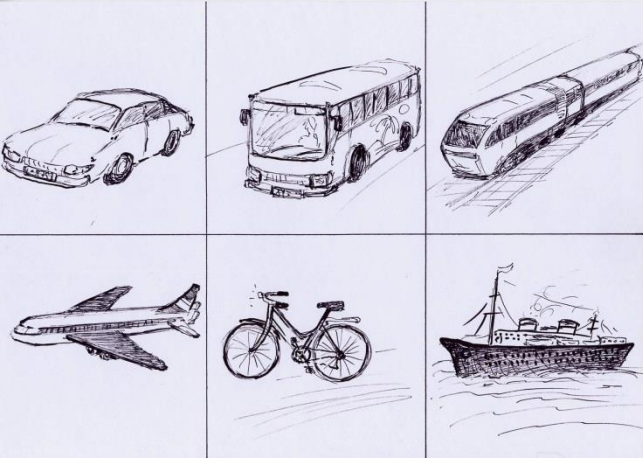


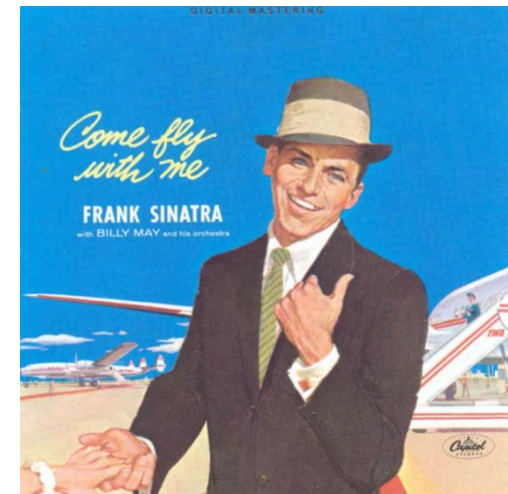


Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

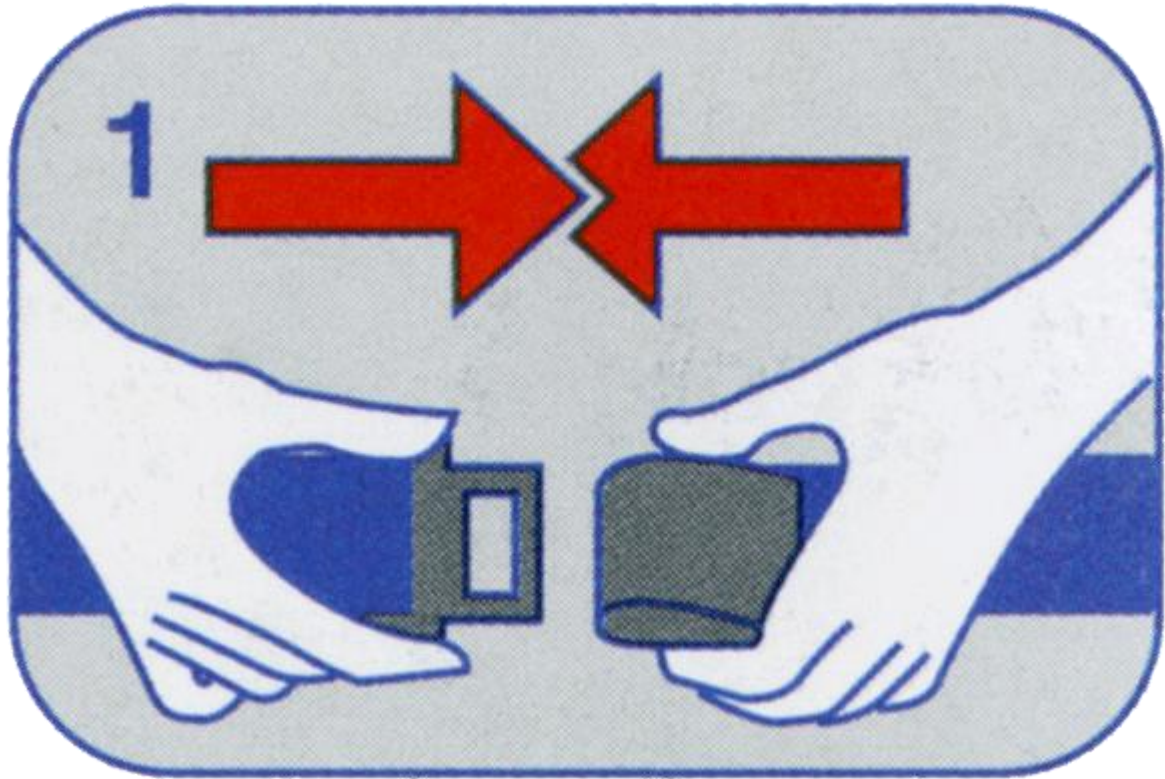
Strategic Travel and Tourism Management



Module Overview



A special welcome to STTM



Class logistics

- Timetabled from 1-5pm AS401
- Core for ITTM, option for other streams
- Some events students with Suzanne AM then here PM – you need lunch!
- Suggested start at 1.15pm; aim to close no later than 4.45pm
- Two short breaks

Task 1



In pairs, discuss:

- Where you went on holiday last summer
- What attracted you to that destination?
- Outline your complete journey there & back
- Why did you travel that way?
- How did you feel about the overall holiday experience?
- Did the destination, travel and holiday meet or exceed your expectations (or not)?

Travel Quiz

- How many places/transport methods can you name?
- <https://www.theguardian.com/travel/gallery/2013/oct/25/travel-picture-quiz-transport-around-the-world>

Activity: Why does travel take place?

People:

- Living
- Working
- Shopping
- Visiting friends/relatives
- Holidays

Goods:

- Made in different locations
- Transported to market



Activity:

Why does **tourist** travel take place?

Reasons:

Why does **tourist** travel take place?

1. Escape
 2. Relaxation
 3. Play
 4. Strengthening family bonds
 5. Prestige
 6. Social interaction
 7. Sexual opportunity
 8. Educational opportunity
 9. Self-fulfilment
 10. Wish fulfilment
 11. Shopping
- (Matthieson & Wall, 1982 in Mason, 2016)

Or more simply (Chadwick, 1987)

- For pleasure:

Leisure/culture/sports/visiting friends & relatives

- For professional reasons:

Work related / meetings etc

- Other reasons:

Study/health/transit

