



# Sustainable Tourist Transportation

Group42

Yunrui Cai (Yoki) 60909587

Xinling Huang (Celine) 21403944

Jiarui Liang (Remi) 62733241

Cassiel Yu 13957543





# Research Question :



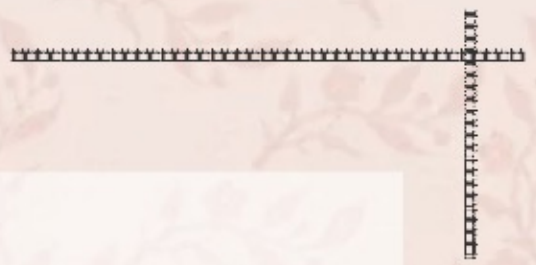
How often do VANT 149 students choose sustainable or unsustainable modes of tourist transportation when engaging in tourism?





## Introduction

Nowadays, with the economy develops, human consumptions on leisure activities such as tourism is increasing. People's demand has caused the rapid development of tourism, thus more transportation is needed. However, the rapid development of tourism and the wide use of tourist transportation give rise to a series of problems, especially on the environment. To solve these problems, the sustainable transportation concept has been proposed and widely concerned.



## key concepts:



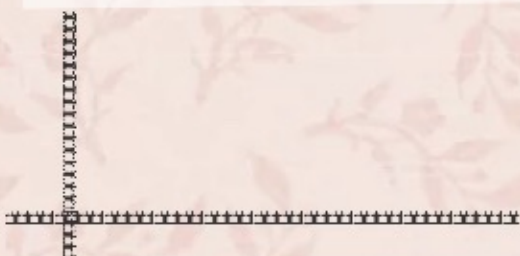
Sustainable development: A model meets the needs of today's society while protecting and developing the interests of future human beings.

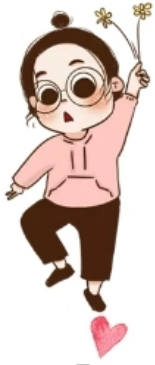


Tourism transportation: The main tool to carry passengers who are travelling from one location to their destination.



Economics: An academic field concerned with the organization of wealth, production and consumption within a society or a country.





The purpose of our study is to learn the extent to which UBC Vantage students understand and use the sustainable transportation when they engage in tourism related travel.



In addition to the types of transportation they choose while engaged in tourism, we will examine their attitudes and perspectives on the impact of sustainable transportation and what they see as the pros and cons of different modes of transportation during tourism related travel.





We hope that this study will make Vantage students and the public have a more comprehensive understanding of sustainable tourism related transportation, which may also be contributed to sustainable development in UBC or in a wider field.



# Design



Take time  
to  
enjoy the simple things

After collecting all the survey data, we will make data statistics by using tables, then transfer them as pie charts, so that we can intuitively see the proportion of each result.

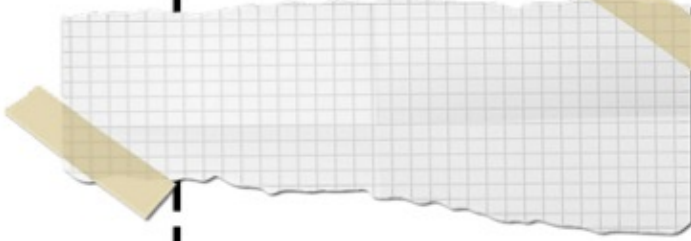
In addition, we will make a summary of the blanks filled by participants in the questionnaire to see people's various ideas.

We will also make bar graphs for multiple choices, to clearly see the multiple relationships between each variable.

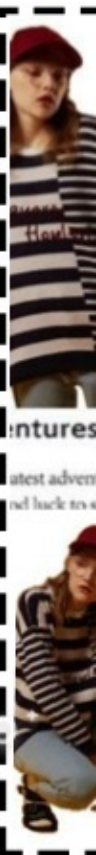
Finally, we will present our results by using handbook which will include all of the data statistics and data analysis.



