How Corona could change tourism mobility

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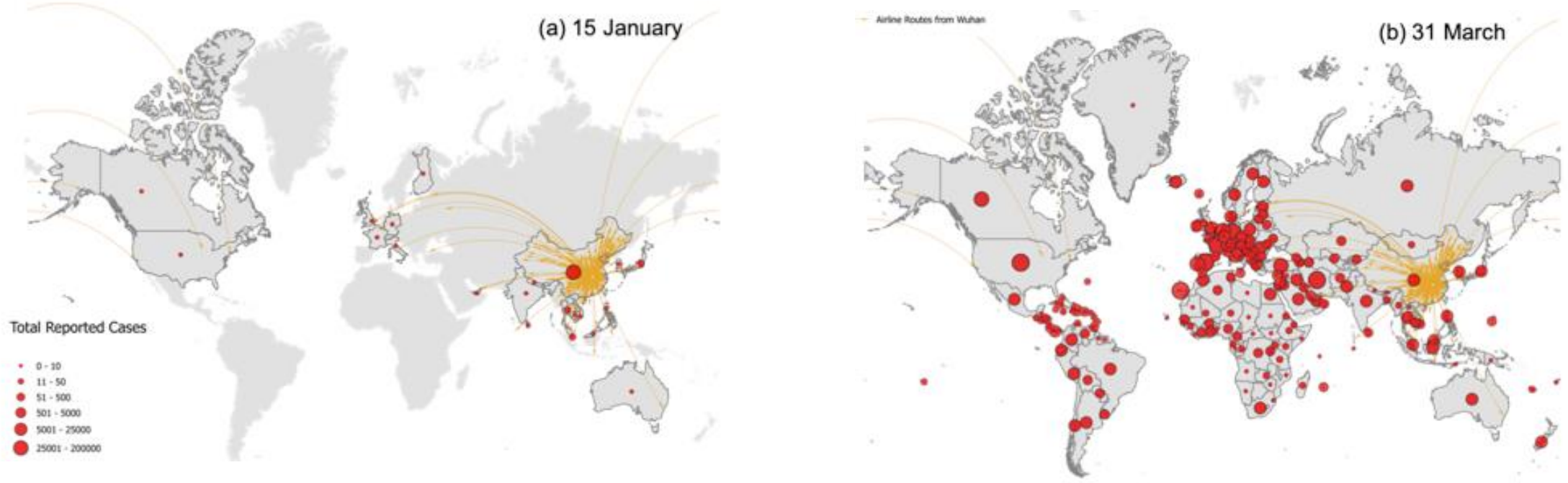
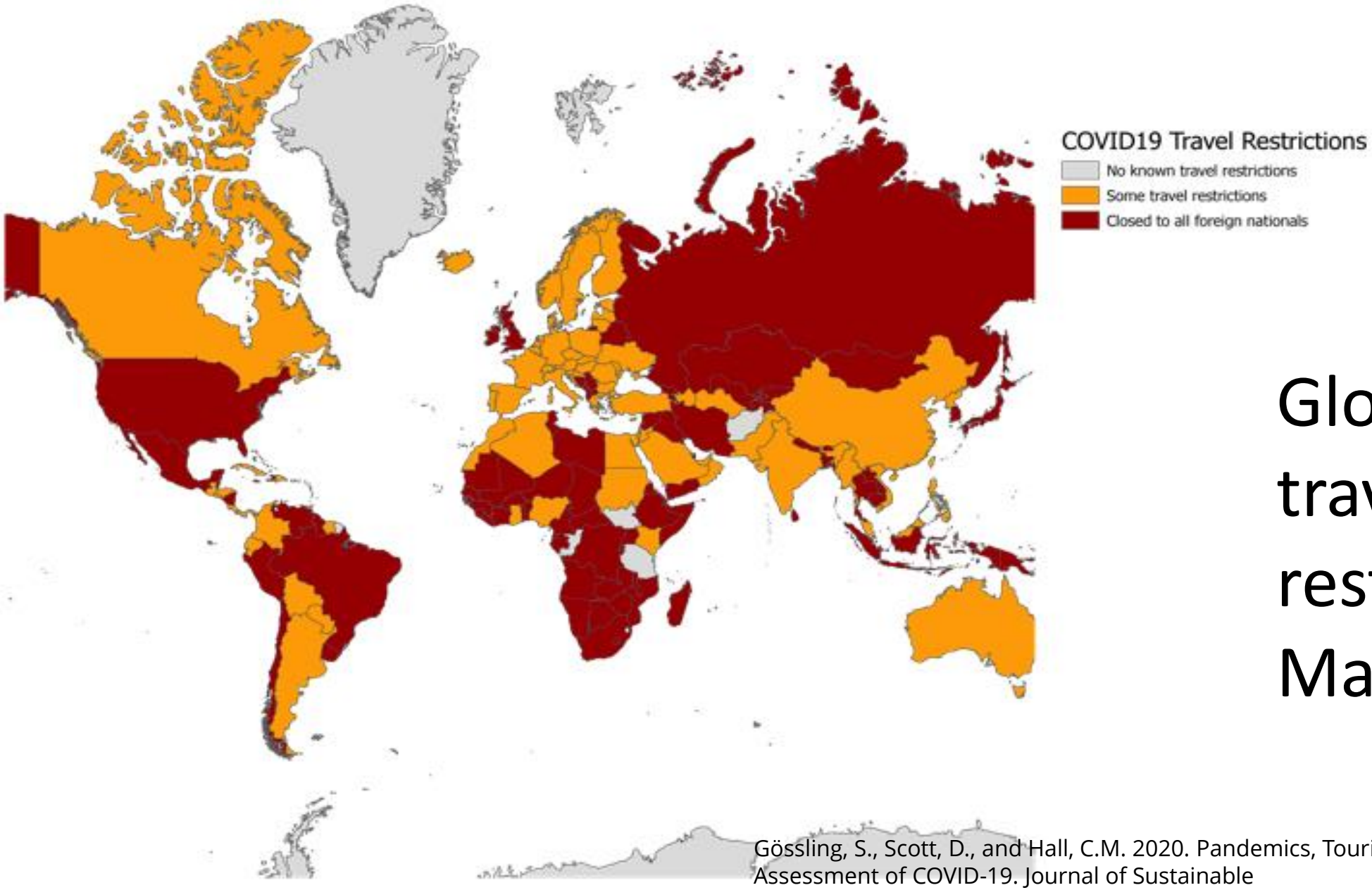
Global distribution of virus through air transport: January to March 2020



