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UK Tourism in a Low Carbon World

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Workshop Report

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Core Organising Team
Carey Newson, Transport for Quality of Life
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Jillian Anable, Robert Gordon University
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Executive Summary

This seminar brought together some 25 experts including policy makers, scientists and tourism stakeholders to focus on the relationship between travel, climate change and tourism, and to explore the questions below. It examined the scope for the tourism sector to respond positively to the challenges of climate change, with an expansion in tourism activities that are not reliant on flying.

More specifically, the workshop explored the following questions:

- The broader context: how is tourism likely to be affected positively and negatively by a changing climate and a changing environment, both in the UK and at destinations for outbound tourists?

- How is the market likely to respond to measures taken to deter the growth in air travel? What might be the differing consequences for the industry and the environment of different types of measure - for example, measures primarily aimed at long haul or short haul flights?

- What scope is there for the tourism sector to adapt positively to climate change – identifying new business opportunities whilst contributing to the UK's targets for CO2 reduction?

- What Government actions or policies might be needed to support the sector in responding positively to the challenges of climate change?

- What further research is needed to inform policy and underpin the development of strategies for sustainable UK tourism?

David Quarmby CBE, chair of the Independent Transport Commission, and former chair of the British Tourist Authority, opened the workshop and chaired the morning session. Having presented the context he outlined the purpose of the workshop and chaired the discussions following presentations from the three invited speakers.

Climate Change, Flying and Tourism, *Dr Sally Cairns, Transport Research Laboratory and Carey Newson, Transport for Quality of Life*
Sally and Carey presented aviation's current and projected contribution to UK greenhouse gas emissions as facts relating to the linkage between UK tourism and air travel. Tourism accounts for a significant 3.5% of the UK economy, and was worth £85 billion in 2005. However, spending by overseas visitors only accounts for some 20% of this spend, as 80% is from domestic tourists – made up of spending on day trips and overnight holidays, little of which is air travel dependent. Interestingly, spending by UK tourists abroad is more than double that by overseas visitors to the UK. The speakers pointed out that even if overseas visitors were twice as price sensitive as UK visitors, there is still more to gain from raising air fares.

Tourism in a changing climate: scenarios and strategies, *David Viner, Natural England*

David discussed four IPCC SRES scenarios and what these might meant for the climate and hence tourism. David explained the Tourist Comfort Index (TCI – developed by Mieczkowski in 1985– an index which is based on climatic conditions) and the 4Ss as being a driver for tourism: sun, sea, sand, security. David showed how climate change might affect the TCI, which is important for many holidays but not all. He also set out how tourism might be affected by climate change for each scenario and how flows of international and UK tourists might change in time. In the future, tourists might avoid the Mediterranean during the hottest months of the year. UK domestic tourism should increase for all scenarios, for flows of both international and domestic tourists to the UK, except for the world market scenario. There is a need for adaptation at all scales, in terms of political; societal; and physical structures.

Expanding low carbon tourism within the UK, *Dr Graham Miller, Surrey University*

Graham explored the scope for expanding and promoting UK domestic tourism, including detailed thoughts on possible strategies for promoting domestic tourism, including product development and marketing. He also covered barriers to expanding domestic tourism and possible solutions as well as future research requirements. Many of the possible strategies or measures suggested by Graham were added to and further developed by participants during the afternoon syndicate sessions.

Syndicate groups: Development of (policy) actions/measures

Participants had 30 minutes to put forward ideas for (policy) actions which would
  a) reduce carbon; and
  b) increase sustainable tourism spending in the UK.

Participants could put forward new measures or develop existing measures. These ideas (many of which are excellent and original) are listed in the Appendix of the full report. The ideas were clustered into themes and participants split into smaller groups to consider and prioritise the ideas, finally focussing on one idea or a set of related ideas they thought were important, worth pursuing and feasible. The group then had to work on this idea in more detail, with the help of a set of questions and a standard poster template with given headings. The posters developed by participants are available in the Appendix of the full report.

The following ten ideas were developed into poster proposals:
  1. Tourism product "Eco-Labelling"
  2. Reducing emissions from aviation
  3. Major financial investment in tourism product development
  4. Restore and sustain funding of national tourism agency (Visit Britain) to fulfil necessary leadership role for sustainable tourism development
  5. Improving transport/tourism information
  6. Better marketing of Britain's tourism opportunities
  7. Rural transport infrastructure and services
  8. Sustainability – awareness and understanding for domestic tourism
  9. National sustainable tourism policy (tourism sector's contribution to UK carbon reduction target)

10. Tradable personal carbon allowances

The policy proposal posters developed by participants were displayed around the room and participants were asked to inspect/review the proposals during the refreshment break. At the end of the break, participants voted for the proposals they thought would have the most impact as regards carbon reduction impact and increased spending on sustainable UK tourism. The voting was intended to encourage reflection and stimulate discussion. It was noted that while most posters received votes of one colour or another, there was a marked divide between the red and blue votes with some posters receiving mainly blue and some mainly red. There was a strongly supported suggestion for a research effort to focus on assessing and bringing together the economic and carbon reduction benefits of these policy proposals.

Next Steps:
- It was suggested that there is work which could be done with the regional agencies. This would be something practical that could be pursued across the board, not just the regional tourism agencies.
- There is a need to gather together existing research/evidence.
- More evaluation of integrating economic and carbon reduction benefits of actions and policy measures would be useful.
- Many research questions were identified:
    o What is the impact of Climate Change on UK tourism locations?
    o What is the contribution of the global and UK tourism industry and it's components to climate change?
    o What would be the impact of, say, an EU aviation fuel tax on internal EU and international tourism flows? On internal EU travel, on the flow of resources from Annex 1 to non-Annex 1 Countries?
    o How will tourism stakeholders (e.g., travel operators, airlines, airports individual businesses) adapt to the impacts of climate change and mitigation policies?
    o If international travel is included in the Kyoto Protocol (II) or any other international agreements (e.g. ICAO) and what would be the impact on global and regional flows?
    o How will changing tourism impact upon:
        - The UK economy
        - Regional economies
        - The rural economy
    o What will be the impact upon the natural environment:
        - Development
        - Transport infrastructure
        - Access
    o Yield analysis of domestic versus international tourism to establish the full value of different kinds of tourist. This analysis needs to include social and environmental analysis, as well as economic.
    o Model expansion of domestic tourism to establish how tourism destinations will be affected
    o Is promoting UK holidays more sustainable at the global level when the reduction of both positive and negative impacts of tourism at overseas destinations are considered?
    o What form of information on sustainability are consumers most receptive towards?

