



Evaluating How to Improve Sustainable Transport for
Young People in South-West Wales

**Research Methods and Field Study Experience
Leisure, Events, Tourism & International Travel &
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AI Acknowledgement Statement

I acknowledge the use of Primo Research Assistant https://librarysearch.uwtsd.ac.uk/discovery/researchAssistant?vid=44WHELF_UWTSD:44WHELF_UWTSD_VU1 on the 16th of November to research academic references. I used the prompts benefits of the snowball technique, advantages of mixed methods research in sustainable transportation and benefits of case studies.

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

Introduction

Sustainable tourism means traveling responsibly by reducing harm to the environment and local communities while supporting their well-being. It focuses on promoting local jobs and conservation through eco-friendly practices and enriching authentic experiences for travellers while decreasing the negative effects of tourism such as cultural degradation and pollution (BBC Bitesize, n.d.). As sustainability becomes a larger trend in tourism a destination becomes more attractive to tourists if it is sustainable this brings in more revenue for a destination (Kusumah, 2024).

The topic that is being researched is 'Evaluating How to Improve Sustainable Transport for Young People in South-West Wales' specifically focusing on busses and trains in Carmarthenshire, Pembrokeshire and Swansea. Some of the topics the study will focus on are the lack of public transport in Carmarthenshire and Pembrokeshire, the bus strikes in Swansea affecting students, the stigmatised use of train and bus travel and how to make public transport more accessible.

Domestic transportation accounted for 26% of UK greenhouse gas emissions in 2021 with road vehicles being the main source (Department for Transport, 2023). This is why sustainable transport is so important and why the project is focused on encouraging more young people to use public transport.

Research Methodology

The project will use mixed-methods research. By combining quantitative and qualitative approaches, the project adopts both an academic and personal perspective, increasing its validity by supporting findings with multiple types of research rather than relying on a single method, as suggested by Smith et al. (2016). Mixed methods research is a great way to reduce bias and get a more accurate take on the problem (McKim, 2017).

Quantitative research will show patterns such as what mode of transportation young people are using to get around South-West Wales whereas qualitative research will show things like young people's emotions and opinions around transportation in the area, this will lead to a more informed study (Tung, 2024).

The project will use secondary data analysis and a case study as qualitative research. Qualitative research goes into depth about people's experiences and emotions which is why it is important to include in the research as it will dive into young people who live in South-West Wales and gain real opinions instead of only focusing on the statistics behind it (Vivek and Krupskyi, 2024).

Secondary data analysis is a great way to utilise any data available already on the research topic for example government transport statistics and blogs from young people on the topic. It saves

time and resources as there is a limited time frame and budget for the project. It also can be used to work out what needs to be asked during the survey (O'Connor, 2020).

There will be a case study on Bluestone as Bluestone has their own bus service for staff to come to work. Case studies are a great way to gain further and detailed insight into real problems that other research methods may miss (Macca et al, 2025).

The project will use a survey as quantitative research. Quantitative Research allows the study to collect a large amount of statistical information that is unbiased as it relies on numerical data (Lim, 2025).

Surveys can get a lot of information from a lot of people quickly, easily and cheaply which is exactly what this project needs. They can also help get the exact information needed that isn't available online from the target group (Belisario et al, 2015).

There is a major issue with public transport in South-West Wales and there not being enough services to take people to school, work and social activities which is why the most common mode of transport in Wales is the car and they account for 76.7% of the total distance travelled by road in 2024 (TFW, 2025). Another major issue with public transport in South-West Wales is the frequent delays which is leading more people to learn to drive. In 2023 Transport for Wales accumulated over a million minutes' worth of delays (ITVX News, 2024).

The participants will be gathered by non-probability sampling and through the snowball technique. This is useful when there is a specific target group so that the survey can reach the right people, this is good as the target group is a demographic inside of a location (Sadler et al, 2010). The participants will be selected by reaching out to groups of young people to fill out the survey and then ask them to share it.

