



Seminar at the Institute for Economic Research
Università della Svizzera italiana

Understanding tourists' transport behaviour at an urban destination

Dr. rer. pol. Diem-Trinh Le-Klähn

Chair of Urban Structure and Transport Planning

Institute of Transport

Technische Universität München

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AGENDA

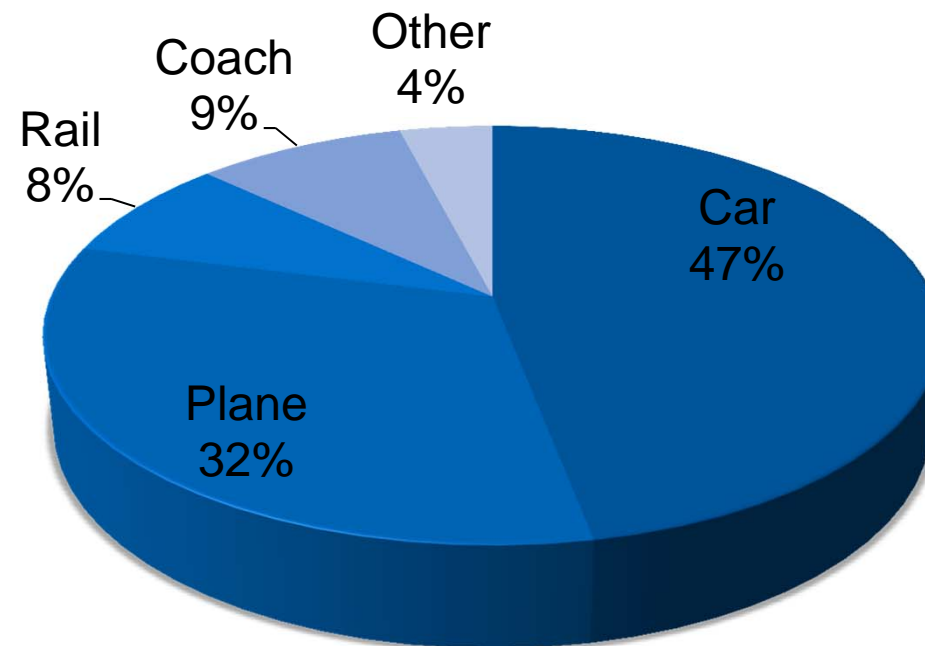
- Background
- Some Facts & Figures
- Resign design
- Results
- Conclusions and Implications

TOURISM AND TRANSPORT

- Transport is the key element of the tourism system.
- Transport plays an important role in tourism development.
- Income from tourism contributes to funding for transport infrastructure.
- Transport modes in tourism:
 - Car and motorcycle
 - Public transport
 - Non-motorised transport