- How do we create consumer empowerment within tourism to make tourists feel as if their individual actions can make a difference?
- Market research designed to inform a campaign to persuade UK tourists currently taking more than one holiday abroad a year to choose UK destinations for short breaks: e.g. what are key drivers for this market and the most persuasive messages?
- Research to identify and evaluate potential economic benefits of reducing flying and reducing growth in flying
- Research to identify key funding/policy opportunities for improving UK-based holiday opportunities for low-income families (NB a fifth of two-parent families and nearly three-fifths of lone-parent families are unable to afford a week's holiday that does not involve staying with relatives.[1]) This would assist in addressing equity issues raised in relation to curbing aviation.
- Quantification of different tourism drivers for policy purposes: Regress TCI numbers against visitor numbers in order to look at the effect in a change of TCI; there was also support for qualitative research.
- Research to support alternative economic models with full allocation of environmental costs and benefits
- More research, including evaluation, to explore and bring together the benefits of carbon reduction and economic development of various UK tourism promoting measures
- Personal carbon trading: wider pilot studies needed
- Include tourism initiatives in community regeneration schemes (RDA brief/responsibility) and encourage DCMs and RDAs to sponsor world class events and community based festivals: research study to assess costs and benefits of this approach, including evaluation of benefits of UK tourism; also assess financial impact relating to regional airports.
- Gather evidence and further develop understanding of tourism and its impact on the natural environment (including challenges and opportunities) and understanding of impacts of climate change and measures to restrain air travel on tourism demand.
- Research support may be needed with the design, monitoring and evaluation of Visit Britain led (with RDA/LNP4E support) eco-labelling tourism scheme.
- As part of an effort to raise consumer awareness of sustainability and domestic tourism, record consumer and industry opinions and monitor cost-effectiveness of public funds invested.
- To support efforts to improve transport and tourism information: research to assess how important is info in changing travel choice; audit of existing initiatives; evaluation and development of more effective measures/strategy.
- Research requirements relating to reducing emissions from aviation:
  - Implications for EU ETS allowance prices
  - Measurement of emissions reductions from EU ETS

- Identification of potential for longer term emissions reductions

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Haezewindt P and Christian V (2004) Chapter 5: *Living standards*, in National Statistics (2004) *Focus on social inequalities*, The Stationery Office, London

Contents

Workshop Background
by Carey Newson, Transport for Quality of Life

What are the implications of climate change for UK tourism? How might the tourism sector adapt if faced with rising energy costs and policies for carbon reduction? How will the changing climate of the UK alter the character of its tourist destinations? And what policies are needed to make UK tourism more sustainable whilst mitigating the negative impacts of climate change on the future of the industry?

This seminar brought together experts including policy makers, scientists and tourism stakeholders to explore these questions and to focus on the relationship between travel, climate change and tourism. It examined the scope for the tourism sector to respond positively to the challenges of climate change, with an expansion in tourism activities that are not reliant on flying.

Most of the current passenger demand for air travel is for leisure purposes, and the majority of growth has come from UK residents making increasing numbers of leisure trips abroad[2]. According to DEFRA,[3] holiday air travel in 2005 accounted, on average, for 12% of annual per capita emissions produced by individuals in the UK – equal to nearly half of average emissions from car travel and slightly more than emissions for heating water. This is without taking account of the additional effects on the climate as a result of aircrafts' non-carbon dioxide emissions, which, despite scientific uncertainties, are estimated to multiply the greenhouse gas effect considerably beyond that of carbon dioxide emissions alone. Travel has been identified as tourism's greatest environmental impact[4], and the impact of air travel is particularly high. For a two-week holiday to Majorca, for example, it has been calculated that the return flight is responsible for over half of the holiday's ecological footprint[5].

Flying from UK airports is expected to grow substantially in the decades ahead. Even the more conservative forecasts of this growth, with optimistic estimates of the likely improvements in fuel efficiency and air traffic management, suggest that between 1990 and 2050, aviation's emissions will nearly quadruple. This is over a time period when other UK activities are aiming to reduce their CO2 emissions by 60%. To offset the effects of aviation on CO2 reduction, these other sectors would have to exceed their existing reduction targets – targets which are already seen as extremely challenging. The inclusion of aviation in the EU Emissions Trading Scheme (EUETS), proposed by the European Commission, offers a mechanism by which UK emissions in aviation could be offset by emissions savings in other countries, including those in the developing world. But facilitating an expansion of UK carbon emissions through reductions in countries that currently have much lower per capita emissions has limitations, not least in demonstrating to the rest of the world our ability to reduce our own carbon footprint domestically. The EUETS has also attracted general criticism for ineffectiveness.[6]

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[2] *Predict and decide: Aviation, climate change and UK policy*, Cairns and Newson, Environmental Change Institute, University of Oxford, September 2006
[3] DEFRA figures, Cited in *Meeting the Energy Challenge: A White Paper on Energy*, Department of Trade and Industry, May 2007
[4] *Global environmental consequences of tourism*, Gossling, Global Environmental Change 12, (2002) 283-302, Elsevier, 2002
[5] *Holiday Footprinting: A Practical Tool for Responsible Tourism*, WWF-UK, March 2002
[6] *Europe's Dirty Secret: Why the EU Emissions Trading Scheme isn't working*, Open Europe, August 2007

If we are to make real cuts in UK emissions, in accordance with our current targets for mitigating climate change, it has been argued, other policies to curb the predicted growth in flying are unavoidable. Rising oil prices may also force up the cost of flying, as has been predicted by scenario planners at VisitScotland, who see the beginnings of this trend in the application of fuel surcharges to air tickets[7].

The likely consequences of a reduction in the growth of flying for the UK tourist industry are debatable: spending by UK residents travelling abroad by air has increased faster than spending by overseas residents visiting the UK by air. Consequently, the UK's growth in air travel has been accompanied by a growth in the UK's tourism deficit, with UK residents spending more than double abroad what overseas residents spend in the UK. Moreover, the majority of income generated by the UK tourism industry – some 80% – is from expenditure by UK residents[8], making only a very small proportion of their trips within the UK by air (some UK tourism is air dependent, and this would be viewed as economically important in Scotland, for example). Curbing the predicted growth in flying would mean less foreign exchange from inbound visitors, but could also enable the UK tourism industry to retain UK tourism spend that might otherwise haemorrhage overseas. Research suggests that at least a proportion of the domestic market for holidays or breaks in England is currently being gained at the expense of the outbound market[9] for holidays or breaks abroad. There is evidence that the greatest 'substitutability' between the two markets applies to second and third breaks during the year, rather than the main holiday[10]. This is particularly interesting given that much of the growth in flying has been driven by people who already fly, flying more often. At the same time it needs to be borne in mind that UK domestic tourism is also vulnerable to higher fuel costs, since it is heavily car dependent.

The impact of the UK's changing climate is in itself another critical factor that can be expected to shape the future of tomorrow's tourism. Scenario planners anticipate opportunities for the revival of northern European resorts as excessive heat and water shortages disrupt tourism in the Mediterranean. Meanwhile, unpredictable climatic events pose a continued threat to the stability of all tourism economies. Changes in fauna and flora and in visitor flows can also be expected to cause both problems and opportunities for nature tourism. Conservation organisations such as the National Trust are already reporting threats such as new plant diseases and drought that are changing the nature of parks and gardens.[11]

In the face of these challenges and opportunities, the workshop explored:

• The broader context: how is tourism likely to be affected positively and negatively by a changing climate and a changing environment, both in the UK and at destinations for outbound tourists?

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[7] *When the Oil Runs Out: What Does This Mean For Scottish Tourism?* Tomorrow's World Consumer and Tourist, Visit Scotland Research, Volume 2, Number 1, May 2006.

[8] *Value of England domestic marketing to the economy*, Tourism Alliance and VisitBritain, July 2007.
[9] ibid
[10] *Public understanding of leisure and tourism*. Miller et al, DEFRA, 2007
[11] *We can't turn back the tide: National Trust plans retreat in face of climate change*, Guardian Unlimited, Special Reports, 27 Feb 2006

- How is the market likely to respond to measures taken to deter the growth in air travel? What might be the differing consequences for the industry and the environment of different types of measure - for example, measures primarily aimed at long haul or short haul flights?

- What scope is there for the tourism sector to adapt positively to climate change – identifying new business opportunities whilst contributing to the UK's targets for CO2 reduction?

- What Government actions or policies might be needed to support the sector in responding positively to the challenges of climate change?

- What further research is needed to inform policy and underpin the development of strategies for sustainable UK tourism?

Session 1: Opening Remarks

David Quarmby CBE, Chair of the Independent Transport Commission, Former Chair of the British Tourist Authority - Workshop Chair

This one day workshop will explore how climate change will impact UK tourism and how policy can positively support these changes in terms of promoting both environmental and economic sustainability. What UK policies could help the positive trends and mitigate the negative?

