



Prifysgol Cymru
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University of Wales
Trinity Saint David

Strategic Travel and Tourism Management



3:

Strategy explained

Road Travel: Cars



Last week's activity

- Work in groups to produce a **timeline** of the development of modes of transport in the UK, Europe, North America or China.
- How did they impact on the growth of tourism?
- Start with the horse and cart, finish with space tourism

Key milestones

- The transition from horse and windpower
- The introduction of the steam engine
- The development of the combustion engine
- The use of the jet engine

(Tolley & Turton, 1979 in Page, 2009)

https://youtu.be/FaLCQo8NJFA?list=PLyKWENePjBJEkGSnYIKSV1xt9h1zZA_s9

Tourism Impacts?

- Global shrinkage
- Reduced journey times
- Cost reductions
- Increased capacity

Why?

Because of improved transport infrastructure

But has demand for tourism outgrown infrastructure supply since? (congestion = challenge for planners today).

Collier, 1994 in Page, 2009:14

Modes of Tourism Transport

WATER

CRUISE SHIPS
SCHEDULED PASSENGER
SHIPS
FERRIES
INLAND WATERWAYS

LAND

CAR
BUS/COACH
CARAVAN/CAMPERVAN
TRAIN

AIR

SCHEDULED SERVICES
CHARTER FLIGHTS
SCENIC FLIGHTS

Update:

Tourism & Transport in the news this week?

To prepare collect one article, or another piece of information, per week on a passenger transport topic and build up a display of current issues in transport with commentary about the likely effects on the industry.

Pooled research, individual work.



So what did you find?

<http://www.bbc.co.uk/news/world-africa-41620003>

<http://www.bbc.co.uk/news/business-41606965>

<http://www.bbc.co.uk/news/world-us-canada-41604498>

<http://www.bbc.co.uk/news/technology-41595297>

<http://www.bbc.co.uk/news/uk-england-london-41583977>

<http://www.bbc.co.uk/news/uk-england-bristol-41152221>

<http://www.bbc.co.uk/news/uk-england-london-41572173>

<http://www.bbc.co.uk/news/uk-england-40708531>

<http://www.bbc.co.uk/news/business-40669869>

<http://www.bbc.co.uk/news/uk-wales-politics-40665659>

<http://www.bbc.co.uk/news/uk-wales-politics-41609352>

Seminar briefings– Travel by Road

- Current issues in road transportation
 - Tourism impacts
 - Environmental aspects
 - Role of Government & public policy
 - Case studies/examples
-
1. Congestion charging; Low Emissions Zones; T-charges;
 2. Car clubs; parking; park & ride schemes
 3. Road pricing/toll roads/smart motorways/all lane running
 4. Taxi and private hire sector – Uber/gig economy
 5. Bus and coach sector; Metro schemes

London Trip 14-16 November



Transport
for London



Assignment 1

Using **two strategic management models**, produce a report (2500 words maximum) which critically assesses the likely impact of **Crossrail** (when operational) on:

a) **travel and tourism in London**

b) a **large London based transport/tourism related business** of your choice (agree choice with tutor before commencing work)

Revised hand-in dates

Delayed to make full use of London trip for research purposes:

A1 24 November

A2 (Test) 15 January 2018

Strategic Planning in action: Crossrail 2?

<http://londonfirst.co.uk/crossrail-2-why-were-calling-for-it-what-were-doing-about-it-2/>

Research this project before next week

What is the main business case?

How would it be funded?

Timescale?



- <https://youtu.be/y23MtdGNNN0>

The Post-war UK 1950s & 60s

- <https://youtu.be/xH6MXQUGU-k>
- What was different back then in terms of how we viewed travel and transport?
- What were the main transport strategies used in this period?
- What hasn't really changed even today?



Podcast – anyone listen to it?

- UK post-war transport policy discussed and critiqued:

<https://www.londonreconnections.com/2016/line-3-british-transport-policy-since-ww2/>

And what's next?



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

Today's Objectives

- Examine the importance of strategy and planning in travel and tourism
- Focus on Welsh strategic planning
- Consider the importance of travel by land, especially by car, to the sector

Tourism is big business worldwide

- Key service export for many economies around the world
 - Contributes to job creation and economic development at the national, regional and local levels.
 - In OECD member countries, tourism directly contributes, on average, around 5% of GDP, 6% of employment, and 21% of exports of services.
 - When considering the total impact of tourism, including direct, indirect and induced impacts, tourism represents around 9% of GDP and employment
- (OECD 2014)

- With over one billion international tourist arrivals per year, forecast to rise to 1.5 billion per year by 2020, transport is an essential component of the tourism system.
- Transport connects tourism generating regions (both domestic and international) to destinations, and facilitates the internal movement of visitors between attractions, accommodation, and commercial services.
- The location, capacity, efficiency and connectivity of transport can therefore play a significant role in how a destination develops, significantly influencing the mobility of visitors and the connectivity of tourist experiences within destinations.
- At the same time the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, intermodality, information for travellers and inter-operability of technologies with tourism service providers.

