

BMIH5006

Sustainable Hospitality and Tourism Management





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

200
1822 - 2022

Sustainable Hospitality & Tourism Management BMIT5006 Week 8

Transport

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*

www.uwtsd.ac.uk



Module Learning Outcomes

Demonstrate a critical understanding of the term “sustainability” and apply it within the context of tourism and hospitality;

Analyse concepts of “sustainable good practice” within the tourism and hospitality industry (rural, coastal and urban areas) and **within the transport sector.**



Sustainable Transportation



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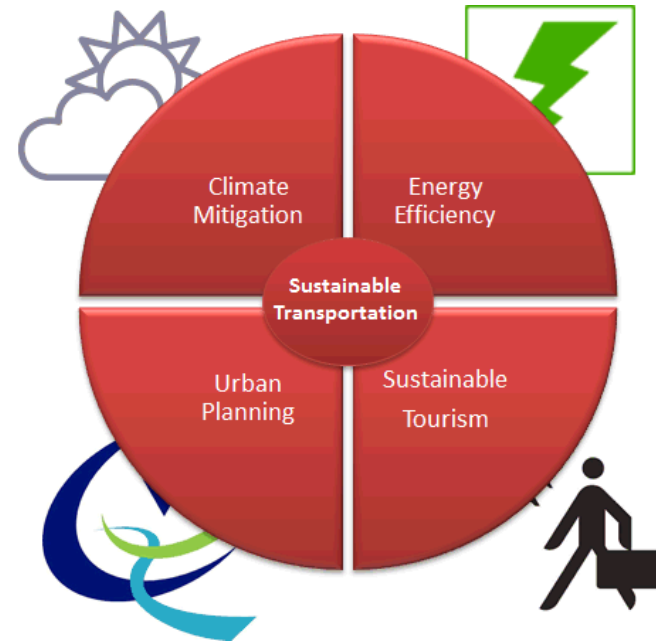
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Sustainable Transportation emphasizes broader access to goods and services, rather than just making mobility more efficient. This would essentially provide better and more urban services closer to the user, by 'decentralizing' services to be spread out and made available in larger number of places..

Sustainable transportation would therefore manifest in the form of more pedestrianization (with walkways and cycling routes), public transit systems than are operated on clean and renewable energy sources, bicycle station and car share options. safe and fluid vehicle movement. networks of green corridors that connect people and open space, etc.



A sustainable transportation system takes its inspiration from that of broader sustainable development itself, calling for:



Ecological: reduced emissions, pollution and waste, minimized consumption of non-renewable energy sources and uses technologies that reuses and recycles its components.

Economic: affordable systems that operate efficiently, offers a mix of transport mode choices, and supports the local economy.

Social: basic access needs of individuals/communities to be met safely and support good lifestyles, and with equity within and between generations.

- 
- In the UN 2030 Agenda for Sustainable Development, **sustainable transport** is mainstreamed across several SDGs and targets, especially those related to:
 - food security, health, energy, economic growth, infrastructure, and cities and human settlements.

<https://sustainabledevelopment.un.org/topics/sustainabletransport>

Flying

- “Around 2.4% of global CO₂ emissions come from aviation. Together with other gases and the water vapour trails produced by aircraft, the industry is responsible for around 5% of global warming.
- At first glance, that might not seem like very big contribution. Except, only a very small percentage of the world flies frequently”.
- [Should we give up flying for the sake of the climate? - BBC Future](#)

Can flying ever be sustainable?





Urban Transportation

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Traffic congestion is still an issue for many cities





Is it as simple as 'green' and electric?



Group discussion: Urban Transportation

- What are the most common forms of transport in urban areas?
- How environmentally-friendly are they?
- What about congestion charges and ULEZ (ultra low emission zones)?
- Consider how do **tourists** travel in these areas? What are their options/choices....?

Time for a break!



Tourism transport options...?

- Taxis, Uber etc
- Buses, train, trams
- Electric vehicles?
- Horse-drawn buggies
- Rickshaws

Let's have a quick look at some of these...

- On-demand taxis, ride-hailing apps like **Uber**, and even traditional carpooling eliminate the need for commuters to have to take their own cars. There are fewer cars on the road and less traffic – in theory.
- The reality is that these apps have made getting a ride so convenient, easy, and cheap, that people are taking on-demand over public transport. The demand for these services has led to **more congestion** in urban areas. Even if the cars are fully electric, more traffic is not eco-friendly.

Are two wheels are better than four?



RIDE-HAILING

Avg CO₂ per km: 143g *

Avg passengers: 1.3

'Green' grade: C-

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>



BIKE SHARING

Avg CO₂ per km: 0g *

Avg passengers: 1

'Green' grade: B+

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

Riding a bike in itself emits **0g** of CO₂, but this fails to account for the environmental impact caused when producing the bike and transporting a whole fleet of them to their final location.

