

In search for the environmental tourist:
Are we knocking at the wrong door?

Adriana Budeanu, CBS, Denmark

Tareq Emtairah, IIIEE, Sweden

Åke Thidell, IIIEE, Sweden



Are we seeing what we want to see?...



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What is the influence of environmental awareness on tourist choices?



Åre: mass ski destination (100 interviews)



Grovelsjön: ski environmentally conscious resort



Gotland: mass beach destination (329 interviews)

Analytical framework & method

	TRANSPORT	ACCOMODATION	ACTIVITIES	PRODUCTS
ASPECT	<ul style="list-style-type: none"> •Train/Bus •Car/Boat •Plane (+transfer) •Distance to resort 	<ul style="list-style-type: none"> •Hotel •Cabin/Apartment •Private accommodation •Day Trip 	<ul style="list-style-type: none"> •Alpine Skiing •Cross country ski •Hiking •Tobogganing •Ice skating •Dog Sled/Horseback •Zip-line •Kite skiing •Paragliding •Spa/Sauna/Pool •Snowmobiling •Heli-Skiing •Eating out 	<ul style="list-style-type: none"> •Change in Consumption of Groceries
IMPACT	<ul style="list-style-type: none"> •Resource depletion •Noise •Particulate emissions •Global warming •Road congestion 	<ul style="list-style-type: none"> •Water use •Water emissions •Global warming 	<ul style="list-style-type: none"> •Water use •Noise •Solid waste •Particulate emissions •Global warming •Biodiversity disruption 	<ul style="list-style-type: none"> •Water/material/pesticide use •Eutrophication •Solid waste •Water emissions •Particulate emissions •Global warming



- Inquiries on actions



Transport

Predominant use of the car in all 3 destinations; matched only in Åre by the use of train



- Drivers: comfort, price, convenience
- Barriers for train use are consistent: lack of comfort, low speed, price
- *Strong habit* for car use in mass destinations, while for the environmental destination (Grovelsjön) is *necessity*
- *Weak habit* for the use of train, plane and bus

- Environmental reasons are very low (< 4%) in mass destinations, higher in Grovelsjön (7%) and spread across all modes
- CO2 compensation (Gotland)

Train users	Bus users	Own boat	Own car	Plane users
3,8%	1,63%	0%	0%	10%

- Airline systems work, but there are no mechanisms for private arrangements
- 34% of all transport users “don’t know how” and 54% did not want to do it



Accommodation

- Predominant use of smaller accommodation
- REASONS:
 - Comfort, price, convenience
 - Only option (>40% in Gotland, 33% in Åre),
 - No info and no connection (Grovelsjön)
 - *Strong habit* for cabin use, medium for apartments and low for hotel (Åre)
 - No environmental reasons (in mass destinations, only 3.3% in Grovelsjön)



Leisure activities

- Diversified, but predominantly env benign:
 - museums and nature tours (Gotland)
 - dog-sledding (Åre)
- REASONS:
 - Hobby, relaxation, group decisions
 - Curiosity and variation, including desire to learn about nature -> increasing demand,
 - Preferences / dislikes are strong for env. friendly activities
 - Price not a factor



Restaurants



- Local produce predominate (>50%), and fast food (40%);
- Self-catering is popular (38%) with KRAV products (60%) (Grovelsjön)
- REASONS:
 - Price and quality
 - Barriers against environmentally friendly restaurants: price (75%) and taste (11.9%)
 - Environmental reasons 4%