Air passenger study

- Holiday independent
- Holiday inclusive
- Business
- Visiting friends & relatives
- Miscellaneous

- So Society needs transport
- How it then changes matters and affects changes in society/the economy
- It affects connectivity, how we use land, the law (e.g. speed limits on roads)

Transport fuels tourism

- As this has grown, people have travelled more
- Transport supply has created tourism demand

BUT is this all good news?

Watch the following and identify some key themes:

<https://youtu.be/pfU9IIDBLKY>

What's this module about?

The module will aim to provide students with an appreciation of the dynamic relationship between the need to plan effective travel and tourism development strategies at both national and international levels –

and the requirement to integrate this with compatible transportation environmental planning and sustainable development strategies

Learning Outcomes

- Systematically evaluate contemporary strategic tourism planning issues and the relationship between tourism development and the environment, whilst reviewing and evaluating management planning techniques and their role in effecting sustainable tourism development.
- Critically analyse in detail 'green' transport and tourism initiatives and assess European, UK and Welsh transport policies and their impact upon tourism.

Indicative Content

- Strategic travel and tourism management. Introduction and issues.
- Environmental issues , Tourism trends and impacts
- Planning policy and practice, Sustainable development initiatives
- Environmental impact assessment, environmental management techniques
- Approaches to tourism planning and development, Case studies of good tourism development practice, Tourism and environmental initiatives.

