

Mobility Management in Leisure and Tourism

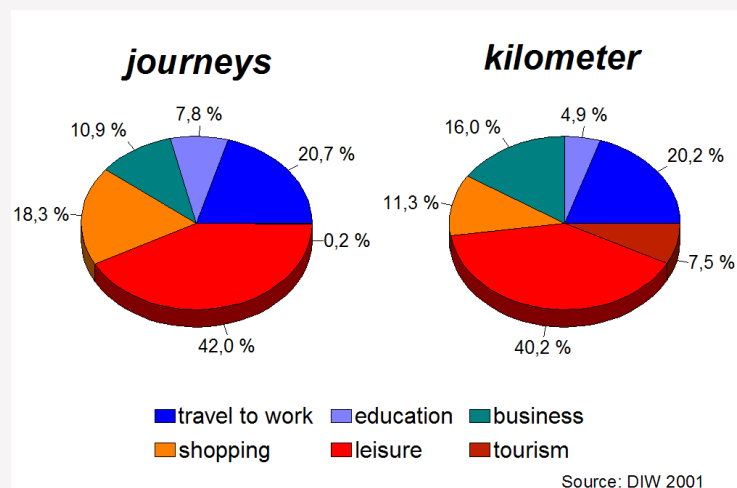
Prof. Dr. Andreas Kagermeier
Freizeit- und Tourismusgeographie, Universität Trier

Lecture given at the Latvian University Riga
18. September 2008

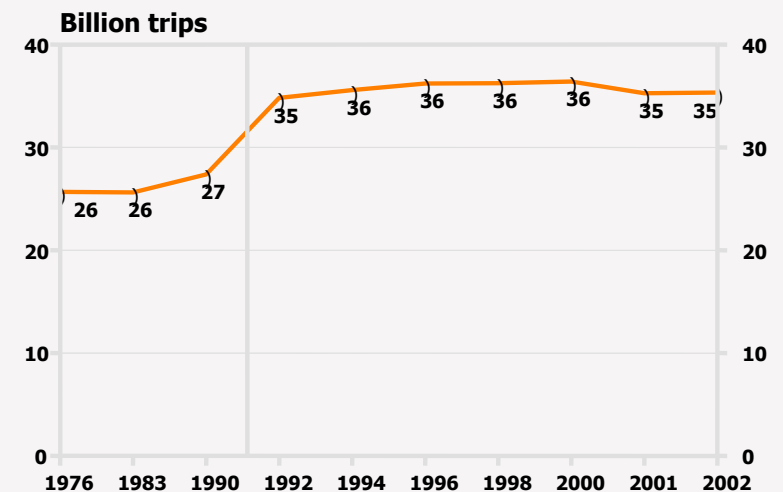
Agenda

- 1) Basic facts on leisure and tourism mobility
- 2) Energy consumption and CO₂-reduction aims: preconditions on the demand side
- 3) Conditions on the *offer side* for successful Mobility Management approaches
- 4) Means of transport affinity as a central dimension on the *demand side*
- 5) Conclusions

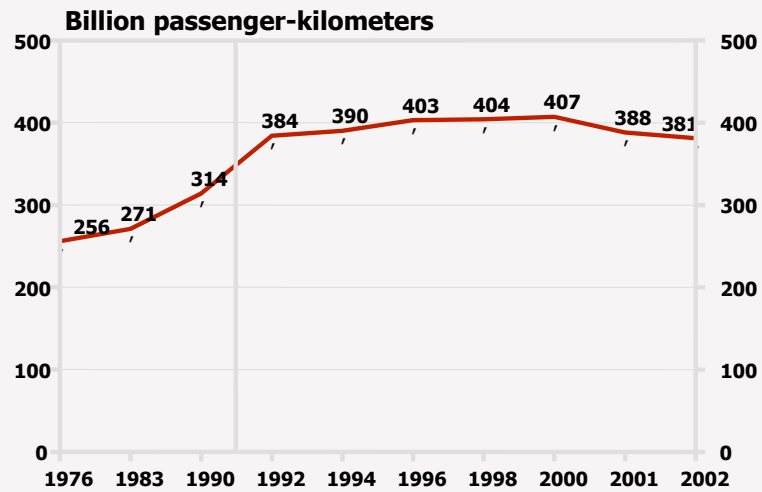
Leisure and tourism as central mobility purposes



Leisure & Tourism Traffic: a fast growing Market?

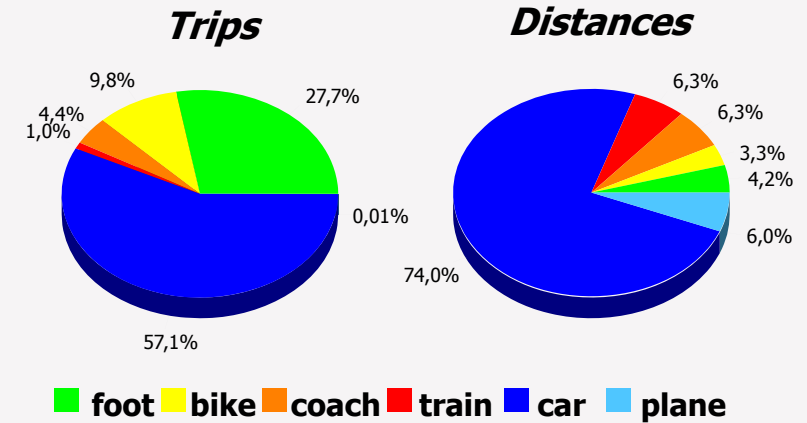


Leisure & Tourism Traffic: a fast growing Market?