As well as weather itself, this is also about potential disruption of heat and water shortages and longer-term changes of the climate. How will the UK deal with changes and will policies impact positive trends and mitigate negative ones?

Definition:
Tourism is defined as all non-regular journeys away from home for more than four hours except travelling in the course of business. This distinguishes tourism from leisure.

Tourism and Travel Facts (See Appendix 1 for more information)
- Total spend on UK tourism approximately ninety billion pounds.
- Approximately 1/3 on days out
- Approximately 1/3 on overnight stays in the UK
- Approximately 1/3 going overseas

Only half of British expenditure overseas is compensated by international tourism to the UK. Most tourism is static, except outbound. The UK's share of tourism has dropped from 5th to 6th place internationally.

Issues to consider are marketing of information, ease of reservations, security considerations, nature, quality and fit of the experience. The quantity and location are very income-elastic to a large number of factors.

Finally, the nature and location of UK domestic spending is very different from international visitors. For domestic tourists, destinations are the coasts and countryside, not London or other large cities. Much domestic tourism involves camping and caravans. In Wales, 30% of all tourism is to static caravan parks. We are also seeing a blurring with second homes. In contrast, the majority of inbound tourism is to the cities. London receives half of all inbound spending. This difference in spending is very important.

At this workshop, we will focus on:
1. Exploring the impact on UK tourism of restraints on air travel (we will not debate the merits of restraining air travel)
2. Giving some attention on how restraint may affect air travel – such as taxes, etc.
3. If air travel is restrained, how will the tourism experience and the environment it operates in change.

Session 2: Climate change, flying and tourism,

presented by Dr Sally Cairns, Transport Research Laboratory and Carey Newson, Transport for Quality of Life

UK Context
- Target to reduce emissions by 60% from 1990 levels by 2050
- Transport is the only sector where emissions have risen since 1990
- Aviation and vans/lorries are responsible for the growth

Aviation's contribution
- Aviation accounts for >6% all UK CO_2 (compares with 2% global CO_2 emissions (IPCC, 1999)
- According to the Energy White Paper, 'holiday air travel' accounts for about 12% of individual UK CO_2 (see diagram below):
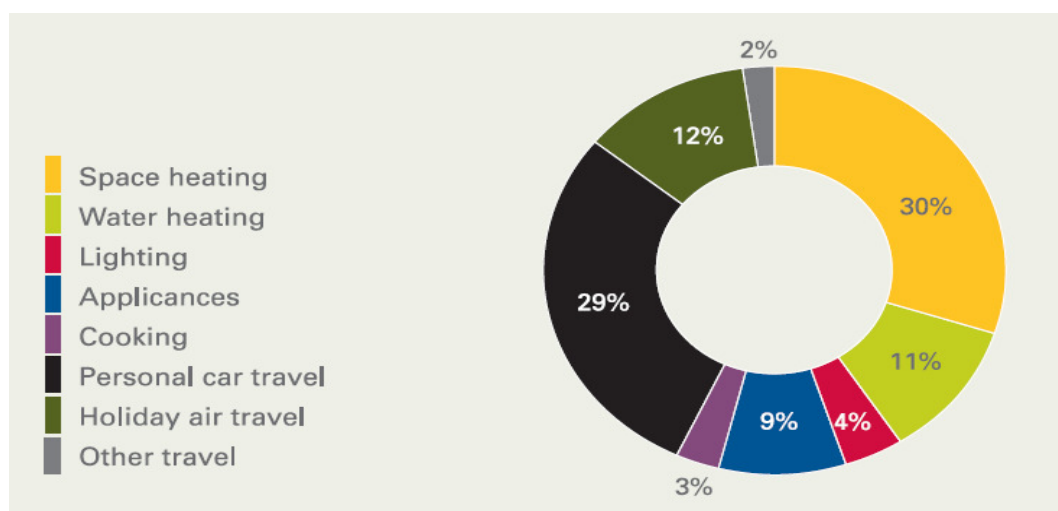
- Between 1990 and 2000, carbon dioxide emissions from aviation doubled, and are continuing to grow.
- Unlike many other sectors, aviation's climate impacts are considerably worse than those caused by its carbon dioxide emissions alone

Growth in passenger movements
- High existing growth with 54 million new passenger movements in 2006 compared with 2001
- Significant future growth projected, with the UK Aviation White Paper aiming to enable passenger movements to increase from 200m in 2003, to 470m in 2030 (The latest forecasts from DfT update this figure to be 480 million in 2030.)

Growth in carbon emissions
- By 2050, carbon dioxide emissions from aviation12 could be from nearly 4 to nearly 8 times 1990 levels: potentially reaching 16-36MtC
- Technology won't solve the problem
  - Efficiency improving at 1-2% p.a. at best
  - Growth rates 4-6% p.a.+
- Therefore, the UK cannot meet its targets (65MtC total) unless aviation growth is curbed

Air travel and tourism
- Around 85% of passenger air travel can be defined as tourism
- Majority of UK flights, just over half, are made by UK residents, travelling for leisure purposes.
- Largest growth has been in leisure trips, primarily made by UK residents: UK residents going abroad for leisure purposes made up 60% of all UK international air trips in 2004 and 70% of the new trips in the previous 10 years.
- Majority of the growth has been in the no-frills sector

Factors fuelling growth in flying
- Rising income, economic stability, demographic factors, falling airfares and a growth in an 'air culture' – e.g. more short breaks and second homes abroad - have all contributed to growth in flying
- Most of the growth in flying is from more affluent people flying more often: Between 1996 and 2004, 69% of new passenger movements were passengers with above average household income. 2003 British Attitudes Survey showed nearly half of those in higher managerial & professional occupations had made 3 or more air trips in the last year.

How far is UK tourism dependent on air travel?
- Tourism accounts for 3.5% of the UK economy, and was worth 85billion in 2005.
- 80% of it is from domestic tourists – made up of spending on day trips and overnight holidays. Very little of that is air dependent.
- Spending by overseas visitors accounts for 20% of the tourism spend.
- Less than 20% of UK tourism spend, therefore, is air dependent.

Growth in flying has been linked to growth tourism deficit: £18bn in 2006. Spending by UK tourists abroad is more than double that by overseas visitors to the UK, even if overseas visitors were twice as price sensitive as UK visitors, there is still more to gain from raising air fares. In six months following 9/11 attacks, when there was a reduction in outbound and inbound passengers, income lost from overseas visits was significantly outweighed by income gained from domestic tourism, as more UK holidaymakers took breaks at home. Research by the Tourism Alliance found, among people who were influenced by Enjoy England campaigns to holiday in the UK, 20%

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[12] Previous DfT forecasts were for 17.4MtC in 2050 from aviation. Latest forecasts have reduced this figure to 16.4MtC (range 14.5MtC-18.3MtC), a small improvement, albeit one which does not significantly affect the overall picture

said they would otherwise have gone overseas - suggesting marketing can persuade some people to take domestic holidays instead of going abroad.

How might flying become more expensive?
- UK based fiscal package for flights
- EU agreement to tax aviation fuel or introduce emissions charges
- EU ETS expected to deliver some price rise
- Introduction of Personal Carbon Allowances
- Increase in oil prices

Key Questions for Discussion
- Could policies to reduce the growth in flying help in expanding UK domestic tourism?
- What can the UK tourism industry do to benefit from any opportunities?
- What policies are needed to protect and develop tourism given climate change?

Discussion
A participant asked if there had been any research on keeping people here in the UK? The speakers responded that there had been some work by Defra and that Graham Miller would touch on this during his presentation.

