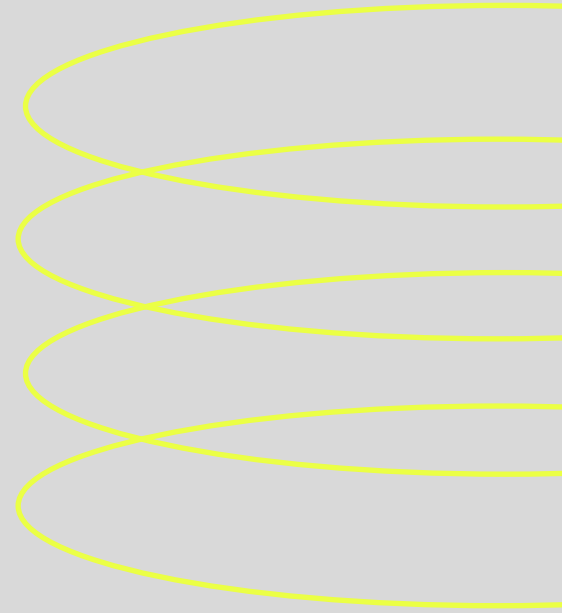


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MOVING

**TOURISM DESTINATIONS
TO GREEN FUTURES**

**TRANSPORT
IS THE LARGEST CONTRIBUTOR TO
EMISSIONS IN TOURISM.**



Gössling et al., 2023

Peeters et al., 2019

THE MAIN CULPRITS?

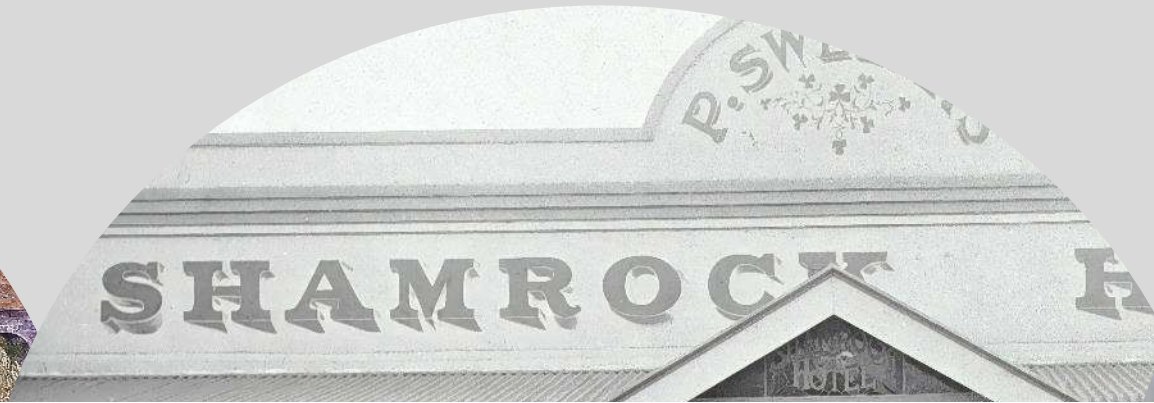


Table 1. Global tourism emissions (Mt and percentages).

Source	Gössli ng (2002)	WTO- UNEP- WMO (2008)	Peeters and Dubois (2010)	UNWTO & ITF (2019)	WTTC- UNEP- UNFCCC (2021)	Lenzen et al. (2018)
Reference year	2001	2005	2005	2016	2019	2013
Transport unspecified		45 (3%)	38 (3%)	76 (5%)	27 (2%)	871 (20%)
Road transport	680 (49%)	420 (32%)	305 (26%)	671 (46%)		602 (14%)
Rail transport	108 (8%)			20 (1%)		55 (1%)
Air transport	467 (33%)	515 (40%)	504 (43%)	679 (47%)	915 (72%)	547 (12%)
Water transport		8 (1%)				98 (2%)

ENABLERS OF TOURISM AS WE KNOW IT TODAY?



