

Public understanding of sustainable leisure and tourism

A research report completed for the Department for Environment, Food and Rural Affairs by the University of Surrey

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Glossary

DCLG	Department of Communities and Local Government
DCMS	Department for Culture, Media and Sport
Defra	Department for Environment, Food and Rural Affairs
DfT	Department for Transport
FTO	Federation of Tour Operators
SDC	Sustainable Development Commission

Executive Summary

Introduction

Defra commissioned this project to begin to understand the public's response to sustainable leisure and tourism. The findings will inform future communication strategies, behaviour change strategies and research programmes at Defra, other government departments and related agencies.

This project addressed the following issues:

- Understanding of, and views about, sustainable leisure and tourism
- Responses to Defra's leisure and tourism behaviour goals¹, in the context of current leisure/tourism choices and aspirations
- Consumer expectations about the role of government and the leisure and tourism industries in the supply of sustainable leisure/tourism opportunities

Methodology

This project had three components:

- **Focus groups with members of the public** (see chapter 2 and Annex A for methodological details) The location and composition of the focus groups were planned to ensure a range of views and experiences would be heard but members of the public who were not interested in the environment, had not flown recently for environmental reasons, or had not taken holidays or day trips recently were not included. Participants were encouraged to talk freely around issues relating to the project aims (see above). Information about environmental impacts was presented towards the end of the groups to see if it changed participants' views.
- **A review of literature relating to the behaviour goals** (see Annex B).
- **A workshop with key people from the tourism industry** (see Annex C) This was convened after the focus group research was complete.

¹ The behaviour goals are set out in Defra (2006) An environmental behaviour strategy for Defra: Scoping report.

Environmental issues in leisure and tourism choices

On the whole, participants did not think about the environment when making leisure and tourism choices. There were five main reasons.

(1) Leisure and tourism were not seen as environmental behaviours. These behaviours were mainly concerned with fulfilling participants' own needs or their family's needs.

(2) The environmental impacts of leisure and tourism were generally not well understood. Participants focused on the tangible impacts, such as litter and pollution. They also mentioned several misconceptions, for instance

- Small everyday actions to help the environment such as reusing carrier bags have a greater impact than making changes to leisure/tourism
- Holiday activities have a greater impact than travel
- Long haul flights are only marginally worse than short haul

(3) Some participants were not concerned about the impacts, particularly the less tangible ones such as global warming.

(4) Some participants saw no point in changing their leisure or tourism behaviour unless other people or other countries reduced their environmental impacts too.

(5) Participants objected to making changes for the sake of the environment, feeling that

- It impinged on their right to do whatever they wanted with their leisure or tourism. This entitlement to holidays and a lesser extent day trips was very strongly expressed and was felt to justify lack of attention to environmental impacts.
- It was something peculiar that only serious environmentalists would do.
- It would simply make their day trip or holiday less enjoyable.

Participants were more willing to change their everyday behaviour than leisure or tourism behaviour. They believed changing everyday behaviours was more effective for addressing environmental issues and a smaller sacrifice.

Leisure behaviour goals

Participants were fairly open to taking more of their leisure closer to home and would welcome more or better facilities locally. However, in some cases going further away added to the enjoyment of a day out. The main practical barriers to local leisure were lack of facilities and, to a lesser extent, limited knowledge.

While some participants were committed car drivers, others were willing or even keen to use public transport for their leisure. A number of obstacles would need to be addressed to encourage greater use of public transport, particularly high cost and inconvenient services. Participants realised that it was possible to buy low cost tickets if they booked in advance or travelled at certain times but this often did not suit them.

There were many and varied examples of combining several activities into a single trip. However, there was no clear view about whether combining could be encouraged. It could also prove counterproductive by encouraging reliance on cars, which make combining easier.

Popular leisure activities included those that Defra would like to encourage, such as walks in the countryside and picnics in the park, as well as those that may have a higher environmental impact. Participants seemed to feel that they should not have to change their choice of leisure activities for the sake of the environment but they were more open to doing the same activities with greater consideration.

Tourism behaviour goals

While some participants were resistant, there was considerable openness to taking more UK holidays, particularly short breaks rather main holidays. The main appeal of domestic holidays was their ease. However, overseas holidays offered sunshine and experiences that could not be found in the UK, among other attractions.

Travelling by plane was something that participants took for granted and were willing to endure even if afraid. The recent advent of cheap flights had made overseas travel more affordable and participants were reluctant to give up the opportunities it offered. Nevertheless, there was some willingness to travel by train instead where practical, provided fares come down.

There was strong opposition to the idea of taking fewer longer holidays partly because of practical constraints and partly because several breaks give something to look forward to. However, special holidays or ones that require a long journey would justify consolidating several holidays into one.

As with leisure, there was evidence that participants would be willing to continue with their current range of activities but with greater consideration for the environment.

Requests for industry and government

Participants generally saw a greater role for government than industry in reducing the environmental impact of leisure and tourism, although they also came up with a wide range of suggestions for industry. There were several reasons including the following.

- Participants did not understand the dividing line between government and industry responsibility.
- They thought that industry would resist taking expensive action due to vested interests.
- They assumed that ‘greening’ had already taken place which perhaps implies space for choice editing.

However, there was a dichotomy between calls for government to take action and concern about interference.

Participants wanted to know that their pro-environmental choices were part of a wider movement. They requested that public figures, mainly politicians, should lead the way and cut down on their flying in other words that government should exemplify.

There were repeated calls for more information and numerous suggestions about what it should be like, although participants also emphasised that policies/initiatives other than information provision sent out strong messages.

- Some participants asked to be told how their actions would help while others preferred to be told what would happen if they did not take action. However, the latter “*shock tactics*” approach could backfire.
- There were several suggestions about where information could be presented, including some innovative ones such as targeting it through

stickers on petrol pumps.

- Participants stressed that information should be presented in a way that was meaningful. They strongly preferred environmental impacts presented in terms of an everyday action ('light bulb hours') to more scientific language (tonnes of CO₂).

There was universal support for making train travel more affordable, ideally through simple user-friendly approaches. There was a mixed response to raising the cost of flying through taxes. Participants generally saw it could have an effect but objected to it mainly on the basis of fairness. The idea of a carbon tax also received a mixed response but was discussed less widely, suggesting it was less well known.

Participants requested improved facilities. They focused on public transport and leisure facilities. Some requests were basic, such as making buses safer, while others were unrealistically high, such as diverting coaches via villages.

Conclusion

The many requests for action indicate that there is scope for government and industry to encourage sustainable leisure and tourism. However, persuading consumers to consider the environment in this context presents substantial challenges particularly given the limited understanding about the scale of environmental impacts; a belief that there is no point in acting alone; and a strong sense of entitlement and attachment. It may be possible to increase the appeal and feasibility of pro-environmental choices so that they are seen as double wins. However, attachment to flying, driving, overseas holidays and activities such as shopping and theme parks should not be underestimated. Interventions that limit or restrict choice (e.g. limiting or taxing air travel) may therefore be necessary to bring about fast and wide scale behaviour change. Although such interventions may meet with a mixed reception, some consumers already expect them.

The action points below build on the focus group findings. To ensure their effectiveness, further research is needed into the details of their implementation

Action points

Focus effort on ‘open doors’

With respect to leisure, encourage greater use of nearby facilities and less use of cars. With respect to tourism, encourage more UK holidays and less use of planes and cars.

Encourage and enable consumers to make choices for environmental reasons

Provide information to enable consumers to make more informed choices. Make it quantitative, meaningful, tangible, and consistent with other government and industry initiatives. Encourage government and industry action, beyond the provision of information.

Ensure that consumers feel part of a wider movement towards pro-environmental leisure and tourism among their peers. Encourage MPs and other public figures to lead by example and take initiatives for action.

Promote motivators and overcome barriers unrelated to the environment

Encourage leisure closer to home by

- providing more leisure facilities and improving existing ones, particularly in areas with new development
- informing local residents about the facilities that are available.

Encourage UK holidays by

- marketing them as easy and ideal for short breaks
- challenging preconceptions by marketing domestic destinations as opportunities for adventure and experiencing other cultures
- finding ways to bring down both the actual and the perceived cost.

Discourage use of cars and planes for leisure and tourism by

- taking steps to reduce the cost of train travel by adopting a more user-friendly reservation and pricing strategy or making advance booking normative, like booking a flight
- taking all practical steps to make train and coach travel appealing

- using financial incentives to encourage consumers to try train and coach travel in order to overcome negative perceptions or experiences
- giving serious consideration to taxing or limiting air travel.

Moving forward

Many of the above action points require the involvement of government departments and agencies besides Defra. For instance, Defra needs to link into DCLG regarding the provision of more leisure facilities in areas with new development. It is also crucial to involve the leisure and tourism industries in taking forward the above action points. Some initial suggestions are included in Annex C

1 Introduction

Background

- 1.1 Defra commissioned this project to begin to understand the public's response to sustainable leisure and tourism. The findings will inform future communication strategies, behaviour change strategies and research programmes at Defra, other government departments and related agencies.
- 1.2 This project is one of a programme of qualitative research clarifying where the public mindset currently sits. The other projects are on public understanding of
 - (i) Sustainable consumption of food
 - (ii) Sustainable energy use in the home
 - (iii) Sustainable finance and investment
 - (iv) Sustainable transport

Aims

- 1.3 This project addressed the following issues:
 - To unpack consumer understanding of the concept of sustainable leisure and tourism
 - To understand consumer assumptions of 'good' leisure activities
 - To understand consumer assumptions of 'good' tourism
 - To understand consumer aspirations with specific relationship to leisure and tourism activities
 - To understand consumer expectations of the role for government, holiday/tour organisations, leisure providers and travel operators in the supply of sustainable leisure activities and tourism opportunities
 - To identify possible differences in understanding, assumptions, aspirations and expectations according to varying demographics

- To inform future communication or behaviour change strategies

Overview of report

- 1.4 Chapter 2 gives an overview of the methodology used in this project. Chapter 3 reports on understanding of sustainable leisure and tourism and looks at the reasons why participants pay little attention to the environmental impacts at the moment. Chapters 4 and 5 focus on Defra's behaviour goals for leisure and tourism respectively. They report on the motivations and barriers to each behaviour goal and the overall willingness to pursue each goal further. Chapter 6 looks at who participants think should take responsibility for reducing the environmental impact of leisure and tourism and what they think should be done. Chapter 7 presents recommendations for action and for future research.

2 Methodology

2.1 This chapter describes, and where relevant explains the rationale for, the following aspects of the methodology (see Annex A for details).

- Focus groups
- Selection and recruitment of participants
- Procedure and material
- Data analysis and reporting

Focus groups

2.2 The approach taken in this project was qualitative, rather than quantitative. In qualitative research participants are encouraged to give a full description of their activities, experiences, and views, and to explain the reasons underpinning them, rather than answering preset closed questions.

2.3 Qualitative research is valuable for several reasons. Firstly, it retains the participant's point of view in its original expression. Secondly, it obtains detailed responses so that understanding is gained of the factors that affect activities, experiences and views. Thirdly, it allows unexpected issues to emerge because activities, experiences and views are discussed in an open ended way. Fourthly, it allows complex interrelationships and the context of activities, experiences and views to be explored. It is therefore ideally suited to exploratory research such as this project.

2.4 In qualitative research it is not meaningful to report the number of participants expressing particular views or describing particular experiences. This is because of the small size of the sample and the purposive way in which it is selected (described below). Also in focus groups not every participant is asked to comment on every issue. Therefore only a very broad indication of prevalence is possible in terms of overall recurrence of issues and the factors underpinning them.

- 2.5 Great care needs to be taken when generalising from qualitative research². The methodological annex (Annex A) highlights features of the research design that may limit the inferences that can be drawn. For validation, we would refer readers to the findings from the leisure and tourism literature review (see Annex B) and the other projects in Defra's 'public understanding of sustainability' research programme. These are broadly consistent with the findings from this project.
- 2.6 Focus groups are useful when discussing issues that participants may not have given much thought to before, such as sustainable leisure and tourism. Comments from one participant can prompt others to have ideas that would not have occurred to them outside the group context. Focus groups may also be useful when information that is new to participants is presented.

Selection and recruitment of participants

- 2.7 14 focus groups were carried out, six on leisure and eight on tourism, with 108 participants in total. The location and composition of the groups were planned to ensure that a wide range of views and experiences would be heard. Participants who had not taken a day trip/holiday recently, had not flown recently for environmental reasons, or had no interest in the environment (Defra's 'disinterested segment' as defined in Annex A) were not recruited. There were in fact many participants in the sample with very little interest in the environment (but they were classified as 'long term restricted' or 'basic contributors' according to Defra's as defined in Annex A). It was felt that communication and behaviour change strategies would be more effectively focused elsewhere in the immediate future: the needs of these other parties will be clarified in ongoing Defra research. Participants were recruited by a professional recruiter working to a quota set by the research team (see recruitment questionnaires in Annex D).
- 2.8 The groups were held in the north, south east and south west of England; rural, urban and suburban areas (leisure groups); and areas differing in the size and proximity of airports (tourism groups). There were separate groups for high and low income households, using housing tenure as a rough proxy

² A list of key principles for generalising from qualitative data is provided by J Ritchie and J Lewis (2003) 'Generalising from Qualitative Research' in J Ritchie and J Lewis *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. London: Sage Publications.

for income. All groups included men and women, a range of ages (except one group composed of 16 to 21 year olds), participants with different levels of activity and views about environmental issues (except one group composed entirely of 'green activists' as defined in Annex A), different day trip or holiday frequencies, and different recent holiday destinations (tourism groups). Although still within the recruitment target, overall in the leisure focus groups there were considerably more women than men and almost half of participants had made 11 or more outings in the last year.

Procedure and material

2.9 In the focus groups, participants were asked about the following issues (see topic guides in Annex E):

- day trips/holidays they had taken recently and would like or dislike to take
- perceived impacts of leisure/tourism, particularly environmental impacts
- willingness to change leisure/tourism in line with Defra's behaviour goals
- responsibility for reducing the environmental impacts of leisure/tourism
- requests for government and industry
- level of activity and concern in relation to environmental issues in general

2.10 The moderators directed the discussion so it broadly followed the order of issues shown above. Participants were encouraged to talk freely around the issues, rather than being asked a series of preset closed questions.

2.11 A set of photographs showing various destinations and activities were presented to the participants. In the tourism focus groups the photos were of the following (see Annex F): Australia wine tasting, Caribbean cruise, Cornwall beach holiday, Edinburgh city break, EuroDisney, France skiing, Greece beach holiday, Nepal trekking, New York city break, Paris city break, Scotland golf, and Thailand beach holiday. In the leisure focus groups, the photos were of the following (see Annex G): bird watching, Blackpool, country

house, farmers market, football match, Glastonbury, Lord Mayors Parade, museum/art gallery, picnic in park, shopping centre, walking in countryside.

- 2.12 Participants were asked to sort them into groups, first by desirability and later by environmental impact, and then to explain their thinking. The card sort helped to stimulate discussion about environmental impacts.
- 2.13 To see if information changed participants' views, they were told about the impact of travel to different destinations by different modes of transport towards the end of the focus groups (Annex H and Annex I). The information was presented in terms of tonnes of CO₂ emitted from the journey and in terms of light bulb weeks i.e. how long a 100W light bulb would have to be left on to emit the same amount of CO₂ as the journey³.

Data analysis and reporting

- 2.14 The focus groups were digitally recorded and transcribed verbatim. Information from the transcripts was systematically sorted and recorded in thematic matrices. The matrices were examined to identify key issues; find explanations for particular views; note where differences or consensus existed among participants; and suggest how differences may relate to the characteristics of participants.

³ This information was drawn from a number of sources:

- Information on CO₂ emissions from flying were taken from www.climatecare.co.uk
- Information on CO₂ emissions from driving and train journeys were taken from Defra (2005) Guidelines for company reporting on greenhouse gas emissions
- Information on CO₂ emissions from Eurostar were taken from Eurostar's website www.eurostar.com

The conversion factor for light bulb hours was provided by the Energy Saving Trust (a 100W lightbulb on for 1 hour uses 0.1kWh, associated with 0.043 kg CO₂).

3 Environmental issues in leisure and tourism choices

Summary

On the whole, participants did not think about the environment when making leisure and tourism choices. There were five main reasons.

(1) Leisure and tourism were not seen as environmental behaviours. These behaviours were mainly concerned with fulfilling participants' own needs or their family's needs.

(2) Participants focused on the tangible environmental impacts of leisure and tourism, such as litter and pollution. Other environmental impacts were not widely mentioned and were generally not well understood. Participants mentioned several misconceptions, for instance

- Small everyday actions to help the environment such as reusing carrier bags have a greater impact than making changes to leisure/tourism
- Holiday activities have a greater impact than travel
- Long haul flights are only marginally worse than short haul

(3) Some participants were not concerned about the impacts, particularly the less tangible ones such as global warming.

(4) Some participants saw no point in changing their leisure or tourism behaviour unless other people or other countries reduced their environmental impacts too.

(5) Participants objected to making changes for the sake of the environment, feeling that

- It impinged on their right to do whatever they wanted with their leisure or tourism. This entitlement to holidays and a lesser extent day trips was very strongly expressed and was thought to justify lack of attention to environmental impacts.
- It was something peculiar that only serious environmentalists would do.
- It would simply make their day trip or holiday less enjoyable.

Participants were more willing to change their everyday behaviour than leisure or tourism behaviour. They believed changing everyday behaviours was more effective for addressing environmental issues and a smaller sacrifice.

Introduction

3.1 This chapter looks at:

- The extent to which participants considered the environment when making leisure and tourism choices
- Whether participants viewed leisure and tourism as environmental behaviours
- What participants understood about sustainable leisure and tourism
- How concerned participants were about the environmental impacts of leisure and tourism
- Whether participants felt it was worth their while to make sustainable leisure and tourism choices
- Whether participants found it acceptable to make sustainable leisure and tourism choices

3.2 In the focus groups participants discussed the impacts of leisure and tourism and sorted photographs of leisure and tourism destinations and activities according to their environmental impact. They described what they did in their day to day lives to help the environment and how concerned they were generally about environmental issues. They talked about their willingness to change their leisure and tourism behaviour for the sake of the environment and explained their feelings about this issue.

Taking the environment into account

3.3 There was widespread agreement among participants that they did not think about the environment when making leisure and tourism choices. There were some exceptions, as discussed in chapters 4 and 5. For instance, the occasional participant had opted for rail instead of air travel to their holiday destination, had decided to take more UK holidays, or had made a point of

contributing to the local economy while on holiday. This chapter sets out the reasons why such choices were far from mainstream.

- 3.4 It is important to note that members of the public who had not flown recently for environmental reasons were not included in the focus groups. By definition, this group of consumers do pay attention to the environment when making tourism choices.

Viewing leisure and tourism as environmental behaviours

- 3.5 On the whole, the environmental impacts of leisure and tourism simply **did not cross participants' minds**. Participants generally did not frame these behaviours as environmental behaviours, alongside recycling and turning off lights and electrical equipment. However, participants recognised a few environmental behaviours from everyday life, such as re-using carrier bags and cutting down on car use, that crossed over into leisure and tourism.
- 3.6 Instead participants saw leisure and tourism as mainly concerned with fulfilling their own needs or their family's needs. The wider impacts were simply not relevant. Not only did participants disregard the environmental impacts, but they also paid little heed to the economic and social impacts. Even participants who thought the consequences could be seriously detrimental (*"like a tsunami"*, *"dire"*), gave little attention to them.

"You don't think about that when you're getting ready to go out. It's about what fun you're going to have, that's the main factor." (Woman, under 30, basic contributor, Leeds, leisure focus group)

"You just take it for granted. You want to see this or you want to go there. You don't really think about the country, the economy, the environment at all. You just get on the plane, buy what you want to buy, take the kids wherever. You don't really think about what it is actually doing." (Woman, 30-60, green activist, Watford, tourism focus group)

- 3.7 Participants did, however, think of the impacts when it was possible they **could affect their leisure or tourism experience**. For instance, a woman said she would not want to go somewhere that was full of coach parties:

"You're not bothered that the coaches are polluting the air [but] you're bothered about the loads of people that are going to do your head in while

you're there." (Woman, under 30, basic contributor, Manchester, tourism focus group)

- 3.8 When made to think about the impacts of leisure and tourism in the focus groups, some participants commented that they would never travel anywhere if they ordinarily thought about them (*"if you did you wouldn't go on holiday – you wouldn't leave your house"*). In fact, even after discussing the issues these participants were prepared to make only limited changes to their behaviour for the sake of the environment. However, their comments seem to demonstrate the discomfort felt when facing the consequences of their leisure and tourism decisions (*"It might take some pleasure out of it, put a damper on it maybe."*).

Understanding of sustainable leisure and tourism

- 3.9 Participants were asked to describe the impacts of leisure and tourism and to compare the size of impacts from different sources. The photographs used in the card sort (see point 2.11) provided examples to stimulate discussion. The discussion therefore focused on these examples (for instance EuroDisney and Blackpool) but also covered related activities (such as other theme parks).
- 3.10 There was a great deal of uncertainty among participants when discussing these issues. Even the knowledgeable participants, who knew what some of the impacts were, had trouble when it came to assessing their relative impact.
- 3.11 Towards the end of the focus group, participants were given information about the relative size of environmental impacts associated with different leisure and tourism behaviours. The purpose of this was to see whether participants would change their behaviour in the light of changes to their understanding. The findings are discussed in chapter 6.

What are the perceived environmental impacts of leisure and tourism?

- 3.12 While the environmental impacts of leisure and tourism were not at the front of participants' minds, with prompting they were able to suggest a number of issues. Some environmentally aware participants thought of impacts more readily and suggested a wider range. Overall, social and economic impacts tended to come to mind before environmental impacts
- 3.13 The core environmental impacts of **leisure** that were **mentioned repeatedly**

were **litter, congestion and air pollution**. Other environmental impacts were not as widely mentioned. These included the negative impacts on:

- **noise pollution** e.g. from traffic and crowds at football matches
- **waste** associated with packaging and plastic bags from shopping
- **water resources** e.g. visitors adding extra strain during times of water shortage
- **biodiversity** e.g. walkers digging up bluebells
- **landscape** e.g. erosion from too many walkers or from mountain bikes
- **energy/fossil fuel supplies** e.g. due to the amount of energy used to light up in shopping centres
- **global warming** e.g. theme parks contributing to the problem

3.14 For **tourism**, mention was made of a similar range of issues. Participants **focused particularly on litter and air pollution**. They also discussed the negative impacts on:

- **traffic**
- **water pollution and water resources** e.g. with new building increasing the risk of floods and tourists adding to the problem of water shortages in Australia
- **biodiversity** e.g. coral reefs being damaged in Egypt, deforestation in Nepal, and airport expansion destroying habitats in the UK
- **landscape** e.g. loss of farmland to make space for hotels and leisure facilities, and coastal areas becoming built up and unattractive
- **energy/fossil fuel supplies** for instance with energy being “wasted” for instance to run resorts and theme parks
- **global warming**

3.15 There was some disagreement whether littering had increased or decreased recently. Participants who believed it had decreased put this down to a number of factors ranging from more bins to stronger social norms on the

issue. It was also suggested that less litter resulted in a virtuous cycle (*“If you see loads, please tend to chuck more on whereas if it’s tidy then more people are responsible”*).

How are leisure and tourism perceived to impact on global warming?

- 3.16 The focus groups were peppered with the language of environmental issues, particularly references to *“global warming”* and *“emissions”*. Understanding of the concepts varied a great deal across the sample but on the whole they were poorly or superficially understood.
- 3.17 Participants knew what global warming was. Some participants understood that it was affected by, for instance, using electricity to light up theme parks or fuel to drive there. However, other participants had **little understanding of the mechanism linking global warming to leisure, tourism** and human activity in general. They sometimes muddled it up with other environmental issues that they had heard of. For instance, when asked to say what she meant by global warming, a young woman in Brighton explained:
- “Well I don’t really know. Just the effects of our everyday lives in terms of pollution. How everything we do [like] recycling affects the planet. Obviously that’s why we’ve got blistering hot days and tomorrow it could be snowing for all we know. It just affects the ozone layer and all that sort of thing.”* (Woman, 16-21, basic contributor, Brighton, tourism focus group)
- 3.18 Participants generally **did not understand the role of carbon dioxide**. When they talked of emissions or even carbon emissions, they generally meant dirty exhaust fumes (*“toxic fumes”*, *“If a train is electric then it won’t give out any emissions, surely?”*). This confusion seemed to be due, at least partly, to thinking that carbon emissions were the same as emissions tested in MOTs (*“we have to be tested for emissions on our taxis”*).
- 3.19 However, there were participants with a clear understanding of global warming. For instance:
- “The greenhouse gas is carbon dioxide which is a product of any fuel that is burnt and that causes the greenhouse effect. All fuel that we use, aeroplanes, cars, trains, you use up energy and you burn the fuel and you produce greenhouse gases.”* (Man, 30-60, consumer with conscience, Watford,

tourism focus group)

How do the perceived impacts of leisure/tourism and everyday activities compare?

- 3.20 There was an widely held belief that **small everyday environmental actions had a greater impact than changing leisure or tourism behaviour**, mainly because they were done more often (*“a little difference everyday from everyone, will make a huge difference”*). This view was even held by more knowledgeable participants (in consumer with conscience and green activist environmental segments). For instance, a frequent flyer who made the most of living close to Bournemouth airport believed that reusing carrier bags, changing to low energy light bulbs, and insulating his home were more important for the environment than changing his holiday behaviour. Although this consumer with conscience had a sophisticated understanding of environmental issues he had little feel for the relative impacts of everyday and tourism behaviour.
- 3.21 Some participants concluded that there was no need to make environmentally aware leisure and tourism choices if they carried out other environmental actions instead. They felt that by recycling, for instance, they earned the right to fly (*“at least I [recycled] those two bottles so I won’t feel as bad when I get on the plane”*). There were, however, participants who expressed doubts or realised they would have to do a great deal to outweigh the effect of their holidays.

How do the perceived impacts of travel and activity compare?

- 3.22 In the **tourism** focus groups, there were **mixed views about which component of holidays, travel or activity, was more important** in determining environmental impact. When asked to rate a number of holidays according to their environmental impact, no one approach was dominant. One set of participants considered both travel and activity. Another set focused on travel, for instance sorting holidays by whether they can be reached without flying. The final set focused on activity. For instance, one participant suggested that the city breaks in Edinburgh, Paris and New York were more problematic than the beach holidays in Cornwall, Greece or Thailand.

- 3.23 Even participants with an in-depth knowledge of environmental issues (in green activist, currently constrained and consumer with conscience segments) made this mistake. For instance, a green activist with a longstanding interest in environmental issues was able to reel off a lengthy list of potential impacts from tourism. However, when sorting holidays by environmental impact, he did not think about travel at all and only sorted on the basis of activity. This demonstrates a disconnect between understanding the relative size of the environmental impacts from holiday travel and activity.
- 3.24 Participants were very aware of the air pollution, congestion and parking problems associated with driving to **leisure** activities. The environmental impact of the activities themselves, such as the electricity used for the Blackpool illuminations, was also seen as important. However, no attempt was made in the leisure focus groups to find out which component, travel or activity, participants believed had the greater impact.

How do the perceived impacts of different travel methods compare?

- 3.25 When asked to order travel methods according to their environmental impact, participants tended to think that trains were low impact. However, there were mixed views about the relative impacts of planes, cars, buses and boats. A number of factors influenced participants' thinking.
- 3.26 **Cars** Cars were viewed negatively because, unlike the other modes of transport, each could **only carry a few people**. However, it was pointed out that trains and buses were often **fairly empty** (*"I get five in my car and there's many times you see a bus going down the street with five people in it."*)
- 3.27 **Planes** Planes were generally thought to be **fuel intensive**. This was partly because of their size and partly because they would need a lot of fuel *"to get off the ground and to actually get in the air."* However, it was suggested that once in the air they did not use much fuel. On the plus side planes produced **pollution at some distance** (*"aeroplanes are right up there [so] by the time it gets down to us it's pretty diluted"*). This was generally of less concern than street-level pollution from cars and buses, although not always (*"[planes] put ozone in the atmosphere at the wrong level"*). Therefore proximity to pollution was important: the more distant, the less the concern.
- 3.28 **Boats** Like planes, boats were said to **use a lot of fuel** because they were

large. There was concern about the **pollution they created at sea**, with participants generally believing that cruise ships emptying waste into the water.

3.29 **Buses** There were complaints about **bus fumes**. Some participants believed that diesel was very polluting or that controls on pollution from buses were lax compared to controls on cars.

3.30 **Trains** In contrast, trains were seen as less polluting than the other forms of transport because they relied on electricity and **did not emit visible pollution** (*"If a train goes down the track you don't really see anything coming out of it so you just assume there is nothing wrong with it."*). However, participants with a more sophisticated understanding of environmental issues pointed out that there was pollution associated with producing electricity:

"If it's an electric train, doesn't it depend on how the electricity is produced? If it's coal-fired electricity, it's very damaging. If it's nuclear, zero carbon content." (Man, 30 to 60, consumer with conscience, Bournemouth, tourism focus group)

3.31 There was growing awareness that planes have a large impact on the environment. Participants mentioned that they had had a high media profile recently (*"the media are speaking about planes, planes, planes"*) and explained that they had therefore only just become aware of the issue.

3.32 However, even some participants who realised that planes were problematic were surprised by just how large the impacts of flying were. When given information about carbon emissions associated with flying to Paris and Australia, they described them as *"shocking"* and *"frightening"*.

3.33 Conversely some participants responded with surprise to the comparisons between cars and planes, expecting that the impacts from planes would be much greater. They found it strange that flying could emit less CO₂ than the same journey with one person in a car. Similarly, some participants expressed surprise to find that travelling by train could emit more CO₂ than the same journey in a full car.

How do the perceived impacts of travelling to different destinations compare?

- 3.34 When rating holidays by environmental impact, there was **some recognition that travelling to long haul destinations had a greater impact** than staying closer to home. Some participants explained that this was because going abroad generally involved flying while others explained that the further they travelled, the greater the impact.
- 3.35 However, there was a **misconception that long haul flights were not that much worse than short haul ones**. For instance, a motor mechanic believed that flying to Thailand, rather than Paris, would use more fuel but not that much more because most was used in take off and landing (*“When a plane’s up cruising up in the air, it doesn’t actually burn too much fuel.”*) Again this reinforces that participants do not have an understanding of the relative size of environmental impacts associated with different behaviours.

How do the perceived impacts of different activities compare?

- 3.36 When discussing the environmental impacts of different activities, participants focused mainly on energy use, litter and pollution. These were the common threads running through discussions about both tourism and leisure. Activities in busy settings involving crowds were seen as worse on all three fronts.
- 3.37 In the **leisure** activity card sort, there was general agreement that **walking in the countryside, having a picnic in the park, and other outdoor activities such as bird watching, had a low environmental impact**. Participants explained that these activities were quiet and natural (*“you don’t plug anything in”*), were not usually done in crowds and did not need to involve cars or any transport.
- 3.38 In contrast, there was general agreement that **visiting shopping centres and theme parks had a high environmental impact**. Participants said that these activities were artificial, used a great deal of electricity, and involved large numbers of people and cars, with the associated litter, congestion and fumes. Shopping also generated plastic bags that would be at best reused or at worst thrown away while football and Glastonbury created noise pollution as well as the other impacts resulting from crowds.
- 3.39 Participants acknowledged that the impact of activities depended on **how**

considerately they were carried out. For instance, if litter was left after a picnic or if large numbers of people walked in one area these activities would be high impact; if plastic bags from shopping were recycled this activity would be lower impact.