One participant pointed out that the four hours tourism definition is only a UK construct; internationally there is no such time requirement. This is important in terms of comparison.

The speakers were asked for a perspective on price movements between air and rail travel to typical destinations and what has happened to rail over the same time period. The response was that prices have gone up - above the rate of inflation but can't quote specific figures.

A major difference between air and rail is that airlines have been good at the perception of cheap flights. Rail travel in Europe has been slow to develop a marketing approach to pricing, especially flexible pricing. In the UK, rail learned more about responding to price initiatives. National Rail has introduced new 5-10 day passes. Overall, however, this confuses the ability to compare prices. Another participant pointed out that as rail hasn't liberalised, 40% of rail fares are regulated so there is less flexibility in pricing.

It was noted that rail is only a practical means if you can start and get there in a day with reasonable ease. Price isn't necessarily the only issue, practicality is also important. Further, overseas markets are more packageable. Given most UK holidays are taken by car, there isn't the ability to market and consolidate.

Session 3: Tourism in a changing climate: future scenarios and strategies

presented by Dr David Viner, Principal specialist, Climate Change, Natural England

David began his presentation by setting out the various stakeholder conflicts that set the context for UK tourism e.g. recreation; biodiversity; sea defences; fishing. He then went on to explain the IPCC SRES scenarios and what these meant for the climate and hence tourism.

The four scenarios that David focussed on were:
1. World Market: Rapid economic growth; population peaks mid-century then declines; increased globalization.
2. National Enterprise World: Heterogeneous world; strengthening regional cultural identities, family values and local traditions; high population growth and less concern for rapid economic growth.
3. Global Sustainability: A convergent world with rapid change in economic structures; dematerialization; clean technologies; global solutions to environmental and sustainability problems.
4. Local Stewardship: Local solutions to economic, environmental and social sustainability; move away from globalisation; slower population growth.

So far the industrialised world has more or less followed a world market scenario which is fossil fuel based. By the end of the 21st century, we could remain with the world markets scenario or maybe we will have moved to the local stewardship scenario – though we don't know how we'd get to the local stewardship scenario yet. Maybe shocks (e.g. environmental, oil, insurance) will play a role. None of these scenarios are necessarily a carbon-free economy. On a global basis, the world is a million miles away from achieving a low-carbon world. Western countries are not even in a position to move to a low carbon world. Even following peak oil, there is still lots of coal to exploit. The Chinese use coal, driven by developed country consumption.

David explained the Tourist Comfort Index (TCI – developed by Mieczkowski in 1985– an index which is based on climatic conditions.) and the 4Ss as being a driver for tourism: sun, sea, sand, security. David showed how climate change might affect the TCI, which is important for many holidays but not all. At present the TCI is more appealing in the Mediterranean than in say Scotland. But by 2050 or 2080, the situation may be reversed due to climate change. Tourists might avoid the Mediterranean during the hottest months of the year. He also set out how tourism might be affected for each scenario and how flows of international and UK tourists might change in time. UK domestic tourism should increase for all scenarios, for flows of both international and domestic tourists to the UK, except for the world market scenario.

David talked about adaptation of tourists who will be knowledgeable, selective and simply decide to go elsewhere. At the Government level it would make sense to invest in tourist destinations, implement sensible sustainable planning, address

integration issues relating to how tourism fits with the rest of the economy and consider potential impacts of mitigation scenarios on the tourism sector.

David concluded by saying:
- o Climate change impacts occur as a result of a number of complex relationships: There is a need to identify the interrelationships at individual locations; Need to take into account wider issues (i.e social changes, impacts elsewhere, etc.).
- o There is a need for adaptation at all scales, in terms of political; societal; and physical structures.
- o There is a pressing need for the implementation of joined up climate change mitigation and adaptation policies at all levels.
- o The adaptation costs of the industry (at all scales) need to be accounted for as well as the costs of climate change mitigation policies.
- o Climate, climate change and climate change policies are overlooked in the majority of studies that address sustainable tourism.

Discussion

There was discussion about the TCI index. It was pointed out that while the TCI index may not be attractive in the Mediterranean in peak summer, the TCI may be appealing at other times of the year e.g. in spring/autumn. David agreed but explained that mass tourism is linked to the summer holiday period (i.e. July-August).

Will there be more competition between northern countries? Why wouldn't the tourism industry recreate the Ibiza experience in Cornwall? David agreed that there may be an opportunity for northern countries to recreate the southern experience but thought it would depend on what local people valued.

David was asked if costs were taken into account in the study as cost of living/entertainment can often be much cheaper in other countries compared with the UK. David informed costs had not been considered in this study but that they are an important factor.

Session 4: Expanding low carbon tourism within the UK

presented by Dr Graham Miller, Surrey University

Overview:
- The scope for expanding and promoting UK domestic tourism
- Strategies for promoting domestic tourism
        Product development
        Marketing
- Barriers to expanding domestic tourism
- Solutions and further research

Scope of domestic tourism:
David explained that there is considerable scope within the UK for occupancy by tourists. Seaside accommodation is at about 50%, while cities ad large towns can be up to 70%. However, figures vary significantly by season.

Attitudes:
The question is whether people can be persuaded to stay in the UK? Can communities become hosts for tourists? Can we persuade people to travel lightly, less and choose more sustainable activities? DEFRA wanted to explore these questions and supported research that involved focus groups of people located around a local airport.

The following strategies were suggested for promoting domestic tourism:

Product development
- Need new destinations
- Need new events
- Need new attractions
- Tourism tax?

Marketing
- Address market failure through significantly enhanced budget for VB
  - Limited marketing budget forces reliance on 'big' tourism
  - Need for market information
  - Need to create and co-ordinate partnerships
- Tap into national pride, educate our children
- Existing campaigns segment the market
- Make accessibility central to everything
- Eco-labelling to encourage tourists to connect tourism and the environment
- Get aggressive

Barriers to UK holidays (many):
- Want to get away – have 'experiences'
- Taking UK holidays is back to bad old days
- Weather better abroad
- Want experience of other cultures abroad – 'wanderlust'
- Infringement of 'rights'

Barriers to expanding domestic tourism
- Public transport
  - Price
  - Booking system
  - Attitudes to booking
  - Safety
  - Engineering works at weekend
  - Accessing rural destinations
- Physical carrying capacity of destinations
- Psychological carrying capacity of residents
- Image of domestic tourism

Discussion

There was some discussion surrounding tourism taxation, with some asking if there was experience of this elsewhere in the world. Many countries do implement a tourism tax (e.g. restaurants, hotels, visas, statewide and federal basis). It has not been introduced in the UK as the tourism industry opposes it and the Government is unlikely to introduce this kind of tax which would be hypothecated because the Treasury does not support hypothecation of taxes.

Quantification of different tourism drivers for policy purposes was mentioned. The example of regressing TCI numbers against visitor numbers in order to look at the effect in a change of TCI was given. There was also support for qualitative research.

A commentator informed the group that Visit Britain had a 20% funding cut and this is expected again.

Session 5: Group brainstorm - Policies and actions to promote sustainable UK tourism

What needs to be done to promote sustainable UK tourism?
Participants had 30 minutes to put forward ideas for (policy) actions which would
    a) reduce carbon; and
    b) increase sustainable tourism spending in the UK.

Participants could put forward new measures or develop existing measures. These ideas are listed in the Appendix. The ideas were clustered into themes and participants split into smaller groups which looked at the ideas in a particular theme in more detail.