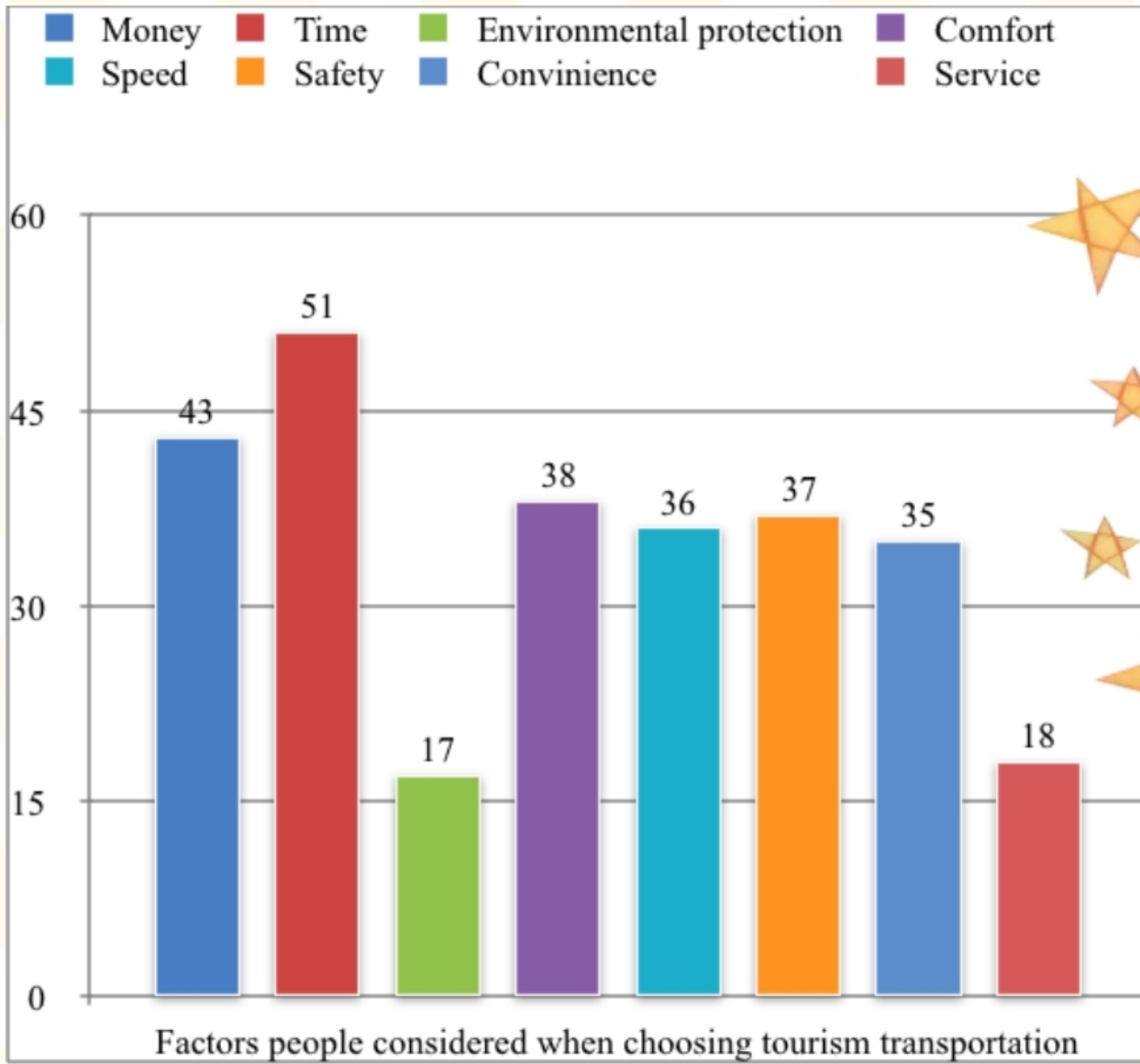
# Participants



There are 51 people participated in our survey, who are all UBC Vantage 149 students and are over 18 years old. They all have travel experience.