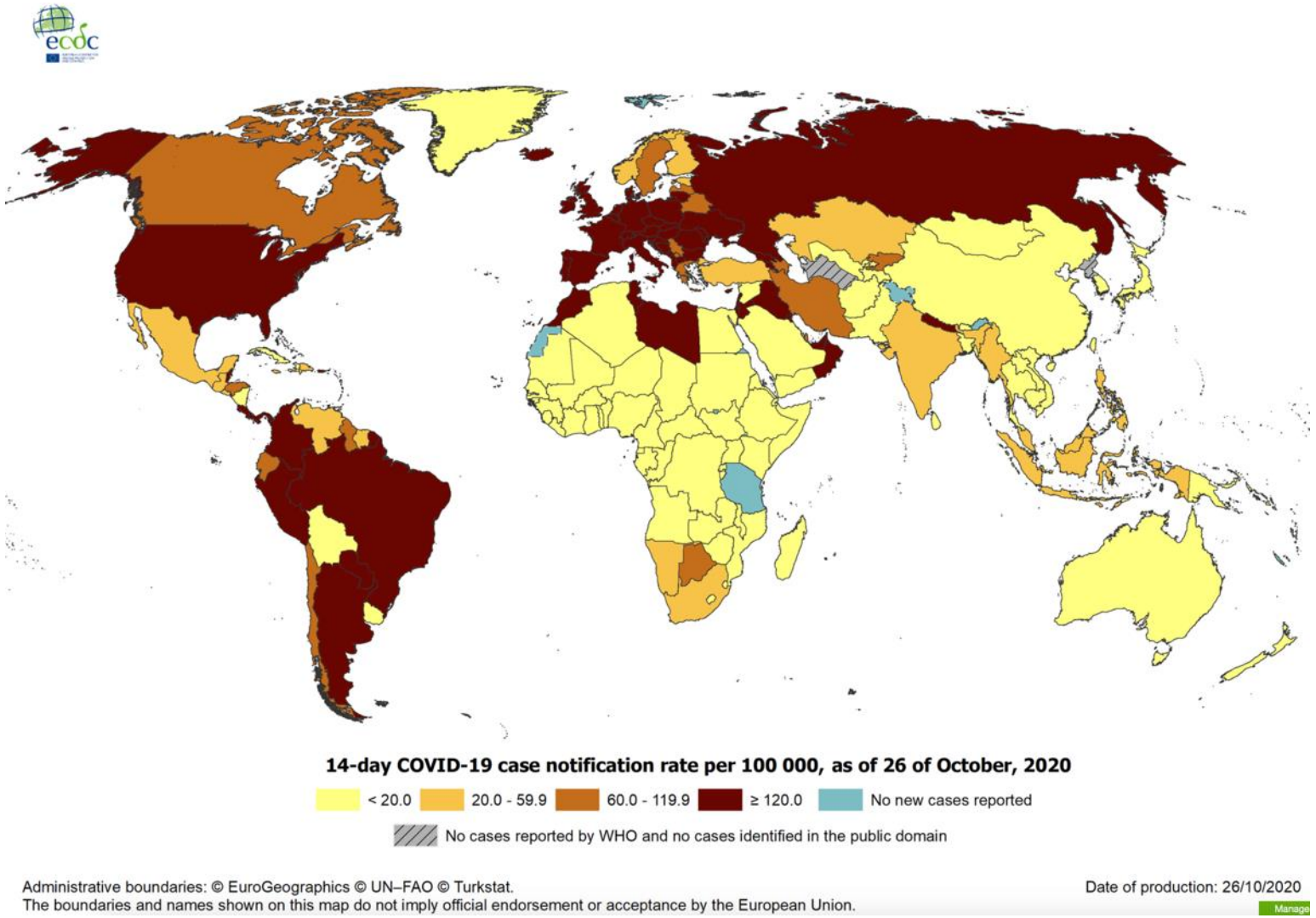
Gössling, S., Scott, D., and Hall, C.M. 2020. Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. Journal of Sustainable Tourism, https://doi.org/10.1080/09669582.2020.1758708



Global travel restrictions, March 2020

Gössling, S., Scott, D., and Hall, C.M. 2020. Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. Journal of Sustainable Tourism, https://doi.org/10.1080/09669582.2020.1758708

Current situation (26 October 2020)



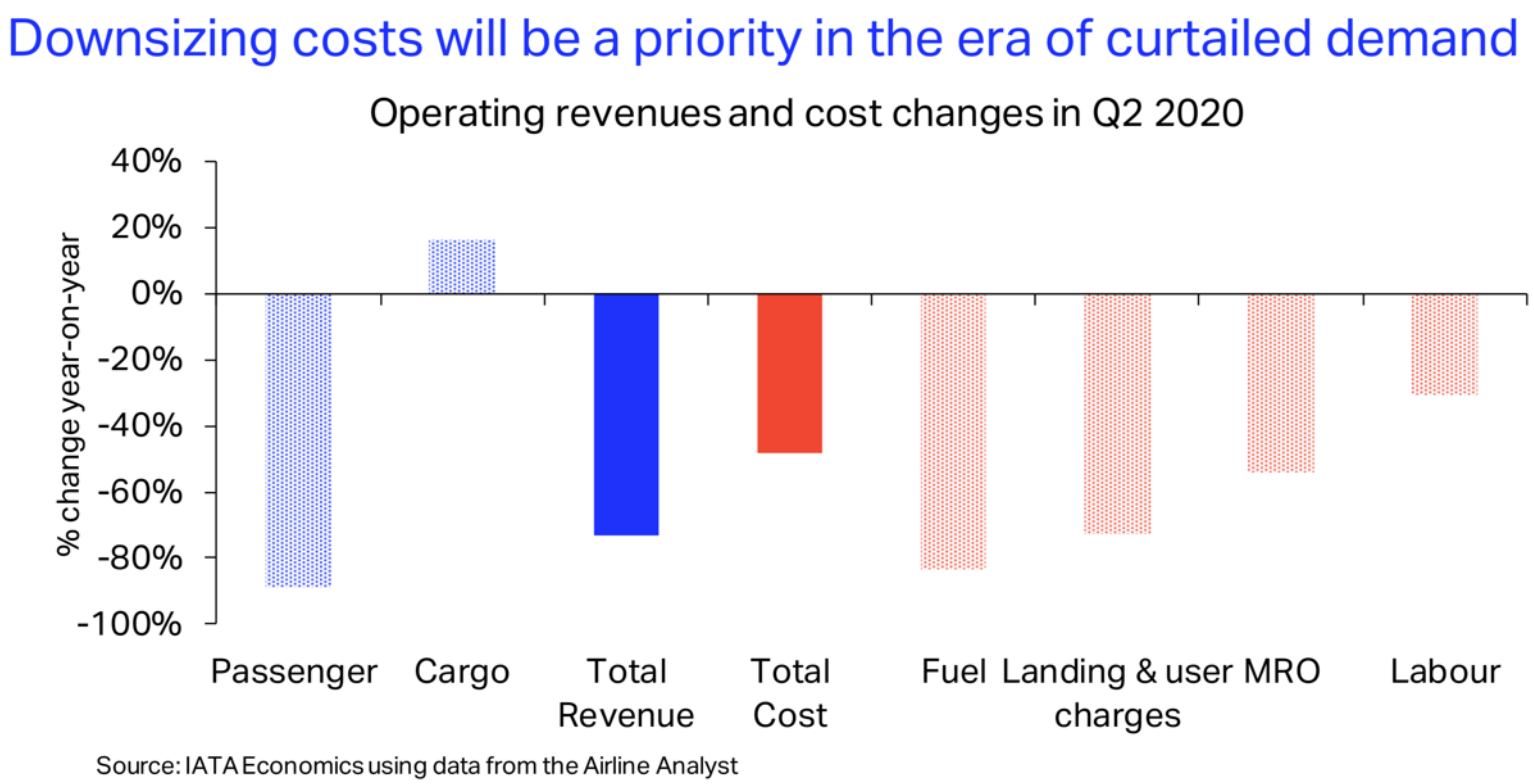
- Europe again characterized by travel warnings
- Lock-down increasingly likely
- Situation to last until spring (?)
- Economic outlook: recession