Environmental awareness & knowledge of env. options

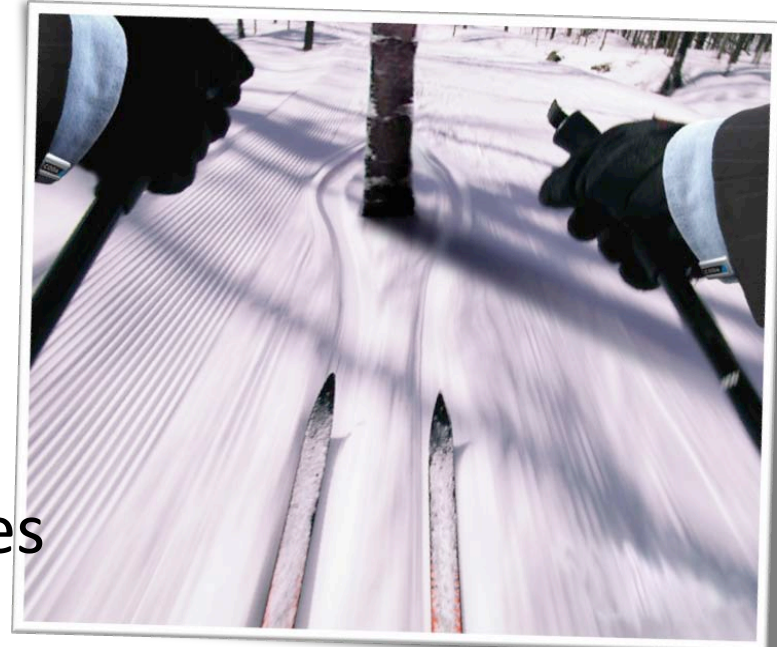
Transport ***	Majority of tourists (50-73%) are <u>aware of 1-2 env. impacts</u>	Large share (68-81%) <u>know at least 1 env. friendly option</u>
Accommodation **	<u>Almost equal shares</u> (35-45%) do not know any env. impacts, or know 1-2	Majority (60-93%) do <u>not know</u> of any env. friendly option
Leisure activities *	High (60%) <u>know 1-2 impacts</u> in ski resorts, or <u>none</u> in beach destination	Majority (40-74%) do <u>not know</u> of any env. friendly option
Food *	Almost equal shares (35-45%) do <u>not know</u> any impacts or <u>know 1-2 impacts</u>	Large share (67-83%) <u>know at least 1 env. friendly option</u>

What does this mean ...?

1. Tourists do not “walk the environmental talk”
2. No environmental discourse in connection to holidays
 - Transport and food are more associated to environmental issues, than accommodation and leisure activities

3. Hypothesis: the lock-in effect

- Infrastructure:
 - Successful when alternatives exist
train 41%; car 47%
 - “only option available”
4th reason for transport choices
- Information
 - “only option seen” for accommodation
- Personal habits
 - “guilty car users” have considered options



Spill-over effects of environmental awareness between different sectors (Gotland)



	Came by train	Stay in a hotel***	Eat local food	Do harmless leisure	
From the total (329)	24%	8%	51%	66%	Cultural activities
				16%	Nature & adventure
				33%	Biking
From the train users (80)	X	6%	40%	64%	Cultural activities
				19%	Nature & adventure
				41%	Biking
Hotel*** users (27)	19%	X	74%	66%	Cultural activities
				16%	Nature & adventure
				33%	Biking
Consumers of local food (159)	20%	13%	X	65%	Cultural activities
				14%	Nature & adventure
				34%	Biking