Why plan tourism?

Like other economic activities, transport and tourism should be planned so the tourism sector can realise its full economic potential.

A plan makes a framework for long-term development of tourism, lasting between 10 and 20 years, which highlights the following elements:

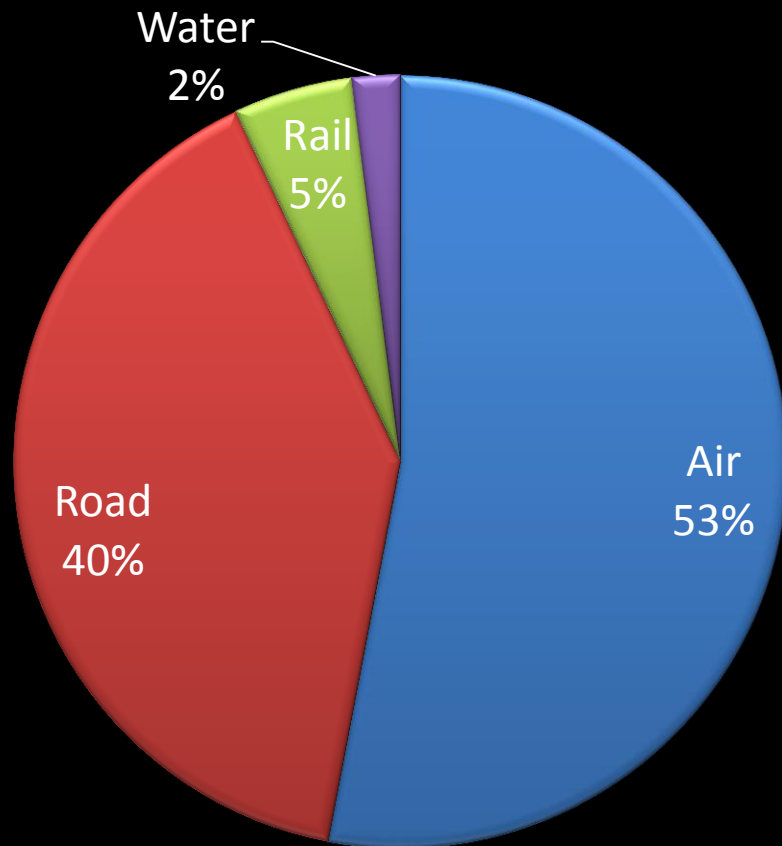
- policy and strategy
- planning
- institutional power
- laws and regulations
- the development and diversification of the tourism product
- marketing and promotion
- tourism infrastructure and superstructure
- the economic impact of tourism investment in tourism
- human resource development
- socio-cultural and environmental tourism. (WTO, 2014)

Activity: How do most tourists arrive?

Allocate 100% between the following modes of inbound tourist transportation:

- By water
- By rail
- By air
- By road

Global Inbound Tourism by transport mode (OECD, 2014)



Air connectivity

- Countries recognise the importance of air connectivity as a major trade and tourism facilitator.
- According to UNWTO (2014), 53% of inbound tourists arrive by air.
- There is usually some collaboration between the transport ministry and tourism department in formulating strategic transport policy in the air sector.

e.g.

Spain identifies tourism as an essential economic contributor and incorporates tourism in its air sector transport strategic policy: Plan de Desarrollo del Sector Aéreo

Transport Canada considers key markets identified by the Canadian Tourism Commission in formulating the Blue Sky policy.

Rail connectivity

- Rail is a mean of transport that can be an attraction in itself.
- In Turkey, the Ministry of Transport, Maritime Affairs and Communications collaborates with the Ministry of Culture and Tourism in developing tourism policy on the rail sector.
- In Flanders, the government has plans to modernise the coastal tram line to improve mobility and promote tourism.
- Cross-country collaboration projects on rail tourism include the "Visit Alps by train" project and the Baltic Adriatic Transport Axis Cooperation, where the role of rail will be improved for passenger, tourism and freight purposes

Road connectivity

- Road infrastructure is often considered the backbone for mobility. But there is limited information on the incorporation of tourism facilitation in countries strategic road transport policies.
- Most common collaboration between tourism and the road sector relate to accessibility to tourist zones; and better organisation and visibility of road signage relates to tourism sites.
- In Austria, the Federal Ministry for Transport actively promotes electric mobility for sustainable tourism development. Many tourist destinations offer visitors electric powered cars and two-wheelers to rent. In Switzerland, local traffic congestion and parking are major issues in some Alpine tourist zones. Various authorities co-ordinate to promote the usage of public transport and monitor private vehicle traffic.

