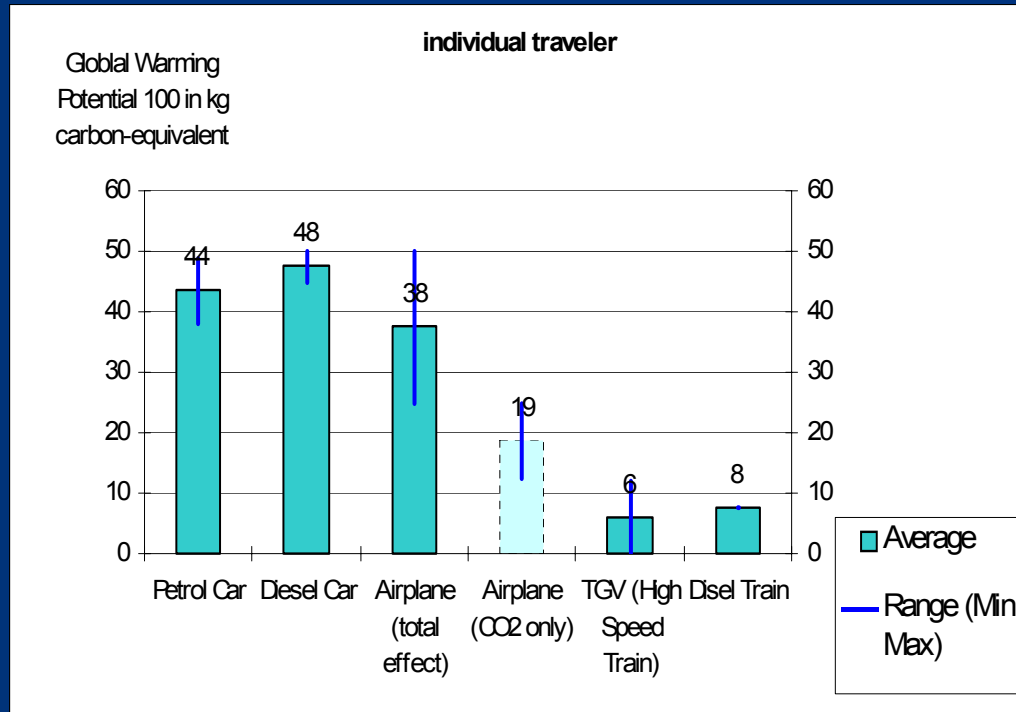


Source : IFEN based on SNCF, European Environment Agency (Copert III and MEET programmes), IPCC, Airbus Industries, EDF

Local and global issues

Individual responsibility in greenhouse effect

Impact on the greenhouse effect of a journey from Paris to Nice, depending on the mode of transport- Individual traveler



Source : IFEN based on SNCF, European Environment Agency (Copert III and MEET programmes), IPCC, Airbus Industries, EDF



European and international mobilisation



European and International Mobilisation

An emerging issue for international institutions

- World Tourism Organisation
 - WTO Conference on tourism and climate change, Djerba, April 2003- *Djerba Declaration*
 - Climate change will be a topic for WTO in 2004
- Research : the E-clat network (www.e-clat.org)

