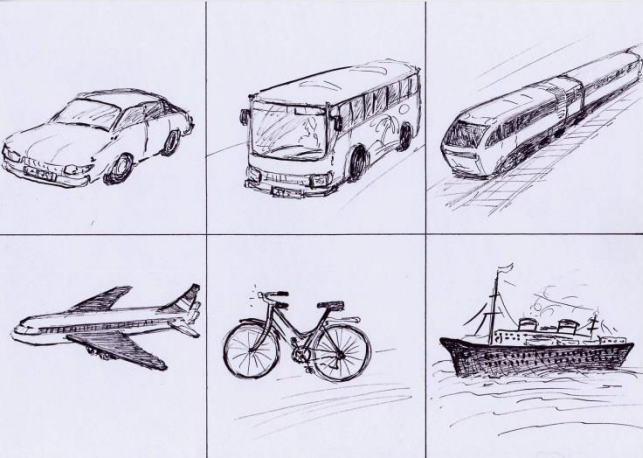




Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Strategic Travel and Tourism Management



2: How did we get here?

How many have you used?



- <https://youtu.be/hVJOyy-ooH8>

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?

Uber in London

- <http://www.bbc.co.uk/news/business-41467433>
- <http://www.bbc.co.uk/news/business-41471292>

- <http://www.bbc.co.uk/news/uk-wales-41469143>
- <http://www.bbc.co.uk/news/business-41522832>
- <https://www.theguardian.com/business/2017/oct/05/fall-in-rail-journeys-raises-questions-for-train-franchise-firms>

- <http://www.bbc.co.uk/news/business-41543449>
- <http://www.bbc.co.uk/news/business-41522832>

Monarch Airways



Ryanair



<http://www.bbc.co.uk/news/business-41501534>

<http://www.bbc.co.uk/news/business-41543436>

<http://www.bbc.co.uk/news/business-41533625>

<http://www.bbc.co.uk/news/business-41520970>

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)

New hand-in dates

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

A1 24 November

A2 (Test) TBC

London

<http://www.londonandpartners.com/our-insight/tourism-vision>



Crossrail began in 2007



Scheduled to open from 2018, Crossrail will:

- Add 10% to London's rail capacity;
- Bring 1.5 million people within a 60-minute commute of the city, from outer London and beyond;
- Link Heathrow, the West End, the City and Docklands, providing extra capacity where it is needed most – to get people to work;
- Help to create an estimated 30,000 high value jobs which would not otherwise exist.

(London First, 2017)

And.....

“The benefits of Crossrail to the UK economy are calculated at £42bn, resulting in a £17bn tax boost for the Treasury. Direct benefits include shorter journey times and reduced overcrowding on other transport, in particular the Tube.

Wider benefits include more productive jobs, an increase in productivity and increased labour force participation”

(London First, 2017)

Money

“The total budget for Crossrail is £14.8bn. Central government, through the Department for Transport’s grant to Transport for London, accounts for just £4.7bn of this total.

Over two-thirds of the funding will come from other sources, including future fare revenue, a range of private sector contributions and a supplement on business rates (BRS) paid by London’s larger businesses.” (London First, 2017)

Dear Sirs

Let's not confuse early electioneering with prospective Government policy (Have the Tories turned their backs on the City? 13/8/2009). There are good political reasons for an opposition to resist making firm spending commitments this far away from a general election. But come polling day, Londoners will want clarity over the choice they are making.

Once in power, not to invest in the capital's transport systems would be economically perverse. UK Government badly needs the huge ongoing tax revenues that London, especially financial and business services, contributes to fund public services for the whole country. Anyone who lives in, works in or visits the capital knows that the Tube (even in the current downturn) is barely coping with one billion passenger journeys annually. Business decisions to stay or expand in London are being made at least partly on the promise of the new capacity which Crossrail and Tube investment will bring. Which other central Government investment opportunity of £5.6bn will secure another £10bn (from the Mayor and London business) and will be repaid many times over by the tax revenues it unlocks? Failure to invest would be to seriously wound the golden goose.

John Dickie

Director of Policy and Strategy

London First

A version of this letter appeared in the Evening Standard on 14th August 2009

London v Key World Cities

- <http://londonfirst.co.uk/wp-content/uploads/2014/11/Benchmarking-Londons-promotion-full-report-Nov-2014.pdf>

88% of overseas visitors to the UK said they wouldn't have come if their trip hadn't involved a trip to London

The £15 billion pound railway

https://youtu.be/DH5_jLrVfQU



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?

Today's Objectives

- How did we get here?
- What was planned?
- What just happened?
- What's next?

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



- <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

- UK post-war transport policy discussed and critiqued:

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

Have a listen, we'll discuss next week

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)



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

The direction of Welsh travel

- Please review before next 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>

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

Reminder - Seminar topics

- Your group will be allocated a topic to prepare a briefing to the class on a set date.
- You will then lead a discussion/develop a task based on the key themes you've identified

Preparation – Travel by Road

- Current issues in road transportation
- Tourism impacts
- Environmental aspects
- Role of Government & public policy
- Case studies/examples

Prepare to lead Seminars on:

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

In two weeks

- Seminars to focus on London's plans for infrastructure development up to 2050
- Read the material I'll be posting on moodle in the resources section
- Divide it up between you
- Focus on demand for transport, tourism, population growth, and specific strategic plans and options set out.