3.40 Some participants looked at the issue from unusual angles. For instance, it was suggested that:

- Going to watch football is not all that different from being at home (*“maybe have a hamburger, hot-dog and a drink, which you’d be doing anyway”*)
- Leisure activities in places built for that purpose, such as museums, galleries and country houses, would have a lower impact because the infrastructure is there to make sure that there is minimal damage.

3.41 In the card sort of **tourist** activities, participants fairly consistently picked **EuroDisney, city breaks, and cruises as high impact.** For the first two, they talked about the amount of electricity used, the pollution produced, and the rubbish left by crowds of people. When thinking about the cruise, they worried particularly about sewage and other waste going into the ocean.

3.42 As with leisure, consideration was given to whether places were created specially for tourism. On the one hand it was argued that if something had to be built, such as resorts or ski slopes, this caused a negative impact on wildlife and the wider environment. On the other hand, it was said that less damage was caused by visiting places that were geared up for tourism, than those that were not. In a similar vein, it was suggested that one more person going to a city or to EuroDisney would not make much difference.

3.43 The negative impacts of golf courses were rarely commented on, perhaps because they were the ones that participants were less aware of i.e. on biodiversity and water (see point 3.9). **Going trekking or sitting on a beach tended to be seen as harmless activities.** However, echoing comments in the leisure focus groups, these activities could have a greater impact if done by large numbers of people or if done thoughtlessly, with litter left behind.

Concern about environmental impacts

Global warming

- 3.44 There was a difference of opinion about whether global warming was a cause for concern. Participants fell into three sets.
- The first set was **concerned**. They were already seeing changes that they thought were due to global warming. However, they tended to fear for their children or grandchildren, rather than worrying for themselves:
“They say by 2020 or something it’s just going to be horrendously hot. My kids are only 4 and 2. It’s definitely going to have an impact on them.”
(Woman, 30 to 60, currently constrained, Chipping Sodbury, leisure focus group)
 - The second set was **not concerned**. They argued that any global warming happening at the moment would **not have a significant impact in their lifetime**; was part of a **natural cycle** (*“we’ve had severe weather like this before, it’s nothing new”, “there were times when we’ve had vines over England growing in open areas”*); or would result in **changes for the better** (*“me being selfish, I like the nice warm weather”*).
 - The last set simply felt **confused**. They explained that they had received mixed messages (*“we’re bombarded with so much information and a lot of it is conflicting”*) and did not feel sufficiently expert to know what to believe.
- 3.45 The three sets were not completely clear cut and there were participants who fell in between, such as a woman who believed that global warming was partly natural but that human activity was accelerating it; and another who thought it was happening but was not as bad as people were being told.
- 3.46 Level of concern did not seem to be related to any particular personal characteristics. While older participants were concerned for future generations, there seemed to be no greater sense of urgency among young people themselves. For instance, a 21 year old explained *“it’s not really your responsibility because you’ll never be here to witness it.”*
- 3.47 Some participants mentioned the effect of global warming on tourism, pointing out that there would be less snow at ski resorts and that some holiday

destinations might become uncomfortably hot in the future. It was suggested that if consumers understood that **their tourism behaviour now could lead to fewer holiday opportunities in the future**, they would be more concerned. This seems highly plausible, given that participants paid more attention to the impacts of leisure and tourism when it affected their experience (see point 3.7).

Other impacts

- 3.48 Participants who were not concerned about global warming were sometimes concerned about other environmental impacts of leisure and tourism, particularly more tangible ones. For instance, a man in Leeds doubted whether global warming was a problem but worried about the air pollution produced by traffic.

Value of making sustainable leisure and tourism choices

- 3.49 Some participants felt it was not worth their while to try to reduce the environmental impacts of their leisure or tourism. This seemed to be a greater issue for tourism than leisure.
- 3.50 Two reasons were given. The main reason was that participants felt strongly there was **no point in individuals taking action if other people or other countries continued to behave inconsiderately**. These views were expressed across a range of environmental segments, mainly by participants with some interest in environmental issues (wastage focused, consumer with conscience, currently constrained) but not by green activists.

“[If] there’s other people going to Australia, it just makes you think why am I holding myself back?” (Man, under 30, currently constrained, Bournemouth, tourism focus group)

“What I can do is just a drop in the ocean. If the Chinese are opening the equivalent of one coal-fired power station every week, what chance have I got?” (Man, 30-60, consumer with conscience, Manchester, tourism focus group)

- 3.51 It was also said that it was **simply too late to take action** because damage to the environment had gone too far to be reversed, although this was an unusual view:

“You probably won’t be able to ski in the French Alps in 25 years time because there probably won’t be any snow there... I would say the way we are living now you should do as much as you can while you still can.” (Man, under 30, consumer with conscience, Manchester, tourism focus group)

- 3.52 In several focus groups, there was heated debate about whether individuals should take action, even if others did not. Some participants believed in principle that it was important to *“do their bit”* irrespective although they were more willing to follow this principle for everyday environmental behaviours than for leisure and tourism, as discussed below.

Acceptability of making sustainable leisure and tourism choices

- 3.53 Participants had three objections to changing their leisure or tourism behaviour for the sake of the environment.
- 3.54 Firstly, it was argued that **people should be able to do whatever they want** with their leisure and tourism, without having to consider the environment. There was a very strong sense of entitlement to holidays and to a lesser extent days out. They were seen as a necessity (*“it keeps me sane”*) or something earned through hard work (*“a holiday is something you live for, work towards”, “I’ve worked hard for 40 years and I want to play hard and I don’t want any restrictions”*). Participants therefore felt that their lack of attention to environmental impacts was justified. Even a young woman who recognised that pollution was a problem explained:

“[It] might sound really selfish [but] I work the rest of the year so I have to go away and it’s costing me money so I’m going to have a good time. I’m not going to think ‘I’m not going to go there because of pollution or because of this or because of that’... I’m just going away and that’s it.” (Woman, under 30, basic contributor, Manchester, tourism focus group)

- 3.55 Secondly, pro-environmental leisure and tourism choices were sometimes seen as **less appealing or even a sacrifice** (*“they can’t expect everybody to give up everything”*). As can be seen in chapters 4 and 5, the motivations underlying leisure and tourism choices were personal benefits while helping the environment was not seen to have immediate personal benefits, besides guilt alleviation, hence the sense of sacrifice. Participants were much more willing to make changes to their everyday lives which would not feel like a

“massive sacrifice” or “too much hardship” and in fact might not “do a thing to alter your way of life at all”.

- 3.56 However, as will be discussed in chapters 4 and 5, making sustainable choices was generally not felt to be a sacrifice by those who adopted these behaviours. On the whole, participants gave positive reasons for their choices, for instance enjoying holidays in England. Those who made these choices with the environment in mind tended to see them as double wins.
- 3.57 Finally, for some participants, making leisure or tourism choices with the environment in mind was **not seen as something people like them would do**. Some participants viewed it as **peculiar**. For instance, an older man was happy to recycle and turn off lights and appliances but did not do much else for the environment. He called people who would go so far as to change their leisure for the sake of the environment *“sad”* and explained that this was not something *“the ordinary man in the street”* would worry about. Other participants saw it as **worthy**. They said that not considering the environment made them feel *“guilty”* or *“selfish”* but it was **still not normative** for them to do so, as the quote below illustrates. However, some participants really felt that they should be taking the issues seriously in their leisure/tourism choices.
- 3.58 *“You should be more aware, you should be more conscious of it... We don’t think enough about the environment, definitely not, but we all want to do what everyone else is doing, visiting all these places.”* (Woman, 30 to 60, wastage focused, Bournemouth, tourism focus group)

Everyday compared to leisure and tourism behaviours

- 3.59 As discussed, participants generally believed that everyday actions to help the environment, such as reusing carrier bags, were less of a sacrifice and more effective than changes to their leisure or tourism behaviour. They gave several further reasons for preferring everyday pro-environmental actions:
- They knew they were **supposed to** recycle, turn off lights etc at home. This reinforces the point made earlier that leisure and tourism are not yet framed as environmental behaviours.
 - They were **paying** for energy used at home and therefore had an incentive to not waste it. This was not the case on holiday.

- They felt more **in control** when carrying out pro-environmental activities at home. For instance, recycling bins in public places could be knocked over or left uncollected so their effort would be wasted.
- Everyday pro-environmental actions would become a **habit** and people would then do them everywhere, including on holiday. Some participants did indeed carry their everyday pro-environmental actions into their holidays or leisure, in particular waste reduction and recycling. However, other participants admitted to being careful with energy at home but not on holiday as they were not paying for it.

4 Leisure behaviour goals

Summary

Participants were fairly open to taking more of their leisure closer to home and would welcome more or better facilities locally. However, in some cases going further away added to the enjoyment of a day out. The main practical barriers to local leisure were lack of facilities and, to a lesser extent, limited knowledge.

While some participants were committed car drivers, others were willing or even keen to use public transport for their leisure. A number of obstacles would need to be addressed to encourage greater use of public transport, particularly high cost and inconvenient services. Participants realised that it was possible to buy low cost tickets if they booked in advance or travelled at certain times but this often did not suit them.

There were many and varied examples of combining several activities into a single trip. However, there was no clear view about whether combining could be encouraged. It could also prove counterproductive by encouraging reliance on cars, which make combining easier.

Popular leisure activities included those that Defra would like to encourage, such as walks in the countryside and picnics in the park, as well as those that may have a higher environmental impact. Participants seemed to feel that they should not have to change their choice of leisure activities for the sake of the environment but they were more open to doing the same activities with greater consideration.

Introduction

4.1 This chapter looks at Defra's leisure behaviour goals:

- Making use of nearby leisure facilities (Defra's focus is on use of nearby green spaces but we report on leisure facilities in general, including green spaces)
- Travelling less often and combining travel
- Using cars less
- Choosing more sustainable activities (Two of Defra's behaviour goals are discussed together because they both relate to activity i.e. activities that contribute to the local economy and outdoor activities)

4.2 This chapter reports on the motivations and barriers for each of the behaviour goals in turn and the overall willingness to pursue each goal further. It also mentions requests for government or industry action that could facilitate each behaviour goal. These are discussed further in chapter 6.

4.3 In the focus groups, participants discussed their current and desired leisure. The discussion focused on leisure destination, frequency, travel method and activities. Participants were also asked what changes they would be willing to make to their leisure activities in order to help the environment. The focus was on day trips⁴ but participants touched on other leisure activities in the course of the discussion.

Making use of nearby leisure facilities

Motivations for using nearby facilities

4.4 Environmental reasons did not feature **at all** in participants' decisions to stay close to home for their leisure activities. However, they gave three other reasons for using nearby facilities. Firstly, it was **easier** in many ways. For instance, a mother with a young child explained that she could manage a local shopping trip and still be back in time to pick her son up from school.

⁴ We defined day trips as activities that people did away from home that took at least ½ day but did not involve staying a night away from home. We included activities done locally and further afield; planned and spontaneous; done once, occasionally or regularly.

- 4.5 Secondly, using local facilities made leisure **less expensive**. This was mainly because there was no need to pay for travel (*“we just don’t fancy travelling up to Manchester and places – football costs a fortune anyway”*). Discounts for local residents received just the occasional mention.
- 4.6 Finally, some leisure activities **did not warrant a journey**. They were not worth a trip in their own right and so would only be done locally or in combination with other activities (see below). Farmers markets, for example, fell into this category (*“at the shopping centre that I tend to go to they have one just in the car park”*).

Barriers to using nearby facilities

- 4.7 Participants sometimes travelled some distance for leisure simply because the necessary facilities were **not available locally**. These included specialist facilities like ice rinks as well as standard facilities such as swimming pools. Participants sometimes said they would prefer not to travel but felt forced to do so by the lack of local facilities for their chosen leisure pursuits.
- “You’re having to travel out to what other people take for granted. It’s not unheard of that we drive our kids to York to take them swimming, to Doncaster to go ice skating, because there’s nothing in Leeds itself. You have no choice but to. It isn’t on our doorstep.”* (Woman, 30-60, consumer with conscience, Leeds)
- 4.8 Where good leisure facilities were available locally, participants were tempted to stay and use them (*“I wouldn’t drive to a beach when I have one on my doorstep”*). Local green spaces were very highly valued, although parks close to home seemed to be used for brief outings rather than day trips.
- 4.9 However, participants did not always use the facilities that were available locally. There were several reasons for going elsewhere besides availability.
- 4.10 In some cases participants found **facilities elsewhere more to their liking**. For instance, a man in Brighton preferred to watch Arsenal play football (*“a great atmosphere at the old Highbury ground”*) than his local team. In other cases going elsewhere **provided some variety**. For instance, a keen shopper in Chipping Sodbury enjoyed going to Weston for a change (*“a huge variety of DIY shops, television shops, electrical shops, things that we haven’t*

got round here”).

- 4.11 Long distance leisure **gave a sense of achievement**. A young man in Leeds explained that having driven four hours to watch a football match *“you just feel like you've taken the whole day up and you know you've done something worthwhile.”*
- 4.12 Some activities tended **only to be done some distance from home** as part of a day out. For example, a Brighton resident who had never been to the Brighton Pavilion even though it was on her doorstep explained *“If you're going somewhere like that, you feel you have to plan a special day out.”*
- 4.13 Sometimes local facilities were **too popular**. Participants who did not enjoy crowds avoided them, choosing either to stay at home or to go further afield.
- 4.14 There were instances where facilities did exist locally but participants **did not know of them**. For example, in one Brighton focus groups, a participant drew others' attention to the Hove Film Museum, demonstrating the value of local information provision. However, another Brighton resident treasured walks that were not well known and hoped they would remain well kept secrets.

Differences across the sample

- 4.15 Whether participants favoured long distance or local leisure was unrelated to environmental segment. It seemed to have more to do with the following three factors:
- **Personal circumstances** Participants mentioned their own needs, their children's needs (*“they get irritated if they're in the car for more than hour”*) or their partner's needs (*“We don't go far, maybe go out for a couple of hours, then she goes ‘I need to go home, I'm tired.’”*) to explain why they stayed close to home.
 - **Location** In the Brighton focus groups, participants repeatedly said that they did not need to go elsewhere because they had a good range of facilities nearby, ranging from shops and museums to beaches and the countryside, although there were still some facilities lacking and other reasons for taking leisure further afield. In contrast, in Chipping Sodbury, a small town between Bath and Bristol, the reverse was true.

One participant even said that he had to drive to go for a walk in the countryside because of new housing development.

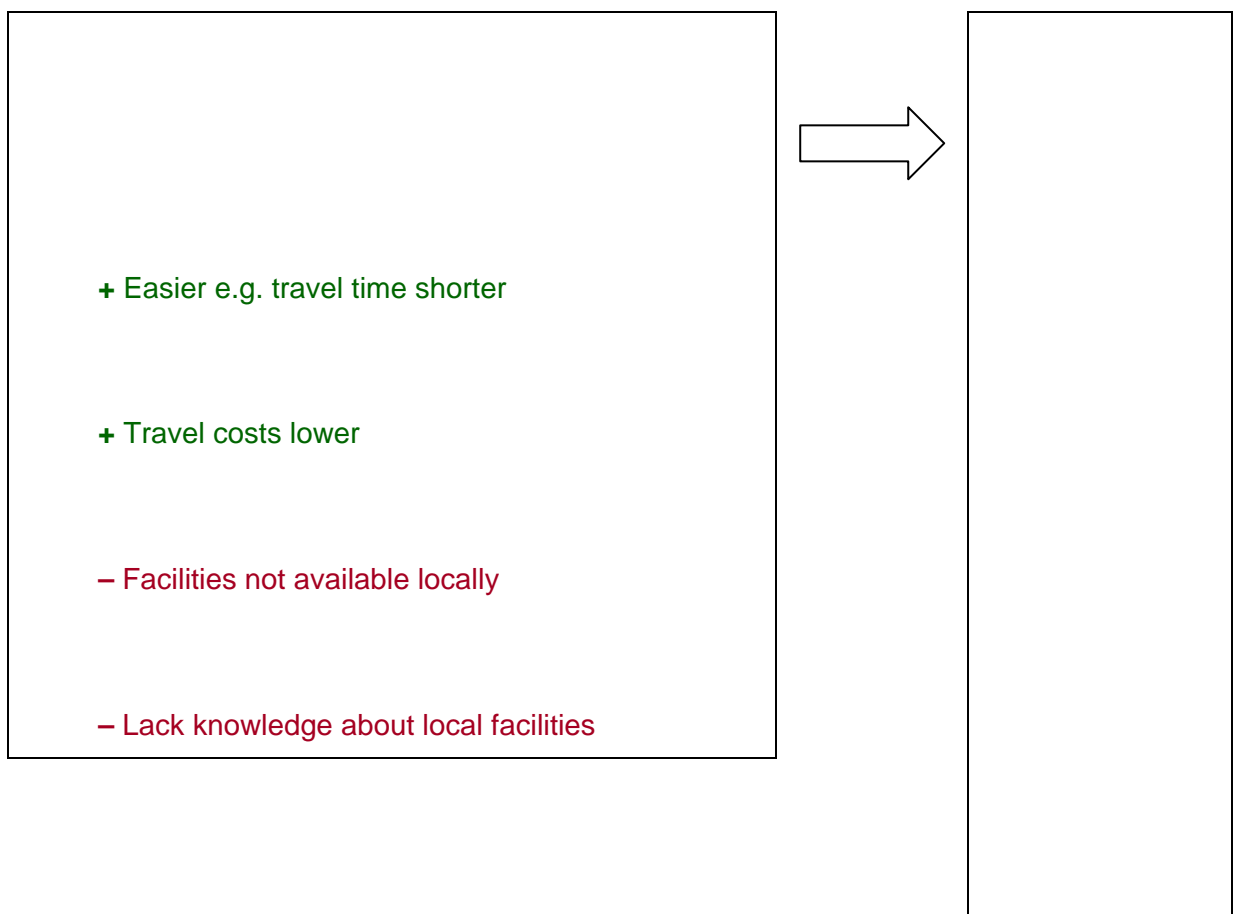
- **Travel method** When participants cycled or walked to their leisure activities activity, they tended to mainly use facilities closer to home.

Suggestions for encouraging use of nearby facilities

4.16 Participants were open to spending more of their leisure time closer to home. To encourage this shift, they pointed out that good facilities would be needed and people would need to be told about them. Discounts on leisure facilities were also mentioned in passing (discussed further in chapter 6).

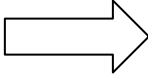
4.17 However, it was clear that these measures would only go part of the way to encouraging people to use nearby leisure facilities. The improved provision of local facilities would not overcome some people's desire for leisure further away from home (*"that's our treat"*).

Figure 4.1 Factors affecting willingness to use nearby leisure facilities



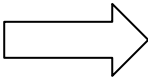
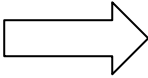
+ Local facilities good

- Facilities elsewhere better
- Facilities elsewhere provide variety
- Travelling gives sense of achievement



+ Environmental impact **not** mentioned as motivator

- Lack of understanding & concern about impacts
- Not willing to make sacrifice for environment, particularly if others are not



+ Some activities do not warrant journey e.g.
farmers market

– Some activities not done locally e.g.
country house

Travelling less often and combining travel

Travelling less often

- 4.18 Some participants felt that they were already being forced to restrict their leisure activities because of the cost of travelling. For instance, a man complained that the high price of petrol meant he had cut back on his leisure which he felt was not fair. There seemed to be very little willingness to voluntarily travel less often for the sake of the environment. In fact, people said they would do their preferred leisure activities more often but were constrained by time and money.

Combining travel

- 4.19 Participants gave many and varied examples of **combining several leisure activities in a single trip**. In particular, they talked about “*making a day of it*” by adding together a number of activities. For instance, a man in Leeds described how he had gone to a shopping centre, had a meal and gone to a concert on a recent trip to Manchester.
- 4.20 Participants described two further ways of carrying out more than one leisure activity with just one journey. Firstly, families split up to do different activities at their destination. For instance, a woman described how on a trip to Cardiff her husband and one daughter had gone to watch a football match while she and her other daughter went shopping. Secondly, participants visited family or friends and had a day out at the same time.
- 4.21 There were instances of **combining leisure with work or chores**. This did not appear to be widespread but this may well have been because the focus groups focused on leisure lasting at least ½ day.
- 4.22 Leisure was combined with the working routine or with work trips. For instance, in Brighton a woman said she went to the gym at the end of the day at work while a man described how he “*craftily*” went bowling and shopping before a meeting in Portsmouth, thus getting his expenses paid.
- 4.23 Similarly leisure was combined with regular chores or occasional ones. For instance, in Leeds a woman explained “*when I do my main shopping I’m already in the car taking the dog out anyway*” while a man explained that he went for a meal out when taking his wife to see the doctor in Huddersfield (“*it’s*

the same juice that's getting used").

Differences across the sample

- 4.24 Opinions differed about whether combining leisure activities could be encouraged. Views seemed to be partly related to **environmental segment** and **personal circumstances** but also to personal **preferences**.
- Some participants liked the principle (*"I'm a great believer in killing two birds with one stone or three birds if I can"*) and would be prepared to do so more (*"you're more likely to combine than do without"*). **Wastage focused participants** were more likely than participants in other segments to report combining leisure with work or chores.
 - Others participants were less enthusiastic. While they were already combining leisure activities into days out, they felt that combining them with chores would be impractical or a bother. It was said to be particularly tricky for **people with children**. Therefore a suggestion that *"You could take them to the seaside and on the way back call in Tesco's and do your shopping"* was met with laughter and a list of objections from the rest of the focus group.

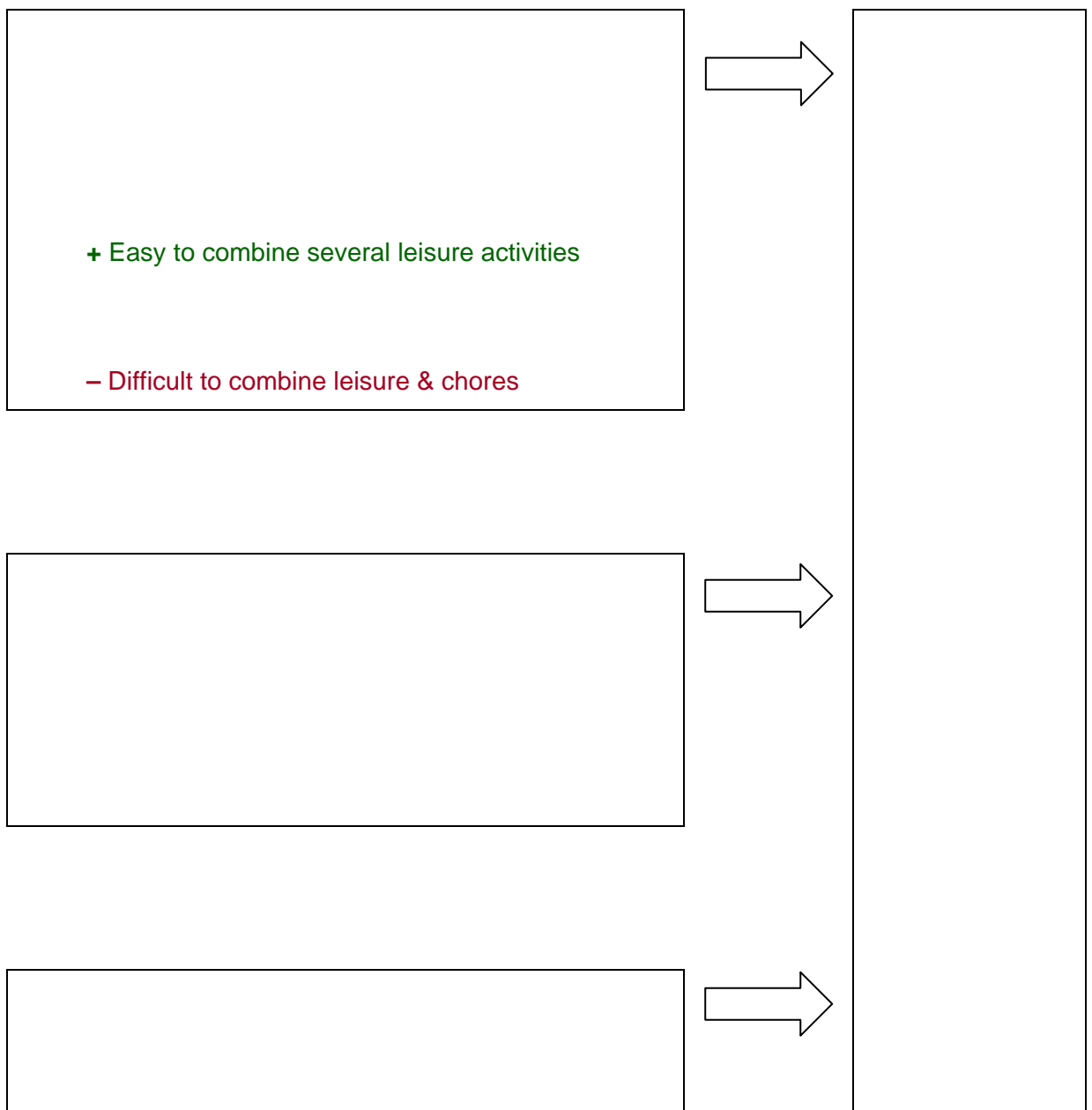
Suggestions for encouraging combining

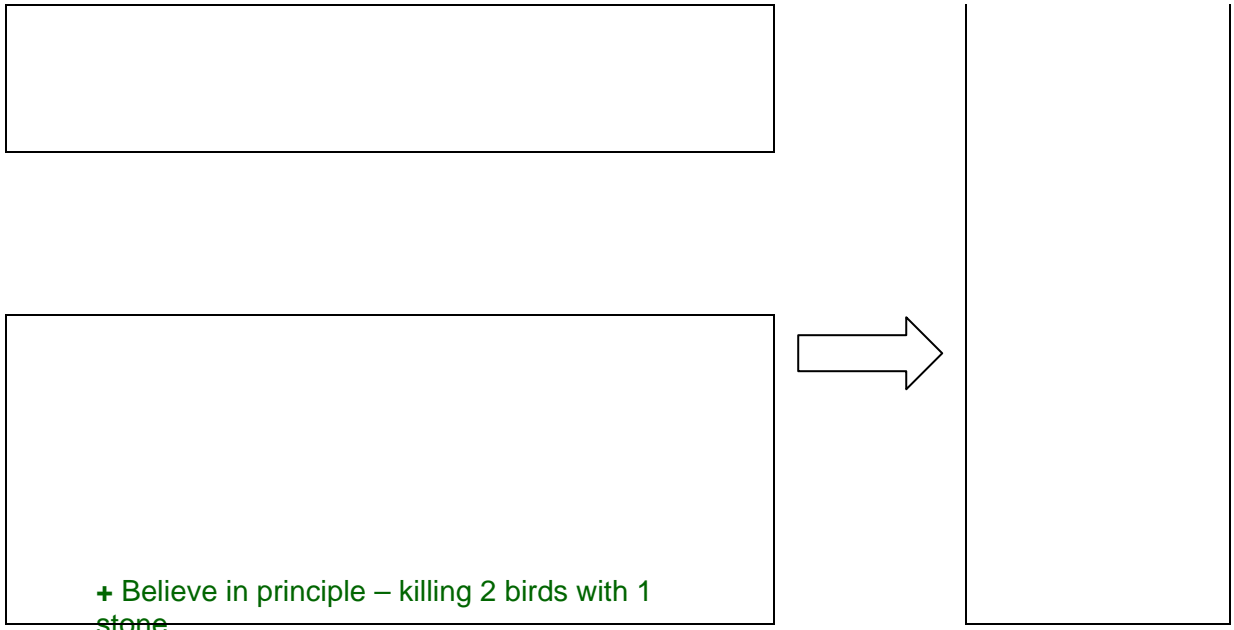
- 4.25 Combining several leisure activities into a single trip may not in fact be preferable from an environmental point of view for two reasons:
- Encouraging people to combine travel could be counterproductive, if it also encourages driving. Sometimes combining activities was only possible with a car, although this was not always the case. For instance, a woman in Brighton had recently gone for a walk along the coast and could have caught there by bus. However, she had opted to drive partly because it was easier but also because it allowed her to stop off for a pub lunch and then drive somewhere else for tea on the way home.
 - It was not clear to what extent combining activities would actually mean that people travel less. At least some of the activities that participants chose to combine with their main activity were not activities they would have taken a separate journey for or taken up unless they were already making the trip. For example, a woman in Leeds who took her children

to football practice on the weekend explained that she would sometimes combine this with a meal out (*“if we’re heading towards Harrogate, we’ll take a change of clothes and go and grab some lunch”*).

- 4.26 Nevertheless, it was suggested that more multi-purpose venues would encourage combining. A man in Leeds whose wife enjoyed shopping suggested that shopping centres could incorporate climbing walls, skiing and tobogganing facilities.

Figure 4.2 Factors affecting willingness to combine travel





Using cars less

- 4.27 While discussing travel methods for leisure activities, participants raised issues to do with travel methods for other purposes. This report focuses as far as possible on the former.

Motivations for using cars less

- 4.28 Participants mentioned many advantages to using public transport for their day trips. **Low cost** was particularly important. Participants in Brighton praised the saver ticket for buses. Older participants appreciated their free bus passes and, to a lesser extent, discounts on train and coach tickets. For example, an older man in Brighton explained he had never used a bus before he got his free pass but did so frequently now. For car drivers, avoiding expensive parking was another plus.
- 4.29 Participants also commented that trains could sometimes be **faster** than driving because they avoided traffic jams, or could be **more convenient** because there was no need to park. Not having to drive could make a day trip more **relaxing**, allowing people to enjoy the journey itself or to have a drink while they were out. Public transport was seen as **fun**, particularly for young children and habitual car users and the journey could be made into part of the experience of the day, not simply the mode of transport.
- 4.30 Participants who cycled or walked to reach their leisure activities saw it as an

opportunity to get some **exercise** and to lose weight. It was also felt to be a more **relaxing** way to travel:

“You walk, you think, you integrate with society, you talk to people, you’re not frustrated in traffic jams, no parking tickets, no speeding tickets, it’s fantastic.”
(Man, over 60, wastage focused, Brighton)

- 4.31 There were participants who gave environmental reasons for opting not to drive on day trips. However, this reason was far from widespread and was just part of the story. For instance, an older man in Brighton had opted not to have a car for environmental reasons so he usually cycled when going bird watching, although a car would enable him to go bird watching further away. However, he explained that his decision was not entirely environmental as he also enjoyed the exercise.