Session 6: Small Group Work – development of policy measures

Groups were asked to consider the ideas put forward on the topic/themes from the group brainstorming session and to take one idea or set of related ideas they thought were important, worth pursuing and feasible. The group then had to work on this idea in more detail, considering:

    b. Why is this necessary?
    c. Why will this not just happen naturally?
    d. What impact is expected to be achieved? i.e. a) carbon reduction; b) increased sustainable tourism spending in UK c) other
    e. Could there be adverse or secondary effects? How can these be addressed?
    f. Who should deliver this and why?
    g. What resources will be needed – from where?
    h. Are there barriers to be overcome in delivering this? If so, what are the possible solutions?
    i. What could or should government do to help?

j.   What research/evidence exists or is needed to support this argument?

The following ten ideas were developed into poster proposals:
1. Tourism Product "Eco-Labelling"
2. Reducing Emissions from aviation
3. Major financial investment in tourism product development
4. Restore and sustain funding of national tourism agency (VB) to fulfil necessary leadership role for sustainable tourism development
5. Improving Transport/Tourism information
6. Better Marketing of Britain's tourism opportunities
7. Rural Transport infrastructure and services
8. Sustainability – awareness and understanding for domestic tourism
9. National sustainable tourism policy (tourism sector's contribution to UK carbon reduction target)
10. Tradable personal carbon allowances

The ten posters can be found in Appendix 3.

Session 7: Plenary Discussion and Outcome of Vote

The policy proposal posters developed by participants were displayed around the room and participants were asked to inspect/review the proposals during the refreshment break. At the end of the break, participants voted for the proposals they thought would have the most impact:

RED dot – carbon reduction impact
BLUE dot – increased spending on sustainable UK tourism

The voting was intended to encourage reflection and stimulate discussion. It was noted that while most posters received votes of one colour or another, there was a marked divide between the red and blue votes with some posters receiving mainly blue and some mainly red. There was a strongly supported suggestion for a research effort to focus on exploring and bringing together the economic and carbon reduction benefits of these policy proposals.

Plenary Discussion
There was considerable discussion surrounding politics and public understanding. One participant pointed out that the economic argument for road pricing is impeccable, but nobody gets it and the same goes for climate change. Politicians run scared from these issues. We've got the climate change bill, but it's not really going far enough. There seemed to be general agreement that there is a real issue of public understanding, acceptability and ownership and that educating consumers is fundamental and a priority for change. However, such education should be positive - rather than telling people off about flying abroad we should focus on considerably improving the marketing of British tourism.

The rebound effect was mentioned – if people choose to stay in the UK rather than fly abroad, what will they spend their money on instead? People will spend their marginal income on all sorts of things - some will be high carbon, some low carbon.

Given there are now measures to change behaviour, there was a call for more support for the groups doing this to ensure sustained improvement. A participant informed that an auditing scheme of all properties overseas is currently underway and basic environmental information on particular destinations is increasingly available. However, counting the footprint of the flight has been omitted from the auditing. A two-tier auditing/labelling system was suggested: one for the UK and one for international holidays.

Session 8: Next Steps

- It was suggested that there is work which could be done with the regional agencies. This would be something practical that could be pursued across the board, not just the regional tourism agencies.
- There is a need to gather together existing research/evidence.
- More evaluation of integrating economic and carbon reduction benefits of actions and policy measures would be useful.
- Many research questions were identified:
    - What is the impact of Climate Change on UK tourism locations?
    - What is the contribution of the global and UK tourism industry and it's components to climate change?
    - What would be the impact of, say, an EU aviation fuel tax on internal EU and international tourism flows? On internal EU travel, on the flow of resources from Annex 1 to non-Annex 1 Countries?
    - How will tourism stakeholders (e.g., travel operators, airlines, airports individual businesses) adapt to the impacts of climate change and mitigation policies?
    - If international travel is included in the Kyoto Protocol (II) or any other international agreements (e.g. ICAO) and what would be the impact on global and regional flows?
    - How will changing tourism impact upon:
        - The UK economy
        - Regional economies
        - The rural economy
    - What will be the impact upon the natural environment:
        - Development
        - Transport infrastructure
        - Access
    - Yield analysis of domestic versus international tourism to establish the full value of different kinds of tourist. This analysis needs to include social and environmental analysis, as well as economic.
    - Model expansion of domestic tourism to establish how tourism destinations will be affected
    - Is promoting UK holidays more sustainable at the global level when the reduction of both positive and negative impacts of tourism at overseas destinations are considered?

- o What form of information on sustainability are consumers most receptive towards?
- o How do we create consumer empowerment within tourism to make tourists feel as if their individual actions can make a difference?
- o Market research designed to inform a campaign to persuade UK tourists currently taking more than one holiday abroad a year to choose UK destinations for short breaks: e.g. what are key drivers for this market and the most persuasive messages?
- o Research to identify and evaluate potential economic benefits of reducing flying and reducing growth in flying
- o Research to identify key funding/policy opportunities for improving UK-based holiday opportunities for low-income families (NB a fifth of two-parent families and nearly three-fifths of lone-parent families are unable to afford a week's holiday that does not involve staying with relatives.[13]) This would assist in addressing equity issues raised in relation to curbing aviation.
- o Quantification of different tourism drivers for policy purposes: Regress TCI numbers against visitor numbers in order to look at the effect in a change of TCI; there was also support for qualitative research.
- o Research to support alternative economic models with full allocation of environmental costs and benefits
- o More research, including evaluation, to explore and bring together the benefits of carbon reduction and economic development of various UK tourism promoting measures
- o Personal carbon trading: wider pilot studies needed
- o Include tourism initiatives in community regeneration schemes (RDA brief/responsibility) and encourage DCMs and RDAs to sponsor world class events and community based festivals: research study to assess costs and benefits of this approach, including evaluation of benefits of UK tourism; also assess financial impact relating to regional airports.
- o Gather evidence and further develop understanding of tourism and its impact on the natural environment (including challenges and opportunities) and understanding of impacts of climate change and measures to restrain air travel on tourism demand.
- o Research support may be needed with the design, monitoring and evaluation of Visit Britain led (with RDA/LNP4E support) eco-labelling tourism scheme.
- o As part of an effort to raise consumer awareness of sustainability and domestic tourism, record consumer and industry opinions and monitor cost-effectiveness of public funds invested.
- o To support efforts to improve transport and tourism information: research to assess how important is info in changing travel choice; audit of existing initiatives; evaluation and development of more effective measures/strategy.
- o Research requirements relating to reducing emissions from aviation:
    - Implications for EU ETS allowance prices
    - Measurement of emissions reductions from EU ETS
    - Identification of potential for longer term emissions reductions

Haezewindt P and Christian V (2004) Chapter 5: *Living standards*, in National Statistics (2004) *Focus on social inequalities*, The Stationery Office, London

APPENDIX 1: Tourism and Travel Facts

Prepared by David Quarmby

UK residents domestic travel	Number	Total tourism expenditure	Expenditure on travel within the UK
Total trips	37 bn		£86bn
Day visits out	1.45 bn	£33bn	£8.5bn
Tourism visits including overnight stays	160m	£26bn	£4.8bn
Total Tourism Visits	**1.6 bn**	**£60bn**	**£13.5bn**
Overseas Visitors to the UK			
Total tourism visits	**29m**	**£14bn**	**£1.4bn**

UK residents overseas travel	64m	£30bn	£3bn on UK carriers

Visit overseas by UK residents in 2005 (source ONS)

Journey Purpose	All Trips	Tourism % of total trips	Tourism trips	All trips spend £bn	Tourism spend £bn
Holiday	44.2m	100	44.2m	22.3	22.3
Business	8.6m	15	1.3m	4.6	0.7
VFR	10.6m	100	10.6m	3.7	3.7
Other (inc education0	3.1m	0	0	1.5	0
Total	**66.4m**	**84%**	**56.1m**	**32.2**	**26.7**

APPENDIX 2 - Group brainstorm: Policies and actions to promote (sustainable) UK tourism

1. Aviation:

- Strong caps on C allocation to aviation in the EUETS
- Limit on airport expansion
- Include aviation sector in the EU ETS
- Reduce carbon no more airport expansion ! unnecessary impart on quality of life & visitor attractions eg. More noise in London affect enjoyment of open spaces and events
- Requiring purchase of off setting emissions reductions by all consumers of flights
- Yield analysis of value of tourism per /tonne of CO2 economic and social
- Technology policy aimed at improving carbon performance of aircraft.