Waterborne connectivity

- Activities include open sea, coastal and inland waterways cruises, sailing, and other water related recreational activities.
- Waterborne passenger transport is usually identified as a special tourism-aimed infrastructure area. In the Czech Republic, measures to develop the waterborne sector are included in the Transport Policy document. Similarly, Poland's Transport Development Strategy 2020 contains plans on "improving the navigability and modernisation of infrastructure on recreational waterways".
- In Turkey, functions within the Ministry of Transport organise regular exchanges with stakeholders and sectorial institutions to ensure adequate coastal structures and port facilities for tourism purposes

International differences

- Countries have different government priorities, geography, economic and social development.
- This leads to a diverse range of priorities in incorporating tourism into strategic transport policy formulations.
- Several main themes can be drawn

Key themes for strategic planning

Safety

- Safe, resilient and efficient transportation system for locals and tourists alike is a permanent political and social goal for all countries.
- In Luxembourg, motorcycle tourism safety is taken on-board in the Ministry's transport policy planning due to recurrence accidents.

Signage

- Signage improvement and standardisation have been evoked by several countries.
- In France, the “Improve the quality of hospitality” working group which included the Ministry responsible for transport and other public and private actors, made recommendations on harmonisation of signage system in railway station, airports and metro stations in Paris and on the creation of tourist information portals in multiple languages.

Cycling-tourism

- Cycling is increasingly popular for its environmental and health benefits. Countries not only promote cycling as a sustainable and accessible mode of transport, but also increasingly tap into the potential of cycling tourism.
- In Ireland, the Department of Transport, Tourism and Sport provided funding for the construction of the 'scenic greenways' cycling path, which runs along an old railway line, over viaducts and through mountainous tunnels overlooking the Atlantic Ocean in western Ireland.

Technology and cross border sustainable development

- New technology is increasingly used to make the current transportation systems 'smarter'.
- The cross-border mobility information network system is made available to inform users of the most seamless and sustainable travelling options.

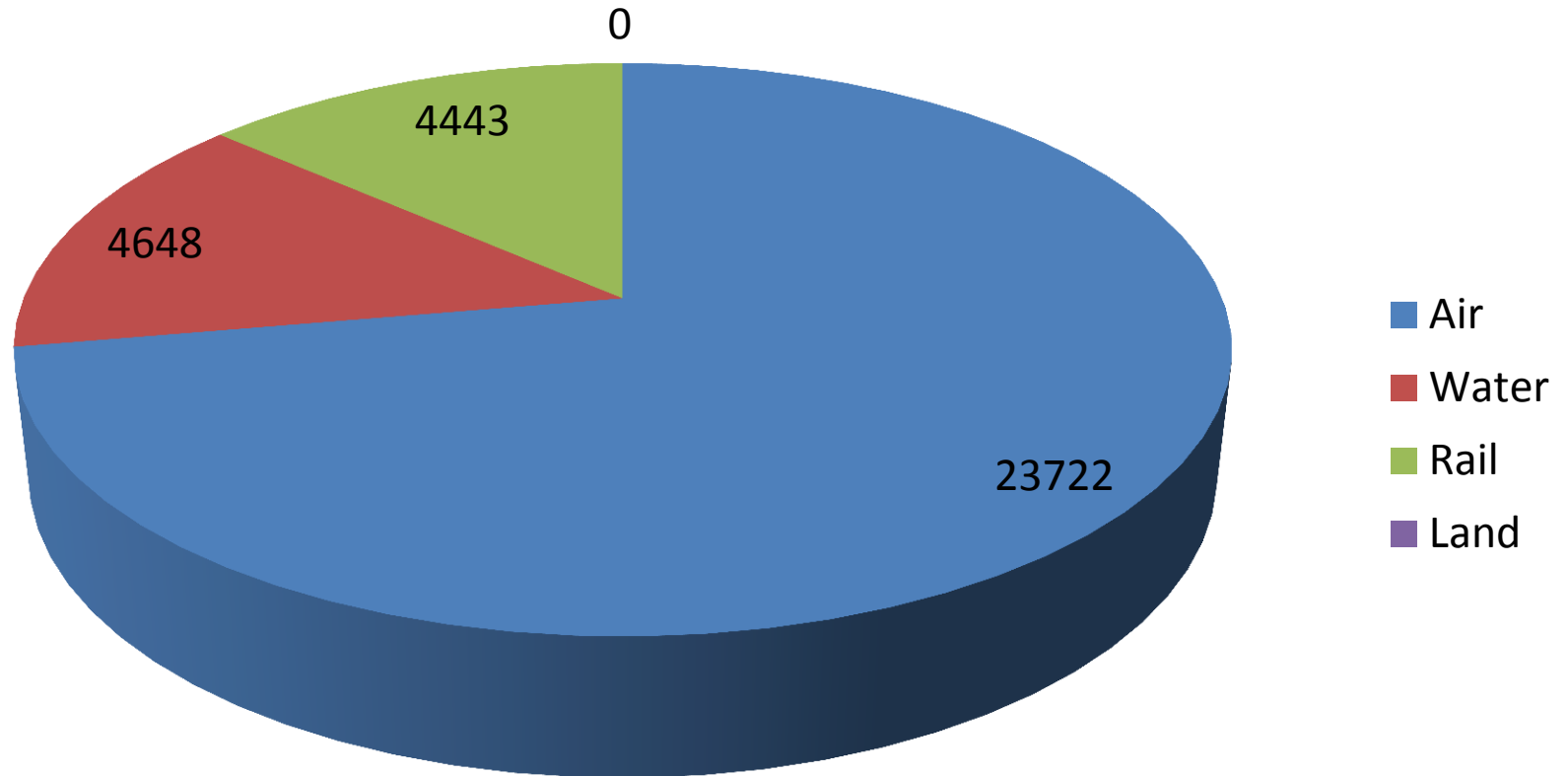
Activity:

How do most tourists arrive in the UK?

Allocate 100% between the following modes of inbound tourist transportation:

- By water
- By rail
- By air
- By road

UK Inbound Tourism by transport mode (2013)



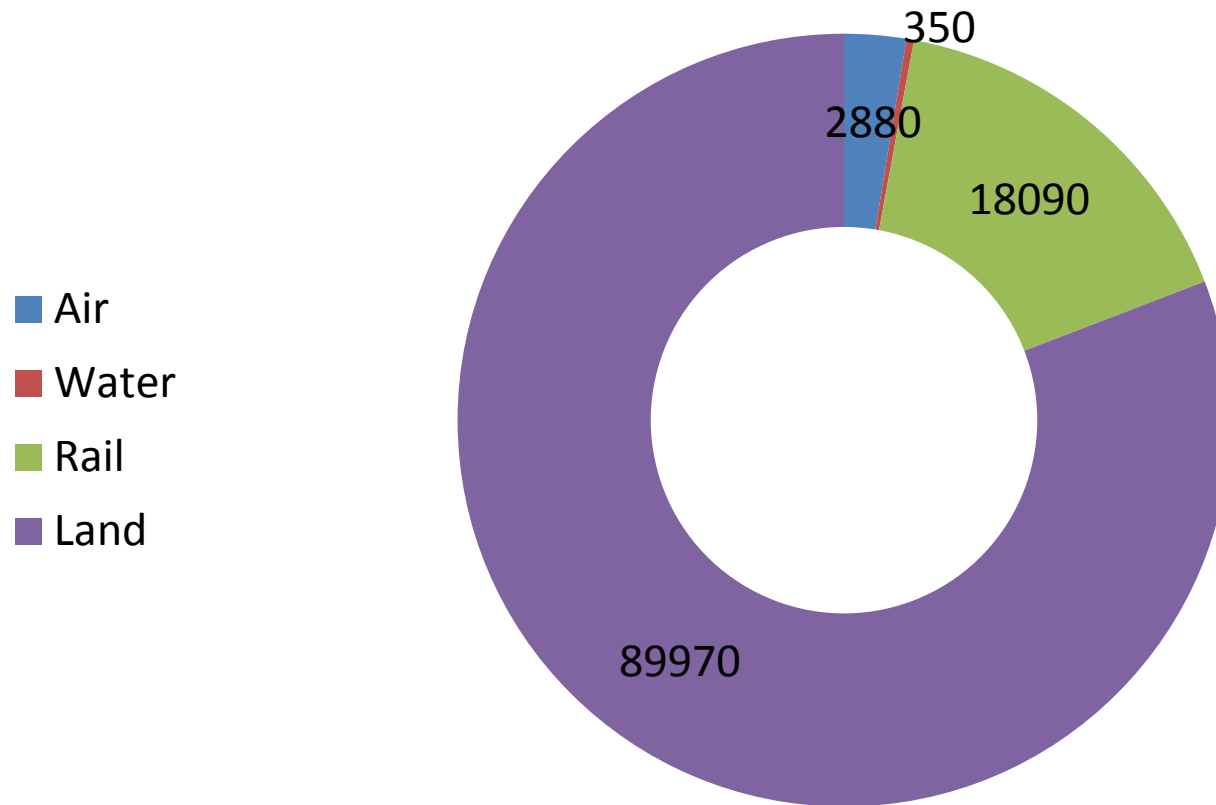
Activity:

How do most UK domestic tourists travel?