MODAL SPLIT

TRIPS FROM EUROPE TO GERMANY IN 2013

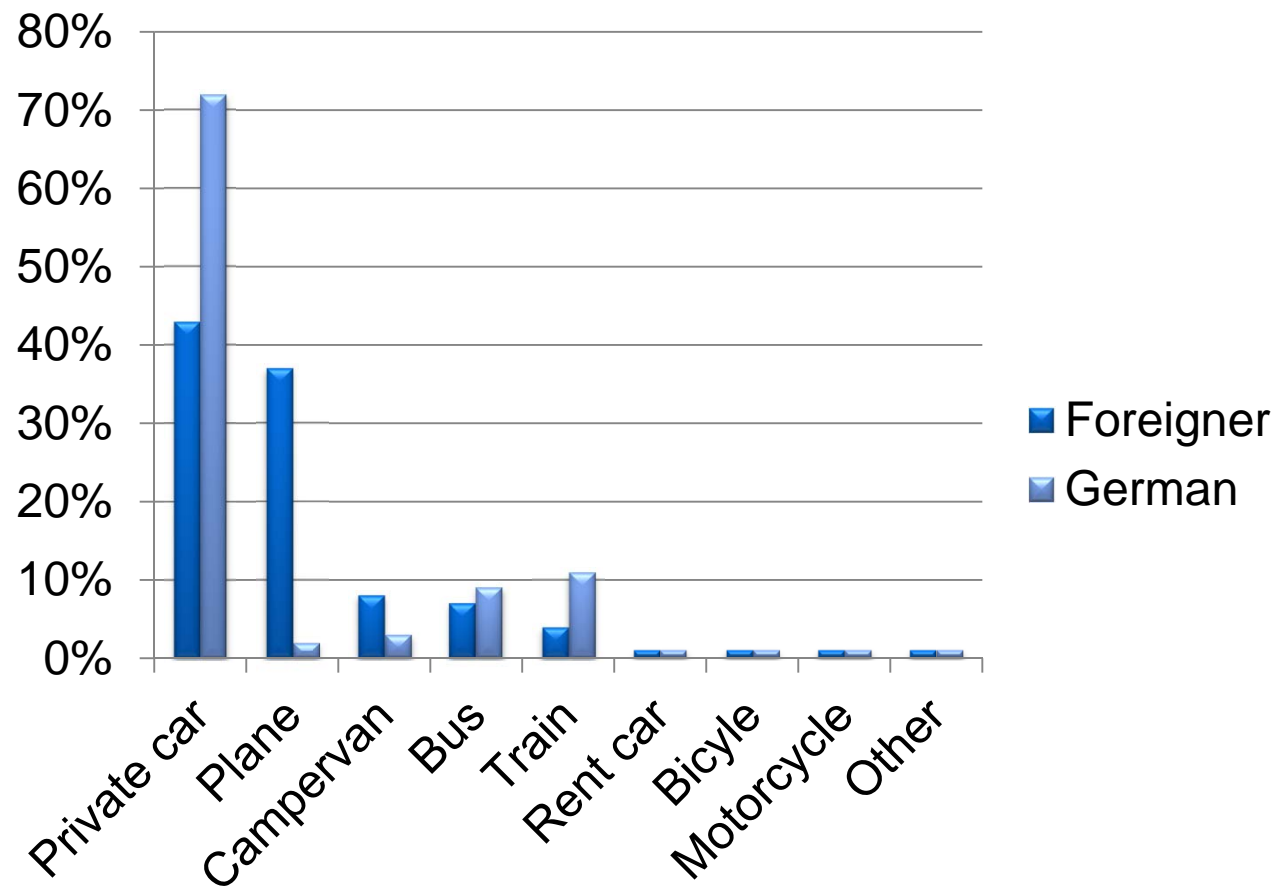


Trips from Europe to Germany in 2013: 47.8 million

Source: German National Tourist Board, 2014

MODAL SPLIT IN TOURISM

GERMANY IN 2010



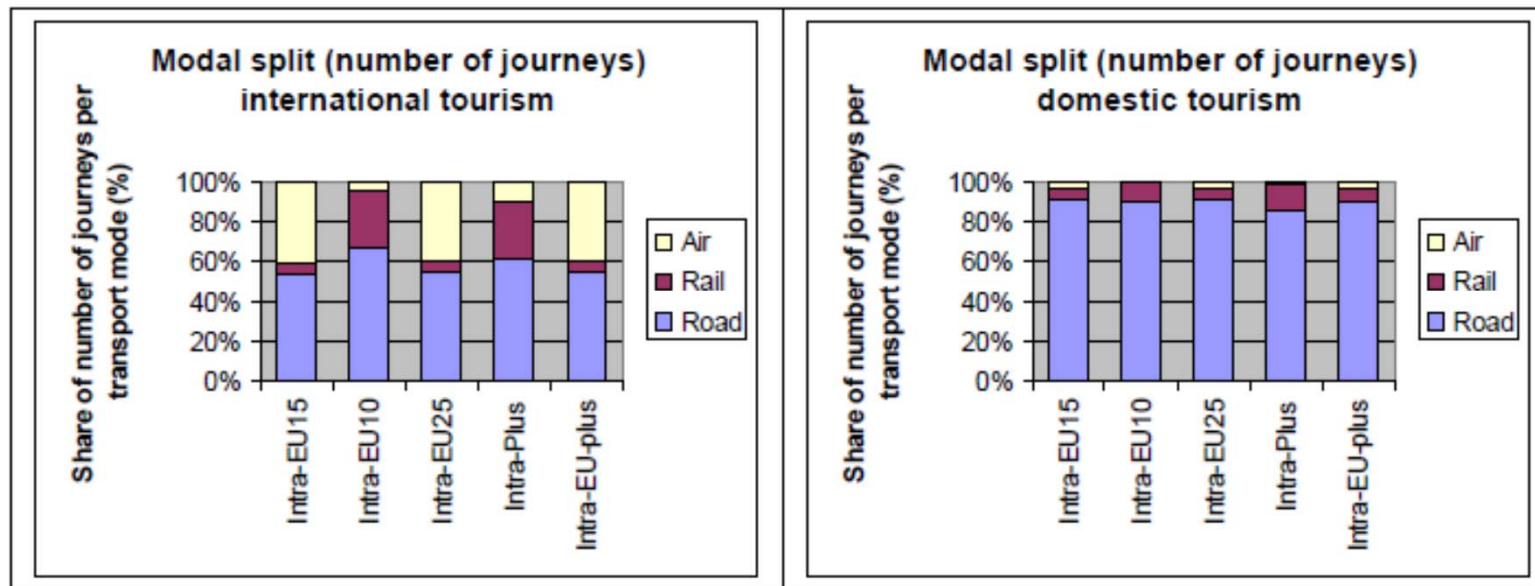
Modes of transport in tourism

Source: Deutsche Zentrale für Tourismus e.V., 2011

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MODAL SPLIT IN TOURISM

INTERNATIONAL VS. DOMESTIC TOURISM IN EUROPE



Modal split: international tourism and domestic tourism