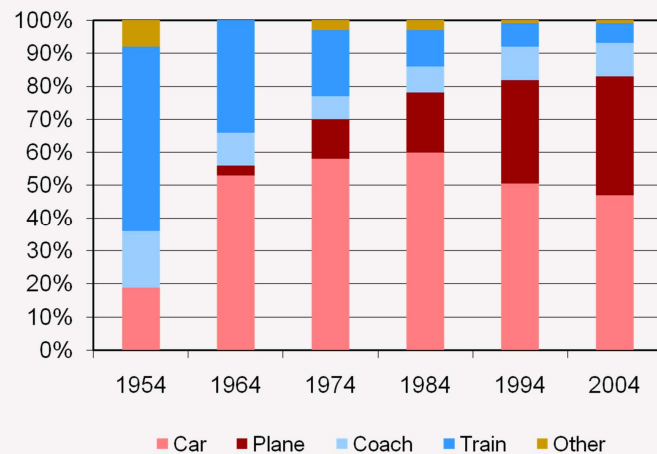
Source: DIW 2004

Affinity of Leisure & Tourism Traffic for Motorized Private Vehicle Traffic



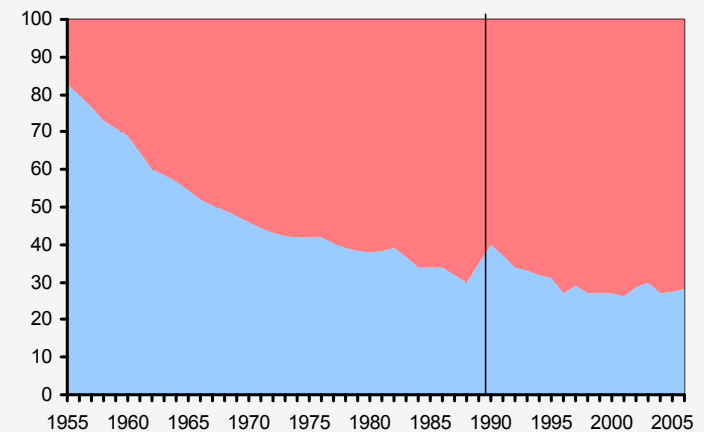
Source: DIW 2004

Modal Split for the main holiday trip in Germany



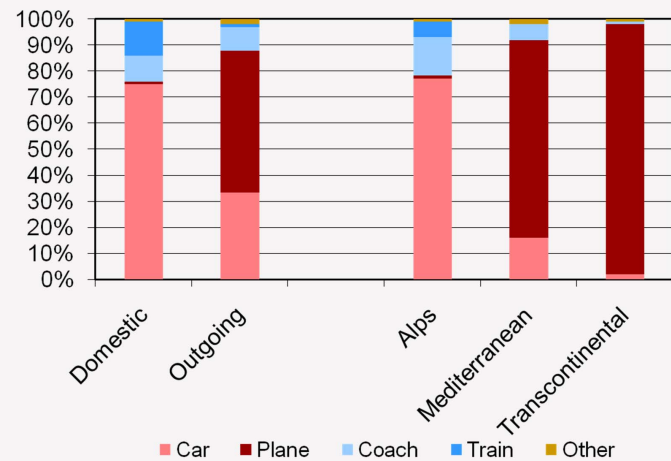
Source: RA div.

Share of domestic and outbound tourism in Germany



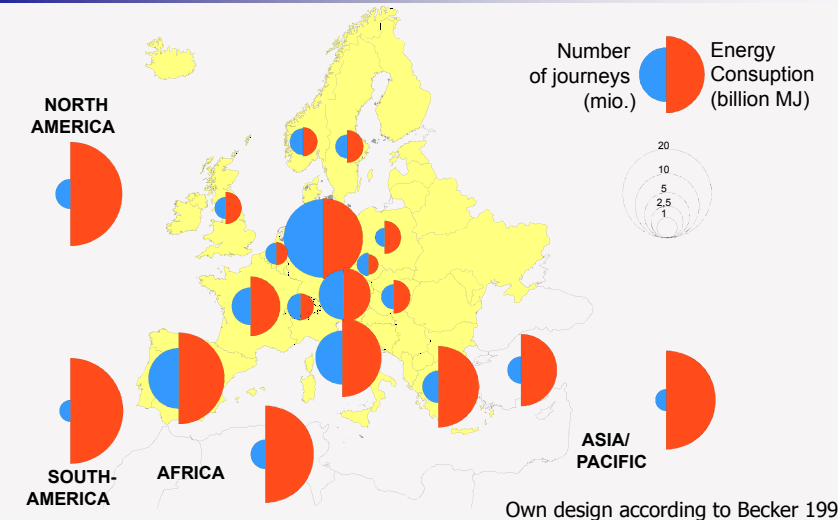
Source: Reiseanalyse div. Jg. (Haupturlaubsreisen)