Barriers to using cars less

- 4.32 As well as the advantages discussed above, participants mentioned many disadvantages to using public transport. Three issues came up repeatedly.
- 4.33 Firstly, the **high cost** of trains was a serious disincentive. It was felt particularly keenly by participants with families and it was pointed out that children pay full fare from a young age. Participants realised that it was possible to buy low cost tickets if they booked in advance or travelled at certain times but this often did not suit them. For instance, a woman in Brighton described how her friend had had to buy an expensive ticket to London because she needed to travel earlier than the cheap tickets were available.
- 4.34 Booking tickets well in advance would only be possible for some leisure activities. Participants explained that some activities needed to be planned well in advance, such as going to concerts as concert tickets needed to be bought. However, sometimes decisions were made just a day or two before or on the spur of the moment.
- 4.35 Secondly, participants found travelling by public transport **time consuming**. They objected to unexpected delays, convoluted journeys (*“[Buses] go all the way round the houses [and] there are no direct routes”, “go to so and so, change train there, get on another train...”*), and having to wait for buses or

trains to arrive:

“I haven’t got that much time in my life to be messing around waiting for buses, waiting for trains, waiting for this, that and the other.” (Man, 30 to 60, consumer with conscience, Leeds)

- 4.36 Thirdly, participants considered public transport **inconvenient**. They complained that it sometimes did not pick them up or drop them off close enough to their home or their destination. It did not suit mothers with young children or people carrying bags of shopping or equipment such as fishing tackle.
- 4.37 A number of other issues were raised as well as the above core concerns. Participants mentioned concerns related to
- **Health** For example, a woman in Brighton worried that buses could be unhealthy (*“it was smelly and it was steamy – you think of all those germs”*).
 - **Safety** For example, a woman in Leeds found behaviour on public transport frightening: *“On buses people are rude and go over your feet and all sorts... I find people are too aggressive. I’ve had abuse on the bus, I’ve been called all sorts. And it scares you.”*
 - **Comfort** For example, a tinnitus sufferer found trains noisy and objected to the widespread use of mobile phones and laptops, even in quiet carriages.
- 4.38 Related to this point, participants spoke with feeling about **unpleasant experiences** on public transport. Some of these experiences were very recent while others had happened a few years back. For instance, a woman in Leeds described a journey to London on a coach where it had not been possible to turn the heating off, the traffic had been terrible, someone had had their iPod playing loudly, and the toilet could not be used after the first hour. Nevertheless, this did not seem to have put her off using this cheap and convenient service. In contrast, a woman in Brighton seemed to have been put off buses for good by unpleasant early morning commutes.
- 4.39 Public transport was **not conducive to combining several activities**, as discussed above. It was suggested that cars were preferable for

spontaneous and flexible day trips (“*you might go somewhere and not want to come straight home*”) while trains were more suited to planned day trips because less expensive train fares often need to be booked in advance.

- 4.40 As well as the perceived disadvantages, **lack of knowledge** sometimes acted as a barrier to the use of public transport. No one said they had difficulties finding out about public transport. However, participants were surprised to learn of low prices or quick routes from others in the focus groups.
- 4.41 As discussed above, the travel method sometimes became part of the leisure experience. While trains and buses were seen as **enjoyable** by some, cars also had their advocates. For example, a young man from Leeds who enjoyed taking long drives in the countryside explained that driving was his relaxing leisure activity and where he ended up was irrelevant.

Differences across the sample

- 4.42 Choice of travel method depended on a wide range of factors. Environmental segment did not seem to have an impact and was probably simply outweighed by the other factors. These ranged from local and personal circumstances, discussed below, to more idiosyncratic likes, dislikes and priorities and experiences.
- **Location/destination** Unsurprisingly, participants explained that they were less likely to rely on cars where there was good quality public transport on the one hand and problematic traffic and parking on the other. On the whole participants did not take the car on days out in London because of the difficulty driving or parking when they got there. Participants living in the countryside in Chipping Sodbury were heavily reliant on their cars. In contrast, participants in Brighton were more inclined not to have cars at all or not to use them for their days out because the local bus service was generally seen as good quality and low cost while traffic and parking were very troublesome⁵.
 - **Personal circumstances** Participants’ travel methods depended to some extent on their personal circumstances. Older participants were

⁵ Although most of the participants in the Brighton focus group had some interest in the environment (wastage focused, currently constrained, consumer with conscience, or green activist) this difference was not simply down to the make up of the groups. Participants from these environmental segments in Chipping Sodbury relied on their cars.

greatly encouraged to use buses by their free passes. Young children were said to enjoy public transport but this was generally outweighed by practical matters such as the hassle of travelling with prams and the cost of travelling on public transport with a large family.

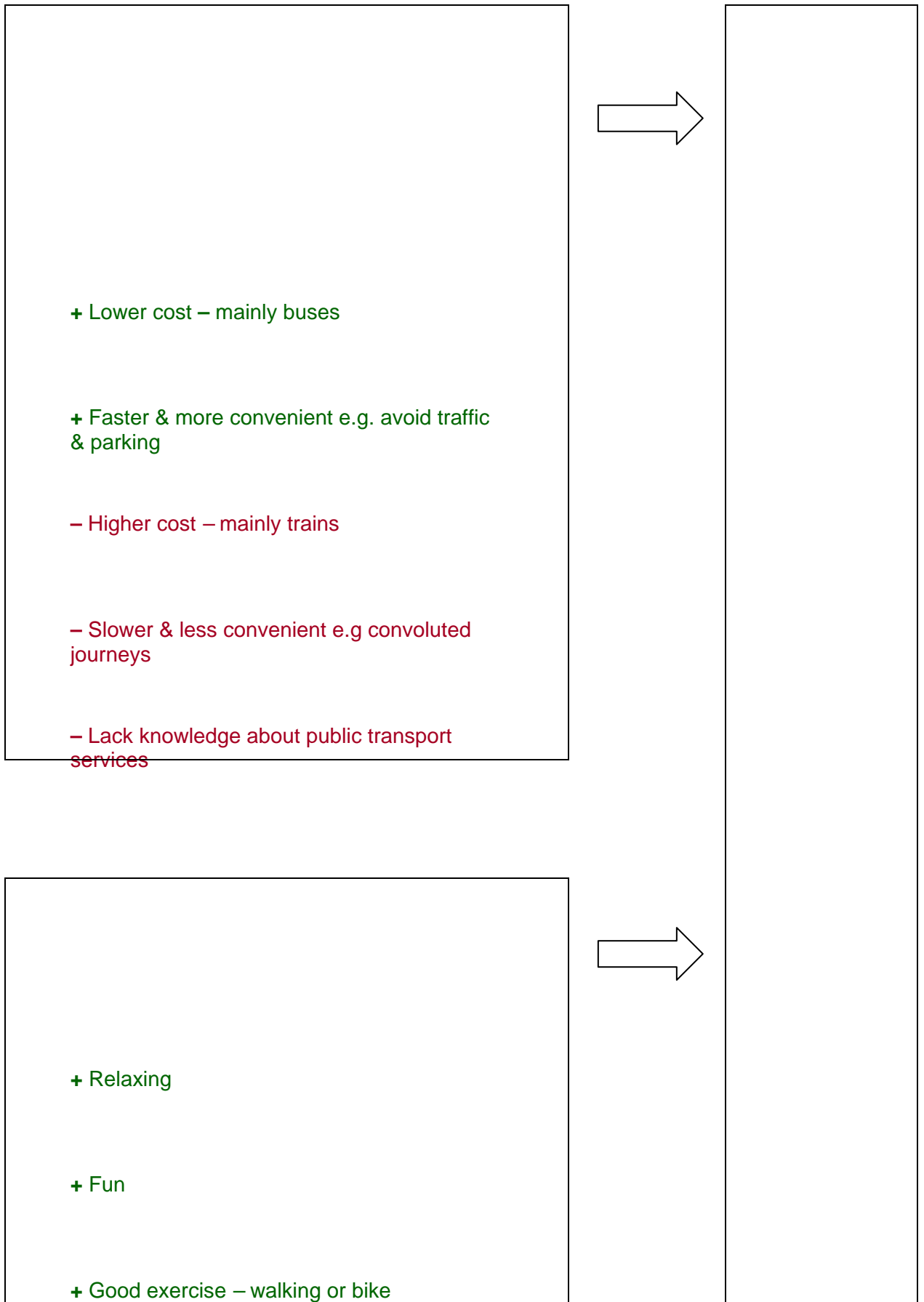
- **Preferences** Participants' priorities, particularly the weight they gave to cost and convenience, had an impact on how they choose to travel. For example, one participant in Brighton chose to take the coach from Brighton to London because it was a lot cheaper, even though it took twice as long, while another participant in the same focus group opted for the train because of its speed (*"50 minutes and you're there"*).

Suggestions for discouraging car use

4.43 While some participants were committed drivers, others were willing or even keen to use public transport for their leisure. They were disappointed that the cost was prohibitive or the services inconvenient for them. Participants said they would use public transport more if the cost came down, free passes for older people were extended to trains, or services were improved. Several other suggestions were made for discouraging car use (discussed further in chapter 6).

- Politicians and public figures set an example
- Provide information about the environmental impacts of travel methods
- Introduce road pricing or personal carbon allowances

Figure 4.3 Factors affecting willingness to use cars less

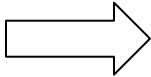
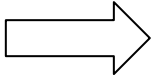


– Concerns about health, safety & comfort

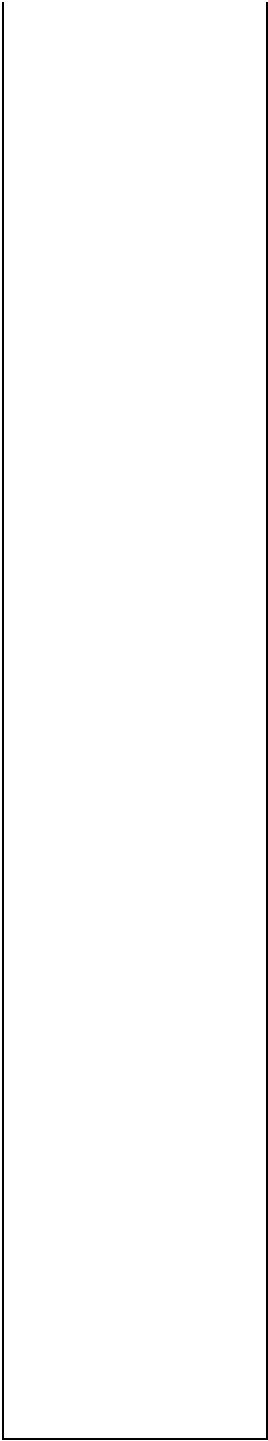
+ Better for environment

– Lack of understanding & concern about impacts

– Not willing to make sacrifice for environment, particularly if others are not



– Bad experiences



Choosing more sustainable activities

4.44 Defra wishes to promote several types of activities, as mentioned in the behaviour goals: activities that are outdoors, use green spaces, contribute to the local economy, and do not have a significant impact on biodiversity. This is what we mean by sustainable activities in this section of the report.

Motivations & barriers to activities that contribute to local economy

- 4.45 **Going to shopping centres** was extremely popular. Keen shoppers reported travelling a considerable distance to shop (*“local-ish – within a 2hr radius”*) and they liked to do it frequently (*“every day if I could”*). They found it **interesting, satisfying, and relaxing**. However, it could be less than relaxing when very crowded on the weekend. The pleasure was sometimes about browsing, rather than buying.
- 4.46 Going to shopping centres had a wide appeal, attracting participants of all ages. It was said by some to be an activity that only women enjoyed but in fact some men admitted they liked it too, whether shopping for clothes, gadgets, electrical equipment or DIY. Participants with children tended to prefer to shop without them.
- 4.47 However, shopping centres were not universally liked. Participants who disliked them fell into two sets. The first set simply did not enjoy shopping, finding it **boring** or complaining of crowds. The second set **objected on principle** (*“I’m not a consumer... all those flashy things they’re trying to flog you”*).
- 4.48 More sustainable forms of shopping, such as **farmers market**, generally met with less enthusiasm than shopping centres. Participants tended not to travel to farmers markets, only visiting local ones or ones they happened to be passing. Some participants valued the principles behind farmers markets, feeling it was important to **support the local economy** or to buy local food for **environmental reasons**. However, comments generally centred around the **quality of the food** (*“it’s fresh, sometimes it’s organic, it does taste a lot different”*) or the **experience** (*“weird [things], like chilli chocolates”*). Participants sometimes did not distinguish between farmers markets, craft fairs, French and German markets in terms of their impacts because this was not the way in which they thought about them.
- 4.49 Participants mentioned a number of dislikes of farmers markets. Some found them **too small or too expensive**. Others generally **did not enjoy food markets** because of, for instance, the smells or the need to get up early to buy good quality food before it sold out.

Motivations and barriers to outdoor activities

- 4.50 There were two sustainable activities that were well loved: walking in the countryside and picnics in the park.
- 4.51 **Walking in the countryside** was valued for many reasons. Participants talked of **the fresh air, the quiet and the scenery**. They appreciated the **exercise, relaxation, inspiration and escape** (*“get away from everything and forget about everything for a few hours”*). It was said that a walk in the countryside led to increased appreciation of the environment.
- 4.52 There were those who were **not keen on physical activity** (*“I’ve never been really one for walking”*) or were prevented from taking walks by disability and sometimes old age. They still enjoyed a drive or meal in the countryside. Others found the countryside **too quiet** and preferred to walk somewhere with more *“hustle and bustle”*.
- 4.53 While **picnics in the park** appealed for some of the same reasons as walking in the countryside, there were differences. Parks were seen as busier environments and picnics as more social activities, providing an opportunity to **spend time with family and friends**. However, the level of activity in parks put some participants off.
- 4.54 Participants with young children liked to take them somewhere outdoors where they could run around and tire themselves out. In some cases they opted for countryside and beaches, in other cases for man made places with more to see and do, such as theme parks or zoos.
- 4.55 For some participants, it was the **simplicity** of picnics and walks in the countryside that appealed. They hankered after uncomplicated, **old fashioned** leisure pursuits (*“trying to get back to basics [because] life is too technical”*). For example, an older man in Chipping Sodbury spoke of spending hours on Clifton Downs as a child, keeping himself entertained. He contrasted this with modern leisure: *“catalogues, hire purchase, Ebay... people have got lots of things to entertain themselves”*. This issue was not mentioned by younger participants.
- 4.56 Other outdoor pursuits such as bird watching and angling elicited mixed reactions. There were enthusiasts who spoke with passion about their

hobbies. However, other participants found them boring, felt they lacked the knowledge to enjoy them, or were not sufficiently interested to put in the necessary effort.

Differences across the sample

4.57 Choice of activity appeared to be related to environmental attitudes to some extent but more strongly to personal circumstances and preferences.

- **Personal circumstances** Age was sometimes said to have an impact on leisure activities with some older participants finding it hard to take walks in the countryside and some younger participants preferring to walk somewhere busier on account of their age. Children had a major impact on choice of leisure activity. Participants sometimes saw taking their children out on day trips as an important parental responsibility as it could be educational, good for their health or simply fun.
- **Preferences** On the whole, participants reported enjoying a range of leisure activities. Motivations included factors that pushed participants away from their home environment or pulled them towards a specific destination or attraction. In some cases, participants' choice of activities was eclectic. For instance, one man's leisure pursuits ranged from fishing to pop concerts while another enjoyed bowls, walks in the countryside, and shopping centres. In other cases, participants mentioned an underlying theme. For instance, a chef focused on outdoor activities, explaining "*work is quite busy and under pressure in a big kitchen, it's nice to get out in a big open space*". In contrast, a hard working carer did not like to sit still in her leisure time ("*I tend to only get Saturdays off so on a Saturday I tend to go wild really*").
- **Environmental attitude** Although there was no clear association between choice of activity and environmental segment, participants explained some of their leisure activity choices in terms of their environmental attitudes and principles. For instance, as discussed earlier some participants valued farmers markets for environmental reasons and the occasional participant avoided shopping centres because they were opposed to consumerism. Nevertheless shopping centres were popular, even with some participants with fairly strong environmental concerns (currently constrained). Conversely, even

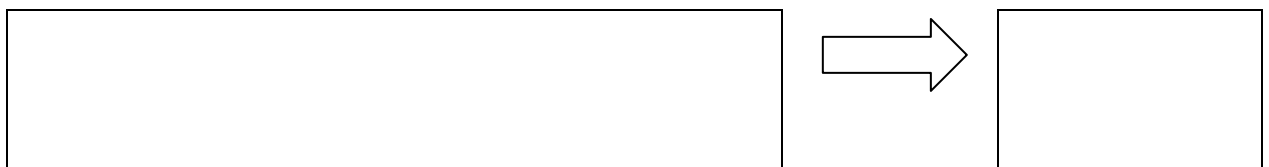
some participants with little concern for the environmental took an interest in nature in their leisure activities.

Suggestions for encouraging sustainable leisure activities

- 4.58 There was some flexibility in participants' choice of leisure activities. Examples included going shopping with their partner or taking their children to theme parks although this would not have been their own preference. They also talked of the way their leisure activities had changed with age.
- 4.59 In spite of this flexibility, participants expressed strong resistance when it came to giving up or reducing less sustainable activities for the sake of the environment. For example, when asked what would make his wife, an enthusiastic shopper, give up shopping, an older man replied "*Death!*" A young woman felt similarly attached to her leisure pursuits:

"I'm not going to give up my football, my shopping, my theme parks... That's my pleasure. People aren't going to not go to a big mall because of pollution, no way." (Woman, under 30, currently constrained, Chipping Sodbury)
- 4.60 There were exceptions such as a woman who said that she would be prepared to cut down on activities if they had a "*high environmental cost*". She would not, however, cut them out altogether if her daughter wanted to do them, emphasising again the key role children play in choice of leisure activities.
- 4.61 Rather than change or give up cherished activities, there seemed to be more willingness to do the same activities but with greater consideration for environment. Although participants were not asked directly about this issue, there were instances of participants doing so already. For instance, they took bags to bring litter back in, took their own bags to car boot sales, and refused plastic bags when out shopping.

Figure 4.4 Factors affecting willingness to choose more sustainable activities



- Cannot walk in countryside because of disability

+ Walking in countryside (very popular) – fresh air, quiet, exercise, relaxation, inspiration

+ Picnics in park (very popular) – similar to walking plus opportunity to socialise

+ Farmers market (fairly popular) – novelty, good quality food

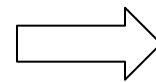
- Shopping centres (very popular) – interesting, relaxing

+ Like farmers market because buying local food good for environment

+ Dislike shopping centres because oppose consumerism

– Lack of understanding & concern about impacts

– Not willing to make sacrifice for environment, particularly if others are not



+ Flexible in choice of leisure activities e.g. because of family's needs & changes with age

– Like simplicity of picnics and walks in countryside

5 Tourism behaviour goals

Summary

While some participants were resistant, there was considerable openness to taking more UK holidays, particularly short breaks rather than main holidays. The main appeal of domestic holidays was their ease. However, overseas holidays offered sunshine and experiences that could not be found in the UK, among other attractions.

Travelling by plane was something that participants took for granted and were willing to endure even if afraid. The recent advent of cheap flights had made overseas travel more affordable and participants were reluctant to give up the opportunities it offered. Nevertheless, there was some willingness to travel by train instead where practical, provided fares come down.

There was strong opposition to the idea of taking fewer longer holidays partly because of practical constraints and partly because several breaks give something to look forward to. However, special holidays or ones that require a long journey would justify consolidating several holidays into one.

As with leisure, there was evidence that participants would be willing to continue with their current range of activities but with greater consideration for the environment.

Introduction

5.1 This chapter focuses on Defra's tourism behaviour goals:

- Focusing on UK as holiday destination
- Travelling less/combining travel

- Choosing more sustainable travel methods (Two of Defra’s behaviour goals are considered together because they both relate to travel method i.e. reducing non-essential flying and using car less.)
 - Choosing more sustainable activities (Three of Defra’s behaviour goals are considered together because they all relate to activity i.e. increase outdoor activities, avoid commodities with significant impact on biodiversity, and contribute to local economy.)
- 5.2 This chapter reports on the motivations and barriers for each of the behaviour goals in turn and the overall willingness to pursue each further. It also mentions requests for government or industry action that could facilitate each behaviour goal. These are discussed further in chapter 6.
- 5.3 In the focus groups, participants discussed their current and desired holidays. The discussion focused on holiday destination, frequency, travel method and activities. Participants were also asked what changes they would be willing to make to their holidays in order to help the environment.

Focusing on UK as holiday destination

Barriers to UK holidays

- 5.4 Participants gave numerous reasons for choosing holiday destinations abroad. Firstly, they **wanted a change** and to do something different from their day to day lives (*“if you want to go away, you want to go away, see something that you don’t see every week here”*). This reason was even given by participants who went back to the same overseas destination many times. However, this was not always the case and some participants sought places that felt like home (*“Marbella is just sunny and everyone’s so happy but it’s just a similar kind of way of life [to] Manchester.”*)
- 5.5 Secondly, participants chose destinations that offered particular **activities or experiences they could not find in the UK**. Some participants found a holiday experience they liked and returned repeatedly. Other participants displayed wanderlust by looking for a one-off experience. *“I’ve never been before”* was a recurrent reason for wanting to visit a destination.

“I always go to Ibiza every year in the summer... There is nowhere else to go in the world where you have got clubs like that.” (Man, under 30, consumer

with conscience, Manchester)

“I’ve always wanted to balloon over the Ngorongoro crater in the Serengeti... go to Darjeeling on the trains... go trekking in Nepal... It’s a spectacle.” (Man, 30 to 60, consumer with conscience, Bournemouth)

5.6 It was felt that the UK did not offer certain types of experiences. In particular, it did not appeal to participants with a sense of adventure (*“You’re not going to see the seven wonders of the world in England”*) or young participants. Parents also explained that going abroad was an education for their children.

5.7 Thirdly, participants chose holidays abroad for **the weather**. On the whole holiday makers sought sunshine and warmth (*“I don’t feel it’s a holiday if it’s not sunny”*) while skiers were looking for snow. Sometimes the weather was the only reason for travelling abroad. Holidays in the UK could not guarantee good weather:

“For my proper holiday that I might save up for and look forward to and work towards, you never know what the weather’s going to be like [in England]. It’s too much risk.” (Woman, 16-21, basic contributor, Brighton)

5.8 Fourthly, holidays abroad were said to be **less expensive**, although this view was not universal. This was an obstacle particularly for families. For instance, a woman had looked into taking her three children to Centre Parcs but had found it very expensive, while another complained that eating out in the UK was more expensive than abroad making domestic family holidays unaffordable.

5.9 Fifthly, **family and friends overseas** played a large part in decisions about where to take holidays. In some cases, participants went mainly or solely for the purpose of seeing them. They even went to holiday destinations that would not otherwise have appealed. In other cases, they were delighted to know people living in places they wanted to visit.

5.10 Sixthly, UK holidays, particularly beach holidays, were seen as a **thing of the past**. Participants compared vibrant overseas holiday destinations (*“Dubai... is just a really up and coming place”*) with dying ones in the UK (*“a lot of UK holiday places are quite barren now, the seaside resorts”*).

5.11 Seventhly, some participants recalled **unpleasant childhood memories** of

domestic holidays.

“It reminds me of being a child when all we ever did was go in a caravan in Wales... It was always raining.” (Woman, 30-60, basic contributor, Manchester)

5.12 Participants with children mentioned several additional factors. For instance, Europeans were **more welcoming of children** and European destinations felt **safer** than the UK so children could be given more freedom. This comment was made by women who felt Centre Parcs and Butlins were out of reach because of cost.

5.13 Young people’s responses to UK holidays varied. Some were enthusiastic; others spoke of them with disdain; and others were happy to take domestic holidays but would prefer to travel abroad. There were a number of obstacles for young people to taking holidays in the UK.

- Lack of suitable facilities and experiences. For instance: *“For people my age there isn’t anywhere – there are bars but you want other things to do as well.”*
- Lack of knowledge. For instance, a young man spoke knowledgeably and enthusiastically about Australia. In contrast he said Edinburgh did not appeal but admitted he knew nothing about it.
- Negative perceptions: *“I’d rather be abroad, France or somewhere there’s a nicer culture, not associated with doner kebabs.”*
- The wish to *“get as far from their parents as possible”*.

Motivations for UK holidays

5.14 UK holidays had two distinct advantages over holidays abroad.

5.15 Firstly, there were participants who mentioned the **environmental advantage** of holidays in the UK. It was not generally their sole reason but was an important one. This explanation was given before the moderators or any of the other participants had mentioned environmental issues suggesting that the participant was not simply responding to normative influences.

5.16 Secondly, UK holidays were **easier** than overseas holidays. However, some

participants who prioritised ease were just as happy to take short haul holidays as holidays in the UK. They just steered clear of long haul. For instance, a man explained that he chose destinations within three hours flying for holidays with his children (*“not too far away... England, Isle of Wight, Minorca, Cyprus.”*) Some older participants were also deterred from long haul travel by the discomfort.

- 5.17 The other reasons participants gave for taking UK holidays overlapped with reasons for choosing holidays abroad. Participants wanted a change from home (*“Cornwall is so laid back [unlike] the city [where] everyone is rushing, rushing, rushing”*). They were keen to visit certain places in the UK in search of particular experiences (*“New York is just fantastic to me, the buzz that you get, but I get exactly the same buzz when I go to London”*). They preferred holidays in the UK because the climate suited them or did not see poor weather as an impediment to an enjoyable holiday. Finally, participants had family and friends to visit in the UK.

Differences across the sample

- 5.18 There was considerable openness to taking domestic holidays among the following three sets of participants:
- **Participants who enjoyed UK holidays** This set of participants fell across the environmental segments. They included those who habitually took domestic holidays as well as those who did not such as a woman who had travelled extensively abroad in her youth and now welcomed the new experience of discovering the UK.
 - **Participants for whom ease was a priority** Ease was a particular selling point for participants with children but was not associated with any particular environmental segment. For instance a woman with two young children explained that since having them, the effort of travelling by plane had put her off overseas holidays:

“I could do a UK holiday, not forever, but if I didn’t go away for eight years it wouldn’t bother me too much.” (Woman, 30 to 60, basic contributor, Watford)
 - **Participants with environmental concerns** This set included participants from green activist, consumer with conscience, and

wastage focused segments. Some had already made the move to more UK holidays while others were on the brink, reflecting the recent increase in awareness of the environmental impacts of flying (see chapter 3). Among this set of participants, limiting overseas travel was typically, but not always, viewed as a double win rather than a sacrifice.

“More and more I’ve done just one week in this country and maybe a week abroad rather than one or two holidays abroad... I think it’s just the realisation that it’s probably more environmentally friendly just to go in a car with two people in... It’s just realising that we have a beautiful country right on our doorstep. Rather than go abroad every time and use the planes.” (Man, over 60, green activist, Bournemouth)

“I’m thinking more about the damage that we all do when we fly by plane, especially on a long haul flight. So I’m thinking twice about that, much as I’d love to go to New York.” (Man, 30-60, wastage focused, Brighton)

5.19 However, some participants were resistant to focusing on UK holidays. There was least support among the following sets of participants:

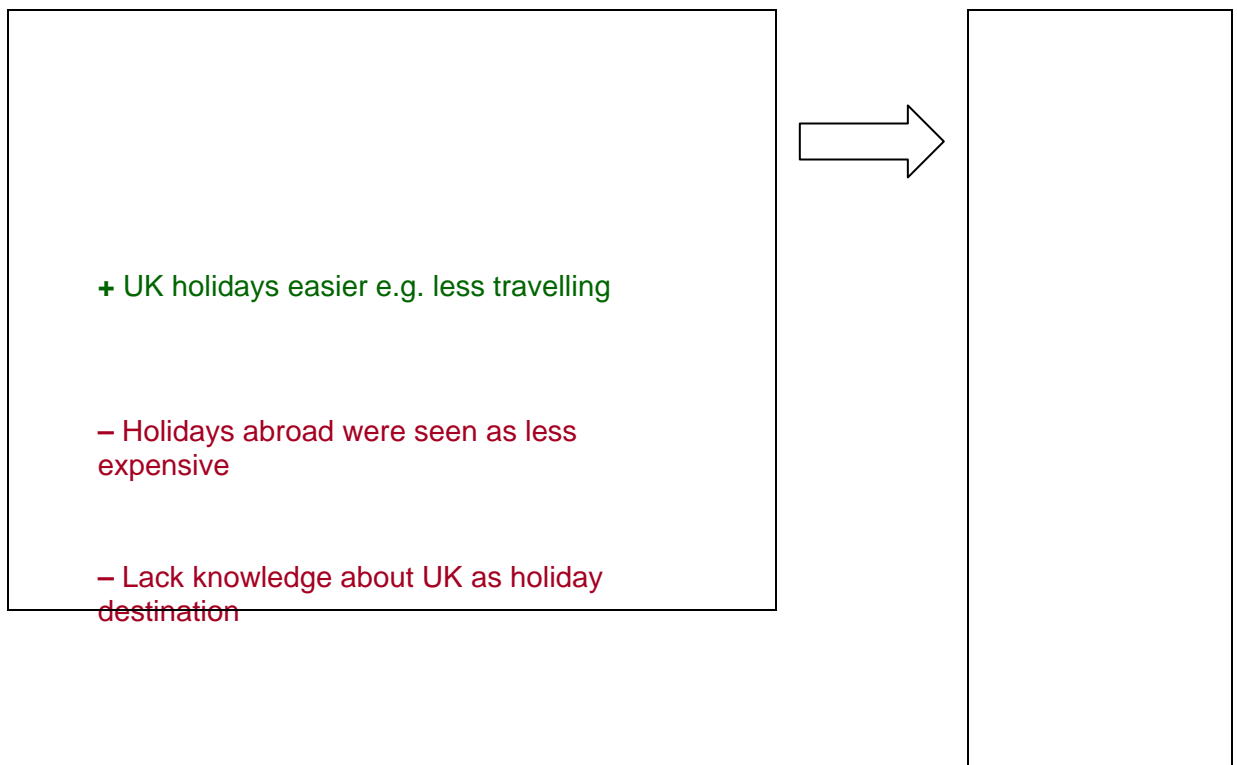
- **Participants who objected on principle** This set objected either on the basis that overseas travel is a right or that individual consumers or countries taking action unilaterally are ineffective (see chapter 3).
- **Participants with more practical objections** This set focused particularly on the higher perceived cost of UK holidays. This barrier was mentioned particularly by social housing tenants across a range of environmental segments.
- **Participants who wanted new experiences overseas** This set felt that they had not yet had the opportunity to make the most of overseas travel. Again this view was not associated with any particular environmental segment but was expressed strongly by
 - younger participants who aspired to see the whole world (*“I just want to go everywhere. I just want to experience everything”, “I just want to go round the whole world and come back to England when I’m like 50”*);

- participants on low incomes who had less ambitious aspirations (“just to be able to say you have been to the other side of the world and enjoyed the experiences” “in a lifetime you don’t just want to spend it all in one island - obviously financially it is awkward but you hope that one day...”)
- retirees

Conversely, focusing on UK holidays was seen as less of a sacrifice by the occasional person who felt they had had their share of seeing the world.