But it's the **vandalism of bikes that is by far the least eco-friendly thing** about them. The lack of personal accountability seems to inspire the worst in people, making them destroy, misuse, and discard bikes wherever they want.

It appears that people need to have ownership over vehicle property in order to prevent them from behaving like total hooligans.

(vandalism of the bike sharing in Cardiff led to the scheme being suspended at the end of 2021)

Cardiff – highlighting vandalism issues



China – bike share oversupply

What about taking the bus?

Public transport overall is generally considered to be one of the better options when it comes to reducing the negative environmental impact of urban mobility.

Taking a bus, even if it runs on diesel, as the many still do, is exponentially better than taking an electric car or taxi. The problem is **it's rarely the transit mode of choice** for the typical commuter – nobody likes bumping into a sweaty stranger's armpit on their way to work when a crowded bus takes a :



BUS

Avg CO₂ per km: 75g*

Avg passengers: 14

'Green' grade: A-

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

Put your best foot forward?

- Walking, running, jogging, strolling – whatever your pedestrian preference, it objectively has the lowest ecological impact by far. It's great for you to keep active, and it's not hurting the environment per se, although it is worth mentioning that the carbon footprint of the average running shoe ranges from 18-41kg CO₂** per pair during production.
- But how convenient is it in some city centres?



WALKING

Avg CO₂ per km: 0g *

Avg passengers: 1

'Green' grade: A+

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

Electric scooters

- Compared to the greenhouse gas emissions of a regular motorcycle, which average 107g/km CO₂, a shared electric two-wheeler is the better choice. They're also lighter and consume less energy than electric cars, and they have 30x the battery capacity.
- With dockless shared e-bikes, you run into similar problems as with shared bicycles – people will misuse them. This causes the lifecycle of an e-bike to be dramatically reduced versus a personal one, thus needing to be replaced more often and having a larger ecological impact.

Join the scourge of the inner-city footpath



E-SCOOTERS

Avg CO₂ per km: 80g *

Avg passengers: 1.1

'Green' grade: B-

* Source: (CO₂ calculated per lifecycle)
<https://www.sciencedirect.com/science/article/pii/S1361920915001315>

Electric Cars

- Compared to gas-guzzling internal-combustion-engined cars, electric vehicles are leading the charge to environmentally-friendly mobility. But how much of this public perception is reality, and how much is 'greenwashing'?
- While EVs are being marketed as the zero-emissions, sustainable alternative, the reality isn't as black and white. The process of mining **lithium** to produce EV batteries is quickly becoming an irreversible environmental catastrophe, which begs the question: is the grass always greener on the other side?



ELECTRIC CARS

Avg CO₂ per km: 38g*

Avg passengers: 1.2

'Green' grade: C

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milie/co2-uitstoot-voertuigen.html>

Let the train take the strain?

- Trains, trams, metro, subway, underground, tube – there are a lot of differences among these vehicles like capacity, speed, energy efficiency, engine type, and so on that can influence their environmental impact, so the numbers below are only meant to reflect the broader category of railway transit.
- Zooming out to the larger mobility landscape, **traveling by rail-based public transport removes cars from the road, lowers emissions and is cheaper than personal vehicles. Not to mention that the majority of trains in Europe already run on renewable energy.**



TRAIN

Avg CO₂ per km: 28g *

Avg passengers: 60

'Green' grade: A

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

So which one is the winner?!