Allocate 100% between the following modes of inbound tourist transportation:

- By water
- By rail
- By air
- By road

UK Domestic Tourism by transport mode (2013)



Role of Government

- Most countries have a Government department responsible for tourism
- UK = Department for Digital, Culture, Media & Sport (NB separate department for transport)
- Wales = Department for Economy & Infrastructure (tourism & transport integrated)
- Set policy
- Set overall strategic direction for tourism & transport planning

UK DDCMS



Karen Bradley MP, Secretary of State DDCMS

“The Department for Digital, Culture, Media & Sport (DCMS) helps to drive growth, enrich lives and promote Britain abroad. We protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit. We help to give the UK a unique advantage on the global stage, striving for economic success.”

(Gov.uk, 2017)

Devolution

Powers over transport and tourism policy and planning in Wales are devolved by the UK government to the Welsh Government



Noddir gan
Lywodraeth Cymru
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Ken Skates, Cabinet Secretary, Economy & Infrastructure, Welsh Government

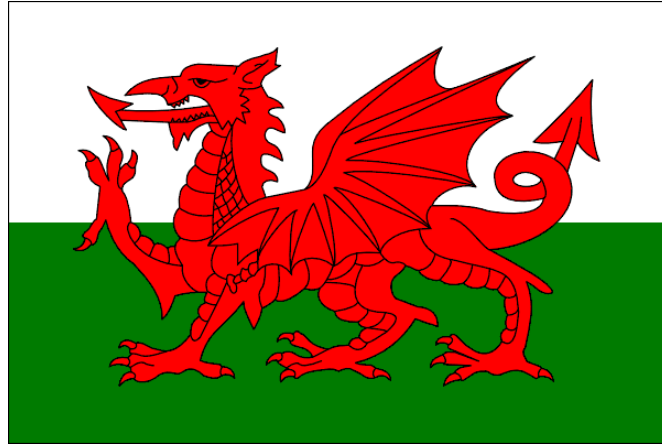


- The provision of support and advice to assist the establishment, growth, modernisation or development of business in Wales
- The promotion of Wales as a location for business and investment
- The promotion of Welsh exports
- Entrepreneurship, enterprise and business information
- Finance Wales
- Development Bank
- Steel
- Environmental improvements in relation to industrial and commercial developments
- **Economic advisory panels**
- Social enterprise and the social economy
- Coordination of cross-cutting measures to promote economic opportunity for all (individual Cabinet Secretaries will lead in their respective portfolio areas)
- Management of property assets held with the Economy Development portfolio and supporting the delivery of property infrastructure (sites and premises)
- **National Infrastructure Commission**

- **Transport policy, including the development of an integrated transport system in Wales**
- Road safety including provision of safer routes to Schools, transport for children and young people and regulation of pedestrian crossings and on-street parking
- **Road transport, including construction, improvement and maintenance of the motorway and trunk road network in Wales**, except those parts of the Second Severn Crossing and the approaches thereto which are situated in Wales (not devolved) (NB. roads other than trunk roads are the responsibility of Local Authorities)
- **Delivery of passenger rail services through the Wales and Borders franchise**
- **Funding and administration of programmes to Local Authorities and other bodies designed to deliver a range of transport schemes and services**
- **Ports policy**
- **Tourism in and to Wales, including the marketing and promotion of Wales as a tourist destination (Visit Wales) and regulation of the tourism industry**
- **Major events**
- **Elite sports**
- National strategy and policy for the historic environment in Wales
- National strategy and policy for culture creativity and the arts, including Creative Wales
- National Botanic Garden of Wales
- Non-devolved cultural property legislation and tax relief schemes
- Oversight of the distribution of Lottery funding within Wales.

(Welsh Government, 2017)

Welsh Tourism https://youtu.be/YTMuYQ_7K5I



“Tourism has a key role to play in reinforcing a distinctive and compelling national identity for Wales in the UK and internationally as a place to visit, invest in and as a place to do business.”

(Welsh Govt, 2017)

Quiz



- How much do tourists/visitors spend in Wales each day/year?
- How many people are employed in tourism in Wales?
- How many overnight stays were made by tourists in Wales in 2014?
- What % of these were made by UK/overseas residents?
- From which overseas countries do most foreign visitors to Wales originate?
- How many day visits took place in 2014?

Welsh Tourism statistics 2014

- Tourist and visitors spend over £13 million a day in Wales.
- Our priority sector statistics show that the annual Gross Value Added (GVA) attributable to the Welsh tourism sector is around £2,844 million. These statistics also show that tourism supports about 122,900 jobs in Wales.
- In total 10.9 million overnight visits to Wales were made
- Over 90% of these staying visits to Wales were made by UK residents, generating, 84% of all overnight tourism expenditure in Wales. Included in the 10.9 million overnight visits are some 932,000 visits by international visitors, generating a spend of around £368 million
- The top three countries of origin for international visitors to Wales were the Republic of Ireland, France and Germany.
- There were also 90 million tourism day visits to Wales generating a spend of £2,677 million. (Welsh Govt, 2017)

Should there be a tourist tax in Wales?