5.20 Participants with environmental concerns who did not wish to focus on UK holidays sought ways to resolve the conflict. They said they would use travel methods besides flying to reach their destination, make a point of eating out at their destination so that their tourism benefited the local people, travel less often (“maybe I’ll just go once”), offset, or “feel a bit bad”. They would therefore accept the other behaviour goals if it meant they did not have to curb overseas travel.

Figure 5.1 Factors affecting willingness to take UK holidays



– Holidays abroad are a change

+ UK holidays can be a change

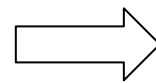
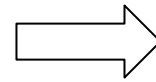
– Holidays abroad offer experiences that cannot be found in UK

+ UK holidays can offer unusual experiences too

– Holidays abroad offer better weather

+ UK weather was sometimes preferred

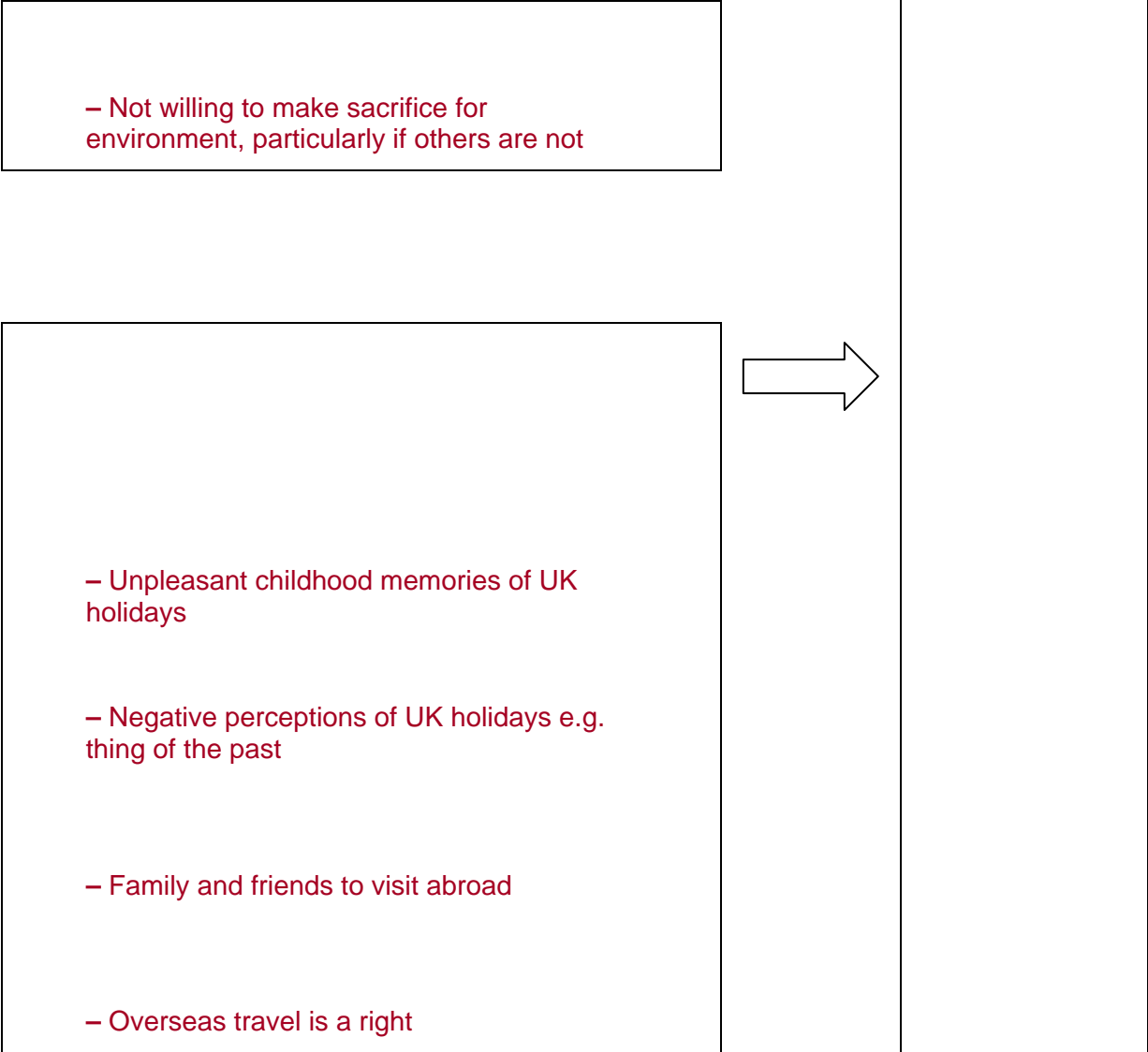
– Holidays abroad safer & more welcoming for children



+ UK holidays better for environment

– Lack of understanding & concern about impacts

– Not willing to make sacrifice for environment, particularly if others are not

- 
- Unpleasant childhood memories of UK holidays
 - Negative perceptions of UK holidays e.g. thing of the past
 - Family and friends to visit abroad
 - Overseas travel is a right

Suggestions for encouraging UK holidays

- 5.21 Participants would be particularly likely to take short breaks, rather than their main holidays, in the UK. Even some who were not enthusiastic about taking holidays in the UK, were happy to take short breaks here. For instance, a young man explained that if he had a choice between Edinburgh and Thailand, he would choose Thailand but he would like to go to Edinburgh for a weekend, rather than his main summer holiday.
- 5.22 Participants made a number of suggestions for encouraging UK holidays (discussed further in chapter 6):

- Participants who were concerned about the cost of domestic holidays said they would be more open to taking them if the cost came down.
- It was suggested that developing facilities for young people in the UK would help attract younger holiday makers, although this met with a mixed response.
- Some participants wanted to be assured that their peers were taking action. Similarly they asked for a worldwide agreement to ensure that the UK was not acting along.
- They requested information on environmental impacts of travelling to different destinations.

Travelling less often/combining travel

5.23 Participants were asked whether they would be happy to combine several short holidays into one longer one to reduce the environmental impacts of travel. Combining holidays with visiting family and friends was widespread, as discussed above.⁶

Barriers to travelling less often/combining travel

5.24 There was **strong opposition** to the idea of taking fewer longer holidays for several reasons. Firstly, several breaks gave **something to look forward to** (*“otherwise it is done and over with and you have got to wait til next year”*). This view was firmly held and widespread.

5.25 Secondly, there were **practical constraints** to taking long holidays. These included fitting in with school holidays, not taking too long off work, not leaving homes unattended for long, bills mounting up to be paid during the holiday, and not being able to afford a long holiday (*“city breaks are affordable things to do if you can’t afford a long holiday”*). Younger participants and retirees were sometimes less constrained.

5.26 Finally, longer holidays could be **less enjoyable**. A number of issues were mentioned. For example, city breaks need to be short, people get bored, get itchy feet or annoy each other on long holidays.

⁶ Business travel was beyond the remit of this project so combining travel for business and pleasure was just touched on in the focus groups.

Motivations for travelling less often/combining travel

5.27 Some participants did like the idea of a longer holiday. However, they admitted that if they were in a position to take longer holidays, for instance if time and money were no object, they would still want to take the same number, rather than taking fewer. Some retirees who were in this position agreed.

5.28 Nevertheless, three reasons were given for taking fewer longer holidays.

- Firstly, **travelling further justified longer holidays**. For instance, a man who went to Jamaica explained that he went for two weeks not one because travelling there took such a long time (*“if I’m going to be that long on a flight then I want to be there for a while”*).
- Secondly, **one special and expensive holiday** might be substituted for two ordinary and inexpensive ones. A woman described how her parents had decided just to go to Cuba this year rather than their usual two holidays (*“instead of going to Benidorm and Greece, we will have one decent holiday instead of two cheap holidays”*).
- Thirdly, participants talked about **saving up annual leave** or making the most of **long periods off work** to take *“special”* holidays. This approach was only practical in very unusual circumstances. For instance a young woman said she had to wait about 4 years to get four to six weeks off work in a block. She would like to do so to go to somewhere like Australia or South America. A man who took an extended holiday explained *“I was finished one job and I had a few quid”*.

Differences across the sample

5.29 There was very little willingness to combine several short holidays into fewer longer holidays, except in the exceptional circumstances described above. This opposition to the principle of combining was expressed across the sample. Participants (including currently constrained and long term restricted) who felt unable to take as many holidays as they would like due to financial constraints admitted that in fact they would take more, rather than fewer, holidays if they were able.

5.30 There were participants who felt that other people's excessive travelling should be curbed.

"It depends how many you take to start with. I'd get on a plane once a year, twice a year, which I don't think is too much. But I think if there were people that do get on planes loads and loads and loads and loads then perhaps that is a thing that could be tackled." (Woman, 30-60, currently constrained, Brighton)

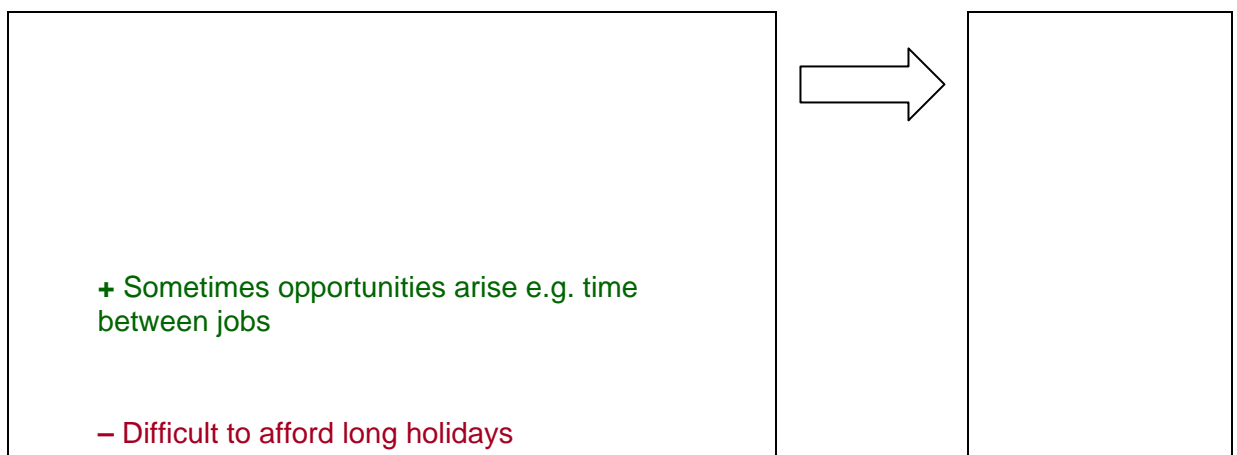
5.31 However, no one thought that they fell into this category. A young woman who took several short holidays a year, including two skiing trips in France and a longer beach holiday overseas, acknowledged that this was a lot but still felt it could be justified:

"I don't want to say this out loud but we have about 8 to 12 holidays a year. Some of them I wouldn't really call holidays. They're short holidays round Europe - short term fixes to get you through to your longer holiday. Even if it's just three days camping in Hertford, it's just a break away." (Woman, under 30, wastage focused, Watford)

Encouraging travelling less often/combining travel

5.32 There were correspondingly few suggestions for making this behaviour goal more tempting or more feasible. However, it was suggested that if prices were kept down during the summer then families could afford to take one longer holiday. A participant who had family members that travelled a great deal for business thought perhaps paying more would encourage them to cut down, although she pointed out that this would be hard on them.

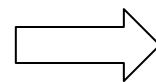
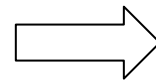
Figure 5.2 Factors affecting willingness to travel less often/combine travel

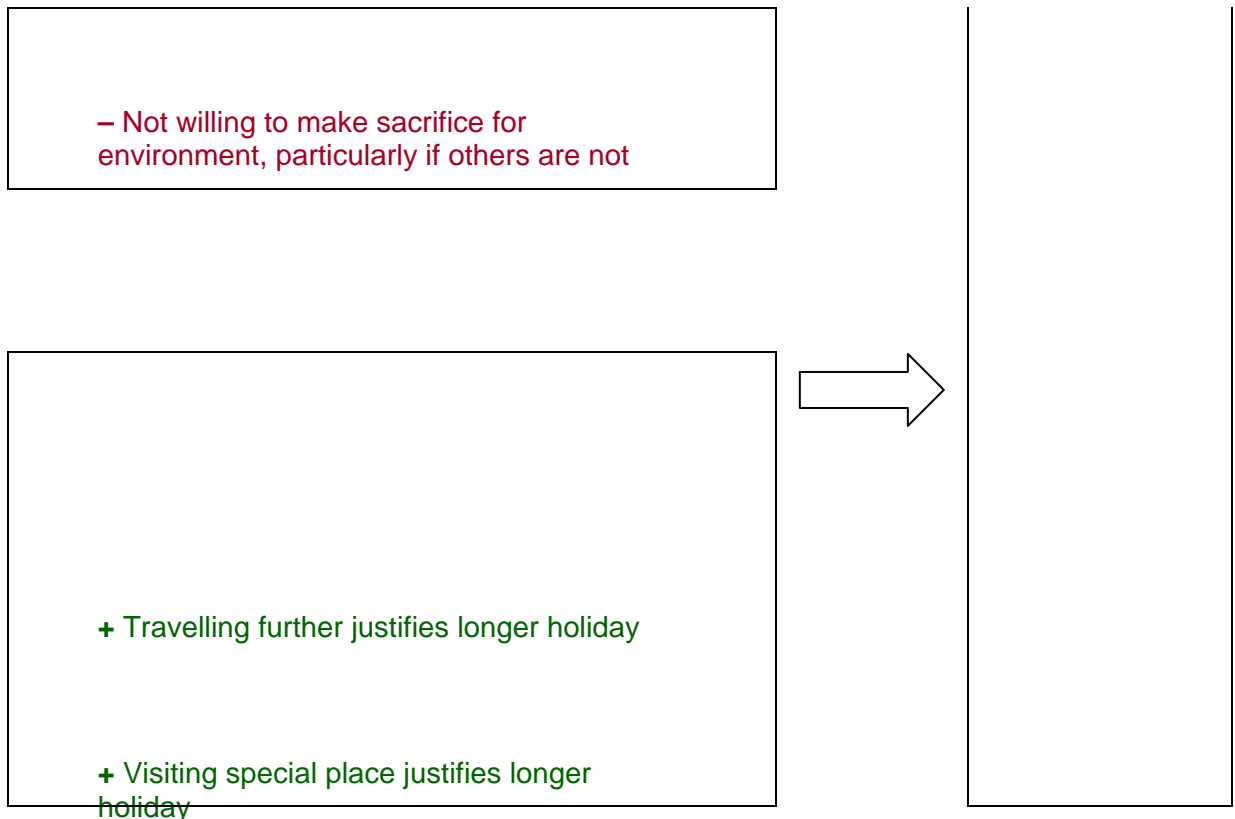


- Difficult to fit long holidays in with work
- Difficult to fit long holidays in with school
- Leaving home unattended for long periods
- Bills mount up

- Breaks throughout year something to look forward to
- Long holidays less enjoyable e.g. get bored or fed up with companions

- + Environmental impact **not** mentioned as motivator
- Lack of understanding & concern about impacts





Choosing more sustainable travel methods

5.33 This section of the report looks at two of Defra’s tourism behaviour goals: reducing non-essential flying and using cars less. We discuss views about long and short haul flights together because this was how they were discussed in the focus groups. However, Defra’s interest is in encouraging people to switch travel methods for short haul flights.

Motivations and barriers to travelling by plane

5.34 Participants gave two overriding reasons for choosing to fly for their holidays. Firstly, they pointed out that flying tended to be the **least expensive option**. Secondly, they found flying **quick and convenient** (*“fell asleep, woke up, I was there”*). Time was a particular issue for short breaks and for certain participants. Long journeys were difficult with young children.

5.35 However, participants pointed out that flying was not always the quickest way of getting to their destination and they worried that the inconvenience of flying would get worse with airport expansion (*“they’re going to open a new terminal in a year’s time – it will take you 10 hours to get in there”*). Even a woman

driving to the Alps to go skiing found that this took the same number of hours as flying because of the time needed to get to the airport and get skiing kit loaded on the plane.

- 5.36 For some participants, flying was a **pleasure** and a valued part of the holiday experience (*“an extra bit of a holiday, a bit special”*). However, for other participants, flights were something to be endured or feared. Participants spoke of bad experiences with flights. Surprisingly, these experiences seemed not to have deterred them from flying. They simply found ways to get over their fear or they opted only to take short flights. This shows the depth of the challenge to persuade people to change their holiday behaviour for environmental reasons. If people are willing to endure fear then something intangible like sustainability is unlikely to compete.

“I had a very bad experience going back many years ago and it has really put me off flying. [Thailand] is a long way, you are talking 10 hours. I wouldn’t obviously want to go there. Greece is about 4 hours, isn’t it? If I have a good stiff drink before I get on, it calms me down. You have to do these things if you want to see the world. You have to jump on a plane.” (Woman, 30 to 60, consumer with conscience, Watford)

- 5.37 Besides overcoming the practical obstacles and despite the recency of the boom in air travel, flying was the **default choice** for overseas holidays (*“a mindset now”*). Participants also explained that it was something they were delighted to finally be able to afford, after a childhood of yearning for overseas travel. Moving to another form of transport that would make overseas travel harder again would be seen as a backwards step. Getting over this barrier would be a challenge.

“I find [it] a bit annoying [that] in my childhood and growing up I couldn’t afford to go abroad. In fact hardly anyone in my school did. If they did it was ‘oh, they’ve been to Spain’. No-one went abroad, only if you had the money. It was a very elite thing. But now finally you can hop on a plane. And I’m thinking ‘oh I can see the world’. Then suddenly it’s ‘hold on, what about the environment?’” (Woman, 30 to 60, green activist, Brighton)

Motivations and barriers to travelling by car

- 5.38 Two main reasons were given in favour of taking a car on holiday. Firstly, it

was **easier to take luggage** in a car than on a train. Secondly, having the car was **useful for getting around at the holiday destination**. This was useful for holidays involving sightseeing or “*touring around*” but was not necessary for holidays like Centre Parcs where people would stay in one place.

- 5.39 On the other hand, travelling to a holiday destination by car could be **boring or frustrating** and other modes of transport could be more relaxing (“*I argued with my boyfriend the whole way - I can’t read a map and he can’t while he’s driving*”). Having a car at the destination was not always advantageous either. For instance, a man in Manchester preferred to take the train rather than drive to the Lake District because there was too much traffic there. Nor was it necessary, particularly if public transport was good at the holiday destination.

“I’ve always survived by using public transport. Whenever I’ve gone anywhere it’s always been a combination of trains, buses and taxis and walking whenever I can.” (Man, 30 to 60, wastage focused, Brighton)

Motivations and barriers to travelling by train

- 5.40 Trains had a number of points in their favour. Firstly, it was recognised that they had a **low environmental impact**.
- 5.41 Secondly, train travel was **comfortable**. A young man commented favourably on the amount of space in trains compared to planes and the freedom to walk around, stand by the window, and eat when he wanted. Modern trains were also seen to share many of the valued qualities of planes:

“It was so quiet and zooming along and spacious....It is like you are sealed in a bubble and you just glide along... It is very planey.” (Woman, 30 to 60, green activist, Watford)

- 5.42 Thirdly, participants said that travelling by train could be **enjoyable**. Some teenagers viewed train travel as an adventure and even the waits at stations could be an opportunity to explore new places. Others enjoyed the feel of trains (“*a lot more noise, a lot more atmosphere*”) and the opportunity to people watch or to read. For instance, a man who caught a series of trains and buses from Brighton to his holiday destination in Suffolk explained:

“We just accept that it’s going to take a long time and we just enjoy the

journey. It's almost a day at the front of the holiday and a day on the way home so it almost becomes part of the holiday. Sometimes we stop for a meal in London or something like that and just make a day of it." (Man, 30 to 60, wastage focused, Brighton)

- 5.43 However, views differed on this point. A woman with a young child disliked having to travel with child-related paraphernalia and found that the novelty of train travel soon wore off for her daughter.
- 5.44 As with leisure, the main obstacle to travelling by train was the **high cost**. This was a recurrent complaint. As a result of the high cost of train fares, participants sometimes felt forced to take other modes of transport. For instance, a woman who drove to Cornwall although she would have preferred to catch the train explained *"the fares were extortionate"*.
- 5.45 While this was the dominant view, there were participants who commented favourably on low cost advance fares and railcards. They argued that booking in advance was not a problem for holidays because people would know their travel dates in advance. However, others did find it a bother as explained in chapter 6.
- 5.46 A second important barrier to using trains was **time and convenience**. Long journeys from one part of the country to another or from UK to countries overseas necessitated changes. Different train companies that did not coordinate their timetables added to the difficulty. Train problems also made journey times unpredictable.
- 5.47 There were participants who disagreed and pointed out that train journeys could actually be quicker and less troublesome than plane journeys under some circumstances. For instance, participants pointed to the speed and ease of travelling by Eurostar.
- 5.48 Although not widespread, some participants avoided train travel because they were **nervous** about trains in general (for instance because of the speed) or Eurostar in particular (*"claustrophobic"*, *"you think of the water around you"*, *"in case it burst"*).

Motivations and barriers to travelling by coach

- 5.49 Participants' main complaints about coaches were that they were

uncomfortable (*“a small vehicle with a lot of people crammed on and one really smelly toilet”, “you don’t know who’s going to sit next to you – a big sweaty man who snored all the way”*) and slow. A young man described a recent trip to Newquay on the coach. He objected to the discomfort and said he had not been able to sleep for a whole night so next time he would travel by train instead.

- 5.50 Coaches also suffered from a **negative perception**, being associated with, for instance, school travel or older people. Views about coach travel were also coloured by bad experiences, both personal and recounted by others. Some of these went back to participants’ childhoods (*“eight years old stuck on a coach for two days”*) while others were very recent. These experiences had put some participants off for good, unlike bad experiences with planes.
- 5.51 However, there was a little enthusiasm for coach travel (*“you see a lot more at ground level”*). An older woman, who had been persuaded to take a coach to Italy by low fares described how the experience had been a pleasant surprise. It had challenged her preconceptions about coach travel (*“lots of people think you only get old people on a coach but we had lots of medical students”*) and had meant she could stop at places she would not have seen on a plane.

Differences across the sample

- 5.52 Besides the occasional participant who praised railcards and advance fares, high cost train fares and low cost air fares were a barrier to more sustainable travel across the sample, irrespective of environmental segment or income. There was a suggestion that currently constrained participants might consider train travel when earning more.
- 5.53 The emphasis placed on ease and convenience differed across the sample.
- **Personal circumstances** Participants with children tended to find it easier to travel by car than train. This was partly because it was easier to take the necessary luggage. A woman with six children also worried about losing them on the train and preferred the control that a car offered (*“have them all strapped in – you know where you are”*). Participants under 21 seemed more flexible about their mode of transport. This may have been because cost, speed and convenience were not as much of a concern for them. Nevertheless, flying was

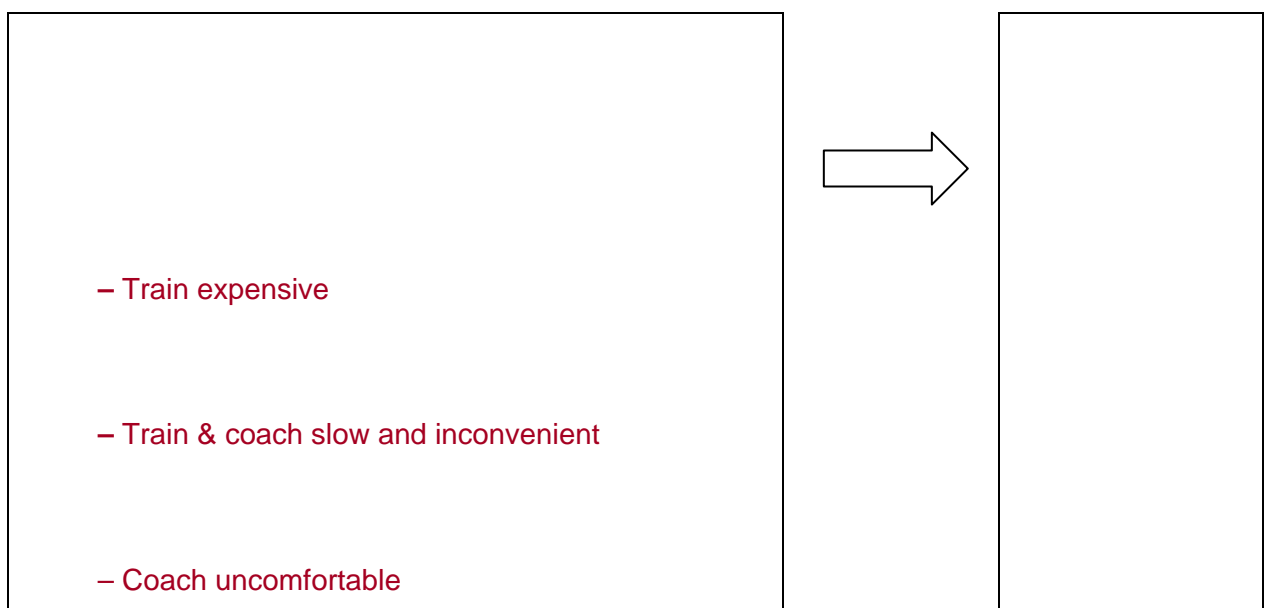
seen as the default mode of transport by some people in this age group. An 18 year old explained that this was because he had grown up with it.

- **Location** Participants in Bournemouth with a small airport very nearby sang its praises (*“you stroll in and stroll out”*) and said that the convenience it offered them encouraged them to fly often. In contrast, participants living outside the south east were deterred from using Eurostar or travelling by train from one part of the country to the other because of the need to go via London or to change trains.

“You are non-stop from London, it is a shorter journey. But if you are going from Manchester to Cornwall, it is an awful long way. You have got to change, unload the cases. You get no help off people these days.” (Man, 30-60, consumer with conscience, Manchester)

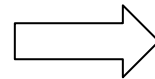
- **Environmental segment** This was not clearly associated with travel method preferences. However, participants who focused on the positive aspects of train and coach travel, such as comfort and enjoyment, tended to have environmental concerns (consumer with conscience, green activist, currently constrained). On the other hand, many participants in these environmental segments did not note the benefits of public transport for holidays.

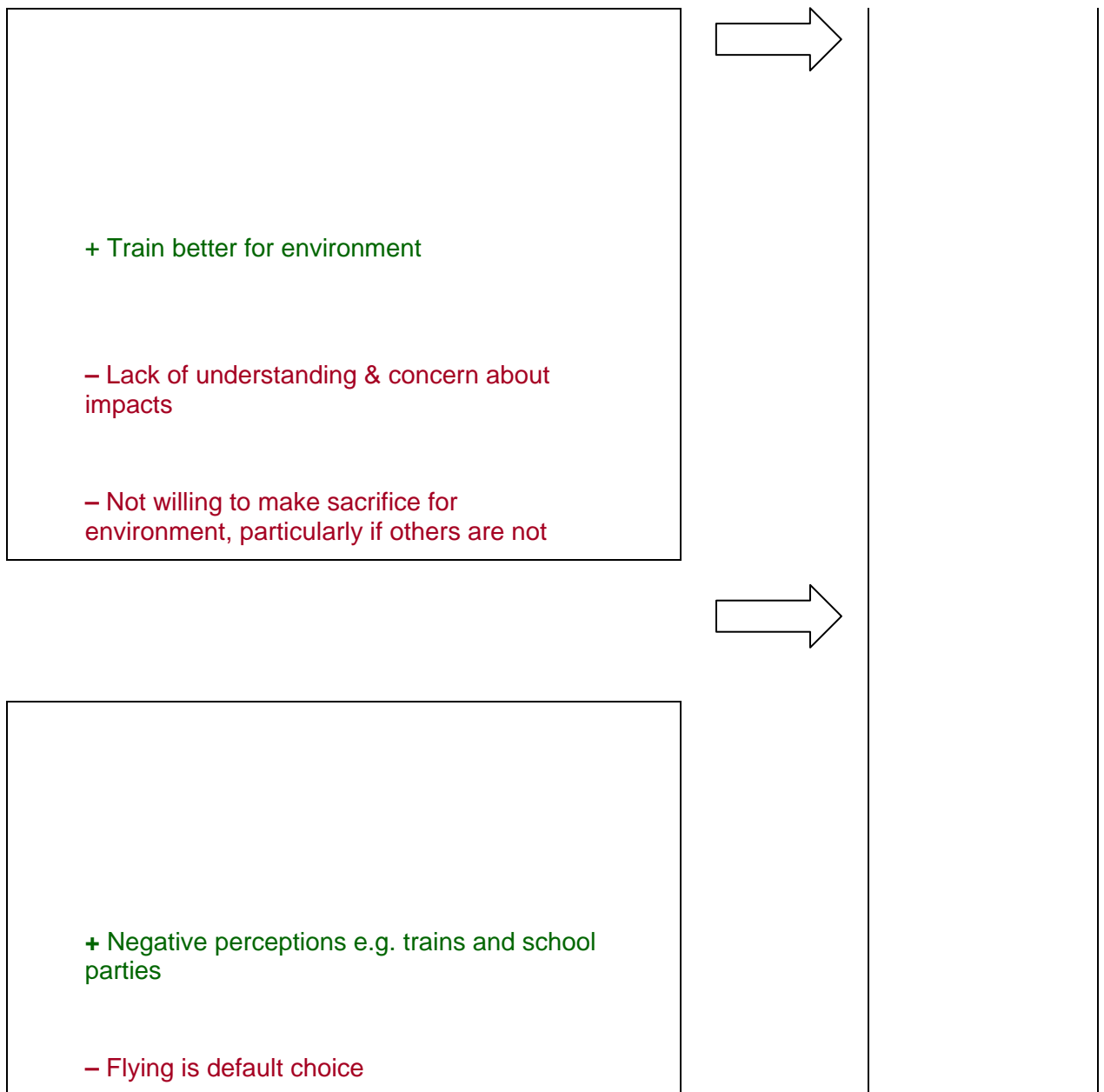
Figure 5.3 Factors affecting willingness to choose more sustainable travel methods



- Flying inexpensive
- Flying quick and convenient
- Car useful for taking luggage
- Car useful for getting around at destination

- + Train comfortable
- + Train enjoyable e.g. people watching, reading, scenery
- Fear of trains, particularly Eurostar
- Flying pleasurable
- Flying provides opportunity for cheap overseas travel





Encouraging more sustainable travel methods

5.54 Participants mentioned a number of initiatives that government or industry could take to encourage less plane and car travel (discussed further in chapter 6):

- Politicians and public figures set an example
- Provide information about the environmental impacts of different travel methods
- Reduce the cost of public transport

- Offer discounts on holidays for people travelling by public transport
- Increase the cost of air fares e.g. through tax
- Improve public transport
- Introduce personal carbon allowance
- Reduce number of flights or stop airport expansion

Choosing more sustainable activities

5.55 This relates to three of Defra's behaviour goals: increase outdoor activities, avoid commodities with significant impact on biodiversity, and contribute to local economy.

Motivations and barriers to outdoor activities

5.56 For some participants outdoor activity was an important element of their holidays. Other participants **did not enjoy physical exertion** in general (*"I don't do trekking... I'm not one for exercise"*) or felt that holidays should be about rest, not exertion. Interestingly, the younger participants who expressed this view were comfortable with the exertion involved in clubbing or shopping.