*** considering the hotel an environmentally friendly option

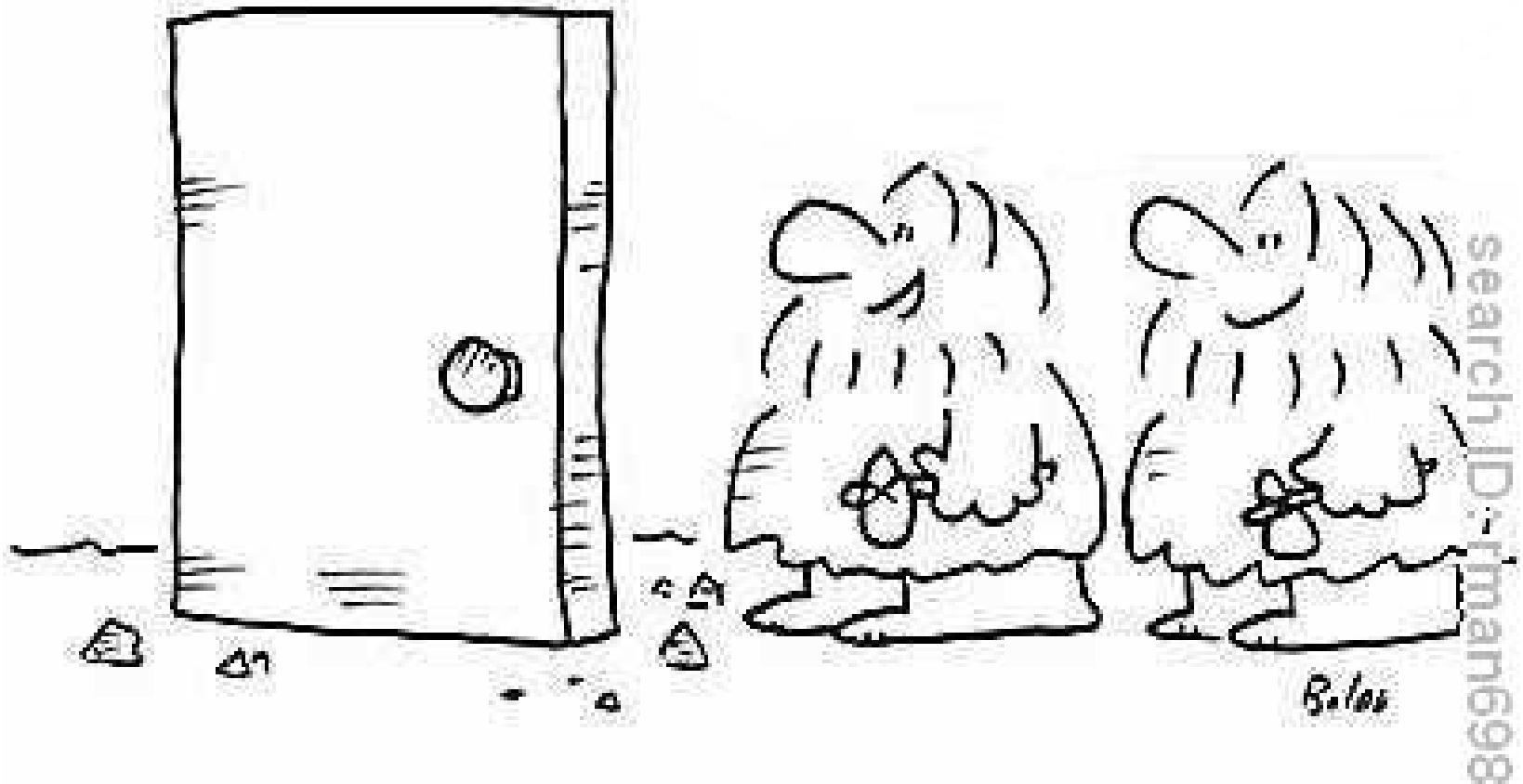
Where there is a will, there is a way!



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So, are we ... knocking at the wrong door?



“There! — now we wait for
opportunity to knock!”



Interreg IVA

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EUROPEAN UNION
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Öresund Eco-Mobility

Swedish–Danish cross-border initiative that unites universities, companies and authorities in order to increase competencies within climate friendly transport of both goods and people.

- Duration: 2009-2011
- Partners: Øresund Logistics/Øresund University (Lead partner), Lund University, Technical University of Denmark, Copenhagen Business School, Malmö University, Roskilde University, City of Copenhagen, Trivector AB, Vectura Consulting AB
- Budget: 4 million €

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THANK YOU for attention!

- More information: ab.tcm@cbs.dk
- More info about the EcoMobility project:
<http://www.oresund.org/ecomobility>