Source: Peeters, van Egmond, & Visser, 2004

WHAT CAN BE SEEN FROM NATIONAL STATISTICS?

- Car is the main mode of travel.
- Public transport (i.e. bus and train) has not been popular for tourism purposes and its potential as car replacement remains debatable.
- Transport policies aimed at promoting public transport have not proven effective and thus more attention is needed.
- There is a need for systematic data on local tourism transport.

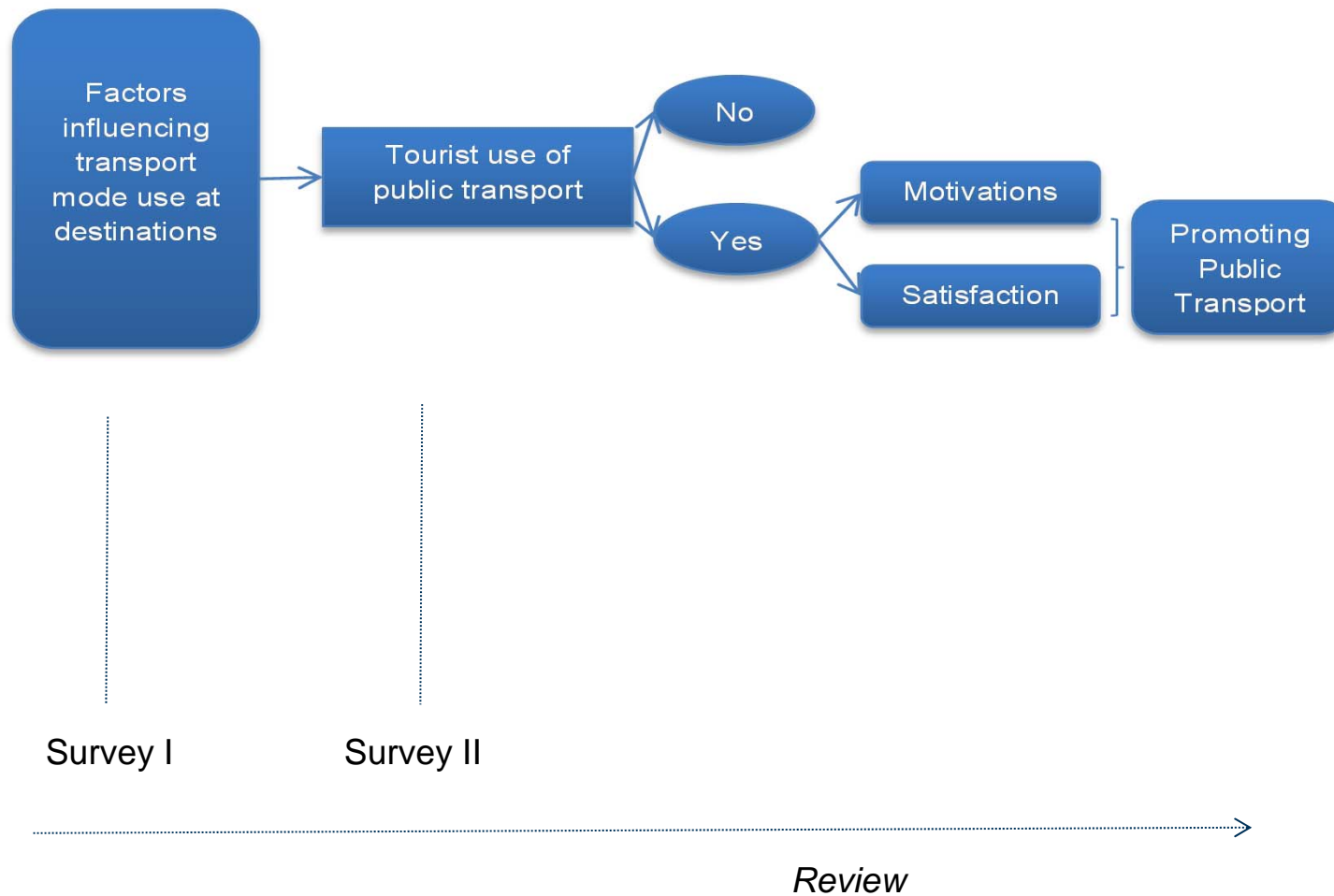
WHY PUBLIC TRANSPORT?