Indicative Content

- Links between transport and the development of Tourism from the 19th century to current times
- Evaluation of Transport Policy in the UK, Wales and EU and its implications for the tourist journey
- Road, rail, aviation, water based transportation, cycling and walking. Appropriate analysis of case studies; current/contemporary issues ie Heathrow expansion; HS2.
- The opportunities arising from the new developments in travel and transport strategies with national/international context

Indicative Content

- Transport privatisation , transport deregulation and its implications for tourism
- Green transport, sustainability and tourism opportunities, Specialist transport products for tourists
- Political influences and issues upon travel and transport provision
- Package holidays and transport, transport innovations and future markets for tourism

Topics of study

- Tourism/Transport industry operations and management
- Consumer/traveller
- Environment

Management/Economics/Transport/Geography/
Tourism/Marketing/Planning/Environmental
studies

What are the negative aspects of transport

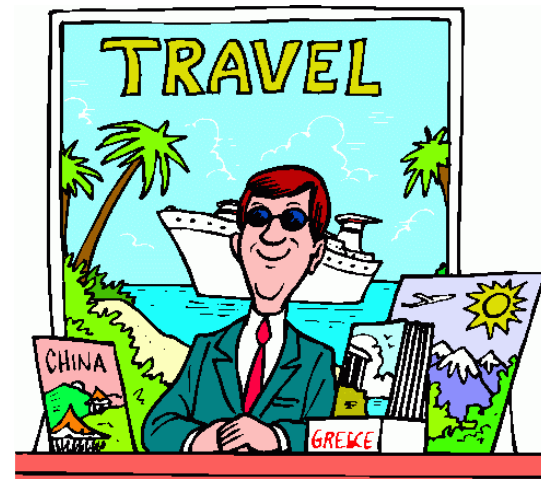
- Environmental impacts
- Safety
- Congestion

When you plan a car journey, do you take into account that in doing so you pollute the air?

= a negative impact for those living near roads
(an economic externality)

Task: Current Tourism Travel Issues

Identify 3 current travel/transport related issues in the news of relevance to this module





https://youtu.be/yG7F6nN_TFc

What's going on?



RIP TC



Currently?





Positive or negative?



Issues?



Where to expand?





BUILDING YOUR **NEW EAST-WEST RAILWAY**
THE ELIZABETH LINE

We're building the Elizabeth line, a new rail line for London and the South East

It will connect London's main railway stations with the South East, providing a new route for passengers and freight. The line will be built in a way that minimises disruption to the city and the surrounding area.

Connecting Paddington to the Elizabeth line in 2018

The Elizabeth line will provide a new route for passengers and freight. The line will be built in a way that minimises disruption to the city and the surrounding area.

CONNECTING PADDINGTON TO THE ELIZABETH LINE



A fleet of new trains

- A train every 21 minutes to the east and 6 minutes to the west at peak times
- Nine wide through carriages
- Space for 1,500 people
- Air conditioning
- CCTV and fire alarm systems

FROM DECEMBER 2018



email helpdesk@crossrail.co.uk call 0344 894 1300 visit www.crossrail.co.uk



Crossrail



NIMBY



Transport & Tourism in Wales



- https://youtu.be/py_Agujo8lY

Note down some key themes as you watch please

Challenges to the H&T Industry

- Terrorism
- Natural disasters
- Health scares
- Fluctuations in exchange rates
- Uncertain economy
- Highly dynamic, global political climate (e.g. Brexit)