Steam trains enable first organized popular tours in the 19th century (e.g. Thomas Cook)

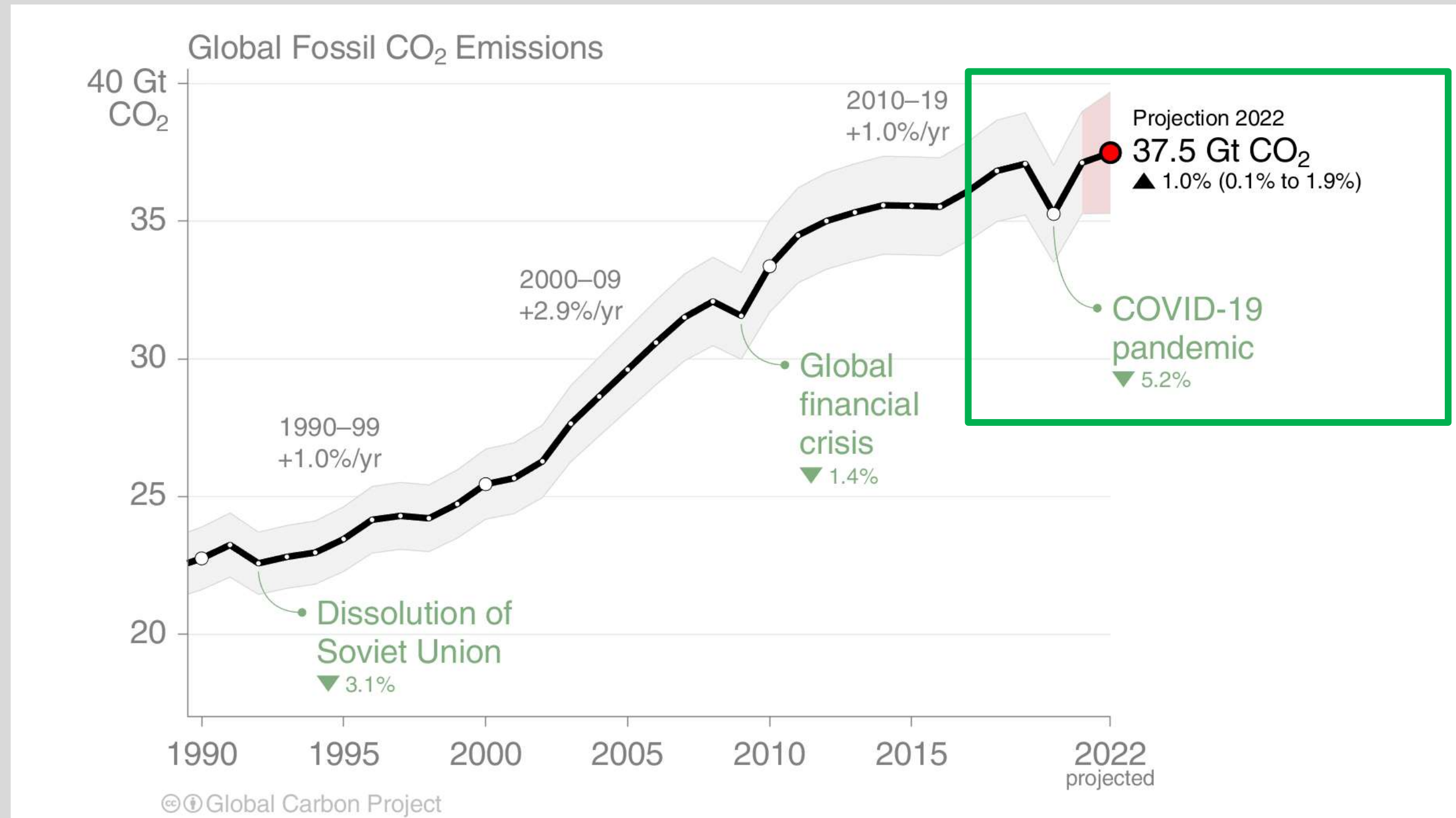


Accessible automobile models (e.g. Ford Model T) enable middle class to take road trips



Jet planes enable intercontinental travel, "sea-sun-sand" holidays

IS NO TOURISM THE MOST SUSTAINABLE FORM OF TOURISM?



HOW CAN WE MAKE TOURISM MOBILITY GREENER?

Carrot and/or stick?