Source: https://www.ecdc.europa.eu/en/geographical-distribution-2019-ncov-cases

The pandemic has changed mobilities!

- Corporeal mobility
  - air transport
  - driving
  - public transport
  - cycling
  - walking
- Virtual mobility (to see places through the eyes of others)
- Imaginative mobility (longing to holiday)
- Transport of objects/goods

Air transport



How “curtailed” will demand be in the longer run?

- Business travel: move to videoconferencing
- Leisure travel: characterized by fears
- Strongest rebound likely for VFR

Source: https://www.iata.org/en/iata-repository/publications/economic-reports/downsizing-costs-will-be-a-priority-in-the-era-of-curtailed-demand/

Surface-bound transport

- Prior to pandemic: major growth in vehicle numbers that was seen *critically*. Many destinations/cities sought to reduce vehicle numbers, and to restrict access because of interrelated problems of congestion, air pollution, noise.
- As a result of the pandemic, driving is again *legitimate* to protect oneself and others.
- Mobile homes also have seen a major increase in sales.

Public transport

- PT characterized by fears of infection;
- Adds to notions of PT as “negative affective environment”;
- With decline in PT *demand*, it is increasingly difficult to finance supply, in a potentially negative feedback-loop (less supply = declining interest to use PT).

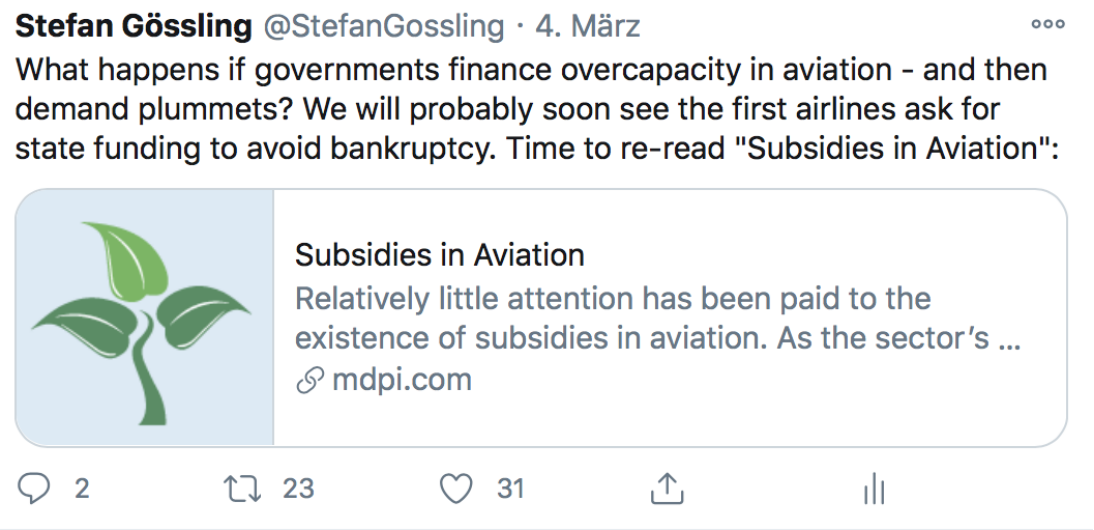
Cycling/walking

- Major interest in cycling (commuting and leisure);
- Relatively limited uptake by cities to meet greater demand;
- Notable exceptions are cities like Paris and Berlin that have used COVID-19 as an opportunity to devote more space to cyclists;
- Pop-up bike lanes throughout Europe, but uncertain whether these persist (even though very attractive for tourism, as increasing perceived safety, quality of life);
- Automobile lobbies: court proceedings initiated against pop-up lanes.