2. Transport Infrastructure

- Integrated local transport systems which are easy to use e.g. bus routes clearly displayed at stops and on the bus. London is great rest of country needs to match.
- Improve public transport links across rural and inter urban UK holiday destination.
- Improving through ticketing and journeys to European countries, e.g. increased no of international termini in UK
- P sustainable tourism spending. Gov must recognise the contribution of car based leisure travel to carbon emissions (C +to access for those car . adequate funding and supportive transport policy needed
- Creation of a series of UK "tourism" maps showing attractions, accommodation etc.
- Bicycle hire along the velib (?) lines in all our cities, like Paris and Barcelona
- Create better off –road cycling and walking/horse riding network
- Promotion of national trail network (incl. cycle networks)
- Investment in rural Transport networks accessibility
- Minimise carbon while on holiday – better local public transport vs. e.g. Use of hire car.
- Improve linkages between public transport (rail) and "city tourism"

3. Personal C trading (economic measure/reducing costs)

- Personal CA introduced as soon as possible
- PCA quotas
- Introduce PCA so people have to buy holiday travel with carbon credits as well as cash
- Increase in tax on aviation through, for example EU action to make aviation fuel tax a reality
- Break down resistance to hypothecation
- Tourism tax to make UK accommodation more affordable
- Tax breaks for green UK tourists/businesses/travellers

- Make Uk holidays cheaper !! (food, booze, hotels)
- Sustainable tourism spending: At present the view of ecotourism still at luxury and aspiration level – promote and help provide the affordability of UK to improve access level popularising it.
- Ring fence extra revenue raised form ECO tax/higher Fuel prices.
- Tourism tax on overseas visitors hypothecated for developing the tourism product.
- Tourism tax/wider use of visitor payback schemes.

4. Marketing:

- TV programme dedicated to UK destinations
- More TV programmes about the great domestic experiences available through sustainable tourism.
- Celebrity endorsement – to make UK holidays more glamorous
- More holiday links with TV programmes such as Coast and Springwatch to promote UK history and wildlife.
- Publicise the "downside" to overseas holidays "delhi belly" delayed flights, lost luggage, mosquitos, etc.!!!!
- Prioritise the marketing of sustainable destinations
- Focus marketing on regional distinctiveness (food, history , landscape)
- Market UK diversity rather that UK blandness
- If is wasn't for our weather the UK wouldn't have such fantastic landscapes and coastlines.
- National competition to 10 new UK "tourism experiences" – publication and marketing of the Top 10 etc.
- High profile marketing campaign for sustainable package holidays in UK
- Market research to better understand the key drivers of the domestic market especially re. short breaks
- Celebrate the wet and warm (over hot and sticky)
- Very clever marketing : very aggressive marketing use the best practice from global examples to pump up sustainable tourism
- Through marketing comms. Avoid "preachingness such as you're destroying the planet, focus on benefits to individuals instead.
- Holidays at home are as economical relaxing choice and present the possibilities eg. Spend money saved on employing a homekeeper and chauffer instead and holiday money is spent visiting local attractions.
- Describe the benefits of UK sustainable tourism
- Rather that promote environmental benefits of not flying, appeal to more selfish fashions? (factions) such as convenience of UK holidays in teams of terms of time saved/cost etc.

5. New ideas for "types" of holiday

- Think of ways of "packaging" UK holidays to include travel/accommodation (similar to abroad)
- More inclusive UK holiday packages and wider range of services provided at travel agencies (e.g. train tickets, hotel, car hire)
- Promotions of UK holiday destination as positive local, low Eo2 product as has happened with "slow food" movement

- Promote the UK shopping experience
- Create a pioneer class of sustainable tourists your, active, seeking, experience, low impact, nature sensitive, low cost but having a great time.
- An equivalent of lastminute.com which only provides UK holidays and breaks.
- Celebration of country house hotel tradition.
- Making campaigns to make UK sustainable tourism "sexy" esp. for young people as the backpacker economy.
- Daily sailing to /from N America of economy budget ships (i.e. fill the gab between QE2 and Cargo ships)
- Promote/support indoor activities which don't rely on the weather.
- Promotion of outdoor activity in any weather (similar to increasing popularity of outdoor exercise classes rather than gym membership)
- Ensure the UK is a viable alternative as a holiday destination In terms of quality of product.
- Promotion of waterways (i.e. rivers and canals)
- Make camping sexy!! Tipis/Yurts/wild experiences campfires COOL!!!
- Promotion of "experience" holidays in the UK e.g. surfing, walking/climbing and great views and history
- More ecotourism/permaculture holiday destinations like CAT in Wales, Teepees in Totnes
- Regeneration initiatives to include tourism component – development of galleries and museums e.g. Newcastle.
- Promote a new definition of "eco-tourism"
- Reduce carbon – Carbon sinks – conservation and management of peat habitats in UK – esp. uplands. Also maintains valued landscape and water quality
- Promotion of UK holidays which provide an "experience" e.g. sporting activities, spa breaks, not shopping – increasing material consumption is not sustainable.
- Historical themed holidays (e.g. highwaymen pubs/inns)
- Reduce carbon: Contact with low carbon living through holidays can be inspirational e.g. local food, solar energy, water management, car free use accommodation and visitor attractions as a route to connect people.
- Enable tourists to participate in "Green" activities when they are on holiday
- Link tourism agenda with health agenda with expansion in leisure/sport opportunities for lower income families

6. Leadership and Governance

- Reduce carbon: make it easier for people to travel overseas without plane travel, by providing simplified travel info and ability to book pane free travel.
- More empowerment to local authorities (and make all La's uniform) to hypothecate local taxes, control local transport, develop tourism, market tourism (on DMO basis).
- Structure road pricing to incentivise low carbon vehicles
- Spending – Introduce bed tax – will cut off levels of beds avail.
- Have robust policy on new tourism developments to ensure they are low carbon/sustainable

- Improve carbon efficiency of UK tourism Buildings eg. Information about cost effectiveness of insulation of large (Hotel) buildings
- A better UK welcome more reliable transport, cleaner spaces, better quality
- Hi profile carbon champions
- Government depts. to "join-up" strategies (or sustainable tourism – DCMS /DEFRA/DCLG/DTI
- Leadership from Govts/RDA's in prioritising sustainable tourism UK – wide not just regional competition.
- Taking a global approach to carbon reduction measures and working together
- up. Sustainable tourism spending:
  VB + NE to work with tourism sector on lobbying and promote the contribution that a high quality environment makes to UK's economy – esp. at local and regional level. Through this to then push for measures to look after and maintain and improve
- up Sustainable tourism spending:
  implement sustainable development duty to RDA/esp as responsibly for tourism and also threat of purely economic development objectives being set of region
- Model the expansion of domestic tourism . What effect would it have on destinations?