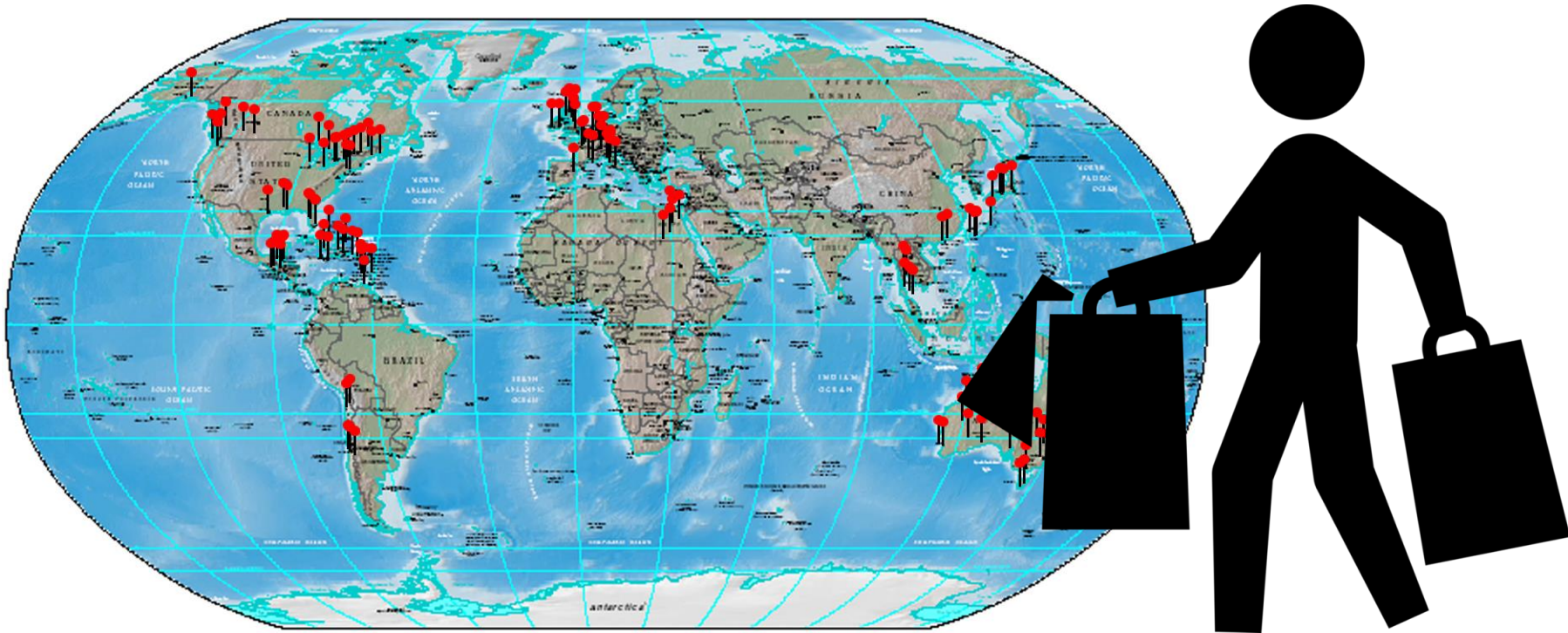
Hospitality and Tourism

- A composite of distinct industries, interrelated and interdependent
 - Travel
 - Accommodation
 - Food Service
 - Clubs Gaming
 - Theme Parks
 - Attractions
 - Entertainment
 - Recreation
 - Convention
 - National Tourism Offices
 - Destination Management and Marketing Offices

Types of Hospitality & Tourism Organizations

- Travel and Transport
- Accommodation (Lodging)
- Food and Beverage
- Entertainment and Recreation
- Tourism Offices or Destination Management Organizations
- Non-governmental Tourism Organizations

Travel is changing.....



- <https://youtu.be/sBaiRpIpPKQ>

Travel & Tourism Issues

- Climate change (new tech – electric cars)
- Low cost airlines (operations and mgt)
- Low cost airlines (access to market)
- New forms of travel (cruising/families)
- Carbon offsetting/ecological issues
- Transport as tourism (cycling/luxury trains)
- Car use/congestion
- Globalisation and tourism growth
- Oil prices
- Economic development
- Yield management

A1: Case Study

Heart of Wales Rail Line

- See module handbook on moodle



Visit on Monday 18 November

- STTM & SFEM students
- Leaving Swansea 0930
- Hosted by HOW in Llandovery
- Packed programme of events/talks
- Back in Swansea 1834

Assignment 2: The Examination

9 January 2020 (provisional)



Activity:

How could you travel
from London to Paris tomorrow?

- Research and list the different methods available
- Identify: journey length /cost/ reasons why it might appeal or not
- Which method would you select and why?
- What factors influenced your decision?



?

- If you compare a rail journey that takes 6 hours with a flight that takes only 3 hours, how much cheaper would the train need to be to make you use it?

= the value of travel time savings or the trade off between price and speed

(other factors too such as comfort, business v leisure travel, income etc)

Possible relevant factors

- Time/speed
- Cost/price
- Comfort
- Reliability
- Safety



- Needs/wants/desires/preferences all combine

Next time

History and context of tourism and travel
The need for planning: strategy defined

Research:

Review Welsh Government's Tourism
Strategy and current progress

Research a current tourism strategy from
elsewhere and summarise key points