From overtourism to undertourism

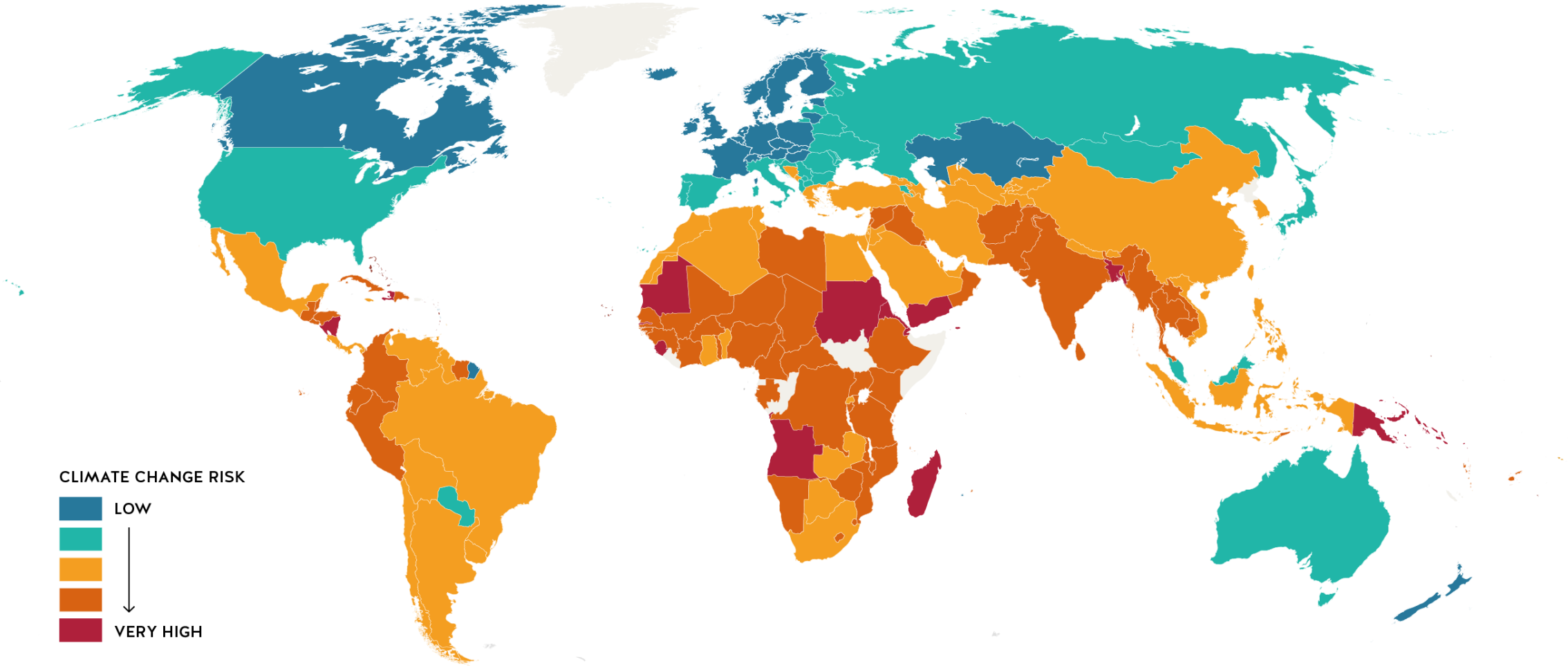
- Prior to pandemic: Overtourism major discussion point in 2018;
- Decline in overall tourism likely, also as a result of lost income;
- During crisis: Problems of distribution revealed between exporting (e.g. UK, Germany) and importing (e.g. Italy, Spain, Greece) countries;
- Many tourism businesses facing economic hardship & bankruptcy;
- Major new interest in outdoor recreation (hiking, running, cycling, etc.), some of which may be permanent.

Putting things in context: What was wrong with tourism prior to pandemic?



- COVID-19 is analogue to climate change: risks in tourism have grown;
- Destinations have focused on volume growth, in disregard of SDGs;
- Air transport suffers from overcapacities and poor economics.

We should see COVID-19 as an analogue to CC



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The Low-Carbon Imperative: Destination Management under Urgent Climate Change

Stefan Gössling[1] and James Higham[2]

Abstract

To stay within the safe boundaries of global warming, the world now has 30 years to decarbonize its economy. This represents a very significant challenge for tourism as a growth system. Much attention has been paid to different tourism subsectors such as aviation, accommodation, and activities to reduce emissions, mostly on the basis of (future) technology. However, the Paris Agreement demands immediate action and significant year-on-year progress on a zero-carbon trajectory. This article discusses destination management under the new low-carbon imperative. It analyses challenges, including economic viability and resilience, that have also gained importance in light of the COVID-19 pandemic, and explores opportunities for better profitability on the basis of a leakage/spending value dichotomy proposition. The final section highlights the foremost role that destination managers must play in building prosperous and resilient low-carbon tourism destination systems and discusses the key insights for destination managers.

Keywords

climate change, carbon management, COVID-19, destination management, resilience, value generation

Reducing leakage

- Platform economy
- Bonus programmes
- Payment systems
- Franchises

High-value, low-carbon, resilient tourism

Lowering carbon

- Average distance travelled
- Transport efficiencies
- Transport modal shifts
- Length of stay