5.57 Among the participants who enjoyed outdoor activities, there seemed to be three different motivations.

5.58 Firstly, some participants simply **wanted to be outdoors** to make a change from their everyday lives that were spent indoors. For example, a young woman with an office job explained that this was why she liked to go skiing and camping when on holiday (*"working anything from 8 to 12 hours a day [so] I take great pleasure in not being stuck indoors"*).

5.59 Secondly, some participants were **interested in nature**. For instance, a man with three children described their most recent summer holiday in the UK that involved staying with a friend who had a badger set at the bottom of his garden, spotting dolphins, and going fossil hunting.

5.60 Finally, some participants were attracted by the **sense of adventure**. The younger participants who enjoyed outdoor activities tended to be drawn

towards the more adventurous activities such as skiing. More sedate outdoor activities like going for a walk in the countryside were seen as activities that would be done with their family, under duress. When asked what he liked about the idea of trekking in Nepal, a teenager replied: *“We’d just get lost or something – it could turn into quite a mad adventure.”*

Motivations and barriers to activities that contribute to local economy

- 5.61 As discussed above, some participants seek out holidays that involve contact with local cultures while others prefer to be apart from them in a *“home from home”* cultural bubble. There were some extreme examples of isolation. For instance, a man who had visited Disney World described how the set up discouraged visitors from going outside and spending money in the local area (*“When you’re in the Disney park, you pay Disney prices – they have got the monopoly, definitely.”*)
- 5.62 In contrast, a woman talked about how she and a group of friends made a point of eating out at local restaurants rather than international hotels to make sure the local people benefited directly.
- 5.63 Participants spoke of going shopping on holiday. This was not discussed in detail so it was not clear whether participants spent their money in multinationals or shops owned by local people. However, mention was made of visits to markets in North Africa.

Motivations and barriers to activities with an impact on biodiversity

- 5.64 On the whole, participants were not aware of the impacts of their holidays on biodiversity (see chapter 3) so could not make a decision to avoid them.

Encouraging more sustainable activities

- 5.65 There was little discussion about whether participants would be prepared to give up or reduce their engagement with less sustainable activities. However, like leisure, there was evidence that they were willing to continue their current activities but with more consideration for the environment. For example a young woman described how her boyfriend went rock climbing where there were already pins rather than creating new routes that would damage rock, and a keen golfer explained that he only played on old golf courses as he objected to new golf courses being built and damaging the environment.

5.66 *“I’m not interested in all these new golf courses that are getting built. I like the old ones. They’ve been there for donkeys years. They’re not doing any damage to the environment. Why should they go and destroy the countryside just to make an 18 hole golf course? There’s plenty of golf courses over the world. Why start building new ones?”* (Man, 30 to 60, green activist, Brighton)

6 Requests for industry and government

Summary

Participants generally saw a greater role for government than industry in reducing the environmental impact of leisure and tourism, although they also came up with a wide range of suggestions for industry. There were several reasons including the following.

- Participants did not understand the dividing line between government and industry responsibility.
- They thought that industry would resist taking expensive action due to vested interests.
- They assumed that 'greening' had already taken place which perhaps implies space for choice editing.

However, there was a dichotomy between calls for government to take action and concern about interference.

Participants wanted to know that their pro-environmental choices were part of a wider movement. They requested that public figures, mainly politicians, should lead the way and cut down on their flying in other words that government should exemplify.

There were repeated calls for more information and numerous suggestions about what it should be like.

- Some participants asked to be told how their actions would help while others preferred to be told what would happen if they did not take action. However, the latter "*shock tactics*" approach could backfire.
- There were several suggestions about where information could be presented, including some innovative ones such as targeting it through stickers on petrol pumps.
- Participants stressed that information should be presented in a way that was meaningful. They strongly preferred environmental impacts

presented in terms of an everyday action ('light bulb hours') to more scientific language (tonnes of CO₂).

However, participants emphasised that policies/initiatives other than information provision sent out strong messages.

There was universal support for making train travel more affordable, ideally through simple user-friendly approaches. There was a mixed response to raising the cost of flying through taxes. Participants generally saw it could have an effect but objected to it mainly on the basis of fairness.

Participants requested improved facilities. They focused on public transport and leisure facilities. Some requests were basic, such as making buses safer, while others were unrealistically high, such as diverting coaches via villages.

Introduction

6.1 This chapter looks at who participants think should take responsibility for reducing the environmental impacts of leisure and tourism and what they think should be done. It looks in turn at each of the approaches mentioned by participants in the focus groups:

- Demonstrating that other people are taking action
- Providing information
- Using financial incentives and disincentives
- Improving services and facilities
- Limiting travel
- Developing and adopting new technology
- Other miscellaneous suggestions

6.2 Participants were asked what they thought could be done to encourage movement in the direction of Defra's behaviour goals. They were also asked who should take responsibility for environmental issues associated with leisure and tourism and how.

Government, industry or consumers?

- 6.3 Participants had mixed views about whether they should take responsibility for helping to solve environmental problems. As discussed in chapter 3, some did see a role for themselves and other consumers but there were numerous barriers to turning this sense of responsibility into action. Besides the barriers listed in chapter 3, participants felt that some large-scale issues were beyond the reach of individuals. For instance, a woman said she would like to take public transport more but fares would need to be reduced first (*“where pricing is concerned, that has to be council and Government-led”*).
- 6.4 Participants generally saw a greater role for government than industry in reducing the impact of leisure and tourism on the environment. This was particularly the case for leisure. For tourism the focus was on central government, while for leisure there was unsurprisingly more recognition of the role of local government.
- 6.5 There were a number of reasons why participants emphasised the role of government.
- Participants seemed to be **used to government taking the lead** on environmental issues such as recycling.
 - Several of **the measures that participants had heard of**, for instance road pricing and taxes on air fares, would require legislation.
 - Participants felt that **legislation would be necessary** to bring about behaviour change, drawing parallels with, for instance, wearing seatbelts and other driver behaviour.
 - It was argued that the British government or governments around the world were **responsible for causing problems** in the first place or at least allowing them to happen. For instance, they had ignored scientific and popular opinion and had delayed banning CFCs unnecessarily. Therefore government should shoulder the responsibility for solving the problems rather than passing it on to consumers (*“oh dear, now we’ve caused it, right you lot can’t go on holiday”*).
- 6.6 There were three main reasons why some participants saw a reduced role for

industry, none of which lets industry off the hook.

- Participants were **not clear about the dividing line** between government and industry responsibility. For instance, government was sometimes seen as responsible for public transport.
- Some participants believed that **industry would be resistant** to taking actions that would be expensive or would put people off using their products or services. For instance, it was suggested that industry might not want to give information about the environmental impact of holidays.
- In contrast to the previous argument, other participants believed that **industry must already be doing all they could**. For example, it was suggested that Disneyland probably had consultants looking into wind power (*“all these big places do anyway, they have environmental officers and research teams”*); and the leisure industry would not be using any more electricity than needed because they would not want to waste money (*“their bills must be horrendous and competition is so tight - they wouldn’t spend X amount of pounds on electricity that they didn’t have to spend”*).

6.7 However, with a little prompting, participants came up with a wide range of suggestions for various players in the leisure and tourism industries. For instance:

- **Airlines:** increase fares, develop and adopt new technology e.g. biofuels, make sure planes are full, refuel as efficiently as possible
- **Bus and train companies:** cut fares, improve services, fill vehicles
- **Tour operators and hotels:** provide information on different travel methods, develop facilities for younger people in the UK, invest responsibly abroad
- **Theme parks:** provide separate bins to facilitate recycling
- **Restaurants:** stop using disposable plates and cutlery

6.8 There was limited recognition that government could influence industry, as well as influencing consumers. For instance, government could require tour

operators to give information on the environmental impacts of holidays or could require airlines to invest in new technologies. However, there was concern that government would not hold firm in the face of industry opposition.

- 6.9 While there was widespread agreement that government should take action, there were dissenting voices who worried that they were already interfering too much in people's lives (*"they're trying to make it a nanny state - they are dictating everything to us at the moment"*).

Demonstrating that others are taking action

- 6.10 Demonstrating that other people are taking action was crucially important. Some participants felt that it was simply not worth taking action unless other people or other countries were doing the same (chapter 3). Although this was an issue across the sample, almost all calls to demonstrate that others are taking action were made by participants with an interest in the environment, particularly consumers with conscience and wastage focused.
- 6.11 There was considerable annoyance that **politicians** were not leading by example. Participants asked that politicians take fewer flights for holidays and meetings (*"[Blair's] busy buzzing round using all the fuel up"*), car share, and cycle if they expect the public to do so. Participants were also disgruntled by the behaviour of other high profile public figures such as Prince Charles taking a flight to collect an environmental award and film stars with private jets.
- 6.12 Participants wanted to be assured that other **people like themselves** were taking action (*"if everyone was singing from the same songsheet I think I'd be singing with them"*). However, they made no suggestions specifically aimed at demonstrating what other consumers are doing.
- 6.13 Participants were seriously disheartened by feeling that the UK was acting alone. While some participants seemed to feel that pollution produced by **other countries** was a problem that could not be solved, other participants suggested that other countries should be persuaded to buy in to reducing their pollution (*"there's got to be a worldwide agreement"*).

Providing information

- 6.14 There were repeated calls for more information. However, there were mixed

views about whether providing information will actually bring about behaviour change. Some participants recalled public education campaigns that had made a difference while others mentioned campaigns that had failed. Similarly, some said that the information given in the focus group would make a difference to them while others said it would not because other factors would continue to outweigh environmental impacts.

6.15 Policies and initiatives may send more powerful messages than communication campaigns. Low cost train fares were seen as an indication that trains were environmentally friendly (*“there must be a reason why they’re trying to put more people on trains”*) and tax on flights sent the opposite message. On the other hand the expansion of airports was interpreted as showing that the impacts of aeroplanes had been overstated (*“If they’re that serious about it, why are they building a new terminal at Heathrow?”*). This highlights the need for consistency between communication strategies and other government or industry policies and initiatives.

6.16 It was argued that information should be given even if information does not have a dramatic and widespread effect on behaviour. People would then be in a position to make informed decisions. It could also sway people who were not certain and at the very least it would make people consider the issue anew. Even just the fact that information is provided could have an impact. For instance, a young man explained that if it was a serious issue, he would expect a lot more coverage, along the line of warnings on cigarette packets.

6.17 Participants requested two broad types of information.

- Participants wanted to know **what they could do** to reduce their environmental impact. They asked for tips along the lines of the recent campaign encouraging motorists to empty their car boots (*“simple little things that any one of us could go and do tomorrow or tonight”*). They wanted pointers to facilities, services or travel methods they might not know about. This desire to receive more information does hint at recognition of personal responsibility.
- Participants wanted to be told **why they should take action**. It was not clear how best to present this information. Some participants asked for a positive message showing how their action would help improve the situation but others preferred a negative message telling

them what would happen if they did not take action. For instance, a woman asked for a warning like cigarettes have on their packets. Some went so far as to suggest that “*shock tactics*” would be needed. A young man drew a parallel with an advert showing clogged up arteries that had stopped him smoking. However, there is a danger that shock tactics could backfire, making people feel it is too late for action and encouraging profligacy (see chapter 3).

- 6.18 Participants stressed that information should be presented in a way that is easy to understand. They asked for information to be brief (“*short and sweet*”), simple (“*not graphs, tables and number crunching*”) and in everyday language (“*jargon free*”). Light bulb equivalents for leisure and tourism journeys were well received as people were very familiar with the concept of turning off lights to save energy⁷. Tonnes of CO₂ were just as firmly rejected as participants did not understand its role or the mechanism of global warming (see chapter 3).

“Tonnes of carbon dioxide – it’s like what’s that? But when you put it being the equivalent of, that makes sense to everybody. Everyone knows that leaving their light bulb on for 18 weeks is a long time.” (Woman, under 30, currently constrained, Brighton, leisure focus group)

- 6.19 The information in the focus groups was not always taken at face value. In particular, participants questioned why the impact of driving was presented per car while the impact of taking a train or plane was presented per person, or else they did not notice this difference and misunderstood the information⁸. They also asked what type of car; why 100W rather than 40w or 60w bulbs; why particular destinations had been chosen; and why the figures did not quite add up.

- 6.20 It was not clear how frequently or forcefully information should be presented.

⁷ The information on light bulb equivalents was drawn from a number of sources:

- Information on CO₂ emissions from flying were taken from www.climatecare.co.uk
- Information on CO₂ emissions from driving and train journeys were taken from Defra (2005) Guidelines for company reporting on greenhouse gas emissions
- Information on CO₂ emissions from Eurostar were taken from Eurostar's website www.eurostar.com

The conversion factor for light bulb hours was provided by the Energy Saving Trust (a 100W lightbulb on for 1 hour uses 0.1kWh, associated with 0.043 kg CO₂).

⁸ This is the way in which the figures are presented in Defra (2005) Guidelines for company reporting on greenhouse gas emissions and on the www.climatecare.co.uk.

There is a careful line to tread. On the one hand, participants felt that it would need to be presented often and *“in your face”* if they were to take any notice. On the other hand, if it was pushed too hard it could prove counterproductive, putting people off taking action. A participant talked about advertising on recycling:

“I think you can put up too many signs, pushing people away. They start ignoring them. You are being pushed and pushed and in the end you think ‘oh sod it’ and you don’t recycle then, you just chuck everything in one bin.”
(Man, over 60, basic contributor, Chipping Sodbury, leisure focus group)

- 6.21 There may also be a risk of message fatigue although this was not mentioned explicitly. For instance, a young person said that he ignored the warning on the cigarette packets because he knew it but would take notice of information about the impacts of tourism on the environment because it is new to him. There may therefore be an opportunity to get the message across before people become blasé about the issues.
- 6.22 There were numerous suggestions about where the information could be presented. Television was seen as a powerful medium and had been a source of environmental information through the news (*“I’d heard on the news that flying, the emissions, are one of the worst things ever”*), documentaries, or even contests such as Dragons Den. Participants suggested using newspapers or posters on billboards or on the side of buses. More targeted information could be given through stickers on petrol pumps (*“while you’re filling your car you can read it”*), in travel brochures, on airline tickets, or over the phone when booking holidays. A young participant suggested something more interactive, along the lines of the focus group, and other participants said they would behave differently as a result of taking part in the discussion.
- 6.23 Participants suggested directing information at children. They explained that children learnt fast, taught their parents, and would need to take responsibility because *“it’s their future, not ours any more.”* However, younger participants admitted absorbing little of the environmental education given at school. They were no more, or less, open to learning about it now than older participants.
- 6.24 When asked who should provide information, there were a number of suggestions

- The main suggestion was **government**. However, there was a feeling among some participants that information from them could not be relied upon as it might be a way of winning votes or raising funds (*“we tend to hear more about it before elections than any other times”*). The Environment Agency received a passing mention.
- The **leisure or tourism industries** could provide information. There was some concern that they would not want to give information that would not show them in a good light but it was pointed out that government could require them to do so, like the health warnings on cigarette packets. There was just a little distrust (*“they have got special new trains that are cleaner than the old type – whether there is any truth in it”*).
- A **celebrity** could put the case although this suggestion received a mixed response (*“Robbie Williams or someone – that would get my attention”*).
- There was the occasional request for information to be provided by **“people like us – someone at our level”**. It was clear that information from family and friends as well as other focus group participants could be very influential. For instance, participants mentioned that they had chosen holiday destinations on the basis of friends’ recommendations or that pro-environmental behaviours had been heavily influenced by partners.
- Similarly, it was suggested that settings like the focus group were conducive. Within the focus groups views on, for instance, coach travel were changed by hearing positive experiences.

“It’s better if you talk about it rather than tell it, like this. If you ask for an opinion on it, explain, but keep it quite neutral, then I think it tends to be more interesting.” (Man, 16-21, currently constrained, Brighton, tourism focus group)

Using financial measures

- 6.25 As discussed in chapters 4 and 5, cost played a very important role in participants’ leisure and tourism decisions. In particular, it acted as a barrier to choosing more sustainable travel methods and to a lesser extent to taking holidays in the UK.

6.26 There were repeated requests to bring down the price of public transport, particularly trains, and even suggestions that it should be free. There was annoyance that in fact some of the train companies were putting prices up to deal with overcrowding on trains, instead of bringing them down.

6.27 There was evidence that price cuts could make a difference. Participants pointed to the success of free bus passes for older people in Brighton⁹. However, price cuts would not make a difference to everyone with other considerations, particularly convenience, still more important. This emphasises the importance of adopting multiple approaches.

6.28 Responses to existing initiatives were mixed:

- Discounts on holidays and leisure for people who travelled by train were very rarely mentioned.
- Discounts for older people and families holding railcards were valued by those who used them but did not appear to be well known. This is important because travelling with a family was seen as prohibitively expensive.
- The current system of low cost advance purchase tickets was well known but had a mixed reception. While some found it useful, on the whole it was seen as restrictive and complicated, as the quote below illustrates. There was a marked contrast between attitudes to booking plane and train tickets, with participants reporting, for instance, that they planned their holidays around the availability of bargain flights.

“We’re going to Aberdeen in the summer. They only release a certain number of tickets six weeks before the date you want to travel. So we’re going to have to make sure that we’ve remembered that date, and we’re going to have to get on the internet because you can’t do it by phone, and you have to make sure that you’re in probably within the first hour of that slot opening. Otherwise it will cost us £300.” (Woman, under 30, wastage focused, Watford, tourism focus group)

6.29 Participants seemed to favour a simple approach. Reducing fares across the board was widely suggested while more sophisticated approaches were not.

⁹ This finding mirrors public response to the improvements to buses over recent years by Transport for London.

“You have got to travel at certain times, on certain days with certain companies. If you could make it simpler...” (Man, 30 to 60, consumer with conscience, Manchester, tourism focus group)

- 6.30 Some participants saw the introduction of tax on air fares as a fait accompli. This was generally seen as an effective way, and some said the only way, to reduce flying. However, it would need to be quite high to reduce the amount that people flew. A young participant, who admitted that his view was coloured by not having to pay, suggested:

“I think it should be more than £20 personally. If I was paying £500 for a holiday and they said £20 compared to that, I really wouldn't mind. If it's like £200 then I'd consider it.” (Man, under 30, currently constrained, Brighton, tourism focus group)

- 6.31 Doubts about its effectiveness were mentioned but they were not widespread. For instance it was suggested that people would just fly from elsewhere or that holidays are so important to people that they would just put their flight “on plastic” however much it cost. Participants seemed to be more concerned about the fairness of tax on air fares. They pointed out that people on low incomes who fly less anyway would be most affected when it is people who fly often who really need to be targeted. There was also a little distrust of this approach as it was seen as a way for government to raise money, rather than to help the environment.

- 6.32 Participants therefore suggested that sophisticated approaches would be fairer. For instance, people who fly a little could be rewarded with low cost flights or vouchers. It was also suggested that people who travelled a lot, including business people, should have to pay more.

- 6.33 Some of the focus groups touched on offsetting. The concept was not widely known or understood. Given the poor understanding of carbon emissions (see chapter 3), it is not surprising that participants did not easily grasp the concept of offsetting. However, a basic understanding may be sufficient.

- 6.34 When the concept was discussed, the response to offsetting was mixed. There was some concern that the money would not be used as intended or that trees would be cut down. Among those who accepted that it would operate properly, there were still differing views:

“You pay the money and you can forget it, you’ve done your bit. I think it’s the only way that they’re going to push it.” (Man, over 60, wastage focused, Bournemouth, tourism focus group)

“I think it’s better than doing nothing.” (Woman, under 30, currently constrained, Bournemouth, tourism focus group)

- 6.35 There was a little discussion about reducing reliance on cars through road pricing (*“charging by the mile”*). Views centred on its fairness and ranged from positive to negative as illustrated by the following quotes at either end of the spectrum:

“Totally unfair because you pay your tax and your petrol.” (Woman, over 60, wastage focused, Leeds, leisure focus group)

“Fairer. Scrap car tax altogether and just pay for how much you use the roads. People who drive less will pay less.” (Woman, under 30, currently constrained, Chipping Sodbury)

- 6.36 Although most of the suggestions for use of incentives related to travel method, proposals relating to the other behaviour goals were made. To encourage UK holidays, they should be made less expensive; and to encourage people to take fewer longer holidays, prices during school holidays should be kept down. There was a mixed response to discounts for locals intended to incentivise them to use nearby leisure facilities. They could be more trouble than they are worth (*“bring down your passport, your this, your that and the other and we’ll give you 10p off”*).

- 6.37 There were participants who seemed to be bargain hunters and responded well to discounts of various sorts. For instance a man in Bournemouth commented favourably on 2-for-1 entrance to tourist attractions when travelling by train and on low cost train fares when using a family railcard; a young man in Brighton sang the praises of advance purchase tickets and had made use of reduced price entry to Brighton Pavilion for local residents.

Improving facilities and services

- 6.38 Participants believed that improving public transport would encourage more people to use it. They suggested a number of improvements. Public transport should be:

- **More convenient**, with services extending to places not reached at the moment and more direct, less convoluted routes.
- **Clean**. It should meet basic standards and have toilets.
- **Safe**, with cameras and a better accident record.
- **More pleasant**. This meant different things to different participants. For instance, an older man asked for trains to be quieter while some women with children asked for trains and buses to be made more fun. They suggested giving children crayons and videos (*“make en route interesting”*), in other words for the journey to be made part of the holiday experience.

- 6.39 Participants had several suggestions for improving leisure facilities. One suggestion was to combine several leisure facilities in a single location to reduce the amount of leisure travel needed. It was recognised that creating such facilities had the potential to reduce the amount of travel to a series of destinations but not that they could create congestion as traffic would be condensed into a smaller area.
- 6.40 A more mainstream suggestion was to provide more local facilities or improve those that exist. Improvements could lead to a virtuous cycle: if more people used parks, councils would spend more money to look after them so parks would become more appealing, and they would then be used even more.
- 6.41 While participants requested more local facilities, they felt that the situation was in fact moving in the opposite direction. In Chipping Sodbury, they complained about how much further they had to travel than in the past to reach countryside as a result of new housing development. In Leeds they pointed out that housing was being built without new leisure facilities necessitating long journeys for days out, illustrating the importance of integrating leisure into new developments.
- 6.42 Participants had suggestions for facilities that would encourage them to take holidays in the UK. While families were catered for, young people did not feel that they were. A young man in his late 20s requests something to fill the gap, although there was a mixed response to his suggestion:

“You have got the Butlins and Haven for the families. If there was something

like that aimed at my age group..." (Man, under 30, basic contributor, Manchester, tourism focus group)

- 6.43 Participants recognised that not all their suggestions were realistic. For instance, it was pointed out that a coach company would be unlikely to divert their service from Bristol to Yorkshire via a small village of Yate. This illustrates the exacting demands that consumers make. Some hurdles to behaviour change may be impossibly high.
- 6.44 Participants pointed out that improvements alone would not necessarily bring about behaviour change. They might need to be coupled with price cuts. Again, this emphasises the point made in 6.28 about the need for multi-pronged approaches to behaviour change.
- 6.45 Sometimes services were adequate but participants were reluctant to use them due to their negative perceptions. When they were persuaded to try them, by for instance free bus passes or low coach fares, they were surprised by what they found.

Limiting travel

- 6.46 Participants discussed the idea of a carbon allowance although they did not use this term. It was discussed less widely than a carbon tax, suggesting that the idea was less well known, but also received a mixed response. Like a carbon tax, some assumed that it was going to be introduced imminently.
- 6.47 Participants who supported it thought it was fair because it applied equally to everyone (*"a law where everyone cuts down"*). It was seen as a short term sacrifice for the common good in difficult times, like rationing in war time or limits on the amount of money taken out of the country.
- 6.48 Participants who opposed it saw it as an infringement of people's rights (*"that's stopping people's freedom"*) or thought it unfair because well-off people would simply buy a larger allowance. There was also concern that it would penalise people who had to travel to visit family abroad or for business.
- 6.49 Participants suggested cutting back the total number of flights or halting airport expansions. They felt that this approach would be a straightforward and effective way of limiting flying (*"more runways – don't build them, we'll have to make do then"*) while also avoiding other problems associated with

airport expansion. However, it could push up the price of flights.

Developing and adopting new technology

- 6.50 Participants discussed whether technological advances could make holiday and leisure travel less damaging for the environment. This issue was mainly discussed by men.
- 6.51 Some participants put little faith in new technology. They doubted that it could contribute much to solving the problem, feeling that it would take too long, or arguing that it would be risky to rely on it (*“I think they’re just hoping that that will happen but they haven’t got any guarantee”*).
- 6.52 However, the dominant view was that new technology could potentially help a great deal. Some participants said that less damaging technologies were already being used or were under development. They gave specific examples, such as Virgin trains being cleaner and planes being converted to bio fuels.
- 6.53 There was concern that technological advances were being held back by lack of investment and vested interests. Participants generally felt that it was the airlines’ responsibility to invest in developing technology. It was suggested that the government could insist that they do so or could encourage them through taxation:

“I don’t agree with this tax they’re talking about. I think they’re taxing the wrong people. They should be making the airlines pay and that way they will use or develop aircraft that aren’t as polluting. If you tax them directly there’s more incentive for them to remove those sorts of engines that have high emissions.” (Man, under 30, currently constrained, Brighton, tourism focus group)

Other suggestions

- 6.54 There were several suggestions that were not related to Defra’s behaviour goals. Instead they would make participants’ existing choices more sustainable.
- 6.55 Many of the requests made of industry were simple measures for improving efficiency or reducing waste. For instance, participants felt strongly that

planes and trains should be full. They would even be prepared to have flights cancelled in order to achieve this. Buses should always carry passengers, rather than being driven back to the depot empty, and should have conductors so that they would not have to stand at stops with the engine running while the driver took fares.

- 6.56 Participants suggested that leisure facilities turn off their lights at night. This suggestion built on an initiative that was being run in Bath and Bristol in which participants explained that commercial buildings had been asked to leave on only those lights that were necessary for security (*“they’re challenging everybody to turn their lights off”*). They made several proposals regarding waste reduction: having separate bins for different types of waste to facilitate recycling at places like theme parks; going back to using real plates and cutlery rather than disposal ones; and using recyclable carrier bags.
- 6.57 Some suggestions were for more strategic changes. Participants suggested that tour companies should invest responsibly abroad and that leisure companies should stop developing new golf courses.

7 Conclusions

Introduction

7.1 This chapter summarises findings and makes recommendations based on them. It presents:

- A brief summary of Defra's behaviour goals for leisure and tourism
- Recommendations for actions to promote the behaviour goals, based on findings from the focus groups
- Suggestions for further research to help with the implementation of the proposed actions
- Overall conclusions

Defra's behaviour goals

7.2 Defra has identified a number of pro-environmental behaviours that it would like to encourage among consumers. There are several behaviour goals related to leisure and several related to tourism.

7.3 The leisure behaviour goals explored in this project were:

- Making use of nearby leisure facilities (Defra's focus is on use of nearby green spaces but we report on leisure facilities in general, including green spaces)
- Travelling less often and combining travel
- Using cars less
- Choosing more sustainable activities (Two of Defra's behaviour goals are discussed together in this report because they both relate to activity i.e. activities that contribute to the local economy and outdoor activities)

7.4 The tourism behaviour goals explored in this project were:

- Focusing on UK as holiday destination

- Travelling less/combining travel
- Choosing more sustainable travel methods (Two of Defra's behaviour goals are considered together in this report because they both relate to travel method i.e. reducing non-essential flying and using car less.)
- Choosing more sustainable activities (Three of Defra's behaviour goals are considered together because they all relate to activity i.e. increase outdoor activities, avoid commodities with significant impact on biodiversity, and contribute to local economy.)

Recommendations

Focus effort on 'open doors'

- 7.5 None of Defra's behaviour goals received wholehearted support. However, some of the goals were more acceptable than others. Action: Give most attention to the behaviour goals that were the most acceptable.
- 7.6 Looking first at the leisure behaviour goals, there was most enthusiasm for taking leisure closer to home and switching to public transport. However, there was little support for choosing different leisure activities for the sake of the environment and no clear view about whether combining several activities into a single trip could be encouraged. Action: Encourage greater use of nearby facilities and less use of cars.
- 7.7 Looking at the tourism behaviour goals, there was considerable openness to taking more UK holidays and some willingness to travel by train instead of plane or car. In contrast, there was strong opposition to the idea of taking fewer longer holidays and little enthusiasm for opting for different leisure activities. Action: Encourage more UK holidays and less use of planes and cars.

Encourage and enable consumers to make choices for environmental reasons

- 7.8 Leisure and tourism were generally not seen as environmental behaviours and this was one of the reasons why participants did not consider their environmental impacts. Action: Frame leisure and tourism choices as environmental decisions in order to make the environmental impacts more front-of-mind.

- 7.9 Participants repeatedly requested more information. Action: Provide information to enable consumers to make more informed choices. It should be:
- Quantitative so that they understand the relative impacts of different leisure/tourism choices and the relative impacts of everyday activities compared to leisure and tourism
 - Meaningful and tangible in order to work with the level of understanding that consumers have already
 - Consistent with other government and industry initiatives such as airport expansion and changes to fare structures
- 7.10 Understanding the issues is neither necessary nor sufficient for behaviour change. Action: Encourage government and industry action beyond the provision of information.
- 7.11 Some participants saw no point in changing their leisure or tourism choices unless other people or other countries reduced their environmental impacts too. Actions:
- Ensure that consumers feel part of a wider movement towards pro-environmental leisure and tourism among their peers.
 - Encourage MPs and other public figures to lead by example.
 - Consider whether blowing the UK's trumpet¹⁰ might overcome consumers' concerns about acting unilaterally. However, this may have the opposite effect and serve to emphasise how little other countries are doing.
- 7.12 Participants objected to making changes for the sake of the environment, feeling that this was something peculiar that only serious environmentalists would do or that it would simply make their day trip or holiday less enjoyable. Action: Find ways to make sustainable leisure and tourism desirable, rather than a sacrifice, with mainstream, rather than minority, appeal. This could be achieved partly by focusing on promoting motivators and barriers that are **not** related to the environment, as discussed in the rest of this chapter.

¹⁰ UK is well ahead of UNEP and is a recognised leader by UN.

Encourage leisure closer to home

7.13 There were two practical barriers to local leisure: lack of facilities of an acceptable standard and, to a lesser extent, lack of knowledge about local facilities. There were also several reasons why going further away added to the enjoyment of a day out. However, these are harder to overcome so we suggest focusing on the practical issues. Actions:

- Provide more leisure facilities and improve existing ones, particularly in areas with new development.
- Inform local residents about the facilities that are available.

Encourage UK holidays

7.14 The main appeal of domestic holidays was their ease. Action: Focus on this motivator by marketing UK holidays as easy and ideal for short breaks.

7.15 Participants generally feel they need to go abroad for to experience other cultures and adventure. Action: consider challenging preconceptions by marketing UK holidays as opportunities for adventure and experiencing other cultures, and as different from ‘the bad old days’.