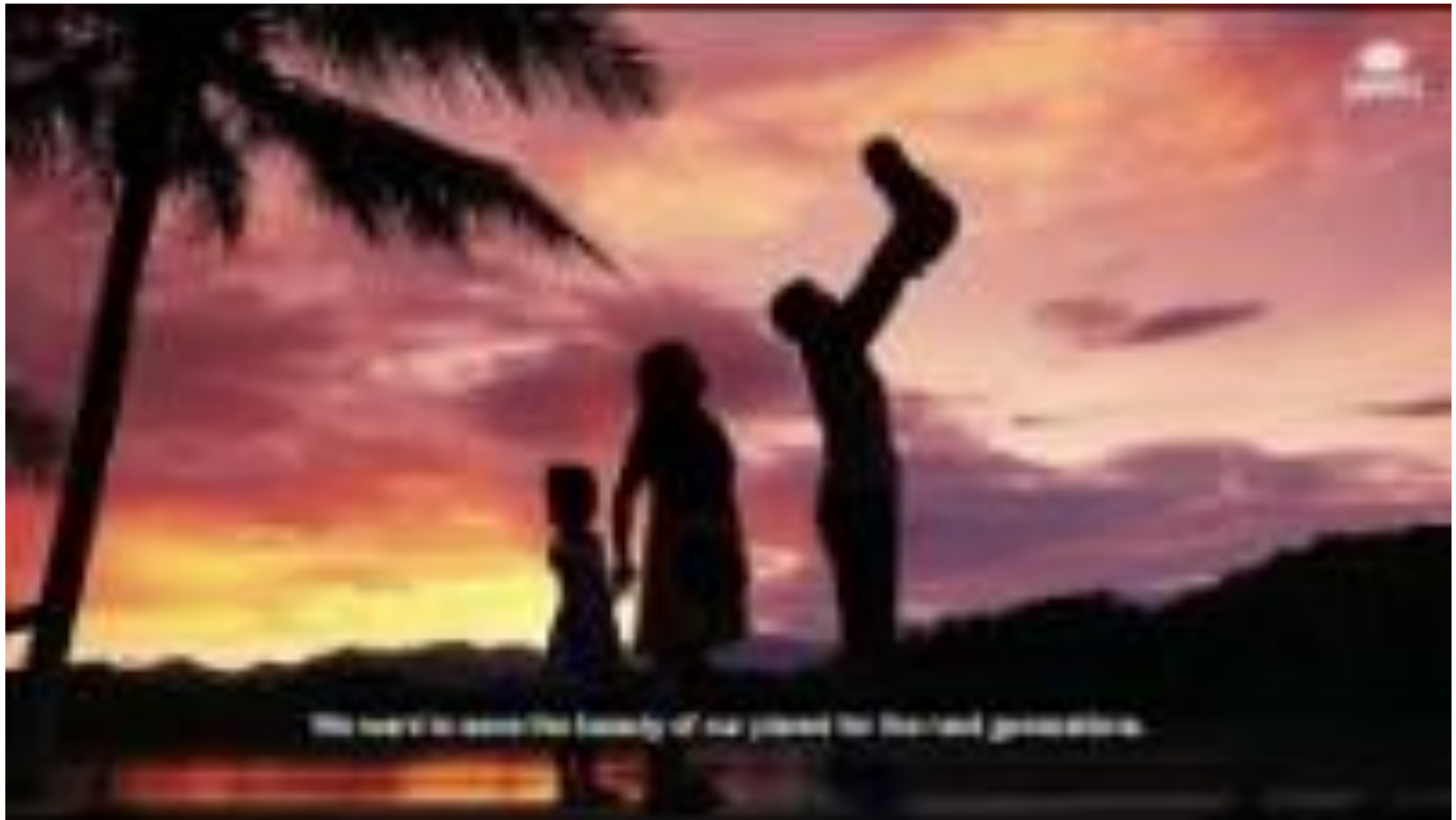
- The most environmentally friendly mode of transportation is clearly **walking**, with other forms of public transport in second and third place.
- But realistically, the answer is not so simple. Every human on earth has an individual and multimodal travel chain.
- It's (almost) impossible to find a person who only uses a single mode of transport in a week, let alone a month, a year, or a lifetime.

Science fiction or fact?

- Driverless cars and lorries – true!
- Induction charging of EVs from the road – the tech is already available for mobile phones
- App that guides you to a parking space – yes!
- Flying taxis? Drones being developed by Amazon for deliveries!
- Hydrogen as a fuel – in development
- High speed trains... what about HS2?

Time for a break!





So what do you think will be the future of international tourism travel?! Is it still too early to tell?

Sustainability: Carbon Footprint & Overview



Trends - tourism outlook 2023

(www.eiu.com)

- Global tourism arrivals will increase by 30% in 2023, following growth of 60% in 2022, but will remain below pre-pandemic levels. The economic downturn, sanctions on Russia, and China's zero-covid strategy will delay recovery (but Heathrow busier now than pre Covid).
- EIU's guide to tourism in 2023 provides a comprehensive view of the challenges, opportunities and trends to watch over this year.

How 'green' are hotels?

- Hotels contribute about **1 percent to global carbon emissions** (sustainable hospitality alliance).
- While shopping for a place to stay, travellers should scrutinize a hotel's **sustainability** claims. Consider it a red flag if a hotel claims to be green, eco-friendly or carbon neutral but offers no explanation on how.
- Ultimately, it's not just about greenhouse gases - it is also important to be concerned whether a hotel treats its workers fairly, whether it destroyed an ecosystem where it was built and whether it contributes to the community or just takes its resources.

<https://www.washingtonpost.com/travel/2022/06/29/carbon-neutral-hotels-green/>

The pathway to net positive hospitality (Sustainable Hospitality Alliance)



The business case for sustainability in hospitality & tourism

- Improved financial performance (sometimes/usually?)
- Reduced costs
- Driver for innovation
- Companies that make sustainability a goal may achieve competitive advantage.
- This means rethinking business models as well as products, technologies, and processes

Some conclusions....?