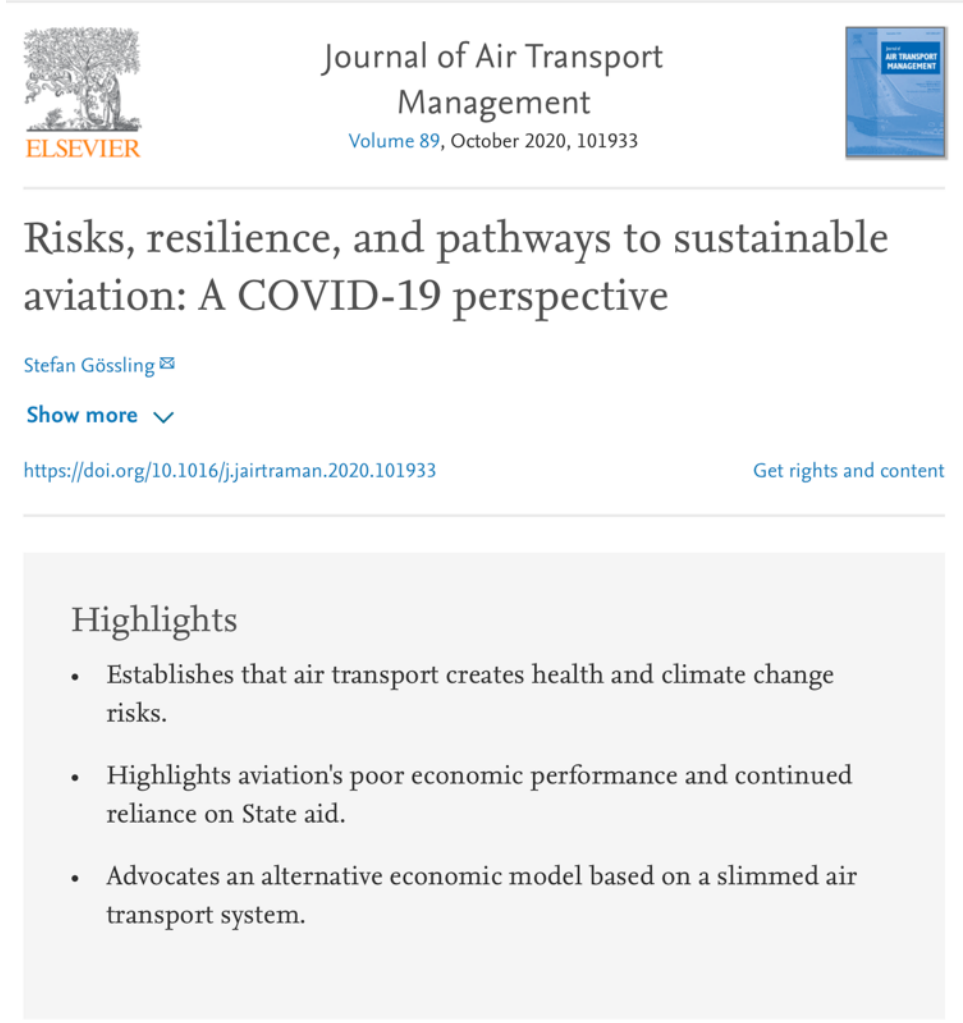
Adding value

- Expenditure by market
- Low-carbon products (activities, local food)
- Emission levies

Gössling, S. and Higham, J. 2020. The low carbon imperative: Destination management under urgent climate change. Journal of Travel Research, https://doi.org/10.1177/0047287520933679

COVID-19: an opportunity to re-think tourism?

- Greater share of domestic tourism;
- A radically slimmed air transport system;
- New perspectives on profitability & leakage;
- All based on principles of decarbonization (net zero by 2050).



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Journal of Air Transport Management

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Risks, resilience, and pathways to sustainable aviation: A COVID-19 perspective

Stefan Gössling ✉

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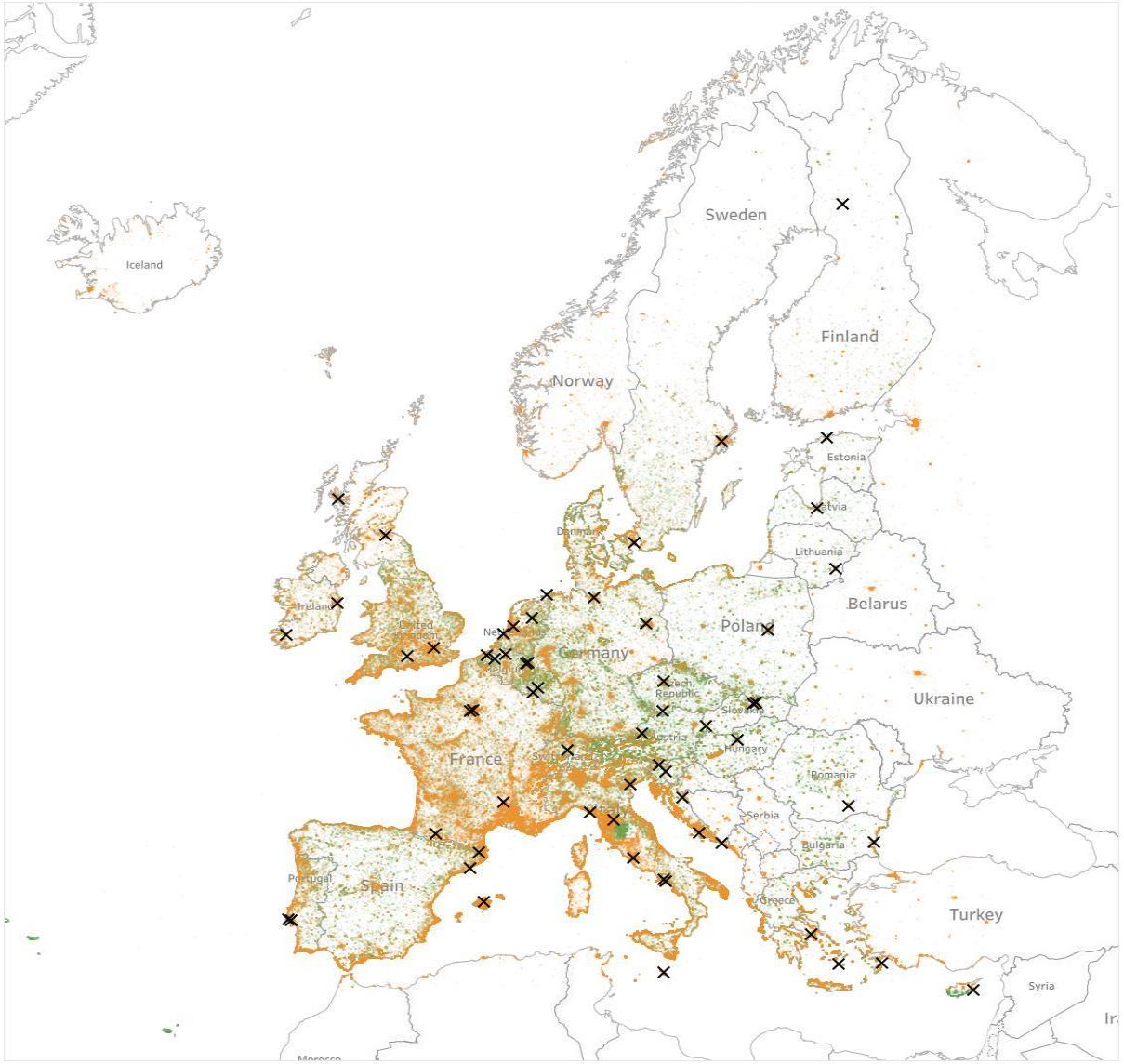
https://doi.org/10.1016/j.jairtraman.2020.101933

Highlights

- Establishes that air transport creates health and climate change risks.
- Highlights aviation's poor economic performance and continued reliance on State aid.
- Advocates an alternative economic model based on a slimmed air transport system.