7.16 Some participants were deterred from taking domestic holidays because of the cost. Action: Find ways to bring down the cost of UK holidays and to overcome the perception of UK holidays as high cost.

Discourage use of cars and planes for leisure and tourism

7.17 Greater use of public transport was contingent on fares coming down. Low advance booking fares were generally not well received. Action: Bring down the cost of train travel, using simple approaches such as railcards rather than complex approaches such as advance booking fares or find ways to make advance booking easier, normative and similar to booking a flight.

7.18 Participants were reluctant to take trains and coaches because of the inconvenience and various other factors that made train or coach travel uncomfortable or unpleasant. Action: Take all practical steps to make train and coach travel more convenient and appealing.

7.19 Some participants talked about bad experiences on coaches or trains some

time ago or based their beliefs on hearsay. Action: Use financial incentives, such as promotions and low cost fares, to encourage consumers to try train and coach travel in order to overcome negative stereotypes or experiences from many years ago.

- 7.20 Travelling by plane was something that participants took for granted and were willing to endure even if afraid. Therefore simply giving incentives to try something else may not be sufficient to bring about fast or wide scale change. Participants generally believed taxes on air fares would be effective at reducing flying, although they expressed some concerns about fairness. Some suggested limiting flights or halting airport expansions. Action: Give serious consideration to taxing or limiting air travel. Find ways of addressing concerns about fairness.

Suggestions for further research

- 7.21 In order to effectively promote sustainable leisure and tourism, further research with consumers and industry is needed to gain a better understanding of the underlying issues. This should address the details of implementation for the action points and the more fundamental issues holding back sustainable leisure and tourism. Some suggestions for further research are set out below.

Focus effort on 'open doors'

- 7.22 Which consumers are most amenable to change? Carry out further work on segmenting pro-environmental leisure and tourism behaviour.
- 7.23 Which behaviour goals will have the greatest environmental impact? Address this issue by modelling scenarios in selected case study destinations.
- 7.24 Which behaviour goals will be most feasible to introduce, considering factors besides consumer acceptability? Run workshops with industry partners in selected case study destinations to provide key examples.
- 7.25 What would the consequences be of achieving the behaviour goals in terms beyond the environmental impacts and to broader sustainability and social policy issues?

Encourage and enable consumers to make choices for environmental reasons

- 7.26 What is the best way to provide information? What modes of delivery and types of message (e.g. positive or negative) work best? Do different age groups and environmental segments have different information requirements? How can queries regarding the details of such information be addressed?
- 7.27 Does educating children about sustainable leisure and tourism have an impact on parents?
- 7.28 What could be done to demonstrate that other members of the public are taking action within their leisure and tourism choices?
- 7.29 Why are people strongly attached to leisure and tourism? Are there other cherished behaviours that people are reluctant to change for the sake of the environment? What is can be done to address this attachment?
- 7.30 How can the concept of choice editing be applied to leisure and tourism?
- 7.31 What is the image of people who choose sustainable leisure and tourism? Who identifies with or aspires to this image and who is put off by it?

Encourage UK holidays

- 7.32 What could be done to make UK holidays appeal to young people?
- 7.33 What financial incentives for domestic holidays work best?
- 7.34 Which barriers and motivators for UK holidays are most prevalent and most strongly held?
- 7.35 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?
- 7.36 Who is most susceptible to the message of shifting to UK short breaks? Carry out further work on a segmentation model to allow a focused approach to those most susceptible to the message.
- 7.37 What is the impact of tourism and the yield from tourists? Develop destination level indicators of sustainable tourism to accurately assess these issues.

Discourage use of cars and planes for leisure and tourism

- 7.38 What is the most effective way to bring down the cost of train travel? Do different approaches appeal to different people?
- 7.39 What is the relationship between having a 'day out' and a 'day out in the car'? Is the destination secondary to the mode of transport?
- 7.40 Do sustainable travel plans for visitor attractions encourage modal shift or just different people?
- 7.41 How can train/coach journeys be turned into part of the holiday experience?
- 7.42 How acceptable are the different options for taxing and limiting flights? How acceptable is offsetting?

Other issues

- 7.43 To what extent does combining leisure activities (with chores or other leisure activities) mean that people travel less?
- 7.44 Why are some consumers reluctant to give up their leisure activities? Do leisure activities contribute to their identity? Would giving up leisure activities threaten their identity?
- 7.45 Does reducing visual pollution (e.g. clearing litter on beaches) increase pro-environmental behaviour?

Conclusions

- 7.46 The many requests that participants made for action indicate that there is scope to encourage sustainable leisure and tourism. There is a role for both government and industry.
- 7.47 However, persuading consumers to consider the environment in this context presents substantial challenges. In particular, limited understanding about the scale of environmental impacts; a belief that there is no point in acting alone; and a strong sense of entitlement and attachment are barriers to more pro-environmental choices.
- 7.48 It may be possible to increase the appeal and feasibility of pro-environmental choices so that they are seen as double wins. However, attachment to flying,

driving, overseas holidays and activities such as shopping and theme parks should not be underestimated. Interventions that limit or restrict choice (e.g. limiting or taxing air travel) may therefore be necessary to bring about fast and wide scale behaviour change.

8 Industry response to the findings and recommendations

- 8.1 A workshop was held on 6th June, 2007 with senior members of the tourism industry for the research team to present the early results of the focus groups. The full results of the workshop are included in appendix I. Four questions were considered at this workshop;
- Do the results of the research fit with the experience of those in industry?
 - What actions can industry take to promote sustainability?
 - What policy options should be recommended to Defra?
 - What further research does industry want?
- 8.2 The workshop agreed that the findings of the focus groups concurred with what research the industry had conducted, whilst also confirming the feeling those present had about public attitudes towards sustainable tourism and leisure.
- 8.3 In terms of what the industry can do to promote sustainability, there was a feeling that the UK had already made good progress in this regard and could be considered a world leader. Work begun by the FTO to audit overseas properties for sustainability criteria was supported, but it was recognised that much more work needs to be conducted on indicators of sustainable tourism in order that the direction for progress can be identified, and action evaluated. Such quality developments will allow tour operators to compete on non-price grounds and provide a fillip for property owners to make sustainability improvements to their accommodation.
- 8.4 The industry workshop felt it was important for a person to be appointed who could act as a senior liaison between industry and government. The cross-department involvement in tourism by government makes communication difficult and leads to industry feeling excluded from decision-making. Work

was recommended to encourage tourists to think about the impacts of their holidays and leisure time, while the Air Passenger Duty was felt to be in need for justification to the travelling public, and possibly a change in administration.

- 8.5 In terms of further research, work on a carbon calculator was supported to allow tourists to assess the impacts of their holiday decisions against their day to day lives. Such a calculator would fit with calls for research into assessing the various forms of tourism to determine which are more and less impacting. Such information would allow the public to become more aware of the impacts their decisions. Research is urgently needed to establish ways to make more tangible the problems and amelioration techniques available to promote sustainable tourism. This may link with suggestions of developing a food-labelling type system for tourism, but would be underpinned by more research into developing key indicators of sustainable tourism and leisure. The industry workshop recommended that in order for this research agenda to progress, work is needed to understand why those who do take more sustainable holidays do so.

Annex A: Methodology

Qualitative research

The approach taken in this project was qualitative, rather than quantitative. In qualitative research participants are encouraged to give a full description of their activities, experiences, and views, and to explain the reasons underpinning them, rather than answering preset closed questions.

Qualitative research is valuable for several reasons. Firstly, it retains the participant's point of view in its original expression. Secondly, it obtains detailed responses so that understanding is gained of factors that affect activities, experiences, and views. Thirdly, it allows unexpected issues to emerge because activities, experiences and views are discussed in an open ended way. Fourthly, it allows complex interrelationships and the context of activities, experiences and views to be explored. It is therefore ideally suited to qualitative research such as this project.

In qualitative research it is not meaningful to report the number of participants expressing particular views or describing particular experiences. This is because of the small size of the sample and the purposive way in which it is selected (described below). Also in focus groups not every participant is asked to comment on every issue. Therefore only a very broad indication of prevalence is possible in terms of overall recurrence of issues and the factors underpinning them.

- 8.6 Great care needs to be taken when generalising from qualitative research¹¹. This annex highlights features of the research design that may limit the inferences that can be drawn. For validation, we would refer to the findings from the leisure and tourism literature (see Annex B) and the other project in Defra's research programme. These are broadly consistent with the findings from this project.

¹¹ A list of key principles for generalising from qualitative data is provided by J Ritchie and J Lewis (2003) 'Generalising from Qualitative Research' in J Ritchie and J Lewis *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. London: Sage Publications.

Focus groups

Focus groups are useful when discussing issues that participants may not have given much thought to before, such as sustainable leisure and tourism. Comments from one participant can prompt others to have ideas that would not have occurred to them outside the group context. Focus groups may also be useful when information that is new to participants is presented.

Selection and recruitment of participants

14 focus groups were carried out with participants, six on leisure and eight on tourism. The location and composition of the focus groups were planned to ensure that a wide range of views and experiences would be heard. Characteristics of focus group participants are summarised in Tables A1 and A2 below.

Participants were recruited by a professional recruiter, working to a quota set by the researchers. Eight participants were recruited for each focus group. The recruitment questionnaires are shown in Annex C.

The leisure focus groups were held in the following locations, with two focus groups in each: Brighton (south east, urban area in small city) Leeds (north, suburban area in large city), Chipping Sodbury (south west, rural area). The tourism focus groups were held in the following locations, with two focus groups in each: Bournemouth (south west, small airport very nearby), Brighton (south east, large airport fairly nearby), Manchester (north, large airport very nearby), Watford (south east, large airport fairly nearby).

There were separate focus groups for high and low income households, using housing tenure as a rough proxy for income. All groups included men and women, a range of ages (except for one group composed of 16 to 21 year olds), participants with different levels of activity and views about environmental issues (except for one group composed entirely of 'green activists' as defined below), different day trip or holiday frequencies, different recent holiday destinations (tourism groups). This question was incorrectly answered in several of the recruitment questionnaires so is not recorded in Table B2. Although still within target, overall in the leisure focus groups there were considerably more men than women and almost half of participants had made 11 or more outings in the last 12 months.

The following three groups of people were not included in the focus groups because it was felt that communication and behaviour change strategies would be more effectively focused elsewhere in the immediate future. The needs of these other parties will be clarified in ongoing Defra research.

- People who had not taken an outing in the last year (leisure focus groups) or had not taken a holiday in the last two years (tourism focus groups)
- People who had not flown in the last year for environmental reasons (tourism focus groups)
- People who are not at all interested in the environment (in the 'disinterested' environmental segment as defined below) There were in fact many participants in the sample with very little interest in the environment but they were classified as 'long term restricted' or 'basic contributors' rather than 'disinterested'.

Environmental segments

The recruitment questionnaires included a question intended to allocate participants to Defra's environmental segments. This question was based on recruitment questionnaires used by other projects in Defra's research programme on public understanding of environmental issues. Participants were shown seven statements and asked which most closely reflected their beliefs. Each statement related to one of Defra's environmental segments. The statements described how much people did for the environment and mentioned a distinguishing characteristic associated with each environmental segment (future intentions, motivations, or barriers to pro-environmental behaviour). The statements were:

- I don't really do anything for the environment and I don't see any reason to start. (Disinterested)
- I do my bit for the environment but I don't think that people like me can make much difference. (Basic contributor)
- I do my bit for the environment but I can't do more because there are too many other things to think about. (Long term restricted)

- I do what I can for the environment and I will do more soon, when I have the time and money. (Currently constrained)
- I do what I can for the environment but I draw the line at making large changes to my lifestyle. (Consumer with conscience)
- I do what I can to use resources carefully because I don't like waste. (Wastage focused)
- I do everything I can for the environment, even if this means putting myself out. (Green activist)

Definition of leisure and tourism

For the leisure groups, participants were asked about day trips defined as activities carried out outside the home, for pleasure, taking at least ½ day, with no overnight stay away from home. For the tourism, they were asked about holidays defined as going away from home, for pleasure, with at least one overnight stay.

Table A1. Background information about leisure focus group participants

Characteristic	Number of participants	
	Target	Achieved
Area		
Brighton	16	15
Chipping Sodbury	16	15
Leeds	16	16
Tenure		
Social housing tenants	24	22
Owner occupiers	24	24
Ethnicity		
Ethnic groups including black Caribbean, Indian and other Asian	Minimum 4	4
Age		
Under 30	Minimum 12	10
30 – 60	Maximum 24	25
Over 60	Minimum 12	11
Sex		
Male	Minimum 18 Maximum 30	19
Female	Minimum 18 Maximum 30	27
Environmental segment		
Disinterested	Excluded	0
Basic contributor	Minimum 6	6
Long term restricted	Minimum 6	9
Currently constrained	Minimum 6	9
Consumer with conscience	Minimum 6	7
Wastage focused	Minimum 6	10
Green activist	Minimum 6	5
Day trip frequency		
No day trips in last 12 months	Excluded	0
1 to 5 day trips in last 12 months	Minimum 12	14
6 to 10 day trips in last 12 months	Maximum 24	10
11 or more outings in last 12 months	Minimum 12	22
Total	48	46

Table A2. Background information about tourism focus group participants

¹² The group of 16-21 year olds were not asked about tenure. Some participants living in other tenures were mistakenly recruited.

¹³ One focus group in Brighton was composed entirely of 16-21 year olds

¹⁴ One focus group in Brighton was composed entirely of green activists

¹⁵ People who had not flown in the last 12 months for environmental reasons were excluded

Procedure for focus groups

The focus groups were guided by two moderators. The discussion covered the issues listed in the topic guides (Annex D). Participants were encouraged to talk freely around the issues, rather than being asked a series of preset closed questions. The topic guide listed open questions and issues to cover. After asking each open question, the moderators prompted participants to ensure that key issues were discussed and probed to ensure that participants' views were fully explored. The moderators directed the discussion so it broadly followed the order of issues shown in the topic guide, although there was some flexibility to respond to issues raised by participants.

The focus groups included two card sorts of leisure or tourism destinations and activities. The materials used in the card sort are described below (see materials) and included in Annex E (leisure) and Annex F (tourism).

Participants were asked to sort the cards first by desirability and later by environmental impact. Having sorted the cards on their own, participants were asked to explain their thinking to the group.

To see if information changed participants' views, they were told about the impact of travel to different destinations by different modes of transport. This information was given towards the end of the focus groups. In the leisure focus groups, a sheet of printed information was handed out to participants and then read out by a moderator. In the tourism focus groups, information was printed on the back of the cards used in the card sort. Participants were asked to turn over several of the cards while a moderator read out the information. The information is described below (see materials) and included in Annex G (leisure) and Annex H (tourism).

There was some concern about the reliability and validity of the environmental

segment statements used in the recruitment questionnaire. Therefore towards the end of the focus groups, participants were each given a sheet showing the environmental segment statements and they were asked to explain which statement most closely reflected their beliefs. These explanations, other views expressed in the focus groups, and answers at recruitment were combined to classify participants into environmental segments for the purpose of analysis, rather than relying entirely on the recruitment questionnaire.

The focus groups lasted two hours. They were held in hotels, with the venues chosen to be easy for participants to reach and comfortable without being intimidating. An incentive of £40 cash was given to each participant.

Material for focus groups

Cards

12 photographs of tourism destinations and activities and 11 photographs of leisure destinations and activities were used for the card sort. The photographs are shown in Annex E (leisure) and Annex F (tourism).

The photographs were chosen to include some destinations and activities that support Defra's behaviour goals, as well as some that do not, for comparison purposes. Defra's behaviour goals that were not addressed through the photographs (i.e. using cars less, and travelling less/combining travel) were fully discussed in the focus groups nevertheless.

The leisure photographs included:

- Activities making use of nearby green spaces (walking in the countryside for rural participants, picnic in the park for urban/suburban participants) and activities that require travelling further afield
- Activities that are likely to contribute a great deal to the local economy (e.g. farmers markets) and activities that are likely to contribute less (e.g. shopping centres)
- Outdoor activities (e.g. walking in the countryside, picnic in the park, bird watching) and indoor activities (e.g. shopping centre, museums and galleries)

The tourism photographs included:

- Domestic, short haul and medium/long haul holidays of the same type (beach holiday, city break, activity holiday)
- Destinations that could be reached easily without flying (Cornwall, Scotland, France) and destinations that could not (the rest)
- Holidays that involve outdoor activities (golf, skiing and trekking) and holidays that do not (city breaks, EuroDisney, wine tasting)
- Activities with a negative impact on biodiversity (e.g. golf, cruise)
- Activities that are likely to contribute a great deal to the local economy (e.g. wine tasting and trekking) and activities that are likely to contribute less (e.g. EuroDisney)

Information on impacts

The environmental impact of travel was presented in two ways: tonnes of CO₂ emitted from the journey and light bulb weeks (i.e. how long a 100W light bulb would have to be left on to emit the same amount of CO₂ as the journey).

There were precedents for presenting information in terms of CO₂ emissions and in terms of everyday equivalents. For instance, a recent DfT advertisement presents carbon savings associated with emptying the car boot. Energy Saving Trust's energy calculator presents energy consumption in terms of CO₂ emissions as well as several everyday equivalents, including number of dishwasher cycles and number of A4 pages printed on a laser printer.

In the leisure focus groups, the information given to participants showed the CO₂ emissions associated with travel. In the tourism focus groups, it showed the CO₂ emissions associated with travel and also the contribution to the economy of the host country. This information on economic impacts was included because a secondary purpose of the project was to explore public understanding of impacts besides environmental impacts. In fact, due to time constraints, the information on economic impacts was not read out or discussed in the focus groups (except in one group where it was remarked on by a participant).

Information on CO₂ emissions came from the following sources:

- CO₂ emissions from flying were taken from www.climatecare.co.uk
- CO₂ emissions from driving and train journeys were taken from Defra (2005) Guidelines for company reporting on greenhouse gas emissions
- CO₂ emissions from Eurostar were taken from Eurostar's website www.eurostar.com

The conversion factor for light bulb hours was provided by the Energy Saving Trust (a 100W lightbulb on for 1 hour uses 0.1kWh, associated with 0.043 kg CO₂).

Percentage GDP contribution from tourism was taken from World Tourism Organization (2006) Compendium of Tourism Statistics, Data 2000-2004.

Data analysis and reporting

The focus groups were digitally recorded and transcribed verbatim. This allowed detailed analysis to be carried out and participants' views to be reported in their own words.

Information from the transcripts was systematically sorted and recorded in thematic matrices. Material relating to each theme was recorded in a column of the matrix and material from each participant was recorded in a row of the matrix. There were seven matrices, one on each of the following issues:

- Personal details
- Everyday pro-environmental behaviour and views about environmental issues in general
- Views about the impacts (environmental and other) of leisure/tourism
- Leisure/tourism experiences i.e. what participants said they had done, enjoyed, not enjoyed etc
- Leisure/tourism aspirations i.e. what participants said they would and would not like to do
- Responses to leisure/tourism behaviour goals i.e. what changes participants said they would be prepared to make

- Requests for government and industry

The matrices were examined to identify key issues; find explanations for particular views; note where differences or consensus existed among participants; and suggest how differences may relate to the characteristics of participants. When looking at differences between participants, two approaches were taken. Firstly, participants' explanations were noted (for instance, did participants give reasons to suggest why certain behaviour goals were particularly easy or difficult for people with children?). Secondly, associations between characteristics and activities, experiences and views were examined (for instance, did participants with children tend to mention certain motivations or barriers more or less than other participants?)

As mentioned above, there was some concern about the reliability and validity of the environmental segment descriptions used in the recruitment questionnaire. Therefore additional information was used to check allocation to segments. Markers for the segments, such as level of environmental understanding and concern, were identified. For each participant, their views in relation to the markers were noted from comments in the focus groups; then the markers were compared with environmental segment at recruitment and at the end of the focus group. Where a mismatch occurred between the markers and environmental segment at recruitment or at the end of the focus group, participants were allocated to a more appropriate segment. 19 participants in the tourism focus groups and 13 participants in the leisure focus groups were re-allocated in this way.

Key issues are reported in the text, illustrated by examples or by quotes from the focus groups which are shown in italics. Longer quotes are followed by a brief description of the respondent, sufficient to provide useful background information but to preserve anonymity.

Annex B: Summary of literature on public awareness of sustainable leisure and tourism

The following summary has been structured according to the behaviour goals established by Defra. A range of academic databases have been searched for this review, plus a review undertaken of the 'grey' literature, consisting of reports from government, NGOs, think tanks and consultancy organisations. For the topic, this grey literature was a more fruitful source than academic material, which has largely shunned consideration of public attitudes in preference for examples of the impacts of tourism and more recently on establishing methods for monitoring these impacts. This summary of the literature does not claim to be a complete review of all available sources owing to the nature of the grey literature. Further, this review was conducted during April and May of 2007. Since that time, the issue of sustainability and tourism and leisure has continued to sit high on the political agenda and material has been produced that it was not possible to include in this report.

Focus on UK as holiday destination

The international tourism industry has been one of the economic success stories of the post-war period. In 1950 there were estimated to be 25 million international arrivals worldwide, while in 2004 this had increased to 763 million arrivals, an annual increase of 6.5%. International arrivals are predicted to top one billion by 2020, with long haul inter-regional travel expected to grow faster (5.4%) than intra-regional travel (3.8%). Currently, the balance between short haul and long haul tourism is around 82:18, but this is anticipated to shift to 76:24 by 2020 (UNWTO, 2006).

Within the UK £26.4bn was spent by UK tourists in the UK, compared to £28.1bn spent by UK residents abroad in the same period. £16.8bn was spent by overseas tourists visiting England in 2003. The number of trips taken by UK residents in the UK has increased to 151 million in 2003, with 56% of these trips for two nights and less. The average spend per trip is £175 and average spend per night is £45. The effect of September 11th saw a reduction in UK residents taking holidays overseas (and an increase in domestic

tourism), but since 2003 the number of holidays taken overseas has increased to 66.3 million in 2005 (UKTS, 2004).

Tourism relies on disposable income and the number within the UK unable to afford an annual holiday has declined by nearly 50% in the last 6 years (nVision, 2006). Although disposable income may reduce in years to come, evidence shows that tourism has become more important to people and will be prioritised over other non-essential expenditure. Those of higher social grades take more holidays of all types, but take relatively more short breaks than long holidays and are relatively more likely to take overseas holidays than holidays at home. UKERC (2006) found that the number of international leisure trips made from the main UK airports by people earning less than £29,000 p.a. fell between 2000 and 2004. The 2003 British Social Attitudes Survey showed that nearly half of those in professional and managerial occupations flew three times or more per year. UKERC (2006) conclude that the growth in aviation has occurred because more wealthy people are flying more often rather than a new class of traveller being introduced to overseas tourism. Lower social grades are more likely to take longer holidays in the UK, while middle social groups take longer holidays and fewer short breaks, hence higher social grades can be seen to be the bigger impacters. nVision (2006) research shows nearly two-thirds of consumers consider a holiday to be 'absolutely necessary' to live properly, a 50% increase since 1993, the highest rated embodiment of luxury. Similarly, 27% of adults are currently saving for a holiday. The rise of non-ostentatious consumption has given rise to an increase in experiential tourism, whereby people want to have new experiences. This may drive the trend for overseas holidays as people strive to experience new cultures and environments. The challenge in promoting domestic tourism is to stress that holidays in the UK can create experiences to match those perceived to be possible abroad.

Research by TripVision shows the younger age groups are more likely to want to travel abroad, with 55% of those up to the age of 25 saying they will travel abroad more. While the research found none of the 66 year old group plan to travel abroad more than they do presently, 46% of those aged 36-45 wanted more overseas travel (TripVision 2006). Of the same group, only 13% of those who holidayed abroad in the preceding 12 months reported the environment being a concern that influenced their choice of destination. Conversely, of those who had only taken a UK holiday in the previous 12 months, 45% stated that environmental issues were a reason behind their choice of holiday

destination. Such a figure is perhaps surprisingly high, and would suggest that people do in fact recognise the impacts of their holidays. Yet, what much of the quantitative research does not distinguish between is those who simply want to enjoy a clean environment, and those for whom the protection of the environment in the places they holiday is a demand motivator.

In terms of who is most likely to stay within the UK for holidays, research by VisitBritain (2004) identified eight groups of UK consumers according to their travel patterns. Of these, three groups the 'cosmopolitans', 'discoverers' and 'high streets' were held to be the most potentially likely groups to persuade to shift towards UK holidays rather than overseas holidays. 'Cosmopolitans' take frequent short breaks, as do the discoverers, although this group tend to focus on last minute deals and prefer the UK than overseas, while the 'high streets' are more traditional in taking a longer overseas holiday. The research indicated that the built heritage and unspoiled countryside of England were the key strengths to the domestic tourism product, but the beaches and coast, as well as limited ability to see wildlife in its natural setting were identified as weaknesses. Interestingly, the research showed the effect of whether respondents had children as being important in influencing positive attitude towards tourism in England. The research showed that families were not impressed by the range of activities on offer for families in England.

Similar research by nVision (2006) describes five groups of holiday maker, one of whom, the 'local culture vulture' shuns overseas holidays in favour of domestic holidays in order to absorb the culture and environment of their destination. This group is 54% male and tends to comprise consumers from higher social grades. The 'experimenter' is similarly keen on domestic holidays, but wishes to combine this with overseas holidays. This group of people are also from higher social grades and see tourism as a chance to sample something new and are less driven by price. However, the 'sensationalist' and the 'escapist' both wish to take overseas holidays and are drawn from the middle and lower social grades. The research also describes a group of consumers who rarely go on holiday, primarily for financial reasons, but which also includes 10% of the highest social grades who have no interest in travel.

Despite the increasing draw of experiencing the culture of a destination, Mintel (2005) reveals that the guarantee of nice weather is still the second most important factor in determining an enjoyable holiday, after good quality accommodation, and so a driving factor for holidays overseas. Interesting

sightseeing and local cuisine are the third and fourth most important factors. For 35% of the population experiencing a different culture makes the holiday enjoyable (4th highest rank), while for 27% visiting a country or area they have never been to before is what makes the holiday enjoyable (5th highest rank). Such factors set the challenge of promoting domestic tourism in context.

Consumers are looking for new experiences and are able increasingly able to afford to travel abroad to gain this experience. With spending from overseas tourists to the UK stagnating and the threat of terrorism hanging over inbound tourism, domestic tourism represents an important market to support UK tourism and meet the needs of UK consumers. Higher social grades and middle aged consumers represent the most fertile ground for converting short break overseas holidays to short break domestic holidays, but younger consumers represents the most valuable prize as they currently desire overseas holidays most strongly and have their travel careers ahead of them. The relatively high value of the Euro against the pound, and the anticipation of this ratio continuing in the medium term will set the conditions to allow for domestic holidays in the UK to appear good value. Although, the rate of the pound against the US dollar looks set to benefit UK consumers for the medium term, working against the UK domestic tourism industry and in favour of holidays to the US.

Travelling less/combining travel

There is very little evidence to suggest that people are willing to travel less often. Indeed, all the evidence presented in part one of this report illustrates the trend is for increased travel, rather than less. UKERC (2006) reports that air travel is growing at 8% p.a. First Choice's (2005) consumer trends report shows 40% of those surveyed now take two or more holidays per year by plane. While later sections in this review will show that there is some evidence of frequent flyers exhibiting a greater awareness of the impacts of travel, and a greater willingness to act to reduce their impacts, this does not extend to flying less.

As with tourism, trends within leisure point very much towards an increase in leisure time available, and with this, more travel. The Leisure Day Visits Survey for 2002-03 shows 80% of the adult population took a day trip over the previous two week period, giving a total of 5.2bn leisure day visits during

2002/3 and a total expenditure of £71.1bn. However, this number is decreasing as more people travel overseas for short breaks

It was not possible to find any evidence discussing the willingness of the public to combine travel.

Choose more sustainable travel methods

Although the behaviour goals for transport describe tourism and leisure separately, this review will consider them together because of the overlap in reasons why people resist modal change.

Currently, over three quarters of all visits abroad are by air and 64% of all UK air passenger movements are either domestic or to EU15 (nVision, 2006). Shaw and Thomas (2006) argue that although the surge in low cost flying is a recent phenomenon, 'democratisation is difficult to dampen down' and make comparisons with the increase in car ownership in the 1960s. However, such a position misunderstands the growth in air travel and presumes the 'democratisation' has come from encouraging new people to fly, whereas UKERC (2005) assert that the expansion has been through more affluent people travelling more. The CAA (2006) shows that the average household income for leisure passengers departing by air from Gatwick, Luton and Stansted was over £50k p.a, Research by nVision (2006) show the numbers of British air passengers from DE social groups has declined from 1999 to 2005 with only a small rise in C2 groups, although a relative decline. The largest growth has come from the urban middle classes of the C1 social grade, which now comprises 40% of the flying public, against 43% for the AB group.

However, Shaw and Thomas (2006) do correctly identify the low cost airlines' targeting of young consumers in order to influence travel patterns for life. Drivers of this phenomenon include increasing disposable income, a reduction in insularity and an increase in exposure to distant sights and sounds through the internet and TV. Research has shown that 16-24 year olds exhibit a desire to gain self-awareness through contact with other societies before they accept the responsibilities of life, employment and becoming a parent (Shaw and Thomas, 2006; Locker-Murphy and Pearce, 1995; Murphy, 2001; Seekings, 1995). Previously this travel was typified by low cost rail, coach and hitch-hiking, but would now appear to have been replaced by low cost air travel. Shaw and Thomas (2006) conducted focus groups with young travellers and

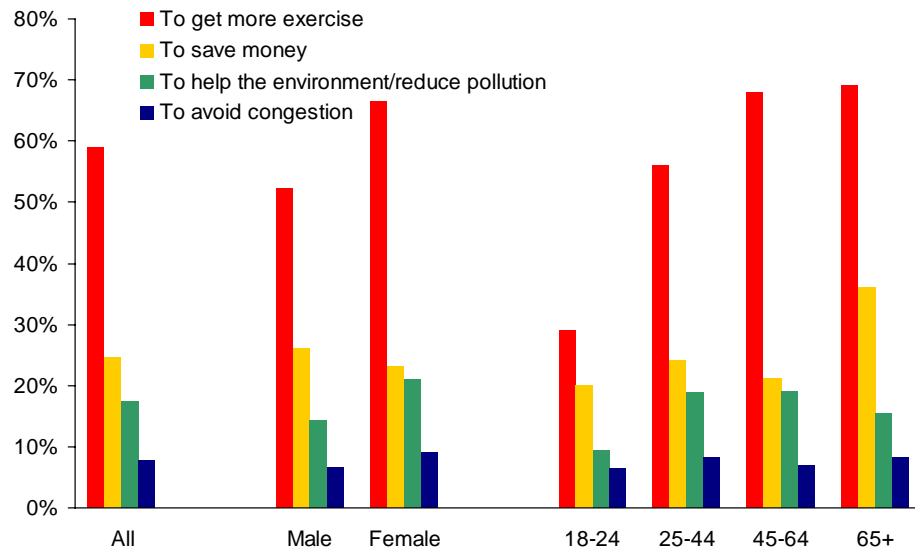
found a high willingness to travel, explained in terms of education, the desire to see new things and to keep in contact with friends and relatives. The research showed little awareness of the impacts of flying or what could be done about it. Where there was limited understanding of the impacts, the respondents described perfectly the tragedy of the commons (Hardin, 1968) whereby the individual is not prepared to make an individual sacrifice for the greater benefit to the wider community. Recognising the paucity of data on this area, Shaw and Thomas (2006:214) conclude, "The tracking of travel behaviour as well as opinions on the sustainability of air travel will be critical over the coming decade".