European and International Mobilisation

A major concern for the European Union

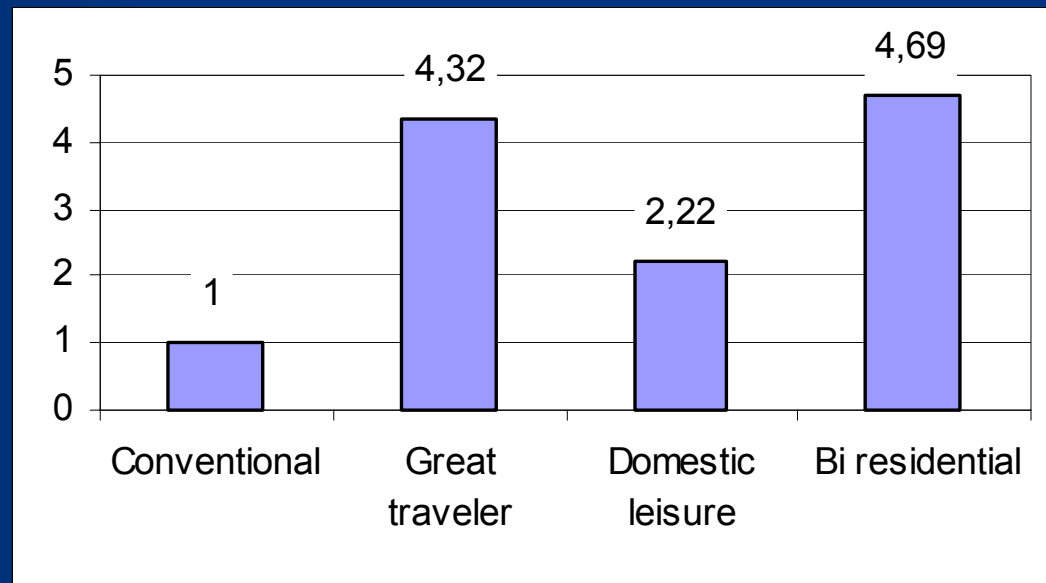
- Agenda 21 for tourism
- Call for tender (Aug, 2003) on sustainable tourism and transport : uncoupling tourism and travel demand
- A special attention to new members and accessing countries
 - Domestic and international tourism are going to increase very quickly
 - There should be strong investment for transport infrastructures in coming years, and strategic choices : highways or high speed train ?



European and international mobilisation

The trends

Impacts on climatic change for different **future** mobility patterns



Source : Ceron & Dubois, 2003



What destinations can do ?



What destinations can do ?

To what extent are destinations concerned ?

- From individuals to States, each stakeholder has something to do to mitigate greenhouse gas emissions. **Share the burden !**
- Destinations have **direct short term interests** :
 - A tourist taking his car to reach the destination = **congestion** in peak period = limits to growth
 - Soft mobility in the destination = **quality** of the tourism product = attracting new customers
- Sustainable tourism transport policy rely on, are strongly **dependent on actions taken at the local level.**
- In the long term, the tourist industry could be threatened by climate change mitigation policies. **Act now to prevent irreversibility !**

What destinations can do ?

Two policy questions

How to diminish the share of tourists using their car within my destination ?



**But
also...**

How to reduce the environmental related impacts of travel from main places of residence to my destination ?



What destinations can do ?

Assessing the impacts : Calvia



What destinations can do ?

Assessing the impacts : Calvia

Tourism transports from
home to Calvia :

534 000 tons of CO₂



Tourism transports within the
destination :
73 000 tons of CO₂

The Tourists : 70% of Calvia
mobility, 2,25 car-trip a
day per tourist

Source : Calvia Web Site



What destinations can do ?

Supplying a continuous chain of public transport

- If tourists need a car in the destination, very often they will take their car to reach the destination
- Key words : **quality**, easy **accessibility** to public transport, **complementarities** between tourists and residents mobility

What destinations can do ?

Involving private stakeholders

- Accommodation suppliers have **direct interests** :
 - Attracting **new customers** : convention tourism, short stays...
 - Developing **new products** : "holidays without your car". Quite trendy : hiking and biking, river tourism...
- Concrete actions of suppliers
 - Providing a **clear information** about public transport supply
 - **Offering soft mobility services** : electric vehicles and bike rentals, shuttle transfers from train station...
 - Establishing close to bus stops...





What destinations can do ?

Planning

- A low impact situation will not be obtained without an adequate planning
- Some irreversibility was created by past development
- Some guidelines
 - Increasing the the density of tourist areas, to create tourism centres
 - Avoid setting up accommodation in remote natural areas
 - Designing public transport systems taking into account the tourism demand (serving beaches, seasonality...)



Tourisme Transports Territoires

TEC

Environnement

Conseil

Ghislain Dubois

89 rue de la République 13002 Marseille

Tel : + 33 (0) 4 91 91 81 25

E mail : Ghislain.Dubois@tec-conseil.com

Web: www.tec-conseil.com