Anyone who takes part in the survey or in any other part of the research will know what the research involves and will have to agree to it willingly before they give out any information. They will also understand the risks and know that they have the right to withdraw from the research at any time. Participants will have the opportunity to take part in the questionnaire for as long as it is active and can withdraw from the questionnaire at any time until the study is published.

Any information given by participants will be kept confidential and secure to protect their privacy. The only personal information that will be gathered is age and location. The data will be kept private in the university OneDrive.

All work will be truthful and clear, there will be no alternating or making up data, changing results or copying ideas. All participants will be treated with respect, and their rights and choices will be cared about.

Significance of The Study

The project focuses on one of the most important issues facing sustainable development, reducing transport emissions while maintaining accessibility and social inclusion. Young people

in South-West Wales struggle with the limited public transport as it restricts them from going to school, finding jobs and seeing friends which means they are more likely to drive. Over 11 million leisure trips are made by car in England and Wales over the summer (RAC, 2021). Understanding how to promote sustainable travel behaviour among young people is therefore critical for achieving a fair, low-carbon transition in Wales.

The project aim is to encourage more people to use public transport and the objectives are to understand the attitude of young people towards public transport, to identify the most common mode of transportation of young people and understand the challenges young people in South-West Wales may face regarding public transport. This research is a continuation of any information on public transport in South-West Wales and aims to bring a new perspective with new ideas and opinions on the matter.

This project will benefit people living in South-West Wales as it aims to improve public transportation and sustainability within the area.

This will reduce parking pressures as more people will be taking public transport. In Tenby during the summer, it has significant parking issues due to the increased tourism and limited parking infrastructure however with more people taking public transport it will reduce the issue (Evans, 2023).

Sustainable transportation helps to preserve the natural tourist attractions South-West Wales has to offer such as Pembrokeshire Coast National Park, Bosherton Lily Ponds and Carew Castle by reducing air pollution, carbon emissions and traffic congestion (Welsh Government, 2024).

With more reliable transportation it will be easier for event organisers and tourism providers to have more foot traffic as more people will be able to easily access them (Jangra et al., 2023).

Sustainable tourism will significantly lower greenhouse gas emissions from the transport sector and lead to cleaner air for everyone in Wales (Welsh Government, 2022).

Sustainable transportation also has positive social benefits. It will increase social equality as it will make affordable transportation options more accessible which allows everyone to access the same opportunities and connects those in rural areas to jobs, services and other people (Welsh Government, 2022). The project incorporates the sustainable mobility paradigm (Banister, 2008) which enforces environmental responsibility, accessibility and social inclusion as core values. Applying this framework helps assess how current systems in South-West Wales support or constrain sustainable mobility choices among young people.

The project aligns with the UK Government's Net Zero Strategy and the Welsh Government's Net Zero Wales Plan which encourage young people to use public transport and prioritises cutting transport emissions (Department for Energy Security and Net Zero & Department for Business, Energy & Industrial Strategy, 2021), (Welsh Government, 2022).