For leisure travel, the challenge of modal shift is more typically away from the car and towards public transport, although research by COI and DEFRA (2006) showed little support for willingness to reduce the use of car. Figure 1 identifies the reasons for cutting down on car use, emphasising the need to appeal to personal reasons, rather than collective challenges. The car is by far the most popular mode of transport used for leisure day trips, used for 58% of trips, as opposed to walking (29%). The average distance travelled for trips varied by destination, with people prepared to travel an average of 30 miles to visit the coast, 18.7 miles to visit the countryside and 13.2 miles to visit towns and cities (GB Leisure Day Visits Survey, 2004). Leisure travel accounts for over 40% of all distance travelled and over 30% of all personal trips in the UK (Guiver et al, 2006). Most consumers live the majority of their lives within a 6 mile radius, illustrating the need for local transport solutions. Holidays and leisure represent the main reason why consumers travel more widely, and the trends outlined above have resulted in the UK public now spending more on transport, travelling further and more frequently than ever before.

Cutting down car use

Selected reasons given for cutting down use of car, by gender and age

"What were the main reasons, if any, for cutting down your use of a car for short journeys (during the last 12 months)?"



Source: 'Survey of Public Attitudes to Quality of Life and to the Environment', DEFRA/nVision
 Base: All who cut down use of a car at least once or on a regular basis (1905) amongst 3736 18+, England, 2001

Figure 1: Cutting down on car use (nVision, 2006)

nVision (2006) evidence a 35% increase in miles travelled across all income groups, with the wealthiest members of the public travelling nearly 12,000 miles per year, but those in the lowest income quintile travelled on average only 4000 miles per year – illustrating the effect of mobility on income and vice versa. Long distance rail travel increased 37.8% from 1996/7 to 2003/4, whereas domestic air increased by 30% over the same period (nVision, 2006). The fact that people are travelling by train represents an opportunity to encourage more people to travel by public transport if the product can address the dissatisfaction users raise. In terms of expenditure, despite the falling cost of flying, there has been a 778% increase in expenditure on air travel from 1971 to 2006 at constant 2003 prices, a 38% increase in expenditure on rail, but a 17% decline in spending on motoring. Expenditure on rail and tube fares as a proportion of weekly expenditure on all transport has increased from 17% in 1989 to nearly 25% in 2005 (nVision, 2006). The

highest expenditure on rail and tube is by those in the highest income decile group.

The Council for National Parks (2006) recognise that for visitors to be attracted out of their cars, a strong public transport brand, good design and distribution of publications and visible marketing are needed. Integration of tickets and timetabling between transport and attraction/destination aids modal shift. Reasons commonly cited for not using public transport include cost, speed, convenience and safety (nVision, 2006). The success of the bus varies inside and outside London. Inside London numbers of bus journeys have increased 60% over the period 1992/3 to 2005.6, whereas outside London there has been a 13% fall in number of bus journeys across the same period. Yet, as a proportion of the distance travelled by all road passenger vehicles, bus and bicycle have declined consistently since 1962 to now be only around 1% each. Online ticketing methods or schemes such as the Oyster card in London offer a solution to the problem of convenience in travel planning.

For rural tourism, visitor attractions are often the only reason for trips to the region, and so are the prime generators of any congestion that accrues as a consequence. Leisure related travel tends to be longer than utility journeys, yet car occupancy will be higher. The ETC (2001) showed that 75% of leisure related journeys are still less than 40 miles in distance, and so presents an opportunity for a change towards public transport. Leisure related travel involves discretion not just as to the mode of travel, but whether to travel at all, and at what time of the day to travel. Leisure facilities will typically involve arrivals during 11am to 3pm and with numbers far greater than most employers. Hence, travel plans, following the examples of large employers represent a potential source of behaviour change for day visitors. Such travel plans might include the provision of information and advice, car park restrictions, improving public transport links, multi-modal tickets, discounted entry and better provision for cyclists and pedestrians (Lumsdon et al, 2006). Yet, Guiver et al (2006) conclude from their research that many visitors choose their travel mode before they decide where they are going to visit. Such a situation could result in those attractions seeking to shift visitors away from private transport suffering a reduction in visitation. In an example of those who had shifted from the car to public transport using a 'Wayfarer' ticket in Greater Manchester and the Peak District National Park, parking problems were cited as the number one reason for switching (The Centre for

Environmental Conservation and Outdoor Leisure, 2004). Other factors included the ability to relax and travel stress free, an improved travel experience and the cost of driving. 'Protecting the environment' was only cited by 50 people, and ranked 11th as a reason to switch to public transport. The research showed the ticket appealed to older age groups, but also supported the notion that the travel is a large element of the activity, and so to assume it is simply a means to get to the attraction would be to understate its importance. However, with the ability to look at the scenery, read, walk about and also to experience the company of others on public transport means that trains and buses do have the opportunity to promote the experiences possible that are not possible when driving.

Dickinson and Dickinson (2006) report on the potential effect congestion could have for leisure related travel. They argue that the discretionary nature of leisure travel will exacerbate the felt effects of congestion, as opposed to that experienced when driving to work. As such, the effect on leisure providers of congestion could be greater than the effect on workplaces. The need to reduce traffic congestion is well known to the National Trust, who cite dissatisfaction and falling attendances at properties in the South West as being due to an excess of visits utilising private transport (National Trust, 2005). National Parks generate significant leisure traffic, with over 90% of visitors to parks arriving, and travelling around by private car (Council for National Parks, 2006). Additionally, the visual blight of large car parks, noise and air pollution as well as the cost of the infrastructure to cater for the motorist are all reasons to move away from dependence on visits by car drivers. To this end, the National Trust has participated in numerous schemes to reduce their reliance on the car, which include discounted entry for those who have travelled by train, promoting cycle paths, restricting parking and providing more information about access to properties by public transport. Yet, they concede that such measures have 'only touched a minority of the visitor market'. The belief is that travel planning results in a different type of visitor to the attraction, rather than persuading existing visitors to switch to different forms of transport.

To make a significant difference, National Trust argue sustained funding, of the order beyond private companies, is needed to establish long term commitment to public transport and to enable consumers to become used to the idea of there being alternatives to the car. This is a conclusion supported by the Council for National Parks, who argue that the creation of a ring-fenced

Sustainable Transport Fund would highlight the importance of the issue, but concede currently measures to restrict the use of cars by leisure travellers are a low priority for many National Park Authorities. The National Trust (2005) believe that to reduce reliance on the car it is necessary to improve the infrastructure of public transport, particularly on Sundays, one of the main days when people are wishing to take leisure breaks. The lack of cycle paths and unconnected cycle paths further act to discourage alternatives to the car. They recognise that an opportunity to create a modal switch is to stress the role of the journey as part of the leisure break. Public transport can be seen as part of the experience of the trip, in a way that private transport cannot. Yet, a seven day service is needed for this to be realised, and the network extended and improved to allow for weekend leisure travel to the countryside.

Users of public transport contribute more to the local economy than do car users, and so provide an incentive for the local region and RDAs to advance sustainable leisure plans. One negative perception of using public transport is that it is expensive. A challenge is needed to this perception to remind visitors that the cost of running a car is spread throughout the year, rather than concentrated on one day. However, for public transport schemes to be evaluated fairly, they need to recognise the social benefits and so not be judged purely against economic criteria. Or, if economic criteria are to be used, then the full economic advantage of providing a bus service needs to be assessed. As an example, the Brecon Beacons National Park Authority estimates that the 2526 passengers using the new bus service created an additional spend of £55,572. Similarly, the Moorsbus Network generated an additional £303,444 from the passengers travelling in and around the North York Moors (The Centre for Environmental Conservation and Outdoor Leisure, 2004). Monitoring of a range of performance indicators can provide such services with the ammunition to defend themselves against criticism of high cost and low usage. Monitoring also would enable park authorities to compare themselves and to assess the effectiveness of their actions.

Choose more sustainable activities

There is a plethora of material relating to public attitudes towards the environment in general. More difficult to establish is if, and how, people adjust this awareness for tourism and leisure. Hillery et al (2001) conclude that tourists are not very perceptive of their own impacts on tourism, although to a greater extent they are able to notice direct effects of other tourists, such as litter and vandalism. According to Mintel (2005) 25% of the UK public

recognise that tourism has an impact on the environment and 21% feel tourism can ruin local cultures. As an example, Harriott (2002) held that tourists to the Great Barrier Reef had a poor understanding of the ways in which tourism could impact on the environment, although visitors were sure that there would be negative impacts. Tourists reported a desire for more information about the specific ways in which their behaviour could manifest itself in negative impacts. Hjalager (1999) argues that the lack of information provided to consumers hampers their ability to make informed choices. However, simply requesting more information lacks sophistication. It is important to know what kind of information, when is it required, from whom, about what, in what form and to what end?

Mintel (2005) in their study of ethical holidays identify only 1% (about 450,000 holidays) of all outgoing holidays that could be described as 'hard eco-tourism' with a strong emphasis on the environment. Yet, they predict this number rising to 2.5 million by 2010, despite their research showing a 10 percentage point reduction since their 2002 survey in the number of people who rate booking an eco-tour as an important factor. The research does show an increase in awareness of environmental impacts and an increasing interest in the cultural aspects of tourism. Of a suite of statements presented to respondents, issues relating to the environment were only rated 5th and 6th, with preference given to social and economic issues. This finding is consistent with nVision (2006) research who place 'meeting local people' and 'understanding the local culture' as more important than environmental factors. This evidence does illustrate the opportunity for tour operators to provide holidays that meet consumers' needs for more authenticity and more experiences on holiday than has traditionally been the case with the beach holiday. Events such as the Asian tsunami may have influenced people's thinking about the social and economic impacts of tourism. It is clear that there is an interest amongst the public in the impacts of tourism, but that this has not translated into a change in behaviour, or even proactive consumerism. There is an opportunity for tour operators to capitalise on this market, but the consumer needs to be engaged with in a different way to presently. What is 'authentic' will be open to debate, but it would appear that tourists are becoming more keen to avoid obviously staged events, and more sophisticated in their understanding of what makes an event authentic.

ABTA (2000) found 64% of consumers who claimed to be willing to pay an extra £10-£25 for their holiday to guarantee its sustainability, yet the same

survey showed that only 17% had decided not to have their towels washed every day for environmental reasons and only 18% switched off the air conditioning to save energy. Mintel (2005) report 19% of holidaymakers who said they were prepared to pay more to use companies that are environmentally friendly, but only 7% of respondents had sought a holiday with an ethical code of practice. Hjalager (1999:16) describes the gap between the general awareness of sustainability by consumers and willingness to make personal sacrifices as 'considerable'.

Research conducted by Mintel (2005) has led it to devise a typology of four groups of consumers; the 'ethical holidaymaker' (17% of adults who have taken a holiday abroad), the 'aware' (15%), the 'self-interested' (27%) and the 'unethical traveller' (41%). The characteristics of the groups are as the names suggest, but even the ethical traveller will include people who just wish to experience something different and to get away from the beaten track. The final two groups stress the importance of the weather and price, but this does not mean that holidays for these groups cannot be more sustainable, just that the consumers themselves will not respond to a sustainability agenda. Indeed, the research by Mintel seems to reflect a view that for holidays to be sustainable the consumer must be driving the agenda and be aware of the issues. Given the high relative impact of the travel component of a holiday, the package holiday in Europe with its high load factors on the planes may be more sustainable than aware eco-tourists flying to Costa Rica on a scheduled flight with lower load factors. The research would appear to show that females are more likely to describe themselves as aware, while males are more likely to be described as self-interested. Similarly, ethical holidaymakers and the more ethically aware are comprised of more people from higher social grades, a finding confirmed by First Choice (2005).

First Choice's (2005) Consumer Trends report declares the public does not really have any engagement with the term 'responsible tourism' although consumers seem aware of some of the negative impacts of tourism, but less so the positive returns. The ABTA (2000) survey of consumer attitudes showed 85% of consumers felt it was important holidays did not damage the environment, and 71% felt tourism should benefit the people in the local destination. These figures had risen to 87% and 76% respectively by the 2002 survey (ABTA, 2002). Yet, this awareness translates into a disappointing level of action, with only 8% having claimed to have taken a company's environmental performance into account when booking a holiday. While the

survey shows resistance to the idea of flying less, and even paying extra to offset, although there was a greater level of support for actions tourists were prepared to take in resort. 54% were prepared to take public transport, 50% planned to recycle (although 80% recycled at home), 44% were happy to try to consume local brands of food and drink, but still only just over one third were prepared to reduce the amount of times their towels and bed linen was changed, and just under one third would buy souvenirs that would not deplete local resources. Overall, the report demonstrates the relatively low willingness of consumers to act in any way that impinges upon their holiday. Such a position does not make it impossible to introduce sustainability into tourism, but it does mean that relying on customer awareness and demand for sustainable tourism may not be the most effective means of moving forward.

Krippendorf (1987) describes the need for 'rebellious tourists' to shake the industry, but Hjalager (1999) believes the tourism industry has not yet been 'invaded' by radical expressions of green consumerism. It is clear that consumers are prepared to some extent to do things differently if they are able to recognise the sustainability issue. However, they are not prepared to do different things, regardless of the sustainability concern. Such a position is typical of the 'weak sustainability' paradigm described by Baker, Kousis, Richardson and Young (1997) and demonstrates the potential value of 'choice editing' to amend behaviour away from the most unsustainable activities.

Choose leisure closer to home

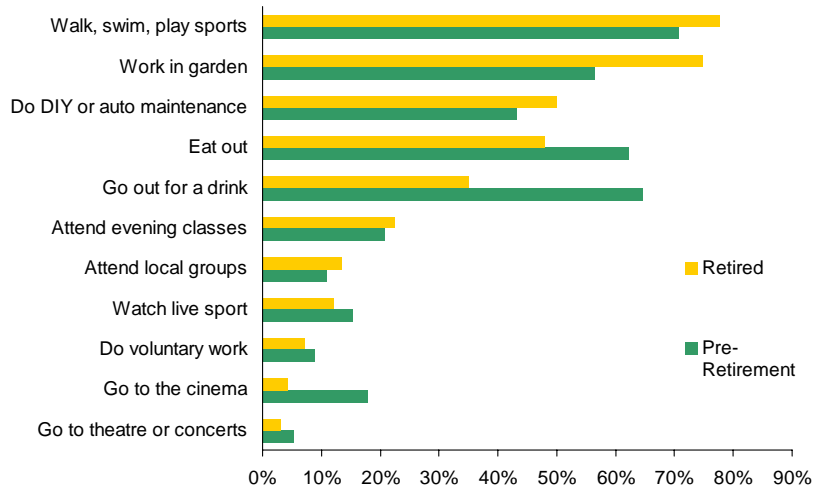
The average distance travelled by UK residents for all day trips in 2002/3 was 35 miles, whereas for those trips to the seaside, the average distance was 61 miles and 41 for trips to the countryside (Star UK, 2007). In 2004 71% of the distance travelled by UK residents for domestic tourism was by car, a percentage that has remained consistent since 2000 after a large rise during the late 1980s (Star UK, 2007; The National Trust, 2005). Similarly, the percentage of distance travelled by train by UK residents for domestic tourism has been fixed at around 13% across the same period. Yet for trips to the countryside the percentage using their car rises to 86% and falls to 69% for trips to the town or cities. Only 2% of arrivals in the countryside were by public transport in 2003 (UKTS, 2004).

Research by nVision (2006) shows that of ten leisure activities, the eight most commonly undertaken are within a very small distance of home. Indeed, only 'being a spectator at a sports event' and 'visit an historic building' the 9th and

10th items in terms of popularity are likely to be any distance from home. Instead, activities such as going out for dinner, visiting the cinema, going to the pub, taking a walk, doing DIY are all activities most likely to be participated in close to home. When the ABC1 group, and 16-34 year olds are asked about their leisure, the same pattern of behaviour is revealed. Yet, with such an increase in leisure time available, although the activities where there is a larger travel component are relatively few compared to the most popular activities (see figure 2), their absolute number still creates a problem of congestion and emissions. Under 40 year olds will engage in an average of 22 leisure activities per year, a 50% increase within a generation, while adjusted expenditure on out of home leisure has increased from £65bn in 1980 to £144bn in 2005. The percentage of people who regard sufficient leisure time as being essential to live properly has increased since 1992 from 58% to 84% in 2004. According to nVision (2006) 56% of the population will visit an historic building at least one time per year, nearly 50% will visit a museum over the same period, 47% a theatre and 40% an art gallery.

Fig.3 illustrates how far people are prepared to travel for leisure activities compared to their day to day lives. Shopping for clothes, cars and computers, as well as to attend the theatre are all activities people are prepared to travel further than the average commute for, at around eight miles. However, most other activities are less than eight miles – demonstrating the potential for public transport to enjoy heavy patronage if it can not only meet consumer needs, but communicate these changes.

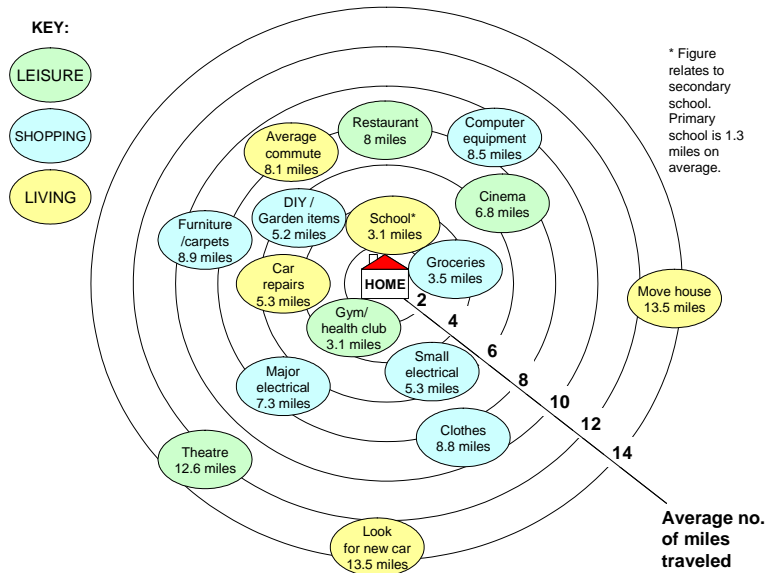
Proportion engaging in specified leisure activities at least once a month



Source: British Household Panel Study/nVision
Base: 2,795 UK Adults Age 55+, 2004

Figure 2: Proportion engaging in various leisure activities at least once per month

Average distance normally travelled for various purposes in the UK



Source: DETR/ONS/Newspaper Society/The Future Foundation nVision
Base: 1000 adults 16+, UK

Figure 3: Average distance normally travelled for various purposes in the UK

Choose more sustainable leisure activities/make more use of outdoor spaces

24% of all day visits were to the countryside in 2002/3 (GB Leisure Day Visits Survey, 2004), against 71% were to a town or city. The most popular activities were eating and drinking out (15%), visiting friends and relatives (14%) and going shopping (11%). The most popular activity of those visiting the countryside was to walk and ramble. Yet, the conclusion of research by the Centre for Environmental Conservation and Outdoor Leisure (2004) in a report undertaken for the Countryside Agency is that it is extremely difficult to find any reliable data on participation in outdoor recreation activities. They believe participation rates are stable, although some activities, such as cycling and canoeing are increasing. Walking has long been the most popular sport in the UK, with a four weekly participation rate of 44.5% according to the General Household Survey in 1996. The survey believes improvement to facilities, infrastructure and the provision of greater information about routes etc could release latent demand for cycling and horse riding. Whereas demand for canoeing and paddling appears to be limited by restrictions to access, as there is unmet demand for motorised sports in the countryside, which is currently restricted, or at least displaced. The report recommends involving activity groups to see how their usage of the outdoor resources can be enhanced and increased, but involving a wide spectrum of stakeholders in order that specific user groups do not dominate. They also recommend greater links with educational sector to encourage an appreciation of the outdoor environment before a negative representation is created.

The importance of outdoor space is recognised, with 91% of people believing that public parks and open spaces improve the quality of their life (CABE Space, no date). Research questioned if improving the condition, appearance and facilities and management of parks encourages people to have greater respect and improved behaviour in parks. Such thinking builds on Kelling and Wilson's (1982) 'Broken Window' theory, whereby people are more likely to litter in areas where there is already litter, and less likely to in places where there is no litter. The paper identifies a series of actions that can help to reclaim parks and to make them areas local people are more likely to want to use. The details of these initiatives are beyond the remit of this review, but what is key is that dirty, unwelcoming parks are known to be reasons for locals not taking advantage of local parks, and for this to change, the parks

must be improved. Clean parks encourage a sense of community, freedom, enable relaxation and a sense of escape, as well as provide an opportunity for children to enjoy nature and play.

Encouraging more people to use outdoor spaces will ensure conflicting leisure pursuits become more acute, for example horse riding and mountain biking are often incongruous activities, as even can be picnics and dog walking. Such a conflict can only result in greater zoning of leisure spaces, and the public having to recognise that they are not free to undertake any form of leisure in any location. The diversification of rural land in particular, away from farming and towards alternative, new leisure pursuits will draw more people to the countryside, but create conflicts and congestion in ways that traditional land pursuits have not. Additionally, the people drawn to the countryside will be from more urban locations, where standards of behaviour and social norms differ, so creating the potential for social impacts from leisure.

Any shift in the amount of leisure undertaken by the public needs to be accompanied by a huge change in attitudes towards public transport lest the pollution, noise and congestion increase manifold. 'Honeypots' hold the potential to absorb large numbers of visitors, but these will need to include extensive travel plans and restrict accessibility by private cars. There is a clear paradox in that by attracting more people to make greater use of outdoor spaces, so the risk of traffic congestion increases. If the experience is to become a positive one, then using 'sticks' to force people onto public transport is likely to have a very negative effect, and contrary to the need to create a positive experience for new groups of people and a positive representation of the activity created. Curry (1994) suggests the risk of improving access to the countryside, is that like improving access to low cost flights, instead of public policy intervention enabling more people to participate in outdoor activities, the current group of participants participate more.

The barriers to outdoor recreation identified by the Henley Centre (2005) from the literature include the dislike by the public of being told where what activities were permitted, particularly for 'everyday' activities such as dog walking. Further, as much of the attraction of being in the countryside is the discovery of things to do and places to go, to have this restricted would reduce the intrinsic appeal of the journey. Other factors include the need for all facilities to be provided within the immediate area, for such areas to be accessible, convenient and connected to other facilities nearby. The creation of 'hubs' of entertainment offers the opportunity for leisure trips to be

combined with other forms of leisure, although in the national parks, minimum charges have been introduced in car parks in order to reduce the 'grazing' of tourists, who stay for very short periods of time in a destination before moving on to the next stop. By staying in an area for longer, more money is retained per car journey – but if there is insufficient attraction in each stop, then reducing the ability to graze may reduce the number of people who participate at all.

The Henley Centre research identifies an image problem of the outdoors for younger people, who, the report generalises, prefer instead to impress their friends with stories of what they have been doing. To this end, walking in the countryside does not create the desired positive impression. Similarly, parents do not wish to appear dated and to disappoint their children, so places like Legoland are prioritised over trips to the countryside. Additional barriers to undertake a trip to the countryside include the cost and perceived hassle, indicating the need to simplify the experience and to make it free at the point of delivery if a younger generation are to be attracted. Yet, research by nVision (2006) shows that although 16-24 year olds have the lowest support for the environment and make least effort to see it regularly, 75% did still recognise its importance. Related to the expense of a trip to the countryside is the relative cheapness of activities within the home such as watching TV, DVDs, PS2, which all occupy the time and attention of children, while affording parents a break. The final barrier cited by the Henley Centre (2005) is the challenge of finding an outdoor activity that holds interest for all the family, including children, parents and grandparents. These barriers indicate the need for a cultural shift if a next generation are not to grow up without experience of the countryside. As with tourism, people are looking for an experience with which they can impress their friends, but which will hold the attention of all the family. The challenge for leisure providers is clear and needs to be met in order to arrest the cultural shift away from outdoor leisure activities.

The majority of literature about sustainable travel within leisure relates to improving access for disadvantaged and minority groups as a method for reducing social exclusion. Within this literature, the main barriers to access are; physical barriers, lack of accessible information, lack of confidence/experience, cost, limited range of activities and a poorly maintained environment (Countryside Agency, 2005a). Interestingly, the barriers cited by able-bodied visitors for not undertaking more outdoor

activities and using public transport do not appear dissimilar to those cited by disabled travellers.

Related research examines how the known benefits of access to the countryside can be made more available to those from black and ethnic minorities, who are often more negatively affected by health problems and poverty compared to the population as a whole. The Countryside Agency (2005b) conducted research amongst black and minority ethnic group members, disabled people and young people to explore their attitudes to the countryside. All three groups opposed the countryside to the city, saw the countryside as being far from the cities and felt the way of life was slow and simple, based on traditional English values and hence for an elderly and socially conservative population. Specific to each group, people from ethnic minorities expected to feel excluded and conspicuous in the countryside, whereas disabled people expected to be welcomed, but anticipated feeling vulnerable at the lack of facilities for them. Young people felt the countryside held few attractions and little excitement for them. All groups recognised the benefits to their physical and psychological health from outdoor activities in the countryside, as well as for their personal identity and to encourage their social inclusion.

Responsibility

The question of who is responsible for the impacts of tourism and leisure is a contested one, with consumers, tour operators, suppliers, destinations and government all claiming not to have the power to effect change. In a survey by Mintel (2005) more than one quarter of respondents felt travel companies should do more to preserve the local environment and support local people. Research for Responsibletravel.com (2004) found 88% of respondents held tour operators responsible for preserving the local environment and culture. While nVision (2005) showed that over two thirds of respondents believe companies should be penalised for failing to care for the environment. A survey by Tearfund (2000) found 54% of consumers held the tour operators responsible for the provision of information about sustainability issues. Travel agents were also deemed to have a responsibility, but interestingly, the survey did not ask if consumers themselves felt they had a responsibility in this arena. Miller (2001) did ask this question, and the results showed that although consumers were prepared to accept some responsibility, this was only when they also identified others as having a shared responsibility.

In terms of what action is expected to accompany this sense of responsibility, IPSOS-MORI's (2005) annual business behaviour survey found 94% of those polled felt companies should be obliged to report on their impacts on society and the environment. ABTA's (2000) annual survey showed 78% of package holiday respondents thought information about the environmental and social impacts was important for tour operators to include in their brochures.

Providing information to consumers is important if they are to make informed decisions. The nature of this information reflects the interests of the consumers, with 46% of respondents in a survey by Tearfund (2002) interested to receive information about local customs and appropriate forms of dress and behaviour. This was by far the most popular item identified by consumers, with only 18% wanting to receive information about ways to protect the natural environment and reduce waste. In a survey by Co-op Travelcare (1998) terrorism was cited as the number one thing consumers wanted to know about, but 76% wanted information about pollution levels and 73% wanted to know about the effects of tourism on the natural environment and on the way of life in the area. Reflecting the more aware status of co-op customers, 67% were keen to know what the country's human rights record was before they travelled.

Beyond calling for more information, DfT (2006) research shows that 70% of the public understand that air travel harms the environment, with frequent flyers, higher income groups and managerial/professional occupations recognising this relationship most keenly. These levels have grown from a similar survey in 2002. Yet, the nature of the understanding shows confusion as to how air travel impacts on the environment, with the most frequent unsolicited response being it affects air quality (cited by 84%), noise (40%) and a combination of climate change, global warming and ozone depletion (35%). Shifting from recognising the impacts to feeling a sense of responsibility, 79% of respondents felt that they should be allowed to continue flying as much as they want, although once environmental impacts were mentioned unqualified support fell to just 17% (DfT, 2006). Yet, support for environmental taxes is growing. Research by nVision (2006) shows over 40% of the public agree with the need for taxes to prevent environmental pollution. This support is strongest amongst those 65 years of age and over and those in the AB social bracket. Those least in favour of environmental taxes are 25-34 years old and in C2 social grades, although support here is still above 30%. More recently, TripAdvisor (2007) found 25% of respondents felt air

travel should be avoided where possible in order to help preserve the environment, while 38% were willing to pay more to offset their emissions. Yet, in terms of actions, only 3% had purchased carbon credits

DfT (2006) research on the question of paying for environmental damage shows 63% of respondents who accepted flying causes environmental impact would be prepared to pay 'a bit more' as a consequence. When this equation is extended to make flying 'much more expensive' then support falls to just 47%, yet still only 33% oppose the increase in price. Older respondents were more likely to support the increase in expense, as were managerial/professional occupations for small increases with frequent flyers less supportive of large increases, but equally supportive of small rises to non-flyers. However, in the 2002 study, when the public were presented with information about the impact of air travel and its current tax situation 79% stated they would accept a 5% increase in airfares and 50% were willing to accept a 10% rise (DfT, 2002). The results presented by First Choice (2005) suggest only 12% were prepared to reduce the amount they flew, but 28% said they would be prepared to pay a small additional charge to offset their carbon emissions, but the majority of respondents resisted this suggestion. One third of consumers were willing to have the brochures they take from travel agents on loan, and return them afterwards. Such an action may reduce the large number of wasted brochures printed every year, but whether they would be returned in a condition that would allow them to be re-used is doubtful.

In terms of actions taken by companies themselves, the Tearfund (2000) survey of tour operators and their responsible tourism practices revealed 71% of the companies surveyed gave money to charity, 50% had a responsible tourism policy, and more than half of those without a policy were planning to introduce one shortly. The companies surveyed for this report were selected as those most likely to be taking action, so are not representative of the whole industry, lending weight to Anita Roddick's (2004) criticism of the industry that it is 10-15 years behind other industries in terms of its corporate responsibility. The Travel Foundation was established by the main UK tour operators in 2002. This organisation aims to share best practice on corporate responsibility and monitoring of the impacts of the industry.

However, there is widespread recognition of the role played by many of these same large tour operators who established the Travel Foundation in lobbying against the eco-tax introduced in the Balearic Islands of Spain in 2000. The

eco-tax was an attempt to internalise the cost of many of the externalities caused by tourism to these popular islands. The tax was charged through accommodation, with the funds being used for environmental projects on the islands. The introduction of the tax led to a reduction in the number of tourists visiting the islands, and the subsequent withdrawal of the tax after pressure from external lobbying by the tourism industry. The head of the UK Federation of Tour Operators, Andy Cooper, has said subsequently that the FTO do not support the principle of eco-taxes imposed on the tourism industry and would lobby again against any such proposal. Similarly, the proposal by the Swedish government to introduce an airport tax was met with a threat by Ryanair to withdraw its services to Sweden in protest, the same tactic to that employed when Newquay imposed a £5 'tourist tax'(e-tid, 2006).