Volume growth & overcapacity

Europe Airbnb and booking.com densities



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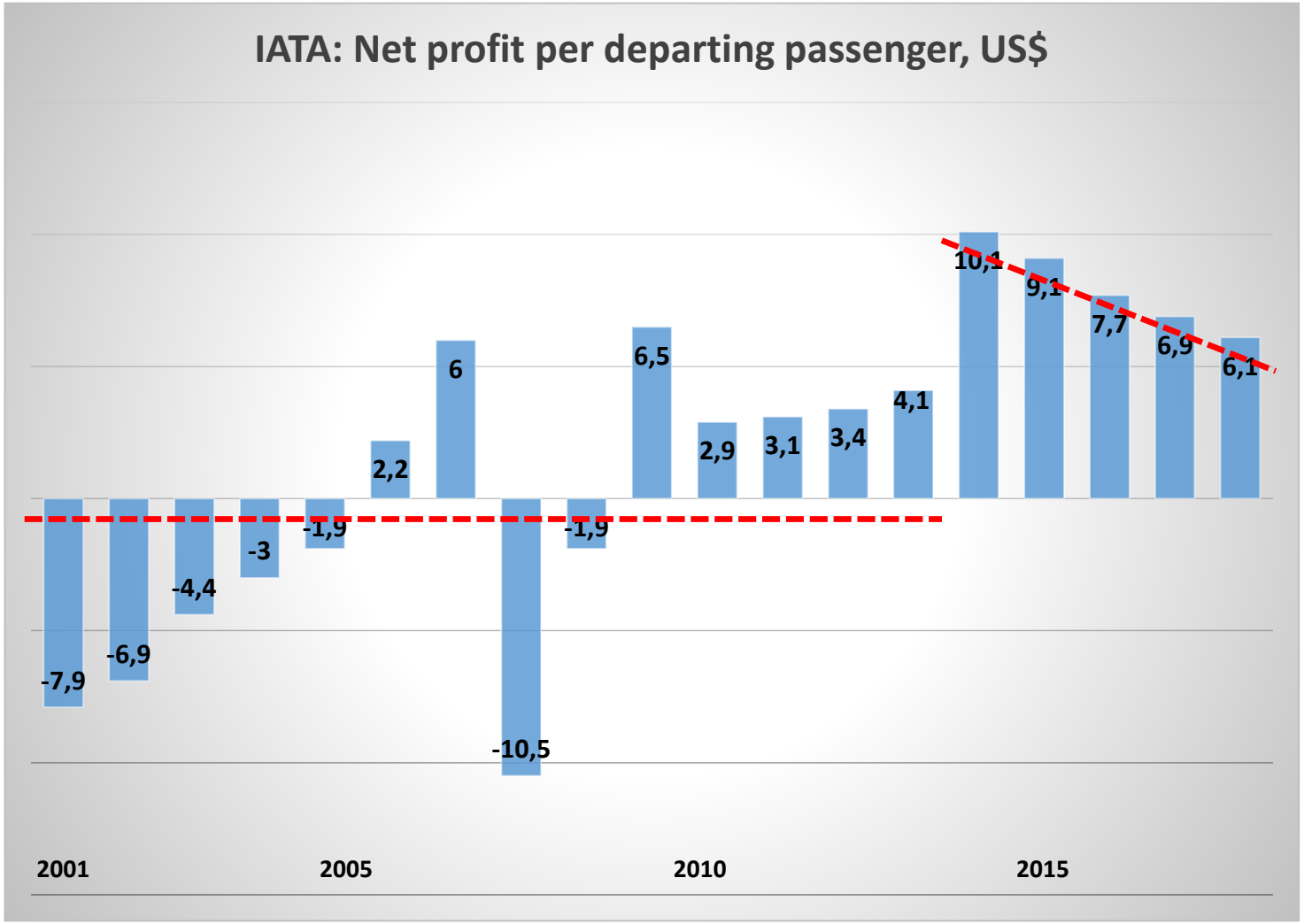
Air transport profitability



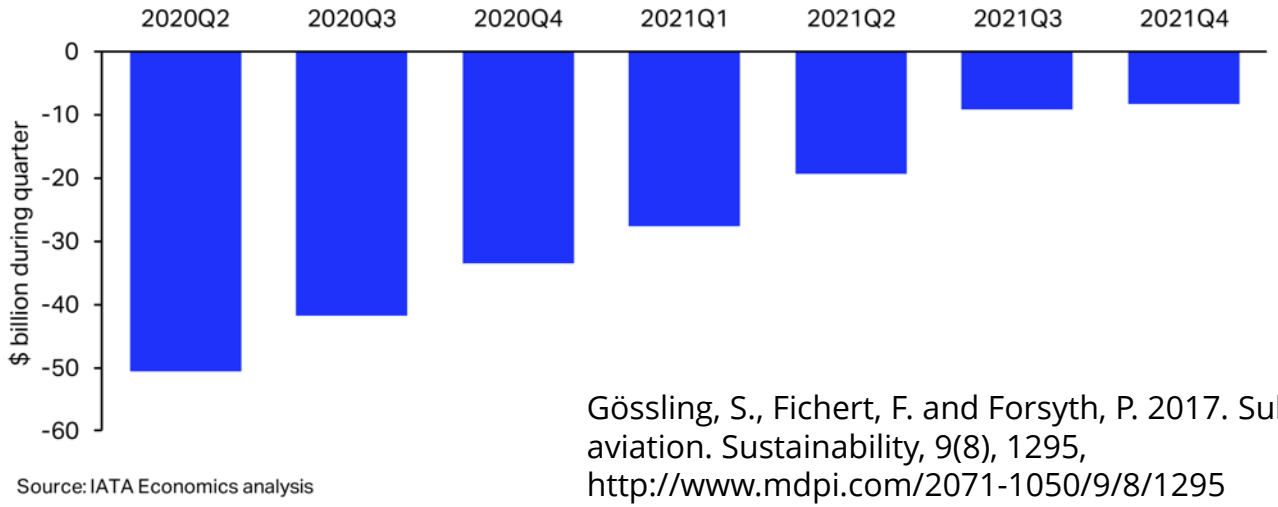
Source: IATA 2019

Subsidies: Do we want to continue?

- Air transport receives an estimated US$100 billion/year in subsidies for its unaccounted climate change damages alone (Gössling and Humpe 2020);
- Add to this US$100 billion in State aid until May 2020 (COVID-19);
- Add to this unknown amounts of subsidies continuously forwarded to aviation (Gössling et al. 2017).