Modal Split according to types of destinations



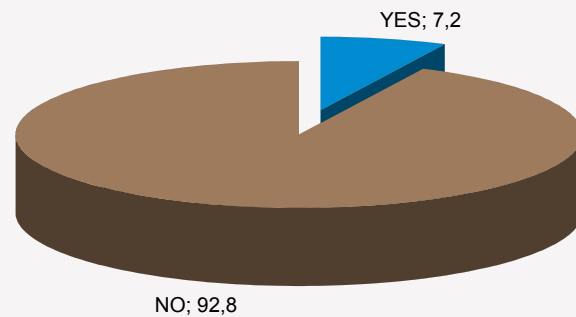
Source: RA 2007

Transcontinental Journey especially energy-consuming



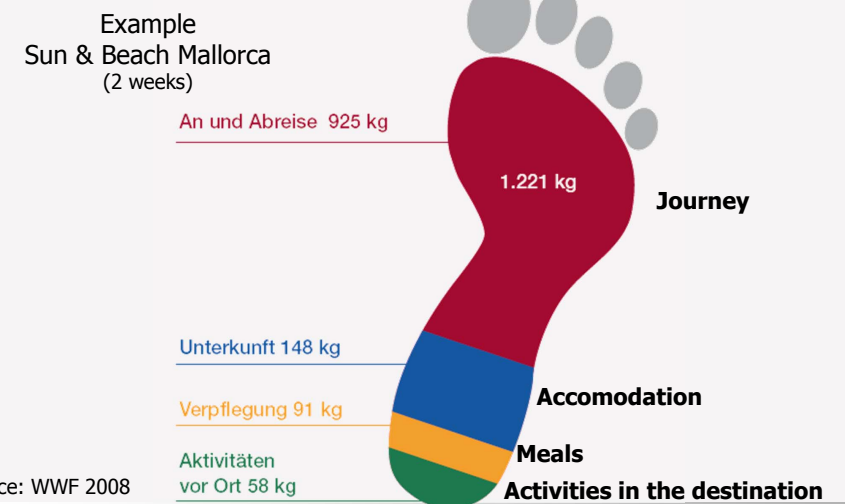
Own design according to Becker 1997

Influence of the discussion on climate change on the planning of holiday trips



Source ETI 2007

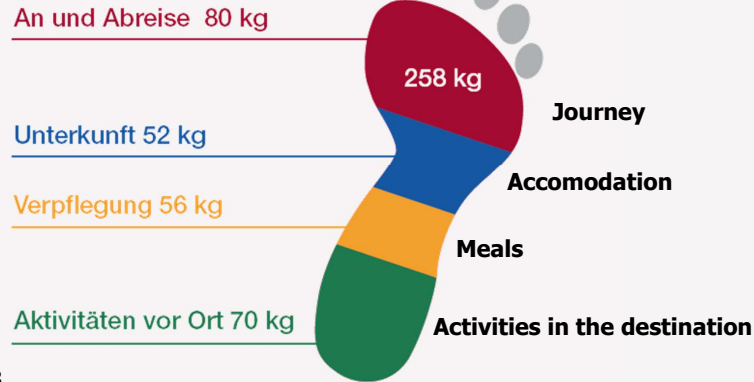
Abroad: Journey itself main CO₂-inducing factor



Source: WWF 2008

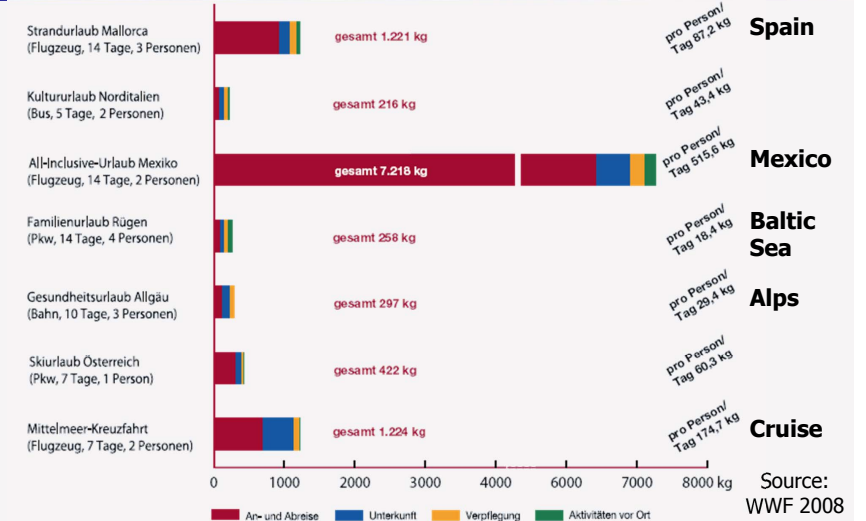
Domestic: Activities in the destination become important