- Transport is responsible for most emissions in tourism (Dubois, Peeters, Ceron, & Gössling, 2011; Peeters & Dubois, 2010).
- Sustainable tourism has to link to sustainable mobility (Hoyer, 2008, Filimonau et al., 2014).
- Public transport is an earth- and user-friendly transport mode (Sia, Wu, & Li, 2011).
- Public transport plays an important role in urban tourism (Duval, 2007; Page, 2005; Prideaux, 2000) → *Encouraging the use of public transport is essential for **sustainable urban tourism development**.*

WHAT IS INTERESTING TO KNOW?

1. What are the *factors* influencing tourists' choice of public transport?
2. Which tourists are the *public transport users* and non-users at destinations?
3. What *motivates* tourists to use public transport?
4. How *satisfied* are tourists with public transport?
5. How should tourist use of public transport at destinations be *encouraged*?

RESEARCH FRAMEWORK



DATA COLLECTION

- **Survey 1:** Tourist choice of transport mode
 - Sites: Central Train Station, Central Bus Station, Airport
 - Sample size: 474 respondents
- **Survey 2:** Tourist use of public transport
 - Sites: main tourist attractions in Munich
 - Sample size: 466 respondents
- **Secondary data** from desk research

RESPONDENT PROFILE

- **The respondents (majority)**
 - Of younger age group
 - Well-educated
 - Physically healthy
 - Both German and international tourists

FACTORS INFLUENCING TRANSPORT MODE CHOICE

Literature

- Visitor characteristics
- Trip characteristics
- Destination features
- Travel motivations
- Mode quality evaluation

Results

- Educational level
- Length of stay
- Number of previous trips
- Driving license ownership
- Importance of price in mode quality evaluation
- „Push“ motivational factors

Users of PT

- Completed University/College
- Stayed overnight
- Was on first trip to Munich
- Had no driving license
- Preferred best prices
- Visited Munich for many activities

WHY DID TOURISTS USE PUBLIC TRANSPORT?

- Drive-free benefits
- Traffic reduction
- Advantages of local public transport
- Car unavailability

A good PT system can attract more use

Factor Analysis
20 motivational statements
Four-factor solution

| |
|--|
| Factor 1: Drive-free benefit |
| I want to get in touch with the local people |
| I want to get to know the country's transport system |
| I want to enjoy the surroundings on the way |
| I can have more time to do something else on board |
| Factor 2: Traffic reduction |
| I want to avoid traffic jam |
| I want to contribute to less traffic congestion |
| It is difficult to find parking lots in the city centre |
| Factor 3: Advantages of local PT |
| Public transport in Munich is convenient |
| I think travelling by public transport is a better way to explore Munich |
| Public transport in Munich is very accessible |
| Factor 4: Car unavailability |
| I don't have a car in Munich |
| I don't want to rent a car |

WHY DIDN'T TOURISTS USE PUBLIC TRANSPORT?

- Inconvenience and restriction
- Lack of information
- Disadvantages of public transport
- Personal preferences

Factor Analysis
 15 motivational statements
 Four-factor solution

| |
|--|
| Factor 1: Inconvenience and restrictions |
| Train stations and bus stops are not conveniently located |
| There is no good connection to where I want to go |
| I have mobility restrictions |
| I travel with children so I think public transport is difficult to use |
| Factor 2: Lack of information |
| I don't know how to use public transport in Munich |
| I don't have any information about public transport in Munich |
| Public transport is too slow |
| Factor 3: Disadvantages of PT |
| I don't feel comfortable with the crowd |
| I don't want to be dependent on public transport schedules |
| Fares are expensive |
| Factor 4: Personal preferences |
| I did not need to use public transport |
| I prefer walking or cycling |