- The **sustainability of our natural environment** has become an important and urgent matter not only to governments but to many companies as well.
- As sustainability is about meeting the needs of the present without compromising the ability of future generations to meet their own needs, **long-term and holistic approach** is required for business to become more sustainable.
- The natural environment should not be perceived as something to be extracted and used as much as possible in order to maximise profit. Instead, it should be viewed as a major stakeholder.
- It involves the creation of a fair and just world in which humans, animals and the natural environment are all treated with respect.



Group discussion: the last word...

In your groups,
create a list of the top
5 things you have
learned in this
module.

Assignment 2 – 15th June 2023 (11.55PM)

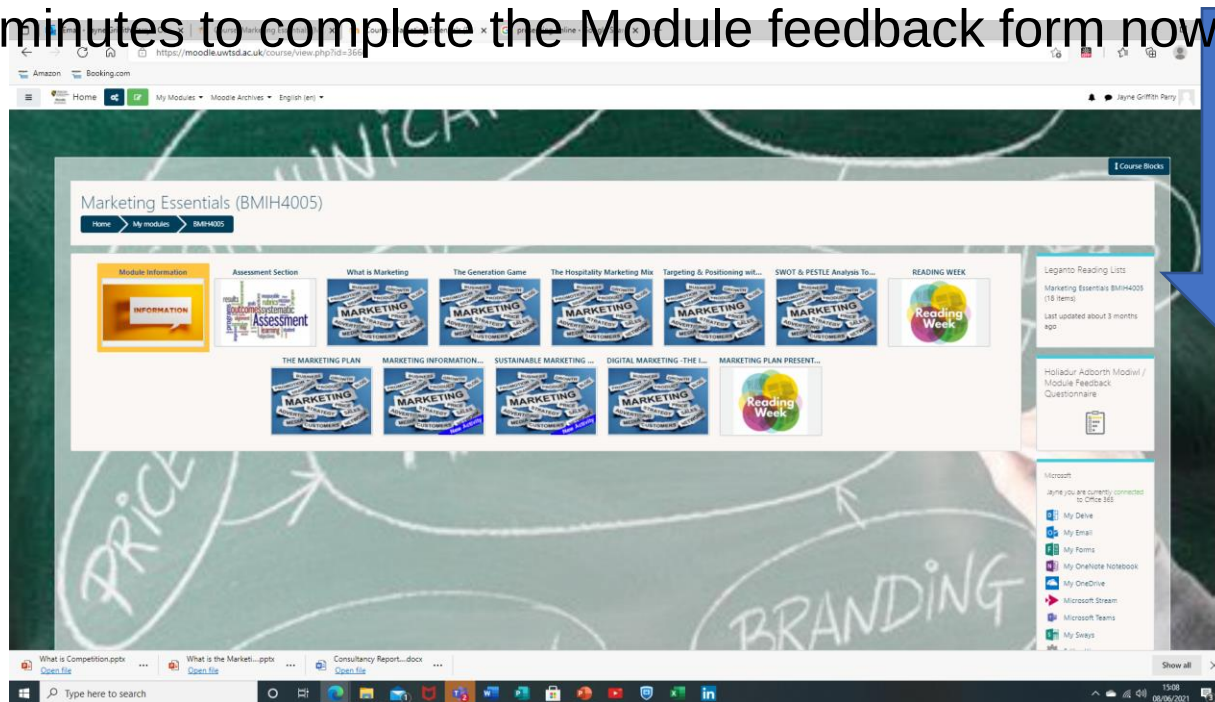
Report – 2000 words (+/- 10%) Destination Management: **Destination of choice**

Using an appropriate case study taken from the hospitality and tourism sector, **critically evaluate to what extent the principles of sustainable tourism are present in the development management plan of your chosen destination.**

- An evaluative **report** about a tourism destination of your choice
- The **three pillars of sustainability** (economic, socio- cultural and environmental) and how they relate to your example
- Your case study within the hospitality and tourism sector will **show broader in-depth research.**
- Use **Butler's** life cycle model and **Doxey's** irridex model to determine which stages your chosen destination has been through / is currently at.
- Use data **and statistics** to back up your evidence.
- Provide **recommendations** for the future development of the destination, keeping sustainability at the core of your recommendations.

Module Feedback 😊

- You will now complete your module feedback form... this is a completely anonymous process, and you can be as honest as you want to be!
- Exactly as in hospitality, feedback allows us as lecturers a chance to do a better job in the future.
- Take 15 minutes to complete the Module feedback form now





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That's all folks!

Goodbye and good luck
with the rest of your
course!

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