Example
Holiday at the Baltic Sea
(Rügen)
(2 weeks)

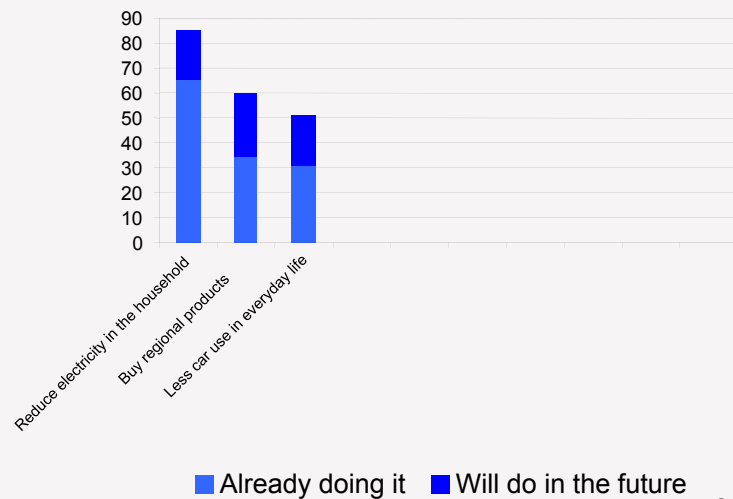


Source: WWF 2008

Transcontinental journeys especially CO₂-inducing

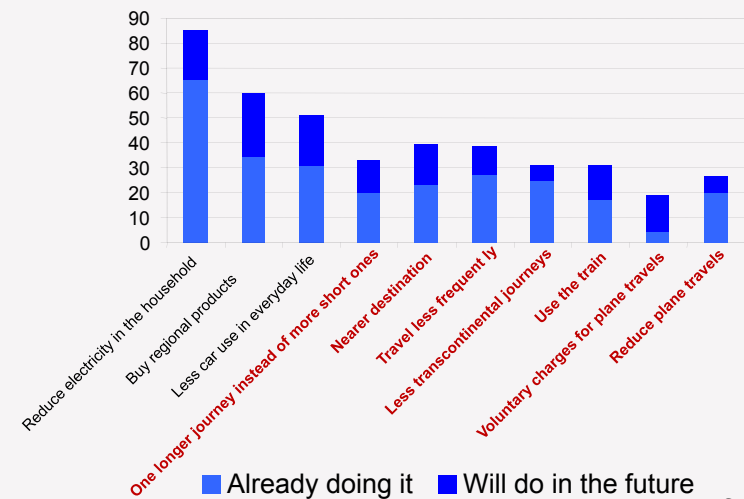


CO₂-reduction in everyday live: theoretical disposition



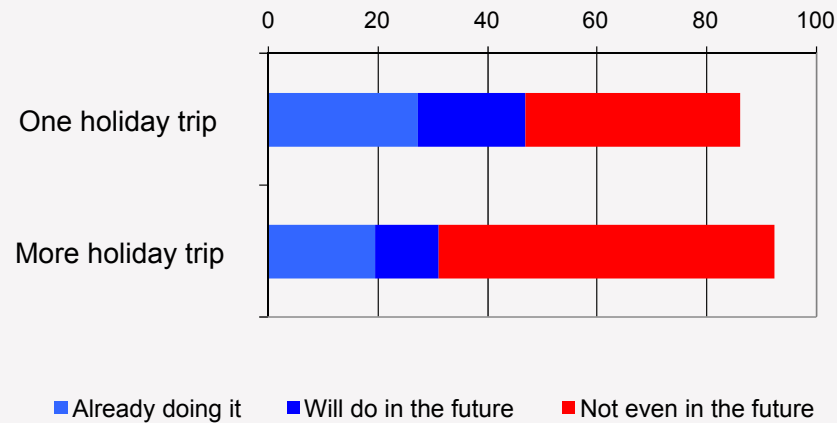
Source: FUR 2007

CO₂-reduction in leisure and tourism: quite low



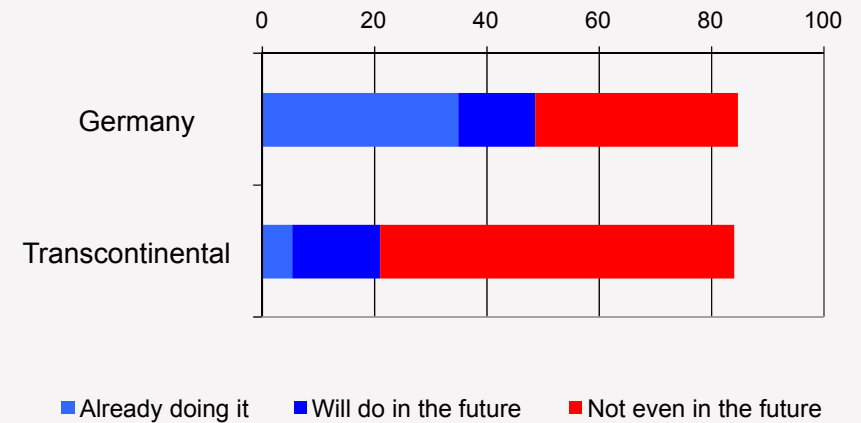
Source: FUR 2007

Travel less frequently



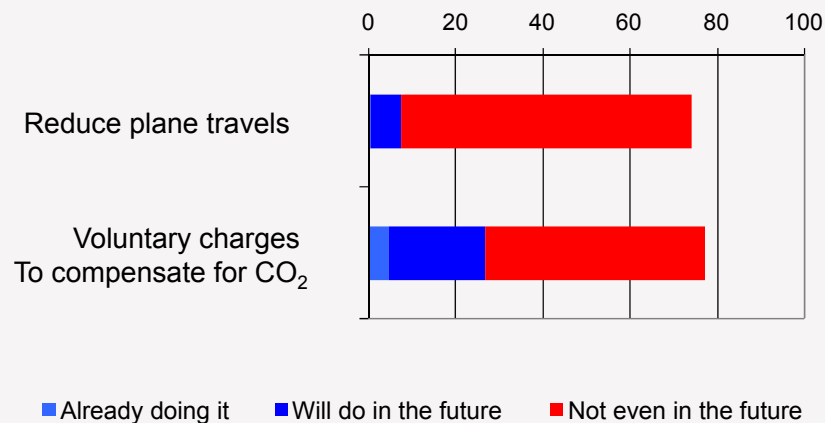
Source: FUR 2007

Nearer destination



Quelle: FUR 2007

Tourists travelling by plane



Source: FUR 2007

intermediate recapitulation

- Energy consumption and CO₂-production as an interplay between destination and mean of transport
- Abroad (especially transcontinental):