<https://www.bbc.co.uk/iplayer/episode/b097lfq3/sunday-politics-wales-15102017>

38m

Activity:

What are the Welsh Government's current strategic priorities for tourism in Wales?

Welsh Tourism Strategic Priorities

Objective is to drive higher tourism earnings to deliver maximum value for the Welsh economy. The priorities are to:

- develop tourism activity and niche markets and secure maximum benefit from major events in high profile venues
- promote Wales as a destination by making a high quality tourism offer
- work to extend the tourism season and associated benefits
- identify funding opportunities to improve the visitor infrastructure and product in Wales
- support investment in staff training and management to support a high quality tourism industry

Key documents

Partnership for Growth 2013-2020

<http://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en>

National Assembly enquiry into tourism

<http://www.assembly.wales/laid%20documents/cr-ld10004%20-%20report%20by%20the%20enterprise%20and%20business%20committee%20on%20tourism/cr-ld10004-e.pdf>

Progress report

<http://gov.wales/docs/drah/publications/161116-strategy-review-en.pdf>

Transport/Travel?

4.5 Improving Connectivity to Wales

Making Wales a much more connected country is a crucial strategic priority to 2020, as we seek to build a truly competitive destination for tourism and inward-investment, especially in an international context.

Access issues, both perceived and real, are identified as major barriers to visiting and investing in Wales. We know that our customers, even in the UK, think of Wales as a place that is hard to get to – and around. Our lack of direct international connectivity makes it difficult to put Wales on the global map, and creates practical issues for overseas visitors and clients.

Although Visit Wales has delivered a number of successful projects in partnership with ferry carriers, train companies and airlines in recent years, there is more to be done to combat short-term perception issues by promoting existing routes more effectively.

This needs to be delivered alongside addressing the long-term opportunity to both improve basic transport infrastructure in Wales, and support improved services to and from Wales by road, rail, sea and air.

Visit Wales is already involved in projects to improve sustainable transport options for tourists wishing to travel around Wales, but there is an opportunity to join all of this activity together to deliver an integrated and strategic approach to 2020.

Why does this matter?

Transport and tourism synergies

- Governments have an important role to play in addressing the inter-linkages between these policy areas e.g.
- Transport policy (e.g. airport/cruise hubs, roads, public transport) can shape access to and travel patterns within destinations, influencing visitor accessibility, mobility and satisfaction;
- Transport policy can facilitate a shift to more eco-friendly transport options, enabling destinations to position themselves as sustainable;

- Tourism policies can stimulate movement to and within a destination, which can in turn emphasise seasonal peaks and troughs, push transport capacity limits, and place pressure on existing infrastructure capacity;
- Conversely, tourism policies can help to secure the economic viability of local transport systems
- Note therefore the importance of the transport sector in supporting and facilitating tourism growth.

(International Transport Forum, 2015)

From last week.....

- Produce a prioritised list of those projects which you believe have the potential to have the most positive impact on tourism in Wales?

<http://gov.wales/docs/det/policy/150722-ntfp15-en.pdf>

Wales: Roads

- Visit Wales will continue to work closely with the Welsh Government Transport Division to ensure that tourism needs are considered as part of future infrastructure schemes, as well as any discussions on future Severn Bridge tolls.
- A programme to do more to develop and promote Wales' key tourism routes to visitors is also underway, again in collaboration with colleagues in Transport Division.
- Visit Wales is engaging with coach operators via its travel trade activity, but there is scope to build on this with a more strategic approach including addressing coach accessibility and facilities – in order to ensure that coach travel to and around grows most effectively in future

Wales: Rail

- Visit Wales will continue to work with the Welsh Government Transport Division to advise on tourism requirements from future rail franchise agreements.
- We have delivered a number of campaigns with the key train companies serving Wales, and will look to build on these relationships with more marketing activity on the network, at stations, and aimed at consumers linked to the high-speed developments over the coming 3-5 years.
- The Visit Wales/Marketing team is heavily involved in the Metro project and will continue to inform the development of the service and the branding/marketing approach to ensure that tourist requirements are met.

Wales: Sea

- There are opportunities to do more to grow tourism to Wales by focusing on connectivity via our gateway ports and airports. We will consider our future approach to air/sea route promotion activity.
- Welsh Government Cruise Wales will continue to lead the work of delivering a strong and sustainable Cruise programme for Wales.
- Visit Wales has recently delivered very successful co-campaigns with a number of sea-carriers serving Wales directly, or that bring key international markets into other Ports across the UK. Recent partners include DFDS Seaways, P&O Ferries and Irish Ferries. Visit Wales will continue to deliver practical, tactical campaigns with these partners whilst increasingly also developing more strategic relations with these companies – to consider long-term route development, as well as multi-market promotional opportunities.