TOURIST SATISFACTION WITH PUBLIC TRANSPORT

| Service aspect | Mean | Median | Mode | SD |
|--|-------------|----------|----------|--------------|
| Punctuality | 4.21 | 4 | 4 | 0.867 |
| Reliability | 4.19 | 4 | 4 | 0.845 |
| Network connection | 4.11 | 4 | 4 | 0.823 |
| Service frequency | 4.00 | 4 | 4 | 0.913 |
| Convenience of the time schedule | 3.98 | 4 | 4 | 0.869 |
| Accessibility of the train stations and bus stops | 3.96 | 4 | 4 | 0.830 |
| Accessibility of the vehicles | 3.95 | 4 | 4 | 0.861 |
| Safety on board | 3.87 | 4 | 4 | 0.890 |
| Ease-of-use | | | | |
| Information | | | | |
| Cleanliness of the vehicle | | | | |
| Space on vehicle | | | | |
| Seat availability | | | | |
| Staff service | | | | |
| Comfort while waiting at the bus stops or train stations | | | | |
| Ticket price | 2.93 | 3 | 3 | 1.158 |
| Satisfaction in general | 4.68 | 4 | 4 | 0.694 |

Most important service dimensions

1. Information
2. Ticket price
3. Service frequency
4. Space on the vehicle
5. Cleanliness of the vehicle
6. Ease-of-use

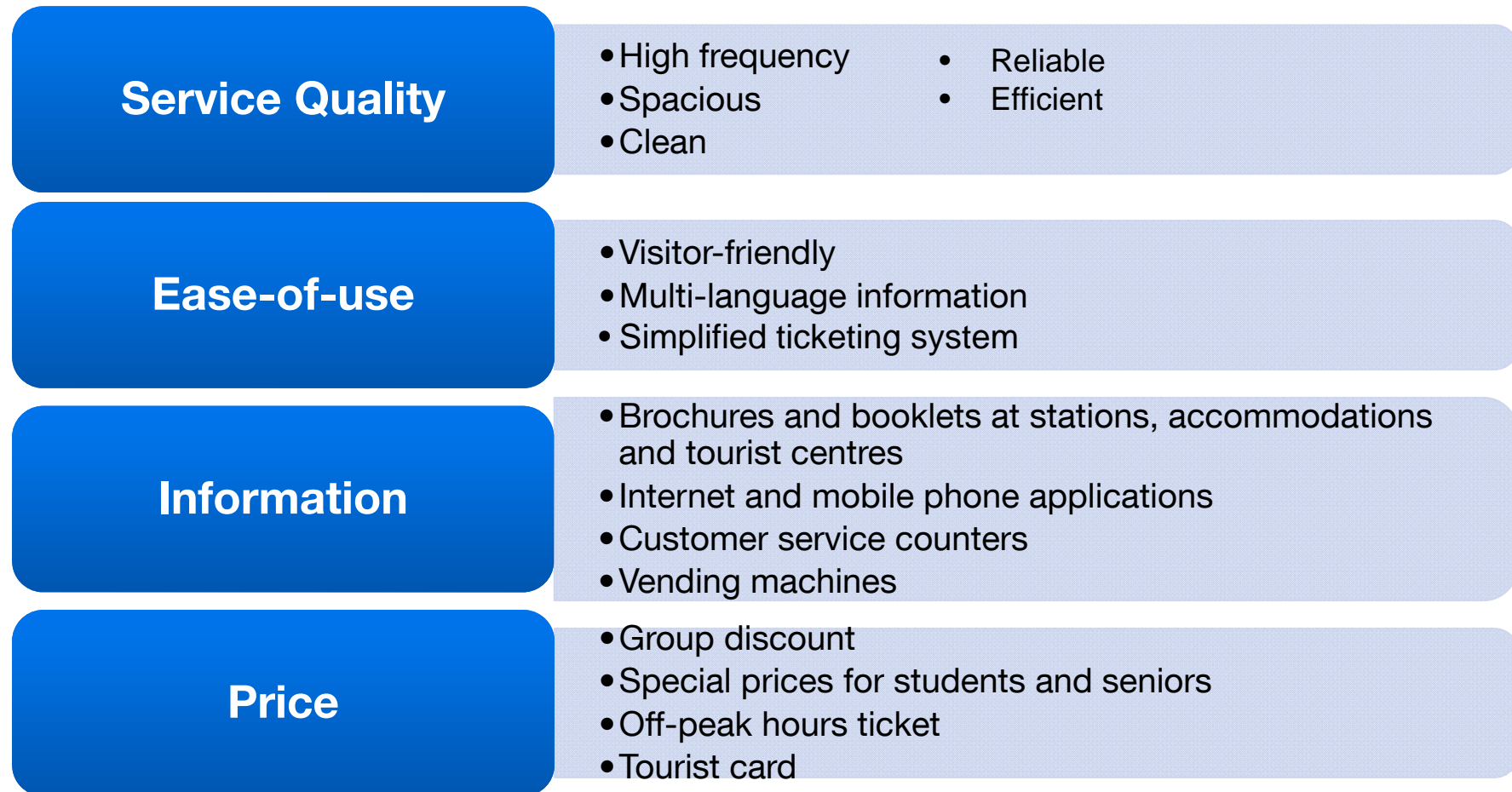
How to get more tourists to use public transport?