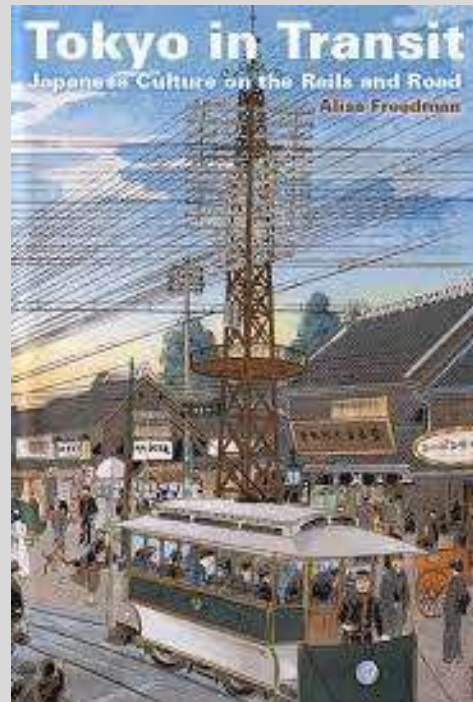
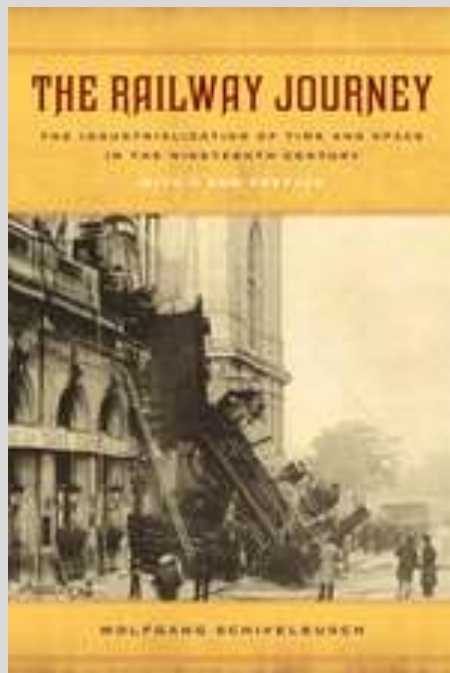
Quicker? Cheaper? More comfortable?

HOW CAN WE CONVINC TOURISTS TO TAKE MORE ENVIRONMENTALLY FRIENDLY MODES OF TRANSPORT?

“Nudging” the tourists to the “better” alternative?



TRANSPORT CHOICES ARE AN INTEGRAL PART OF OUR SOCIAL FABRIC



Perception of time

Perception of space

Perception of social relations

Cycling has become popular in Denmark not only because of the country's flat landscape but also its egalitarian culture, (early) environmentalism.

Today, the bike-friendly environments themselves make biking the default option for many locals, expats and tourists.



”THE WHITE LOTUS” (HBO, 2021-)



ARMOND: Mr. and Mrs. Mossbacher. Hello. I'm Armond, the resort manager. Welcome to the White Lotus.

NICOLE: Thank you.

ARMOND: How was your journey here?

NICOLE: (SIGHS) Long.

But honestly, fine.

Happy to be here. (CHUCKLES)

ARMOND: The boat ride does add time to the trip, but the views of the coastline are magnificent, aren't they?

Simply a must for our VIPs staying in the suites. (CHUCKLES)

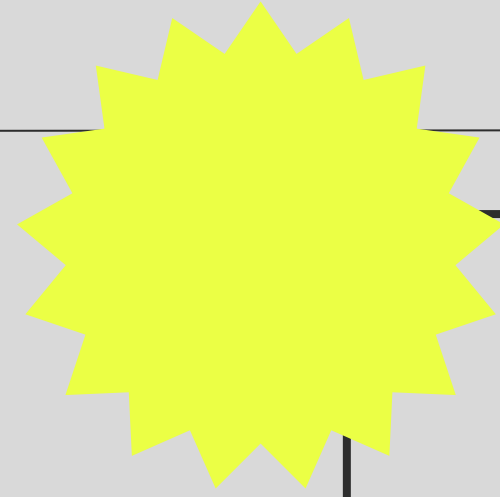
IF TRANSPORT/MOBILITY CHOICE IS NOT SO MUCH A DELIBERATE DECISION, INTEGRATING IT INTO THE TOURISM PRODUCT CAN BE MORE EFFECTIVE.

Which way of covering the “last mile” would make sense given the context of the destination?