IATA Economics' Chart of the Week 09 October 2020

Airline industry will continue to burn through cash until 2022



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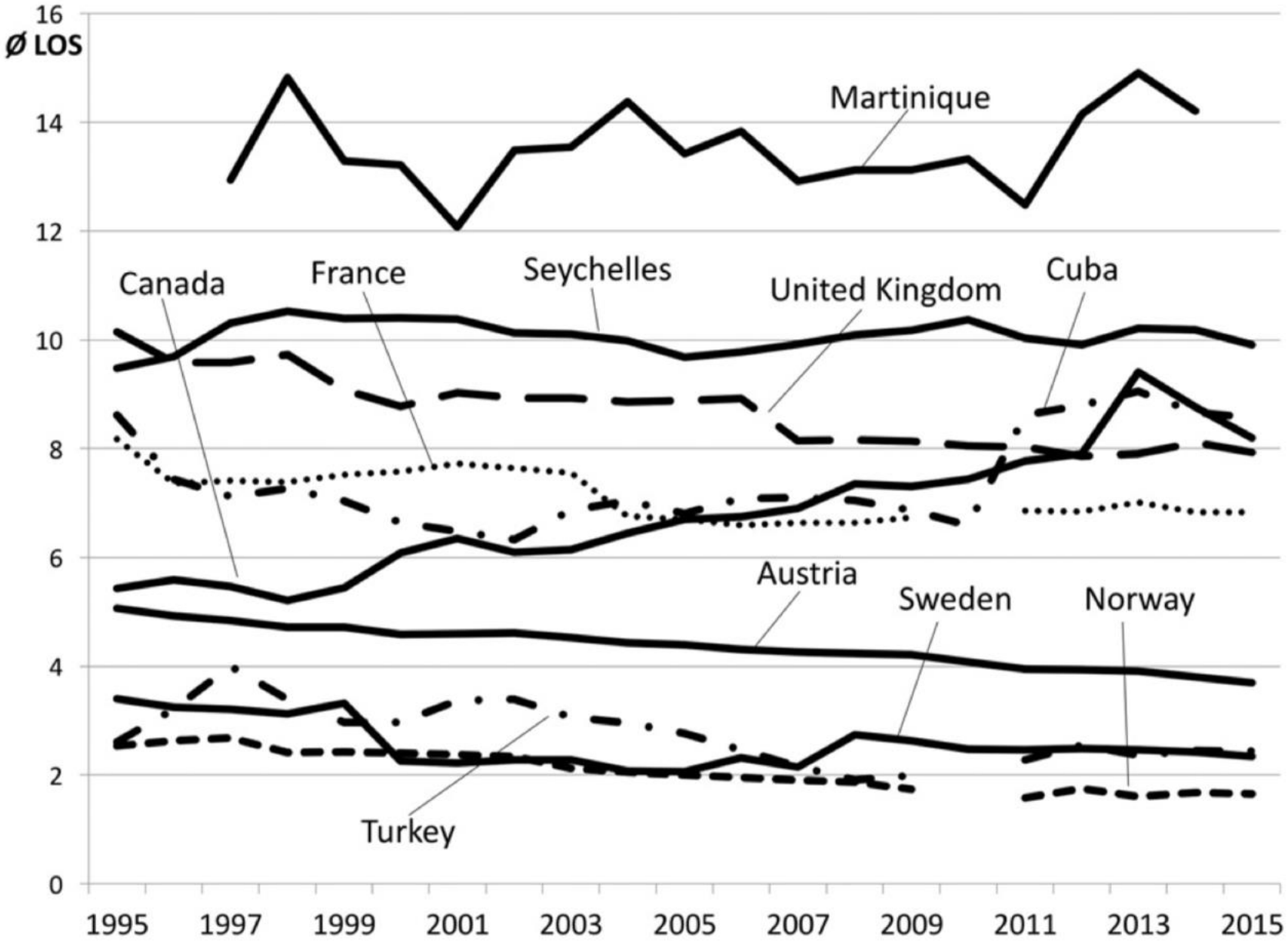
Gössling, S. and Humpe, A. 2020. The global scale, distribution and growth of aviation: Implications for climate change. Global Environmental Change, https://doi.org/10.1016/j.gloenvcha.2020.102194

Development of length of stay in tourism

- Global decline by 14% over past 20 years (1995-2015)
- People staying longer will – in Europe – be willing to use slower transport modes.



Gössling, S., Scott, D., & Hall, C. M. (2018). Global trends in length of stay: implications for destination management and climate change. *Journal of Sustainable Tourism*, *26*(12), 2087-2101.

Distance to destination and length of stay: The myth of ”favourable” Asian markets