Wales: Air

- The key focus is to work with the new Welsh Government Aviation Team, as well as VisitBritain, to develop a Route Development strategy for Wales. As this is developed, activities to support emerging opportunities will continue to be considered on a case by case basis.
- Working in partnership with Visit Britain, Visit Wales will ensure that Wales as a destination is represented at World Routes 2016. We have previously exhibited as a destination along with Cardiff Airport at Routes 2013 Las Vegas, 2014 Chicago and 2015 Durban.
- Regular meetings with Airport and Airline partners to explore strategic new route development priorities will be held. Visit Wales has delivered a range of collaborative route-promotion campaigns with airlines. We will continue to work in partnership with airlines and airports to promote flights to Wales or gateway airports in our key target markets, with the aim of delivering a tangible increase in inbound passenger levels.

Transport Hubs

- The Visit Wales brand team will work with partners at the key transport gateways within Wales, as well as major access points outside Wales, such as Euston and Paddington stations, to improve Wales's visibility and the visitor experience within these hubs.

What do you think of Welsh Tourism Strategy as regards transport issues?

Welsh Government & Transport

“We are developing a world-class transport system to provide safe, affordable and sustainable transport for all.”

“We implement transport policies and deliver transport investment programmes including managing, maintaining and improving of the trunk road and motorway network in Wales; client management of the Wales and Borders Rail Franchise and implementing a range of initiatives and grant schemes designed to improve transport services within Wales for all including walkers, cyclist and those that use public transport.”

(Welsh Government, 2017)



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M4 Around Newport

<https://youtu.be/07ZEu27lF4k>

<https://youtu.be/CznIG88Arow>

- That's the official view.....
- Now a public inquiry going on

<http://m4-newport.persona-pi.com/>

- Research other views please by next week

Data issues are prevalent

- Not always clear about how tourists travel
- Can therefore make planning difficult

e.g.

How can you tell which train passengers are:

- a) Tourists
- b) Commuters
- c) Regular/ad hoc users

Wider planning issues

- Where did people come from at the start of their journey?
- Airports and High Speed Rail collect this in Europe
- Roads?
- UK – yes, but open borders within Europe make this tricky (Schengen area)

Why does lack of data matter?

- It inhibits efficient infrastructure planning

The Romanian Tourism Strategic Plan critiqued:

<https://search-proquest-com.ezproxy.uwtsd.ac.uk/abicomplete/docview/1950604211/fulltextPDF/D685FA6ECB1241CCPQ/13?accountid=130472>



What is strategic management?

- Strategic management is a field of study that includes a process through which a firm is able to set its mission, vision, goals, and objectives as well as craft and execute strategies at various levels of its hierarchy in order to create and sustain competitive advantage.

What is strategy?

- Strategy entails futuristic thinking and developing a course of action to meet goals and objectives
- A strategy should be able to define and address the following:
 - Our current position (where are we now?)
 - Our intended future position (where do we want to go?)
 - Our growth from the current position to the future position (how do we get there?)

THE STRATEGIC MANAGEMENT FRAMEWORK



Issues

- So far we have studies strategic management from the perspective of the firm/organisation
- Here in STTM we will look at a more macro level at how the planning agenda is set – this comes before individual organisations can plan
- Explore the role of government & agencies in helping/hindering tourism

Challenges to the H&T Industry

- Terrorism
- Natural disasters
- Health scares
- Fluctuations in exchange rates
- Uncertain economy
- Highly dynamic, global political climate

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

Areas Where Strategic Management Can Help H&T Organisations

- Providing a holistic view for the entire organisation
- Providing a sharper focus on what is strategically important
- Providing a link between the external and the internal environments
- Analysing a complex and rapidly changing external environment
- Analysing an organisation's strategic resources
- Giving a clear sense of strategic vision and direction
- Defining organisational purposes
- Developing measurable goals and objectives

Areas Where Strategic Management Can Help H&T Organisations

- Identifying key resources and investing in core competencies
- Formulating decisions and making them happen
- Managing change
- Co-ordinating organisational activities and allocating resources
- Understanding the complexities of decision making
- Understanding organisational structure and culture
- Reducing and managing uncertainty inside the organisation
- Measuring intended and unintended outcomes of the strategy process

Applying Strategic Management in the H&T Context

- We must know generic strategic management theories and models
- However, we also need to know that the industry and organisational context is critical

Land Travel by Car



Private car

- “The increase in private car ownership has done more to change travel habits than any other factor in tourism”
 - Encouraged camping holidays, rented cottage industry and fly-drive packages

Activity

Create a balance sheet of the **advantages** and **disadvantages** of using the car to travel to and when at the tourist destination.