7. Transport investment/strategy

- Better transport information bout getting from A-B
- Access Strategy for SW England – national initiative to address summer holiday traffic – with lots of pr – express coaches and cheap local car hire on arrival
- Make public transport free on the august bank holiday every year
- Aim for 7 day railway access at weekends/bank hols
- Rail networks need to have more special offers and value rail fares
- Sufficient incentive and regulation of transport to permit /enable introduction of universal smart card ticketing (like Oyster)
- Effective train ticket booking system
- Measures to manage demand for carbon – intensive travel
- All tourism destination to provide info on access by public transport
- Rail – based tourism that makes it easy to go on holiday by train (Q potentially has links with car fire/car clubs to make a total package)
- "Ryanair" for Rail" a specific company to market rail for leisure – provide advice, tickets etc – that cuts across/works with all the different train operating companies.
- Bring down cost of train fares in UK
- Strong emphasis in transport policy on development of sustainable links to near leisure opportunities – e.g. green links from town – country bike and walk.
- Improve the attractiveness of public transport e.g. availability of staff, tackling anti-social behaviour, those accessible luggage space, better comfort of seating.
- Make trains a more "plane like" experience e.g. "good" food or on board entertainment.

- Recognise that "tourism" is the growth area for long distance rail travel – DFT don't understand it.
- Tourism to be developed and planned alongside transport industry.

8. Labelling/awards/rating
- Targeted marketing and rewards at those sectors of the population who might change their behaviour to low CO2 tourism Ensure UK tourist products (Accommodation, Attraction) are rated for "greenness" and include in all main promotion channels
- Eco Rating scheme for Hotels (like Michelin stars)
- Eco labels compulsory on all tourism products
- Some kind of carbon footprint mark for different holiday options.
- Give visitors more info on how sustainable a destination or venue is to allow more informed choice
- Good marketing of sustainable products e.g. local food
- Need to develop indicators of sustainable tourism at local level.
- Persuade tourism industry to become "Greener"
- Encourage tourism providers to promote sustainable tourism/travel once destination has been reached.
- Better information to businesses about economic benefits of a sustainable approach
- Tourism businesses to demonstrate to visitors what they have achieved in carbon reduction measures
- Tourism providers to encourage customers to maintain their responsibility to environment on holiday as they may do so at home.

9. Education and information (not labelling/awards)
- Measures to help with utilisation of "spare bed" capacity -
   advice centre?
   Marketing?
- Education and awareness campaigns to promote UK as a destination
- More co-ordination of regional and local tourism info - national order point one telephone number
- National information campaign about carbon impact of tourism choices e.g. using light bulb/ A4 holes Examples
- Educate re impact of tourism on the environment . However a "drip, drip" approach is probably the only way toward. This is beginning to feed through education at school.
- Educate visitors about their carbon footprint on the destination they are visiting.
- Research the most powerful way to express impact
   ….. light bulb years
   ……A4 holes in atmosphere etc.
- Informed information on offsetting and whether it is effective or not.
- Programmes to inform and educate people about climate change
- Educate and promote to consumers the importance and impact of climate change, flying and tourism

- o Invest public funds in awareness and understanding of the environmental impact of tourism choices – then focus marketing efforts on the most persuadable segments
- o Better information for tourists about impacts
- o Air tickets to carry information about their climate change impact by law (distance related)
- o Reverse the concept of long travel as an aspiration and make low/no travel an attractive lifestyle choice, e.g. celebrity example "once in – a – lifetime" trips to be that rather than annual travel.
- o Encourage longer stays at destination (i.e. less air travel per tourist per night) by Tax/subsidy and/or awareness

10. Tourism sector public budget
- Larger tourism budget for sustainability
- Bigger budget for sustainable tourism promotion
- Re-evaluation of importance of domestic tourism and increase in budgets accordingly to avoid dominance of big corporate sponsors.
- Redistribution of money spent on marketing UK to boost domestic tourism market
- Diversify lottery funding (into sustainable tourism spend)
- More funding for sustainable travel schemes in the UK
- Government to reinstate the shameful cuts in tourism funding esp. VB
- Properly fund Visit Britain
- Reduce carbon : leisure market already expanding into shoulder much grater investment into domestic marketing including offers to take more advantage of those willing to change plans.

APPENDIX 3: POLICY POSTERS

1. Tourism products "ECO labelling"	
Detailed description of what needs to be done (and by whom): All products (Accommodation/attraction/etc.) to be ECO-labelled (compulsory if possible) and if voluntary is inadequate So consumers can make informed choices for inclusion on all marketing materials	
Rationale: To be implemented by VB with RDA/LNP4E support Endorsed by industry	
Adverse implications and suggestions to address them: "Red tape" design for "light tough"	**Desired outcome: a. carbon reduction, b. economic, c other** Carbon reduction v economic benefits channelled to participants
Implementation/feasibility issues and suggestions to overcome: Industry acceptance depends on 1	
Existing evidence and evidence needed: The schemes being worked up by VB to be supported , then monitored ongoing	

2. Reducing Emissions from aviation	
Detailed description of what needs to be done (and by whom): Greater incentives on airlines to improve efficiency and invest in technology through ET ETS(with effective cap and allocation methodology); technology policy and environmental taxation.	
Rationale: To stabilise and ultimately reduce aviation emissions, given that people will always want to fly to visit other countries.	
Adverse implications and suggestions to address them: Aviation sector requires large % of available ET ETS allowances – needs to stimulate additional carbon reductions from other sectors.	**Desired outcome: a. carbon reduction, b. economic, c other** Business growth without emissions growth
Implementation/feasibility issues and suggestions to overcome: • Inclusion of aviation in EU ETS methodology • % of auctioning to airlines • Aviation only allowed to buy permits from within own sector or from other sectors as well?	
Existing evidence and evidence needed: • Implications for EU ETS allowance prices • Measurement of emissions reduction from EU ETS • Potential for longer term emissions reductions.	

3. Major financial investment in tourism product development	
Detailed description of what needs to be done (and by whom): Include tourism initiatives in community regeneration schemes – eg. Regeneration of seaside resorts through innovative schemes, tourism initiatives in "non-tourism" areas – eg. TATE in St. Ives, Newcastle gallery. Shift brief of RDA's to tourism regeneration with airport expansion. DCM's and RDA's to sponsor world class events and community based festival.	
Rationale: Make UK tourism more attractive to UK tourists so that more UK tourists take more of their breaks in the UK	
Adverse implications and suggestions to address them: Traffic, pressure on local commutes and resources. Visitor management strategies and public transport development emphasis on community ownership	**Desired outcome: a. carbon reduction, b. economic, c other** Carbon reduction Economic benefits nationally in recapturing UK domestics market, locally in regeneration

and opportunities. Grass roots targeted.	communities and raising of quality of life.

Implementation/feasibility issues and suggestions to overcome:
Daily mail reactions to certain projects – needs careful P.R. – Pressure for money to be spent on airport expansion -   need to illustrate benefits
Existing evidence and evidence needed:
Study to assess costs and benefits of this approach to re-evaluate benefits of UK tourism – and financial impact of regional airports too.

4. Restore and sustain funding of national tourism agency (VB) to fulfil necessary leadership role for sustainable tourism development
Detailed description of what needs to be done (and by whom):
1. VB with RDA's industry to develop high level sustainable tourism strategy to reduce carbon footprint of UK tourism, to maximise opportunities econ. development of UK tourism the division of overseas hubs?? – domestic. 2. Develop understanding of tourism – relevant impact on natural and climate environment – and the challenges and opportunities. 3. Develop understanding of impacts on tourism demand of climate change and measures to restrain air travel 4. Develop, fund and execute /lead shorter term marketing and PR strategies for sustainable tourism within UK for domestic and relevant overseas markets.
Rationale:
1. properly funded national agency needed to provide leadership and strategic coordination 2. Investigation, research and strategic understanding necessary to drive strategy and direction 3. Tourism markets **do** respond to marketing and development.