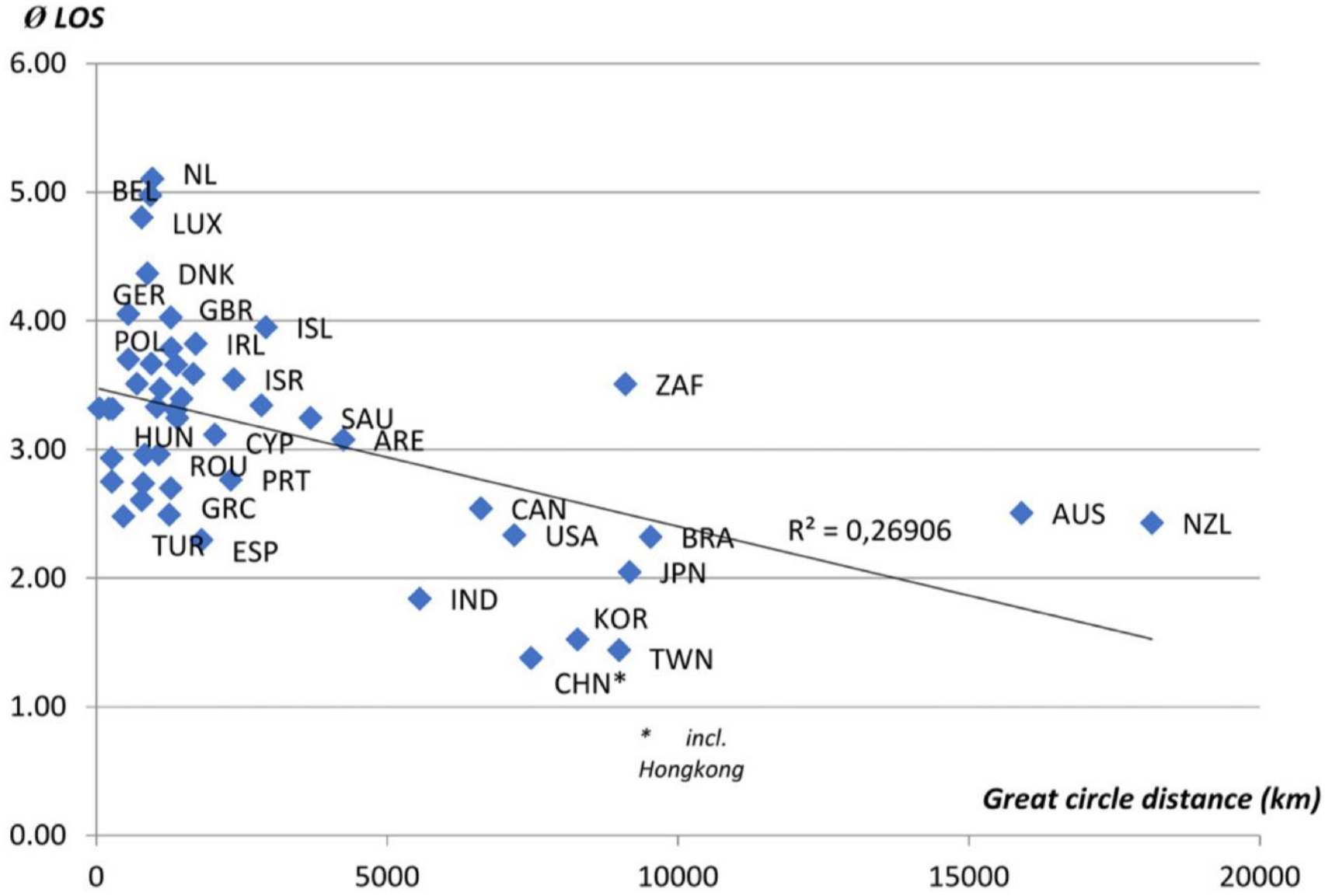
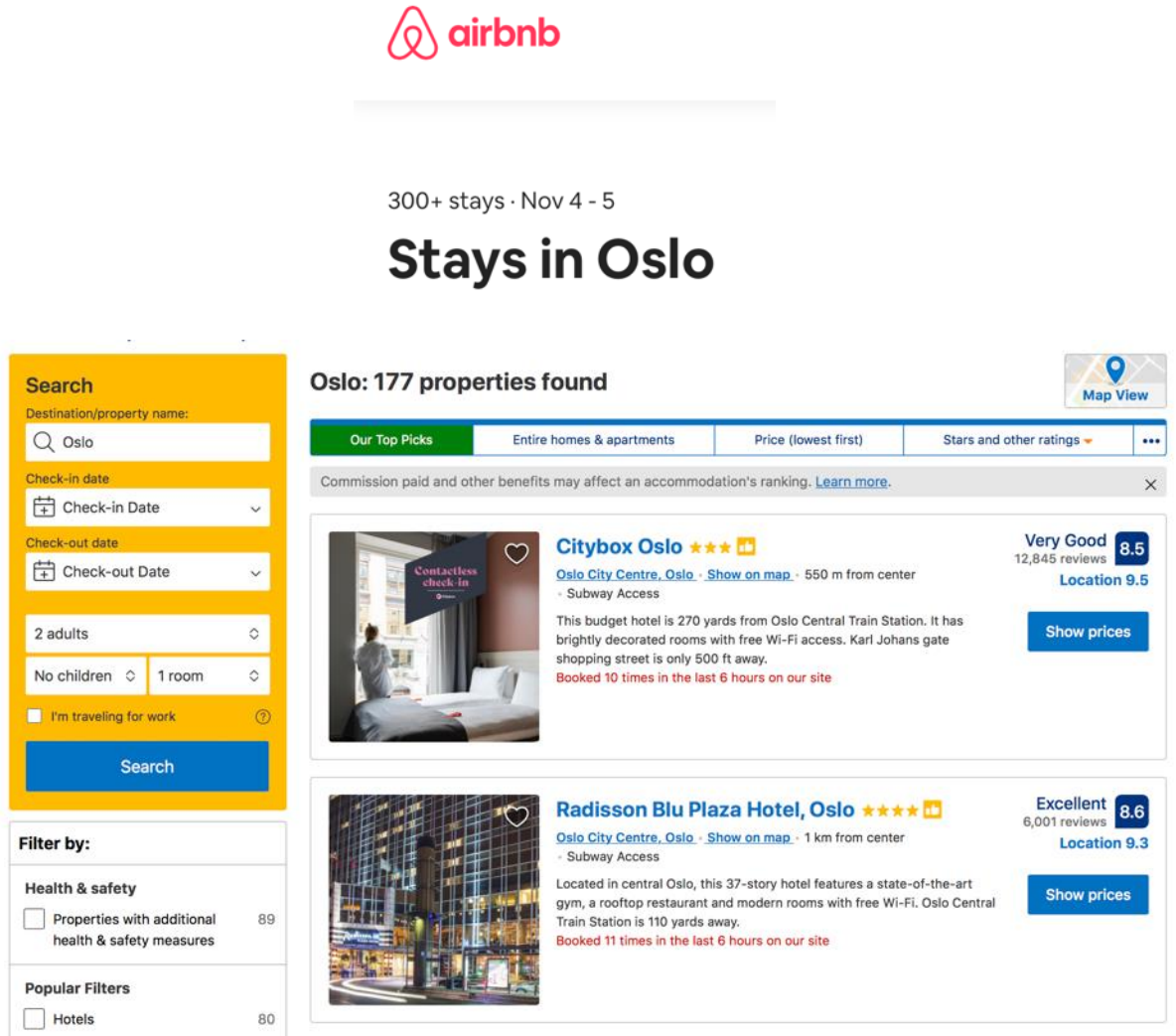


Figure 4. Length of stay, international tourist arrivals in Austria (2015). Source: Statistics Austria 2017.

Gössling, S., Scott, D., & Hall, C. M. (2018). Global trends in length of stay: implications for destination management and climate change. *Journal of Sustainable Tourism*, *26*(12), 2087-2101.

Leakage:
Is it time to leave the platform economy?

- The platform economy is not sustainable in any of its dimensions (except for empowering SMEs);
- There is a continued ongoing concentration among the major players;
- Leakage is significant at an estimated 18-20% of turnover that needs to be re-directed to the destinations.



The longer-term outlook

- Risk perceptions have changed, real risks remain (distance = danger);
- Europe is increasingly become “The last safe haven”;
- With demand growth destinations can choose their markets;
- They can also decide on transport modes, i.e. how guests should preferably arrive.