Example:
Danish tour organizer
Oh so quiet! offers hiking
routes by connecting
summerhouses which then
provide accommodation
for the hikers



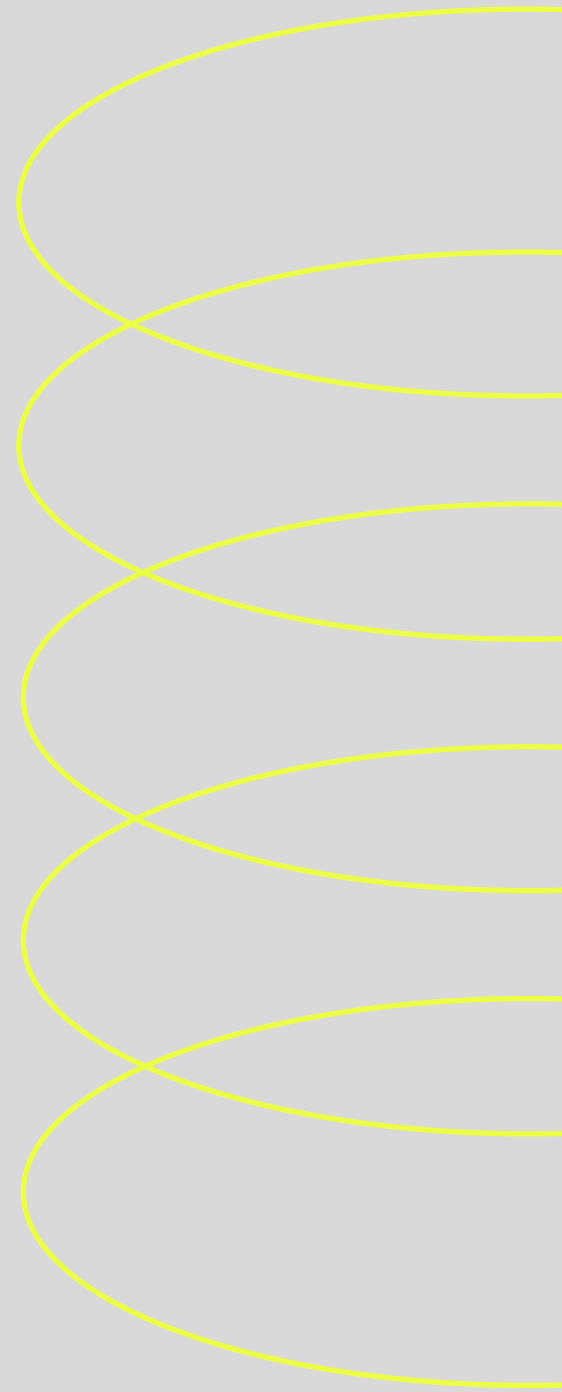


**...IT MAY REQUIRE RE-CONSIDERING TARGET
CUSTOMER GROUPS**

Perception of time

Perception of space

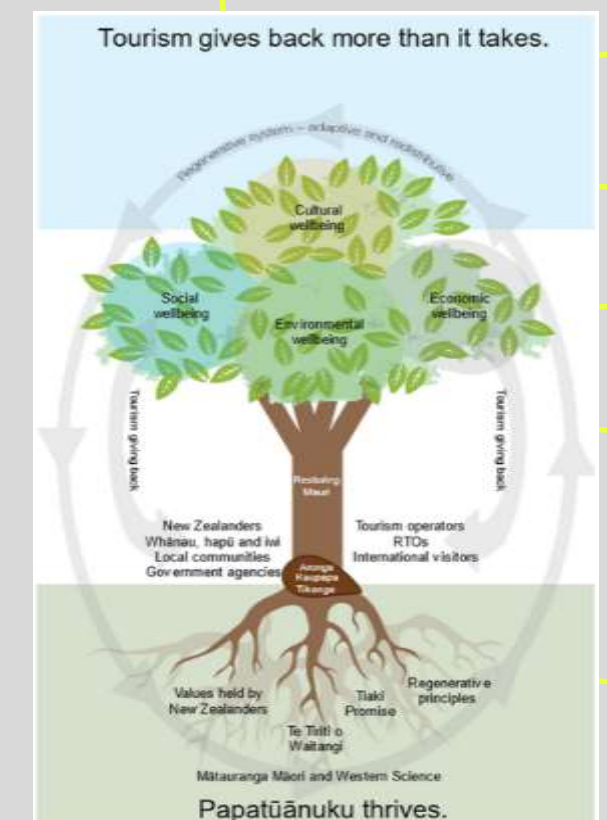
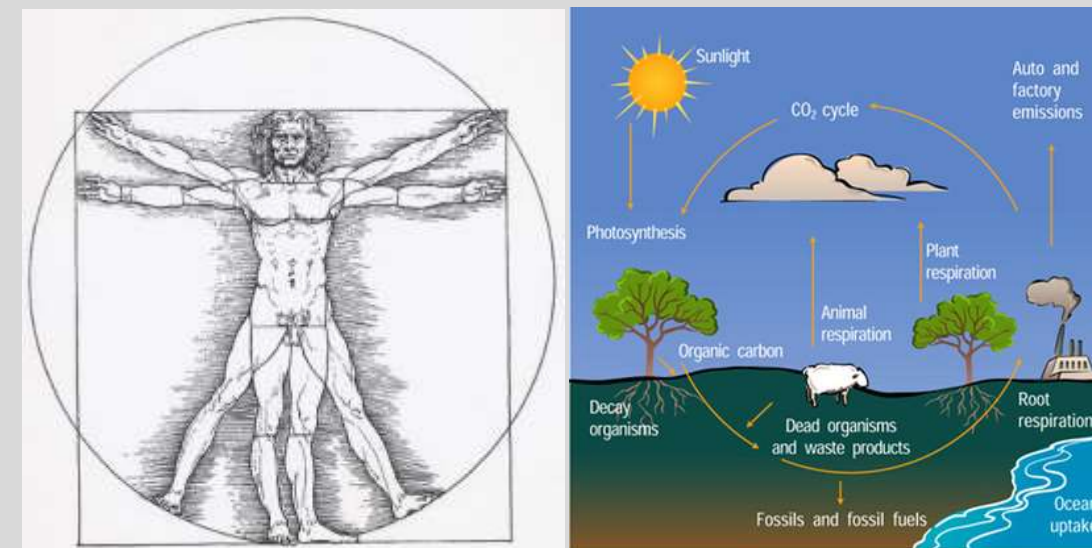
Perception of social relations



**MOBILITY SHOULD BE WORTH IT NOT ONLY FOR THE TOURIST
AND THE TOURISM BUSINESS, BUT ALSO FOR THE