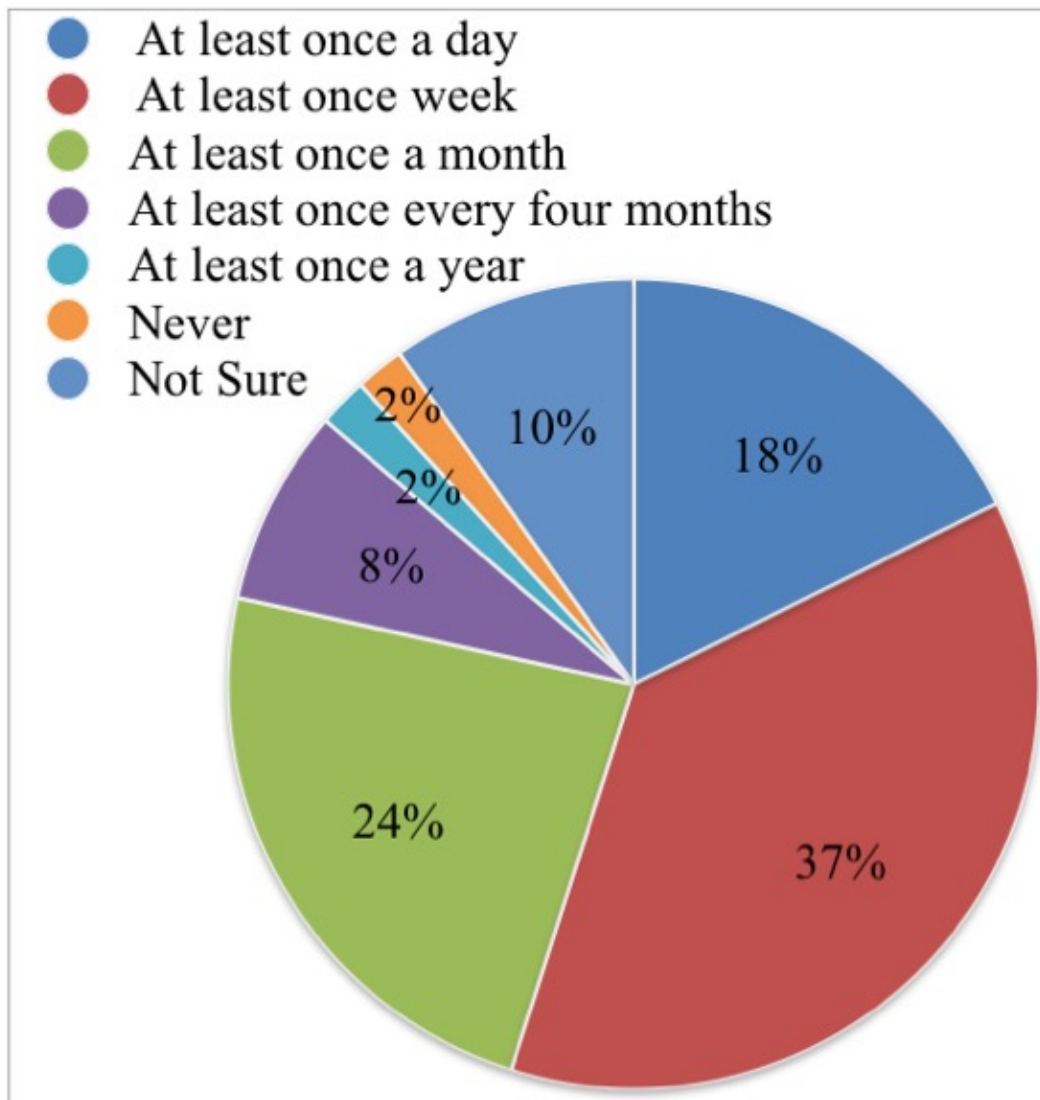






According to this histogram, we found that time is the dominant factor which influences people's choice on transportation while engaging in tourism. It can also be seen that money is the second important influence factor; comfort, speed, safety and convenience are considered by people in similarly values, which are almost twice higher than environmental protection and service.