1. Who are the target users?
2. What are important for them in transport mode choice?
3. What should be the focus of the marketing strategies?

THE TARGET TOURIST-USER OF PUBLIC TRANSPORT

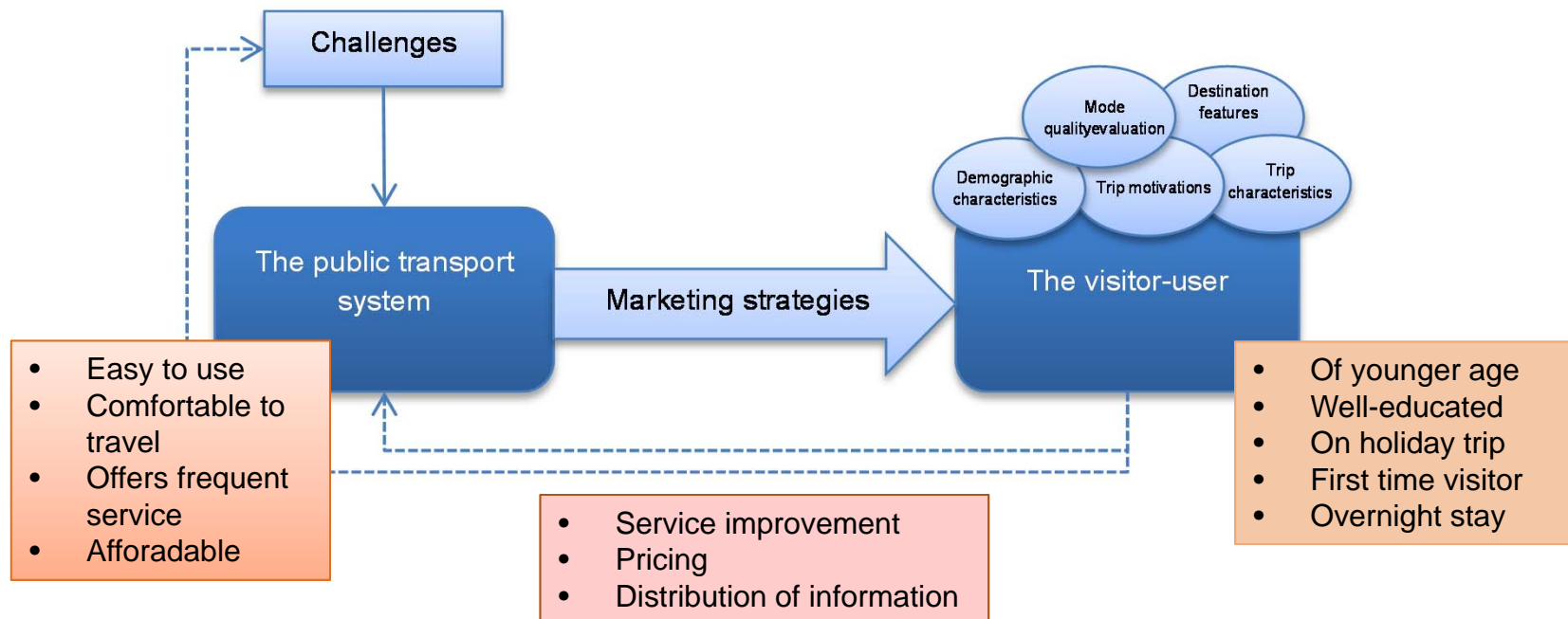
- Age: 20-40 years old
- Education: College/University and above
- Residence: International tourists
- Travel purpose: Holiday
- Destination familiarity: First time visitor
- Length of stay: 2-3 days

RECOMMENDED MARKETING STRATEGIES



CONCLUSIONS

How should tourist use of public transport be encouraged?



Thank you very much for your attention!

Questions and comments are most welcome.