ENVIRONMENT, FOR THE LOCAL COMMUNITY, FOR THE PLANET**

Are the emissions from mobility (e.g. flight) instrumental for improving the habitability of the destination and the planet?

Regenerative tourism – tourism that contributes positively to the larger living systems of which it is part.

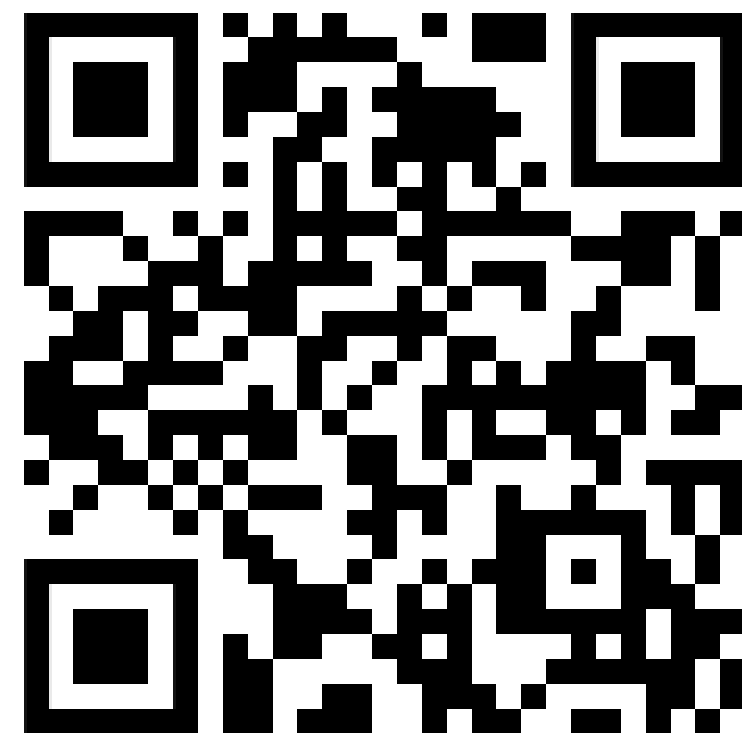




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THANK YOU!

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