Reducing the distance by creating attractive offers in nearer destinations
prices of kerosine ?? taxes ???
- Domestic:
Apply Mobility Management Measures

Viabono®

Top-Angebot
F4 für Körper und Seele

Kegeln, der Spaß für Groß und Klein

Geschmack-Gutschein

Regionen/Karte Hotells/Unterkünfte Arrangements Specials Service Mitglieder Suche

Willst du mit mir fern-sehen?

Wie schmeckt dein Herbst?

Deutschland ein Herbstmärchen

Regionen/Karte Hotells/Unterkünfte Arrangements Specials Service Mitglieder Suche

Avoid prescriptions and penalties:
Stress the benefit of the tourist

Freizeit-Tourismus-Geographie.de
FTG Universität Trier

Reiselust

NEUE WEGE IN DEN URLAUB

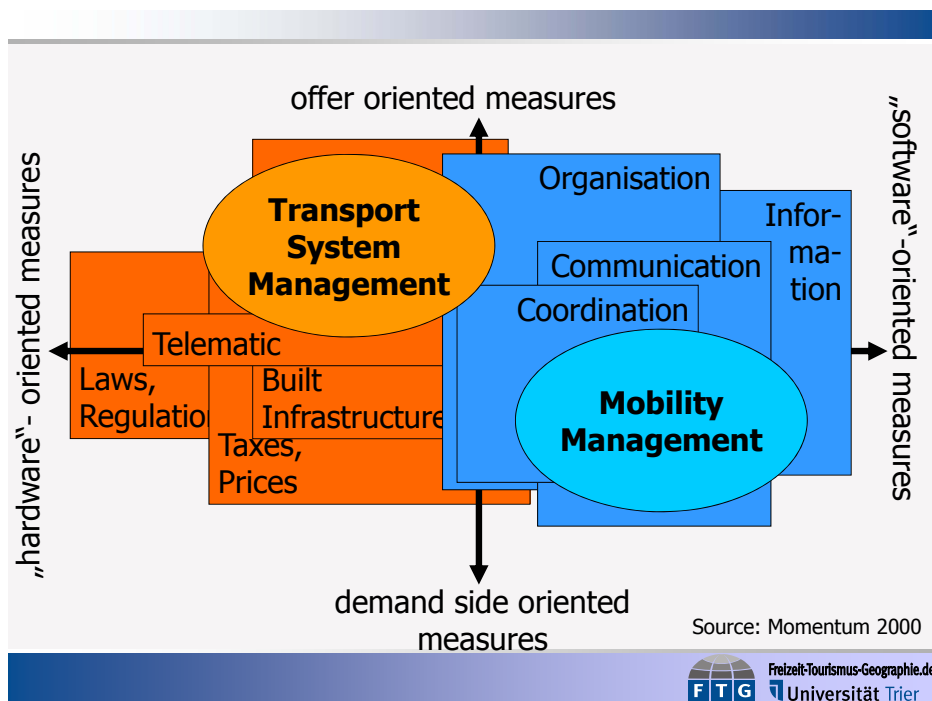
Delight of travelling
New ways to your holiday