Adverse implications and suggestions to address them:	Desired outcome: a. carbon reduction, b. economic, c other
• Market reaction to measures to divert overseas tourism towards domestic destinations • Clever marketing and PR?	a.) indirectly carbon reduction of existing tourism industry b.) carbon reduction ? diversion of overseas to domestic. c.) Indirectly through sustainable, competitive tourism industry and marked – led development.

Implementation/feasibility issues and suggestions to overcome:
Unwillingness of DCMS for take tourism seriously Suggest transfer sponsorships of tourism to another government department
Existing evidence and evidence needed:
See 2 & 3 above

5. Improving Transport/Tourism information
Detailed description of what needs to be done (and by whom):
Improving provision of info. On destinations by transport providers and vice versa. Info on: Main journey, legs and linking trips Public transport options at destination and surround. Areas Destination info – ticket prices. Attraction etc.
Rationale:
Making low carbon (public transport) modes more attractive and easier to access Protecting destination from e.g. congestion

Adverse implications and suggestions to address them:	Desired outcome: a. carbon reduction, b. economic, c other
Integrated IT systems required Needs accurate information that's up to date	Carbon reduction – carbon efficient travel Economic supports public transport/UK tourism

Implementation/feasibility issues and suggestions to overcome:
Coordination at regional/National level Tourism/Transport operators need to wok more closely Competition rules inhibit cooperation

Existing evidence and evidence needed:
How important is info in changing travel choice? Audit of existing initiatives

6. Better Marketing of Britain's tourism opportunities
Detailed description of what needs to be done (and by whom): Even more co-operation between RDA's/Visit Britain (VB) to promote generic "British" products / Avoid competition between internal providers. Government to recognise the need for this and provide adequate funds and authority to VB to lead.
Rationale: Improve knowledge of opportunities – encourage domestic tourism

Adverse implications and suggestions to address them: Opposition from those promoting overseas holidays/flights Opposition from regional and local budget holders (Scotland, Wales, to England)	**Desired outcome: a. carbon reduction, b. economic, c other** YES!
Implementation/feasibility issues and suggestions to overcome: No current organisation with powers to co-ordinate	
Existing evidence and evidence needed: Overwhelming evidence of how to get best value for marketing spend.	

7. Rural Transport infrastructure and services
Detailed description of what needs to be done (and by whom): Improved investment in transport infrastructure and services to enable more sustainable access for visitors : Rail/Walking/cycling/bus/integration
Rationale: Evidence suggests benefits to the economy , environment and local communities

Adverse implications and suggestions to address them:
   • Local opposition
   • Infrastructure can lead to damage of biodiversity
   • Landscape impact
	Desired outcome: a. carbon reduction, b. economic, c other
	Less car use
	More money spent per head from those travelling by non car modes
	Improving road conditions

Implementation/feasibility issues and suggestions to overcome: Public/private sector funding National support, local implementation Local consultation at early phases	
Existing evidence and evidence needed: Research suggests that people are taking a greater interest in "green " issues and will become engaged in more sustainable activities	

8. Sustainability – awareness and understanding for domestic tourism

Detailed description of what needs to be done (and by whom):
   • Consumers: Powerful, persuasive communications
   • Tourism industry: what can/should be done and how
                                                   VB lead (enjoy England as below)

Rationale: Without understanding – cannot achieve beneficial choices or commitment

Adverse implications and suggestions to address them: Short haul outbound and tour operator (outbound) Resistance/objections	**Desired outcome: <u>a. carbon reduction, b. economic, c other</u>** YES !!
Implementation/feasibility issues and suggestions to overcome: Totally dependent of adequate public funds investment – and to generate partnership efforts	
Existing evidence and evidence needed:	

Record consumer and industry opinions/data and monitor cost – effectiveness of public funds invested.

9. National sustainable tourism policy (tourism sector's contribution to UK carbon reduction target)
Detailed description of what needs to be done (and by whom):   - Multi – departmental action plan with key stake holders   - Analysis of primary drivers for change – (and outcomes required) Sus national review - Climate change bill - Local transport bill Planning bill - Consumer choice - Fuel- price - Tax?   - Guarantee of investment to achieve social, economic or environmental co? VB leadership funding ? ? (See note David Chamberley?)   - Strong championship from Govt (all levels)   - Activity
Rationale: RDA's to have a sustainable tourism duty - regional economic strategies) LA's to implement sustainable tourism policies (local +national) Local consumers and providers to respond to the policy

Adverse implications and suggestions to address them: Tax Fiscal instrument (various) Lottery fund	**Desired outcome: a. carbon reduction, b. economic, c other** - Energy efficient build (?) (zero) - Cycle /walk/ride /car free travel - Local food sourcing - Local building materials use - Integrated transport - Consumer acceptance/desire - Triple action line of tourism sector

Implementation/feasibility issues and suggestions to overcome: Many Do it now!!! Prioritise Pronto (see olympics 2012)
Existing evidence and evidence needed: Some LA's

10. Tradable personal carbon allowances **(every one in UK to be allocated a yearly (fossil) CO2 ration within national.**
Detailed description of what needs to be done (and by whom): 2* legislation under climate change act Development of infrastructure to support the scheme public information /communication
Rationale: A personal allowance provides method of accountability for carbon use and personal freedom within a national cap to prioritise hw C is used

Adverse implications and suggestions to address them: - Infrastructure and technology - Constraints on high C sectors eg. Aviation, concrete manufacturers - Equity eg. Children/elderly/less mobile	**Desired outcome: a. carbon reduction, b. economic, c other** - Carbon reduction to fixed cap - Promotion of low C economy

Implementation/feasibility issues and suggestions to overcome: Carbon credit card" of food rationing of post WW2 Focus on direct C usage first eg. Gas/petrol purchases.
Existing evidence and evidence needed: RSA and Tyndall studies Wider pilot studies needed.

APPENDIX 4: WORKSHOP PROGRAMME

UK Tourism in a Low Carbon World
23rd November 2007, One Great George Street, London SW1P 3AA.
A one-day workshop to explore how future climate change could impact UK tourism and possible policy actions which could enable the tourism industry to respond positively to the challenges of climate change.

9:15   Registration and refreshments

9:45   **Welcome and introduction from the chair**
David Quarmby CBE, Chair of the Independent Transport Commission, Former Chair of the British Tourist Authority.

Session 1: Setting the context

10:00   **Climate change, flying and tourism**
Dr Sally Cairns, Transport Research Laboratory and Carey Newson, Transport for Quality of Life

10:45   **Tourism in a changing climate: future scenarios and strategies**
Dr David Viner, Principal specialist, Climate Change, Natural England

11:30   *Refreshment break*

12:00   **Expanding low carbon tourism within the UK**
Dr Graham Miller, Surrey University

Session 2: Policies and actions
Facilitator: Sarah Keay-Bright, UKERC Meeting Place

12:45   Policies and actions to promote (sustainable) UK tourism: group brainstorm

13:15   *Lunch*

14:00   Policy and actions: Small group work on proposals

15:40   *Refreshment break - proposals marketplace and vote*

16:15   Plenary discussion on proposals and outcome of vote

16:45   Closing comments:
- key themes emerging from the day
- what have participants learned/gained
- next steps

17:15   Close

APPENDIX 5: Workshop Attendee List

First Name	Last Name	Email	Organisation
1. Jamie	Andrews	jamie@loco2.co.uk	Loco2
2. Caroline	Beard	c.beard@bhhpa.org.uk	British Holiday & Home Parks Association
3. Lucy	Bertenshaw	lbertenshaw@wwf.org.uk	WWF-UK
4. Sally	Cairns	scairns@trl.co.uk	Transport Research Laboratory
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