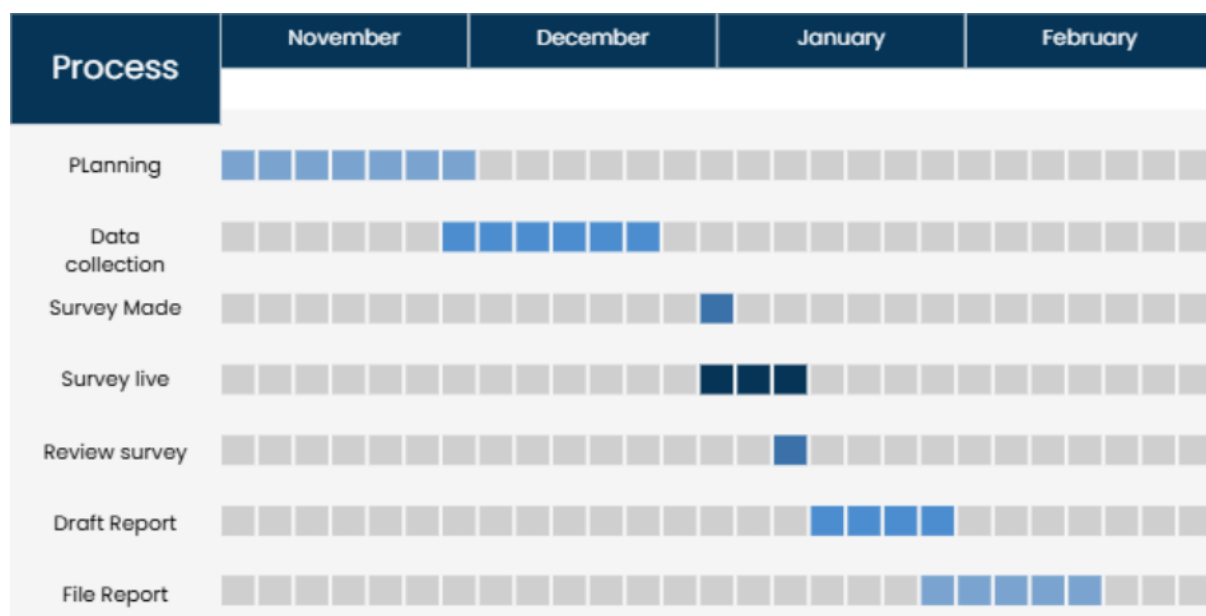
Butler's tourism area life cycle model describes the evolution of a tourist destination through six stages: exploration, involvement, development, consolidation, stagnation, and either decline or rejuvenation (Butler, 1980). Destinations such as Tenby and the centre of Swansea are in the

development stage and often face rising congestion and traffic from cars. Improving sustainability could be a rejuvenation strategy by enhancing sustainability and visitor flows.

Doxey's Irridex discusses how a community feels about tourism over time, euphoria, apathy, irritation and antagonism (Doxey, 1975). The parking issue in Tenby causes irritation for locals however improving public transport helps to maintain apathy for tourists as less people need to use their cars.

Timeline and Budget

The start of the project will be the 2nd of November 2025 and the end of the project will be 13th of February 2026 which means that the project will take four months. Between the 2nd to the 24th of November will be the planning stage where the researcher will plan what research needs to be done in order to find out the information relevant to the project. Between the 24th of November to the 21st of December will be the data collection stage where the researcher will gather any relevant already existing information on the project. The survey will be made between the 21st to the 24th of December. The survey will be live and will be shared with any people who are eligible to take part in the survey between the 24th of December to the 12th of January. The survey results will be reviewed on the 12th of January. All the information will be brought together and put into a draft report between the 12th to the 26th of January. The report will be then finalised, polished and submitted between the 26th of January to the 13th of February. This Gantt chart shows key milestones and deadlines within the project.



There will be no research costs. All material and equipment used will be digital so will be using the free university software. All research will be digital and will be free, including the survey.

Conclusions and Limitations

The strengths of using the chosen research methodology for the project means that every aspect of improving public transport for young people in South-West Wales will be looked at from both a personal and academic perspective as well as being time effective. One of the biggest challenges with a major project such as this is that there will not be enough time to conduct the research which is why there will be an hour each week commencing the deadline dedicated to the project. Another challenge is that there are not enough participants in the survey to make it valid, this can be solved by asking participants to share it with others in plenty of time.

The project should improve the sustainability of public transport in South-West Wales. Some of the points that will be discussed within the project are limited public transport in rural areas, bus strikes affecting students, negative perceptions of public transit, and the need to make services more accessible. The project will use mixed methods research through secondary data analysis, a case study and a survey. The project aim is to encourage more people to use public transport. The project will start on the 2nd of November and finish on the 13th of February.

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