WURZ ERHELSAM
HINDUKLAND ALTERNATIV
VOGELBERG NATÜRLICH
FRANKEN SPORTLICH
SCHWEIZ FORMIDABELICH

2005

VCD
Reiselust

Freizeit-Tourismus-Geographie.de
FTG Universität Trier



Supply Side Basic Conditions for Successful Leisure & Tourism Public Transport Offers

structural precondition:
aiming at choice-riders/non-captives

- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area

Basic Conditions: Quality of the Offer

**East
Westfalia
(rural)**

Dinosaurierpark

Freilichtmuseum

Mensch&Natur

**Munich
(urban)**

Zoo Hellabrunn

0% 20% 40% 60% 80% 100%

■ car ■ bus/train ■ bike ■ by foot

Source: own investigations

poor quality

*good quality – rural
catchment area*

*good quality – urban
catchment area*

Supply Side Basic Conditions for Successful Leisure & Tourism Public Transport Offers

structural precondition:

aiming at choice-riders/non-captives

- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities

Basic Conditions: Quality of the Offer

**East
Westfalia
(rural)**

Dinosaurierpark

Freilichtmuseum

Mensch&Natur

**Munich
(urban)**

Zoo Hellabrunn

0% 20% 40% 60% 80% 100%

■ car ■ bus/train ■ bike ■ by foot

Source: own investigations

low quality

*good quality – rural
catchment area*

*good quality – urban
catchment area*

*good quality – urban
+ park. management*

offer side basic conditions for successful leisure & tourism public transport offers

structural precondition:

aiming at choice-riders/non-captives


- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities
- constraints for car use

[illegible]

Supply Side Basic Conditions for Successful Leisure & Tourism Public Transport Offers

structural precondition:
aiming at choice-riders/non-captives

- transparency and quality of the offer
(frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities
- constraints for car use
- intensive marketing activities
(cooperation / "combined-tickets")

 Freizeit-Tourismus-Geographie.de
Universität Trier

Role of „combined-tickets“


- 2/5 of car users know the ticket
- 1/3 of combined-ticket users have a high affinity to private car use
- 1/3 of combined-ticket users could have used their own car

Source: own investigations

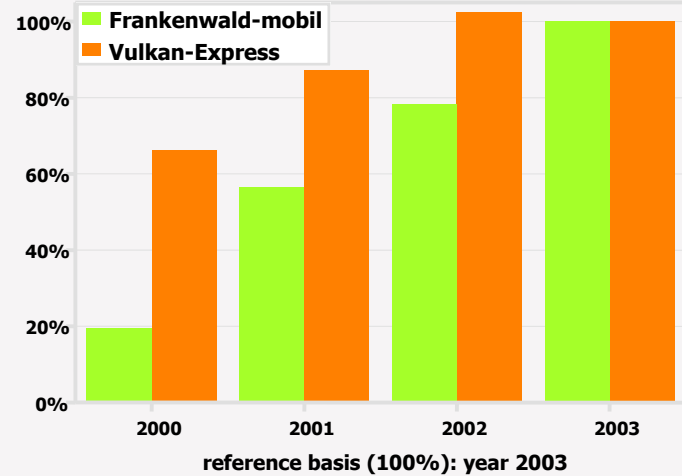
Supply Side Basic Conditions for Successful Leisure & Tourism Public Transport Offers

structural precondition:
aiming at choice-riders/non-captives

- transparency and quality of the offer
(frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities
- constraints for car use
- intensive marketing activities
(cooperation / "combined-tickets")
- slow reaction speed
(2 to 3 years start-up time)

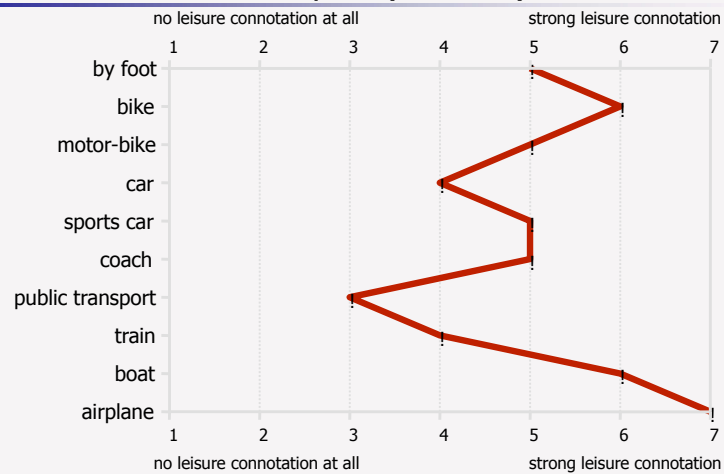
 Freizeit-Tourismus-Geographie.de
Universität Trier