Seminar briefings– Travel by Road

- Current issues in road transportation
 - Tourism impacts
 - Environmental aspects
 - Role of Government & public policy
 - Case studies/examples
-
1. Congestion charging; Low Emissions Zones; T-charges;
 2. Car clubs; parking; park & ride schemes
 3. Road pricing/toll roads/smart motorways/all lane running
 4. Taxi and private hire sector – Uber/gig economy
 5. Bus and coach sector; Metro schemes

Briefing: Congestion Charge

<https://youtu.be/u6Pu5m0Pw1s>

What are the strategic issues for travel and tourism?

<https://youtu.be/iz2unML2MQQ>

And there's more coming...

<https://youtu.be/3R7Uu25NXKU>



Briefing: Car clubs/parking/ park & ride schemes

- <https://youtu.be/yTe5uAWX5Po>
- https://youtu.be/F86rHvhTA_k
- <https://youtu.be/W9ENbBThail>

<https://youtu.be/MdY7L5HbKpc>

<https://youtu.be/Byw83jgOWIY>



What are the advantages of these for tourism?

Briefing:

Road pricing/toll roads/smart motorways/
all lane running



- <https://youtu.be/gyJdfY4d3eM>
- <https://youtu.be/uJ8bBNTg8Yk>
- <https://youtu.be/vldNos-1Qvg>



What are the implications for tourism?

Briefing:

Taxi and private hire sector – Uber/gig economy

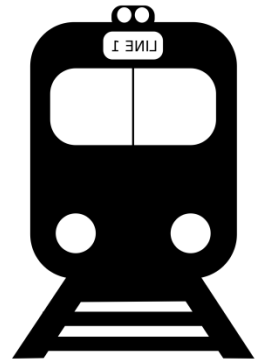


- <https://youtu.be/ANANGmszbZg>
- <https://youtu.be/vhDuHVscUgg>
- <https://youtu.be/ssgvb77oXjY>

What are the implications for tourist travel?

Briefing: Bus and coach sector; Metro schemes

- <https://youtu.be/BflvbN5CDvY>
- <https://youtu.be/QinGP0TaCCU>
- <https://youtu.be/uxkgqDmn9Jk>
- <https://youtu.be/ZKEBt3VljfY>



Policy focus: 'sensible' options

- Greener/electric cars (others banned here by 2040; 2030 in Paris)
- Congestion needs managing
- Investment in public transport needed to get people out of their cars
- Road pricing based on time of day to reduce impact of congestion?
- More roads?

Managing transport congestion

- Responses for urban locations
 - Park and ride schemes
 - Car parks situated outside resort centres
 - Rationing by price for car parking
 - Quotas for parking permits
 - Severely limiting time available for parking during peak periods
 - Reducing parking places and fining heavily any cars found illegally parked

Problems

- Conflict between local residents, workers/commuters and tourists themselves who compete for limited space in cities
- Lack of interconnectivity between different modes of transport
- In many smaller cities in UK, 70% of visitors arrive by road = parking issues
- See Barcelona for case study

Policy options (Page, 2009)

- Provide alternative methods (e.g. rail)
- Limit private cars by parking restrictions
- Park and ride schemes
- Change road network; pedestrianised zones
- Cycling/walking routes in cities
- Improved information for visitors (web)
- Tourist coach restrictions
- Greater integration of local land use and transport planning
- Better local and gateway networks/interchanges/special needs provision

Coach travel

- Express coach routes, both domestic and international
- Private hire services
- Tour and excursion operations (inbound or outbound)
- Transfer services

Coach tours

- Advantages offered by coach tours:
 - Low prices
 - Door to door services on tour
 - No baggage problems
 - Courier assistance, avoiding language problems and documentation handling
 - Local pick up and drop off transfer services

Coach tours (Continued)

- Out of season coach work may include:
 - Charters
 - Contract work (e.g. school busing)
 - Christmas market excursions
 - Pantomime and theatre excursions

Car rental business

- Car rental companies can be divided into two categories:
 - Large international companies or franchise operators
 - Hertz, Avis Budget, Europcar, Enterprise
 - Small, generally locally based, independent hire companies

Further reading - Wales

<http://www.assembly.wales/Research%20Documents/Reading%20List%20-%20Transport/16-020-e.pdf#search=transport>

Recommended Websites

- United Nations World Tourism Organization (UN body responsible for tourism): www.unwto.org
- World Travel & Tourism Council (an international organisation of travel industry executives promoting travel and tourism worldwide): www.wttc.org
- Also find relevant national tourism organisations
- The UN Statistical Division and the World Bank also provide online international tourism and other relevant statistics although these are not as up to date as UNWTO statistics