

3

Tourist Mobility: Is transport a necessary evil?

Matthias Olthaar

Learning goals

This chapter helps readers to understand and critically evaluate different measures to address sustainability issues in tourist mobility. It covers:

- 1 The environmental impact of tourist mobility;
- 2 Suggested solutions for mitigating problems and accompanying challenges and dynamics in practical situations;
- 3 Solutions from three different perspectives: 1) technological, 2) human behaviour, and 3) policy.

Introduction

Tourism and hospitality create value for both consumers and providers of tourism and hospitality-related activities. Though current consumers and providers of tourist activities can appropriate this value in terms of respite, renewal, and happiness for consumers, and economic development, income and job generation for providers, future generations may well be prevented from being able to appropriate the same value (Becken, 2006; McKercher *et al.*, 2010; Nawijn & Peeters, 2010; Jones, 2014). Climate change makes tourism and hospitality, as we currently know them, victims since global warming and loss of biodiversity threaten the attractiveness of many currently popular tourist locations. However, tourism and hospitality simultaneously contribute a relatively large extent to global greenhouse gas (GHG) emissions (Ram *et al.*, 2013). A rough 8% of global GHG emissions were attributed to tourist activities, in a 2022 report by the United Nations World Tourism Organization (UNWTO), based on calculations by Lenzen *et al.* (2018). A large part of the tourism sector's share in global GHG emissions comes as a result of tourist transport activities. Tourism and transport are inextricably linked. In the past few decades, tourist mobility increased significantly for all transport modalities (airplane, coach, automobile, cruise ship, etc.) and this trend is predicted to continue