Example of Time-Lag for Inventing new Offers



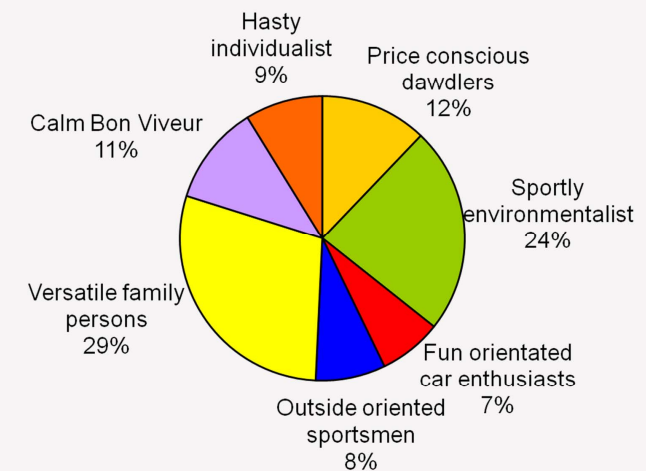
Conditions on the Demand Side

Leisure Time Connotation of Different Means of Transport (Medians)

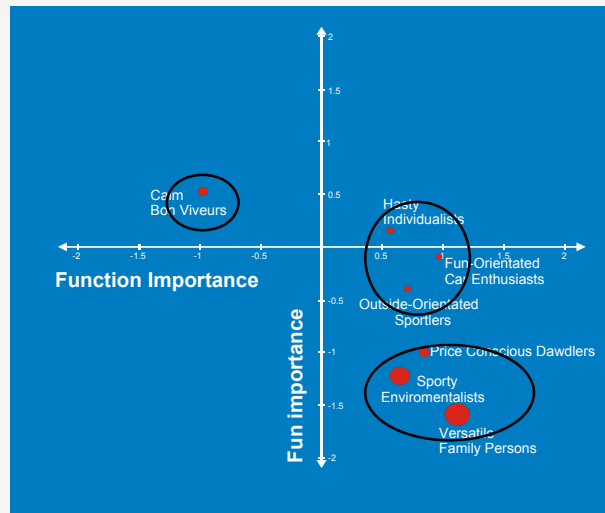


Quelle: Fastenmeier, Gstalter & Lehnig 2004, p. 19

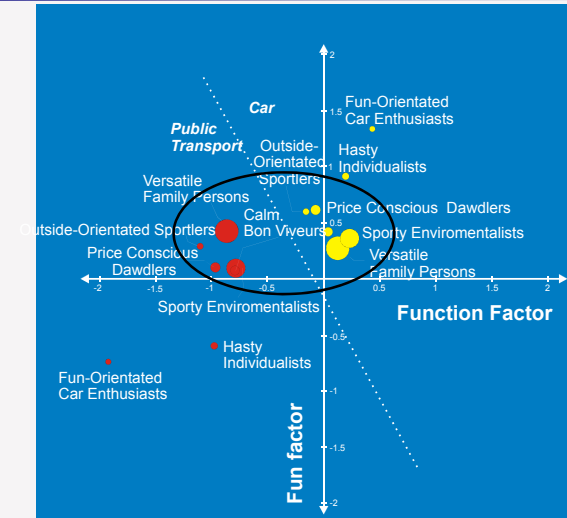
Leisure Mobility Groups



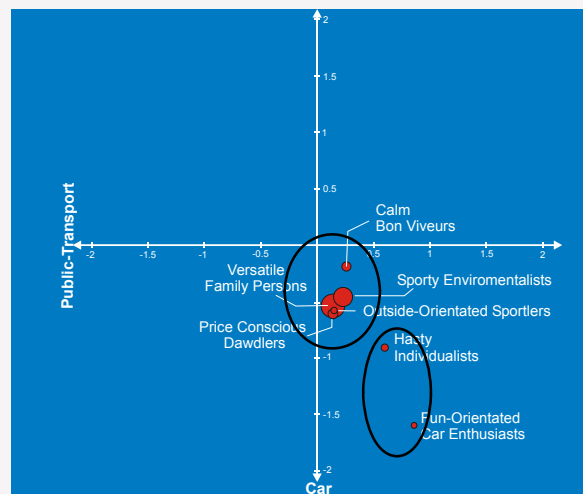
Importance of Fun and Function for Transport Alternatives in Leisure Time by „Mobility Groups“



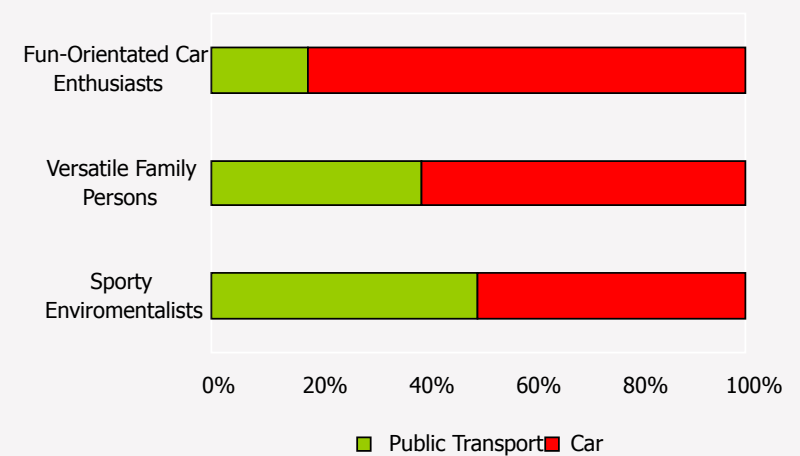
Connotations for Different Transport Alternatives in Leisure Time by „Mobility Groups“