**The frequency of people taking sustainable transportation while traveling as a tourist**



This pie chart reflects most people choosing "At least once week" options (37%), compared with the options "At least once a year" and "Never", they are both 2%, which is the fewest selected option. The number of people who chose the options "At least once a month" and "At least once a day" are similar. The number of people who chose the option "At least once every four months" are similar with the number of people who chose the option "Not sure".

	Tourist sustainable transportation's positive impact on the environment in people's views	Tourist sustainable transportation's impact on the tourist economy in people's views (0 is the most negative, 50% is moderate, 100% is the most positive)
The average extent	69.79%	61.29%

According to the first table, we found that people prefer to spend more money on the unsustainable transportation.

	Tourist sustainable transportation's positive impact on the environment in people's views	Tourist sustainable transportation's impact on the tourist economy in people's views (0 is the most negative, 50% is moderate, 100% is the most positive)
The average extent	69.79%	61.29%

As for the second one, it can be found that people normally think sustainable transportation can promote the development to tourism economy and is beneficial to environment.

	The extent Tourist sustainable transportation's impact on the tourist economy in people's views (0 is the most negative, 50% is moderate, 100% is the most positive)
0-25% (very negative)	1 person
26-49% (negative)	3 person
50% (completely moderate)	6 people
51%-75% (positive)	35 people
76-100% (very positive)	6 people

The last table shows that most people think sustainable transportation influence the tourism economy positively to a certain degree, few people think the impact is negative or very positive.

## Interesting Findings



By comparing the data collected, we found that the most preferred option for students when choosing a mode of transportation for cross-border travel is airplanes, followed by cars and trains.



Most people traveling between cities will choose private cars as the mainstay. And most people think that sustainable transportation is friendly to the environment, but there are still problems of congestion and slow speed that cannot be solved.

文/排版/素材 Y.

Most people are optimistic about the future prospects of sustainable transportation and think there is a lot of room for development.





The majority of students will use sustainable transportation at least once a week.

## Findings



A very important factor influencing their choice of transportation mode is the time requirement for the transportation mode, which reminds us how to upgrade and improve sustainable transportation in the future.



## Contribution:

There maybe a certain amount of people who have deeply or simply concerned with sustainable tourism transportation. This study can contribute useful data for the research departments of sustainable transportation. The research results may be helpful for the applications or websites about traveling such as the Ctrip app and Qunar.com to understand passengers' travel mode and arrange more transportation facilities that are conducive to the tourist economy and environment.



# Conclusion

The impact of tourism transportation on the economy and environment has important social significance. We will record how university students grasp and adapt to the development of the sustainability tourism transportation. The results of our research will help travelers make appropriate decisions of travel arrangements, thereby improving public quality of life and environment protection.



# References



Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of Tourism Research*, 33(4), 1121-1140. doi: 10.1016/j.annals.2006.06.007

Boussauw, K., & Vanoutrive, T. (2016). Transport policy in Belgium: Translating sustainability discourses into unsustainable outcomes. *Transport Policy*, 53, 11-19. doi:10.1016/j.tranpol.2016.08.009

Peeters, P., Higham, J., Cohen, S., Eijgelaar, E., Gössling, S., Linnéuniversitetet. Institutionen för organisation och entreprenörskap (OE). (2019). Desirable tourism transport futures. *Journal of Sustainable Tourism: Transport* (Freiburg 2016). Guest Editors: Paul Peeters, James Higham, Scott Cohen, Eke Eijgelaar and Stefan Gössling, 27(2), 173-188. doi: 10.1080/09669582.2018.1477785



# Contact information



Research Supervisor:  
Jennifer Gagnon, Vantage College,  
University of British Columbia  
jennifer.gagnon@ubc.ca

Co-Investigators:

Yunrui Cai:

yunrui\_cai1533@163.com

Cassiel Yu:

yuyichen893218@163.com

Xinling Huang:

xinlingh1009@163.com

Jiarui Liang:

liangjiarui2000@outlook.com





THANK YOU



PRO  
时光手帐