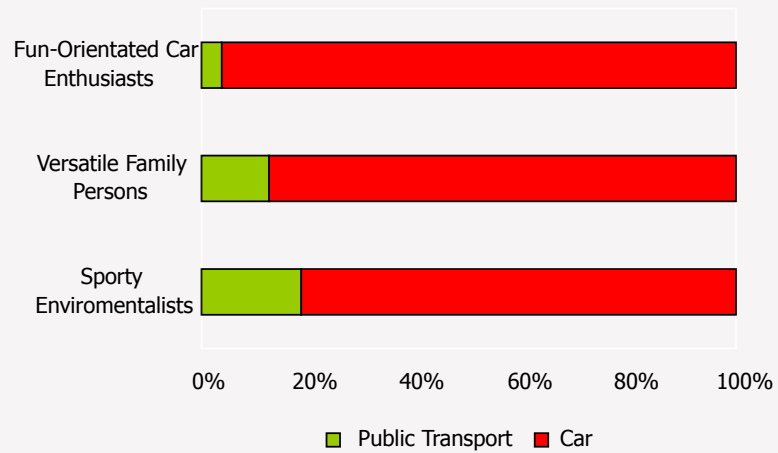
Affinity for Different Transport Alternatives in Leisure Time by „Mobility Groups“ (difference)



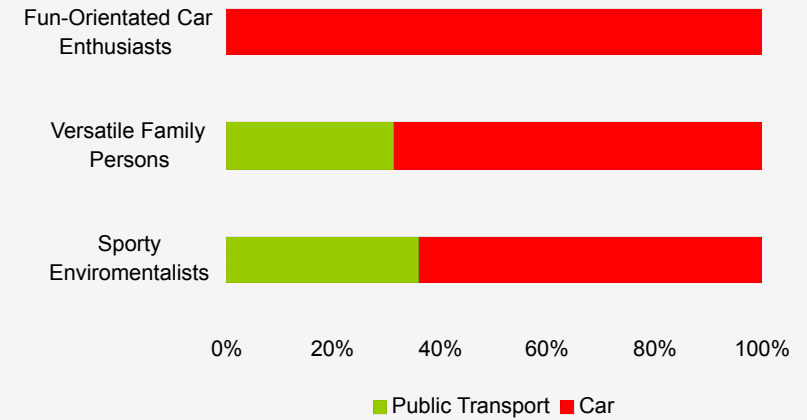
Influence of „Mobility Groups“ I (Location Zoo Munich)



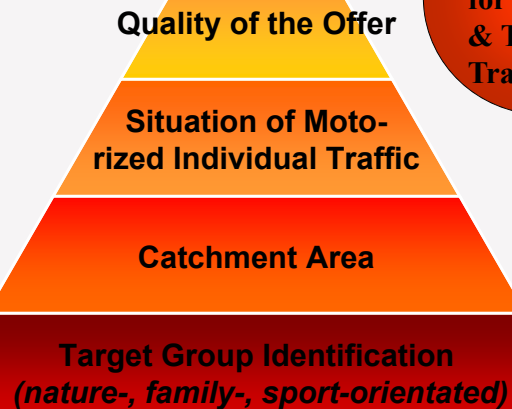
Influence of „Mobility Groups“ II (Location Therme Erding)



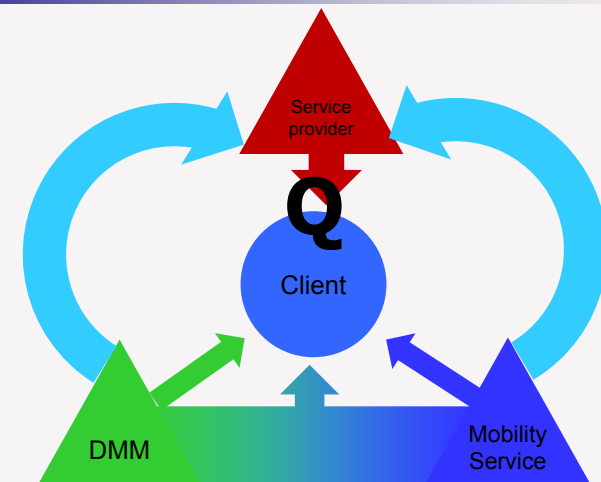
Influence of „Mobility Groups“ III (Location Museum Munich)



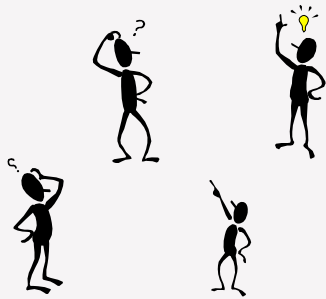
Market Communication



Market communication



I want to thank you
for your attention



... and look
forward to a lively
discussion



Freizeit-Tourismus-Geographie.de
Universität Trier