There is little doubt that in respect of every issue relating to travel, the picture painted by the surveys conducted is very confused. Yet, what does appear to be clear is that consumers would like to pay more attention to sustainability issues, that these attitudes are aspirational, and if companies can meet these aspirations then consumers will be willing to book accordingly. This degree of consumer concern neatly sidesteps the problem of who is responsible and provides tour operators, suppliers and destinations with the motivation to encourage a transition to a more sustainable tourism industry.

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Annex C: Industry workshop

Industry workshop held Wednesday 6th June, 2007

Defra, Ashdown House, 123 Victoria Street, London

The workshop considered four questions;

1. Do the results of the research fit with the experience of those in industry?
2. What actions can industry take to promote sustainability?
3. What policy options should be recommended to Defra?
4. What further research does industry want?

What follows immediately below is a summary of the answers received to the four questions set followed by a list of attendees.

Do the results of the research fit with the experience of those in industry?

- The findings of the research conducted by the University of Surrey were consistent with research conducted by both VisitBritain and First Choice holidays, as well as the experience of all others present. All agreed that getting tourists to change their behaviour will be a considerable challenge. Albeit that niche market segments may respond differently to concerns about sustainability from the mass market.
- The finding that sustainability is not a major issue for tourists matched industry experience. Where tourists cite a desire for clean, unspoiled destinations it is likely to be more for reasons of self-interest, than reasons of global sustainability. However, whether there are significant groups who are motivated by sustainability is largely unknown.

What actions can industry take to promote sustainability?

- The group felt the UK tourism industry was ahead of the world in terms of the actions it was taking (through the Federation of Tour Operators and Travel Foundation), but recognised there was still a lot of work to do to catch up with other industries and to educate large parts of the tourism industry about what is needed to be more sustainable.
- Specifically, those present felt a system of sustainability indicators needs to be developed in order that operators know what they can measure, and begin the task of monitoring their performance. Much progress has been made in auditing properties through work with the FTO, but the number of properties and the range of issues means government assistance will be invaluable in speeding up this task. Once an audit can be completed, the results can be printed in brochures to arm consumers with information about the sustainability of various properties. This will enable properties to compete on non-price terms, but also to begin to compile evidence as to whether more sustainable properties become more popular with consumers. Such evidence will create a strong rationale for property owners to make changes to current and future developments. It was recognised that there is strong potential to exploit the positive image that comes from taking actions on sustainability.
- Attendees felt the APD and fuel taxes should be administered through the operators themselves and not the consumers. Such an approach would allow for the age of the planes and load factors to be considered, in a way that consumer-led schemes do not. A more sophisticated scheme that recognised efforts made by operators to improve the efficiency of their fleet and their operations would be supported.
- For some of the attendees, domestic tourism held the potential to reduce many of the impacts associated with travel and should be promoted more fully – although this would be contrary to the mission of the outbound tour operators.

What policy options should be recommended to Defra?

- Programme of work that encourages consumers to think about the impacts of their tourism and consequently to do things differently, as well as consider doing different things.
- Use funds from APD to explain to the public the need for APD and to justify its existence. Similarly, funds from the APD could be used to explain to the public why additional levels of taxation may be needed to combat climate change, and the role of aviation in this process.
- A person to be appointed within government to act as liaison with the tourism industry. The separation of discussion about tourism within government leads industry to feel divorced from decision-making and a role is needed that brings these discussions together with industry.
- Need to consider a legislative intervention to promote sustainability – akin to the boost health and safety received from tightened legislation.
- Government to help industry work on an indicator programme that would allow the tourism industry to monitor its impacts and seek amelioration techniques.

What further research does industry want?

- Work on a carbon calculator that allows the impacts of tourism to be assessed, and compared relative to day to day activities. This may allow for an estimation of what an annual carbon allowance might be, and what the consequences of this would be for the tourism industry.
- A more definitive position from government on whether carbon offsetting is a positive thing, or just guilt alleviation. Can carbon offsetting solve the problem of climate change?
- Work on indicators and monitoring systems that allow for the internal and external reporting of the impacts of tourism.

-
- There was much discussion of the value of a food labelling type approach to tourism, which recognised that different forms of tourism and different operators can have widely varying levels of impact. A system alerting the consumer to the likely type and order of impact caused by purchasing a holiday, would serve to educate the tourist, as well as put pressure on operators offering holidays with negative sustainability implications. A programme to explore the issue and consider what are the most important impacts, and so what should be the key elements to any tourism label.
 - How to make tangible the problem of sustainability, so that people are prepared to change their behaviour. How can sustainable tourism tap into people's self-interest?
 - What are the impacts caused by various forms of tourism, for instance, mass versus specialised, packaged versus independent etc? What are the impacts of domestic tourism versus those of overseas tourism? The publication of such information to make industry, policy makers and the public more aware of the relative impacts caused.
 - Why do people choose environmentally friendly holidays?

In attendance:

Noel Josephides	Sunvil Holidays
Rochelle Turner	Holiday Which?
Jenny McGee	VisitBritain
Luke Gaskins	First Choice Holidays
Jenny Swift	SQW
Richard Denman	The Tourism Company
Nancy Brock	Thomas Cook
Pip Tyler	Nielsen Active Holidays
Jonathan Hodrien	former Director Friends of Conservation

Andy Jeffries	BTCV
Rachel Muckle	Defra
Graham Miller	University of Surrey
John Tribe	University of Surrey
Caroline Scarles	University of Surrey
Kirsten Holmes	University of Surrey
Kathryn Rathouse	Independent Social Researcher

Annex D: Recruitment questionnaires



RECRUITMENT QUESTIONNAIRE:
Version No. 2 (TOURISM) Date 19th March 2007

PROJECT NAME: **TOURISM/LEISURE** JOB NO: **7261**

Interviewer Name : _____ Interviewer No. _____

Date and Time of Group/Depth _____

Respondent Name : _____

Full Postal Address : _____

_____ Post Code _____

Tel. _____ (Hm) _____ (Wk) _____ (Mobile)
(DO NOT RECRUIT UNLESS TELEPHONE NUMBER IS GIVEN.)

METHODS OF RECRUITMENT ALLOWABLE

- | | |
|-------------------------------|---|
| Telephone free find | ✓ |
| <i>Telephone snowballing*</i> | ✓ |
| <i>Door to door</i> | ✓ |
| In street, face to face | ✓ |
| From lists | x |

*This refers to approaching people who may know other respondents who fit the quota, but who are NOT attending the group discussion themselves. You must not knowingly recruit people who know each other. After they have been initially approached, you must recruit these people *yourself* according to the quota.

I am recruiting respondents to take part in a group discussion on holidays. The discussion is part of a project being carried out by the University of Surrey. The purpose of the discussion is for the Department for Environment, Food and Rural Affairs to understand more about how people choose their holidays.

Q.A Do you or do any of your close friends or relatives have anything to do with the following occupations? (PLEASE CIRCLE)

Market Research	1	Close
Journalism	2	Close
Advertising	3	Close
Marketing	4	Close
Television	5	Close
Public Relations	6	Close
Tourism/Leisure	7	Close
Environment	8	Close
None of these	9	Recruit

Q.B1 Have you ever taken part in a market research depth interview or group discussion on any subject (PLEASE CIRCLE)

Yes	1	→QB2
No	2	→ STANDARD PERSONAL DETAIL SHEET

Q.B2 When did you last take part in a market research depth interview or group?

In the last 6 months	1	CLOSE
Over 6 months ago	2	CONTINUE

QB3 What was/were the group(s) on?

IF TOURISM OR ENVIRONMENT, CLOSE.

QB4. How many group discussions would you say you have attended in the last 2 years?

3 or more	1	CLOSE
less than 3	2	CONTINUE

WE ARE KEEN TO AVOID RESPONDENTS WHO ARE VERY FAMILIAR WITH MARKET RESEARCH. PLEASE PROBE. IF IN ANY DOUBT PLEASE CONTACT THE OFFICE.

Sex

Male	1
Female	2

ALL GROUPS:

- 3 TO 5 MEN
- 3 TO 5 WOMEN

Age

Q1. What was your age last birthday? _____ WRITE IN

ALL GROUPS:

- AT LEAST 2 RESPONDENTS UNDER 30
- AT LEAST 2 RESPONDENTS OVER 60

Tenure

Q2. Does your household own or rent your home?

Owns	1
Rents	2

Q2a. ASK ONLY IF HOUSEHOLD RENTS HOME

Who is your landlord?

Council	1
Housing association	2
Other	3

GROUPS T1, T3, T5: ALL RESPONDENTS RENT FROM COUNCIL/HOUSING ASSOCIATION

GROUPS T2, T4, T6: ALL RESPONDENTS ARE HOME OWNERS

Ethnicity

Q3. What is your ethnic group?

White	1
Mixed	2
Indian	3
Pakistani	4
Bangladeshi	5
Other Asian	6
Black Caribbean	7
Black African	8
Other Black	9
Chinese	10
Other ethnic group	11

GROUPS T5 & T6: AT LEAST 2 BME (NOT WHITE) RESPONDENTS
ALL OTHER GROUPS: NO QUOTA

Tourism



Views about a topical issue

STANDARD PERSONAL DETAIL SHEET

OCCUPATION OF THE RESPONDENT (Please write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

OCCUPATION OF CHIEF WAGE EARNER - IF DIFFERENT FROM ABOVE (Write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

*ASK OFFICE IF UNSURE

Please tick in boxes as appropriate

SOCIAL STATUS

A B C1 C2 D E

MARITAL STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Single without children

Single with child/children*

Partnered without children

Partnered with child/children*

**ASK IF RESPONDENTS HAVE CHILDREN*

Does/do your child/children still live at home?

YES
NO

<input type="checkbox"/>
<input type="checkbox"/>

What ages is/are your child/children

(WRITE IN)

WORKING STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Non working

Working part time

Working full time

Student

Retired

Ensure that respondents are informed at the time of recruitment that they will be audio recorded at the group. These recordings will only be used for the research.

1.1 INTERVIEWER DECLARATION

I declare that this interview has been carried out strictly in accordance with the specification and has been conducted within the MRS Code of Conduct with a person unknown to me.

SIGNED _____ **DATE**



RECRUITMENT QUESTIONNAIRE:
Version No. 2 (LEISURE) Date 19th March 2007

PROJECT NAME: **TOURISM/LEISURE** JOB NO: **7261**

Interviewer Name : _____ Interviewer No. _____

Date and Time of Group/Depth _____

Respondent Name : _____

Full Postal Address : _____

_____ Post Code _____

Tel. _____ (Hm) _____ (Wk) _____ (Mobile)
(DO NOT RECRUIT UNLESS TELEPHONE NUMBER IS GIVEN.)

METHODS OF RECRUITMENT ALLOWABLE

- Telephone free find ✓
- Telephone snowballing** ✓
- Door to door* ✓
- In street, face to face ✓
- From lists x

*This refers to approaching people who may know other respondents who fit the quota, but who are NOT attending the group discussion themselves. You must not knowingly recruit people who know each other. After they have been initially approached, you must recruit these people *yourself* according to the quota.

I am recruiting respondents to take part in a group discussion on leisure activities. The discussion is part of a project being carried out by the University of Surrey. The purpose of the discussion is for the Department for Environment, Food and Rural Affairs to understand more about how people choose their leisure activities.

Q.A Do you or do any of your close friends or relatives have anything to do with the following occupations? (PLEASE CIRCLE)

Market Research	1	Close
Journalism	2	Close
Advertising	3	Close
Marketing	4	Close
Television	5	Close
Public Relations	6	Close
Tourism/Leisure	7	Close
Environment	8	Close
None of these	9	Recruit

Q.B1 Have you ever taken part in a market research depth interview or group discussion on any subject (PLEASE CIRCLE)

Yes	1	→QB2
No	2	→ STANDARD PERSONAL DETAIL SHEET

Q.B2 When did you last take part in a market research depth interview or group?

In the last 6 months	1	CLOSE
Over 6 months ago	2	CONTINUE

QB3 What was/were the group(s) on?

IF LEISURE OR ENVIRONMENT, CLOSE.

QB4. How many group discussions would you say you have attended in the last 2 years?

3 or more	1	CLOSE
less than 3	2	CONTINUE

WE ARE KEEN TO AVOID RESPONDENTS WHO ARE VERY FAMILIAR WITH MARKET RESEARCH. PLEASE PROBE. IF IN ANY DOUBT PLEASE CONTACT THE OFFICE.

Sex

Male	1
Female	2

ALL GROUPS:

- 3 TO 5 MEN
- 3 TO 5 WOMEN

Age

Q1. What was your age last birthday? _____ WRITE IN

ALL GROUPS:

- AT LEAST 2 RESPONDENTS UNDER 30
- AT LEAST 2 RESPONDENTS OVER 60

Tenure

Q2. Does your household own or rent your home?

Owns	1
Rents	2

Q2a. ASK ONLY IF HOUSEHOLD RENTS HOME

Who is your landlord?

Council	1
Housing association	2
Other	3

GROUPS L1, L3, L5: ALL RESPONDENTS RENT FROM COUNCIL/HOUSING ASSOCIATION

GROUPS L2, L4, L6: ALL RESPONDENTS ARE HOME OWNERS

Ethnicity

Q3. What is your ethnic group?

White	1
Mixed	2
Indian	3
Pakistani	4
Bangladeshi	5
Other Asian	6
Black Caribbean	7
Black African	8
Other Black	9
Chinese	10
Other ethnic group	11

GROUPS L1 & L2: AT LEAST 2 BME (NOT WHITE) RESPONDENTS
ALL OTHER GROUPS: NO QUOTA

Leisure

Views about a topical issue

STANDARD PERSONAL DETAIL SHEET

OCCUPATION OF THE RESPONDENT (Please write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

OCCUPATION OF CHIEF WAGE EARNER - IF DIFFERENT FROM ABOVE (Write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

***ASK OFFICE IF UNSURE**

Please tick in boxes as appropriate

SOCIAL STATUS

A B C1 C2 D E

MARITAL STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Single without children

Single with child/children*

Partnered without children

Partnered with child/children*

**ASK IF RESPONDENTS HAVE CHILDREN*

Does/do your child/children still live at home?

YES What ages is/are your child/children

NO

(WRITE IN)

WORKING STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Non working

Working part time

Working full time

Student

Retired

Ensure that respondents are informed at the time of recruitment that they will be audio recorded at the group. These recordings will only be used for the research.

1.1 INTERVIEWER DECLARATION

I declare that this interview has been carried out strictly in accordance with the specification and has been conducted within the MRS Code of Conduct with a person unknown to me.

SIGNED _____ **DATE**



RECRUITMENT QUESTIONNAIRE:

Version No. 2 (TOURISM – 16 TO 21 YEAR OLDS) Date 19th March 2007

PROJECT NAME: **TOURISM/LEISURE** JOB NO: **7261**

Interviewer Name : _____ Interviewer No. _____

Date and Time of Group/Depth _____

Respondent Name : _____

Full Postal Address : _____

_____ Post Code _____

Tel. _____ (Hm) _____ (Wk) _____ (Mobile)

(DO NOT RECRUIT UNLESS TELEPHONE NUMBER IS GIVEN.)

METHODS OF RECRUITMENT ALLOWABLE

- Telephone free find ✓
- Telephone snowballing** ✓
- Door to door* ✓
- In street, face to face ✓
- From lists x

*This refers to approaching people who may know other respondents who fit the quota, but who are NOT attending the group discussion themselves. You must not knowingly recruit people who know each other. After they have been initially approached, you must recruit these people *yourself* according to the quota.

I am recruiting respondents to take part in a group discussion on holidays. The discussion is part of a project being carried out by the University of Surrey. The purpose of the discussion is for the Department for Environment, Food and Rural Affairs to understand more about how people choose their holidays.

Q.A Do you or do any of your close friends or relatives have anything to do with the following occupations? (PLEASE CIRCLE)

Market Research	1	Close
Journalism	2	Close
Advertising	3	Close
Marketing	4	Close
Television	5	Close
Public Relations	6	Close
Tourism/Leisure	7	Close
Environment	8	Close
None of these	9	Recruit

Q.B1 Have you ever taken part in a market research depth interview or group discussion on any subject (PLEASE CIRCLE)

- | | | |
|-----|---|----------------------------------|
| Yes | 1 | →QB2 |
| No | 2 | → STANDARD PERSONAL DETAIL SHEET |

Q.B2 When did you last take part in a market research depth interview or group?

- | | | |
|----------------------|---|----------|
| In the last 6 months | 1 | CLOSE |
| Over 6 months ago | 2 | CONTINUE |

QB3 What was/were the group(s) on?

IF TOURISM OR ENVIRONMENT, CLOSE.

QB4. How many group discussions would you say you have attended in the last 2 years?

- | | | |
|-------------|---|----------|
| 3 or more | 1 | CLOSE |
| less than 3 | 2 | CONTINUE |

WE ARE KEEN TO AVOID RESPONDENTS WHO ARE VERY FAMILIAR WITH MARKET RESEARCH. PLEASE PROBE. IF IN ANY DOUBT PLEASE CONTACT THE OFFICE.

RECRUIT FRIENDSHIP PAIRS

Sex

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

QUOTA 3 TO 5 MEN, 3 TO 5 WOMEN

Age

Select Research Ltd
 Grove Hill
 Suckley
 Worcester
 WR6 5EE
 Tel: 01886 884009
 Fax: 01886 884141
 info@select-research.com
 www.select-research.com
 Registered in England No. 2921698
 VAT No. 663 0190 55

Q1. What was your age last birthday? _____ WRITE IN

ALL RESPONDENTS 16-21

Living and working arrangements

Ethnicity

Tourism





Views about a topical issue

STANDARD PERSONAL DETAIL SHEET

OCCUPATION OF THE RESPONDENT (Please write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

OCCUPATION OF CHIEF WAGE EARNER - IF DIFFERENT FROM ABOVE (Write in)

Job Title: _____

Industry: _____

PLEASE EXCLUDE ANY INDUSTRY RELATED TO THE SUBJECT MATTER*

***ASK OFFICE IF UNSURE**

Please tick in boxes as appropriate

SOCIAL STATUS

A B C1 C2 D E

MARITAL STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Single without children

Single with child/children*

Partnered without children

Partnered with child/children*

**ASK IF RESPONDENTS HAVE CHILDREN*

Does/do your child/children still live at home?

YES What ages is/are your child/children _____

NO

(WRITE IN)

WORKING STATUS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Non working

Working part time

Working full time

Student

Retired

Ensure that respondents are informed at the time of recruitment that they will be audio recorded at the group. These recordings will only be used for the research.

1.1 INTERVIEWER DECLARATION

I declare that this interview has been carried out strictly in accordance with the specification and has been conducted within the MRS Code of Conduct with a person unknown to me.

SIGNED _____ **DATE**

Annex E: Topic guides

DEFRA SCP Sustainable Tourism Topic Guide

Introduction (2mins)

My name is GM/CS I work for the University of Surrey, this is KR who is an independent social researcher.

We have been commissioned by DEFRA to speak to people throughout England about the holidays you take, where you aspire to go to, how you travel, what issues you think about when deciding where to go and how you get there.

The discussion will be recorded, but that is to help us with writing our report. Everything you say will be completely anonymous and the results are reported in such a way as no-one will be able to be identified from what you say. We are working to guidelines as set down by the MRS.

In focus groups there are no right or wrong answers, we are just looking to hear what you have to say and then we can report these back to DEFRA.

Only house rule is that only one person speaks at one time, otherwise it is very difficult to record what people have said

Warm Up (15mins)

Just to begin with, I would like each person to introduce themselves briefly, saying your name, a little about yourself, whether you live alone or with other people (*probe about children's ages*), and what you do with your time

Go round the room taking note of names, household composition, employment and leisure activities.

To start with, we'd like to ask you about the last place you went on holiday
Where did you go?

Probe who with, how they travelled, how long stayed, where stayed, and what did

Why did you choose to travel to the place you mentioned?

How often do you take holidays?

Did you take similar or different holidays each time?

Understanding of consumer aspirations (20mins)

What I want you to do now is to look at the 12 cards in front of you and to put them into three piles: holidays you'd like to take, holidays you wouldn't like to take and ones you're not sure about. Don't think about it too carefully, just first thoughts.

Give 2 mins.

Who has chosen XXX as the place you would like to visit? What appeals about it?

Who has chosen it as a place you wouldn't like to visit? Why?

Prompt for activity, mode of travel, accommodation, length of stay

FOCUS DISCUSSION ON;

- A UK holiday
- A European holiday (that can be reached by train)

- A holiday outside Europe
- An outdoors holiday
- A city break
- Golf/cruising holiday

How often would you like to go on holiday? Would you choose similar or different holidays each time?

Consumer understanding of ST (30mins)

We have talked a bit now about what you get out of your holiday, what I want you to do now is think a little more widely about the holidays we have been talking about.

Have you noticed any impacts on the holidays you have taken?

Prompt for awareness of environmental, economic, social impacts at host destination as well as globally, negative as well as positive

Of all the impacts you've mentioned, which do you think are the most important?

Prompt for what aspects of the holiday threatens the sustainability the most e.g. the flight, the economic leakages, the social impact? Do they consider the positive impacts justify the negative?

Now I'd like you to focus on the environmental impacts. There are no right or wrong answers to this exercise, but thinking about the environmental impacts, now, what I would like you to do is to take the same 12 cards and to sort them into three piles: one pile for holidays that you think have high environmental impacts, medium environmental impacts, and low environmental impacts.

Why is each card in each pile?

Where have you put XXX?

FOCUS DISCUSSION ON;

- A UK holiday
- A European holiday (that can be reached by train)
- A holiday outside Europe
- An outdoors holiday
- A city break
- Golf/cruising holiday

Behaviour change (45mins)

Thinking about the impacts we have talked about above, do you ever consider any of these impacts when planning your holiday?

Probe which impacts they have considered

How has this affected your choice of holiday? Have you ever decided to travel using a different method of transport because of the environmental impacts of flying/driving?

Prompt for considering travelling less, different travel methods, travelling to different places

Probe for reasons

Prompt: Do you think that these actions can make a difference?

Prompt about the pros and cons of each method suggested

Which change would you be most prepared to make?

Prompt:

Would you be prepared to take a holiday in the UK instead of overseas?

Would you be prepared to fly closer to home
Would you be prepared to take alternative forms of transport?
Would you be prepared to avoid activities if you knew they had a negative impact on cultures/environments e.g. aquaria, 4x4 driving, golfing
Would you be prepared to travel less?
Would you be prepared to offset?
Check whether they have different views for first, second and subsequent holidays –e.g. OK, you wouldn't be keen on a holiday in England for your main holiday, but what about for your second holiday?

Probe for why they would be prepared to make certain changes?

What would encourage you to make these changes?
What would stop you from making other changes?

OK, what we are going to do now is turnover the cards in front of you. Can you turn over the card for Paris/Edinburgh/Cornwall/Australia
Introduce information about carbon emissions from flights for four destinations.

Ask:

Does that surprise you?
Do you think this would make a difference in deciding where you next travel and what you decide to do? Why/why not?
Prompt for whether the existence of impacts makes the holiday less appealing?
How important is environmental compared to the other impacts they mentioned earlier e.g. social, cultural and economic impacts?

LOW PRIORITY (ONLY DISCUSS IF TIME ALLOWS) Where do you get information about the impacts of holidays? Do you feel you have enough information or would you like to know more? Who would you expect to give you this info? Who would you trust?
Prompt for any sources of information used. Who is credible? Is there a lack of information?

Expectations of who should be held responsible (10mins)

So far we have talked about actions you can take as consumers to be more responsible, but who do you think should be taking action to improve sustainability?
Prompt for UK Government, Industry, Destination governments, own responsibility. Look for balance of responsibility

What action do you think the government/industry should be taking?
What shouldn't the government/industry be doing?

Sustainability in everyday life (10 mins) – LOW PRIORITY EXCEPT SEGMENT IDENTIFICATION (ONLY DISCUSS IF TIME ALLOWS)

We've talked quite a bit about sustainable holidays. Now we'd like to ask you a little bit about whether you consider sustainability in your day-to-day lives.

How interested are you personally in environmental issues? We're not expecting that you are – we're just asking to get a feel for your views.
Probe why/why not.

Do you do anything like saving water, saving energy or reducing rubbish at home? Probe why or why not. Prompt concern about the environment, to save money, don't like waste.

How important do you think these day-to-day activities are compared to the holidays you take?

(e.g. John, it sounds like you do a lot at home but don't worry quite so much about the environmental impact of your holidays - why is that do you think?)

Show segment descriptions and ask them which they think they fit into and why

Warm down and farewell (5mins)

Just finally, what key messages would you like us to pass back Defra about how to encourage people to reduce the environmental impacts of their holidays

Check for any further questions

Thank you very much for coming

DEFRA SCP Sustainable Leisure Topic Guide

Introduction (2mins)

My name is GM/CS I work for the University of Surrey, this is KR who is an independent social researcher.

We have been commissioned by DEFRA to speak to people throughout England about the day trips you take, where you aspire to go to, how you travel, what issues you think about when deciding where to go and how you get there.

The discussion will be recorded, but that is to help us with writing our report. Everything you say will be completely anonymous and the results are reported in such a way as no-one will be able to be identified from what you say. We are working to guidelines as set down by the MRS.

In focus groups there are no right or wrong answers, we are just looking to hear what you have to say and then we can report these back to DEFRA.

Only house rule is that only one person speaks at one time, otherwise it is very difficult to record what people have said

Warm Up (15mins)

Just to begin with, I would like each person to introduce themselves briefly, saying your name, a little about yourself, whether you live alone or with other people (*probe about children's ages*), and what you do with your time
Go round the room taking note of names, household composition, employment and leisure activities.

To start with, we'd like to ask you about the last trip you took
We are defining a 'trip' as something that lasts at least half a day, but does not involved an overnight stay

Where did you go?

Probe who with, how they travelled, how long stayed, where stayed, and what did

Why did you choose to travel to the place you mentioned?

Roughly, how many trips have you been on this year?

Do you tend to take similar or different trips each time?

Understanding of consumer aspirations (20mins)

What I want you to do now is to look at the 12 cards in front of you and to put them into three piles: trips you'd like to take, trips you wouldn't like to take and ones you're not sure about. Don't think about it too carefully, just first thoughts.

Give 2 mins.

Who has chosen XXX as the place you would like to visit? What appeals about it?

Who has chosen it as a place you wouldn't like to visit? Why?

Prompt for activity, mode of travel, accommodation, length of stay

FOCUS DISCUSSION ON;

1. *Activities making use of nearby green spaces (walking in the countryside for rural participants, picnic in the park for urban/suburban participants)*
2. *Activities that involve travelling further afield.*
3. *Activities that have a positive impact on biodiversity (bird watching) and others that have a negative impact (football match, shopping mall).*
4. *Activities that contribute to the local economy to some extent. Some do so more than others (e.g. farmers market versus shopping mall).*
5. *Outdoor activities (e.g. walking in the countryside, picnic in the park, bird watching, Glastonbury festival); the rest are mostly indoors.*

How often would you like to go on trips? Would you choose similar or different trips each time?

Consumer understanding of ST (30mins)

We have talked a bit now about what you get out of your trips, what I want you to do now is think a little more widely about the trips we have been talking about.

Have you noticed any impacts on the trips you have taken?

Prompt for awareness of environmental, economic, social impacts at host destination as well as globally, negative as well as positive

Of all the impacts you've mentioned, which do you think are the most important?

Prompt for what aspects of the trip threatens the sustainability the most e.g. the travel, the economic leakages, the social impact? Do they consider the positive impacts justify the negative?

Now I'd like you to focus on the environmental impacts. There are no right or wrong answers to this exercise, but thinking about the environmental impacts, now, what I would like you to do is to take the same 12 cards and to sort them into three piles: one pile for trips that you think have high environmental impacts, medium environmental impacts, and low environmental impacts.

Why is each card in each pile?

Where have you put XXX?

FOCUS DISCUSSION ON;

- *Activities making use of nearby green spaces (walking in the countryside for rural participants, picnic in the park for urban/suburban participants)*
- *Activities that involve travelling further afield.*
- *Activities that have a positive impact on biodiversity (bird watching) and others that have a negative impact (football match, shopping mall).*
- *Activities that contribute to the local economy to some extent. Some do so more than others (e.g. farmers market versus shopping mall).*
- *Outdoor activities (e.g. walking in the countryside, picnic in the park, bird watching, Glastonbury festival); the rest are mostly indoors.*

Behaviour change (45mins)

Thinking about the impacts we have talked about above, do you ever consider any of these impacts when planning your trips?

Probe which impacts they have considered

How has this affected your choice of trip? Have you ever decided to travel using a different method of transport because of the environmental impacts of flying/driving?

Prompt for considering travelling less, different travel methods, travelling to different places

Probe for reasons

Prompt: Do you think that these actions can make a difference?

Prompt about the pros and cons of each method suggested

Which change would you be most prepared to make?

Prompt:

Would you be prepared to travel closer to home

Would you be prepared to take alternative forms of transport?

Would you be prepared to avoid activities if you knew they had a negative impact on cultures/environments e.g. aquaria, 4x4 driving, golfing

Would you be prepared to travel less?

Would you be prepared to offset?

Check whether they have different views for first, second and subsequent trips –e.g. OK, you wouldn't be keen on changing for your main trip, but what about for other trips?

Probe for why they would be prepared to make certain changes?

What would encourage you to make these changes?

What would stop you from making other changes?

OK, what we are going to do now is turnover the cards in front of you. Can you turn over the card for Edinburgh/Cornwall/

Introduce information about carbon emissions from travel for two/three destinations.

Ask:

Does that surprise you?

Do you think this would make a difference in deciding where you next travel and what you decide to do? Why/why not?

Prompt for whether the existence of impacts makes the trip less appealing?

How important is environmental compared to the other impacts they mentioned earlier e.g. social, cultural and economic impacts?

LOW PRIORITY (ONLY DISCUSS IF TIME ALLOWS) Where do you get information about the impacts of trips? Do you feel you have enough information or would you like to know more? Who would you expect to give you this info? Who would you trust?

Prompt for any sources of information used. Who is credible? Is there a lack of information?

Expectations of who should be held responsible (10mins)

So far we have talked about actions you can take as consumers to be more responsible, but who do you think should be taking action to improve sustainability?

Prompt for UK Government, Industry, Destination governments, own responsibility. Look for balance of responsibility

What action do you think the government/industry should be taking?

What shouldn't the government/industry be doing?

Sustainability in everyday life (10 mins) – LOW PRIORITY EXCEPT SEGMENT IDENTIFICATION (ONLY DISCUSS IF TIME ALLOWS)

We've talked quite a bit about sustainable trips. Now we'd like to ask you a little bit about whether you consider sustainability in your day-to-day lives.

How interested are you personally in environmental issues? We're not expecting that you are – we're just asking to get a feel for your views.

Probe why/why not.

Do you do anything like saving water, saving energy or reducing rubbish at home? *Probe why or why not. Prompt concern about the environment, to save money, don't like waste.*

How important do you think these day-to-day activities are compared to the trips you take?
(e.g. *John, it sounds like you do a lot at home but don't worry quite so much about the environmental impact of your trips - why is that do you think?*)

Show segment descriptions and ask them which they think they fit into and why

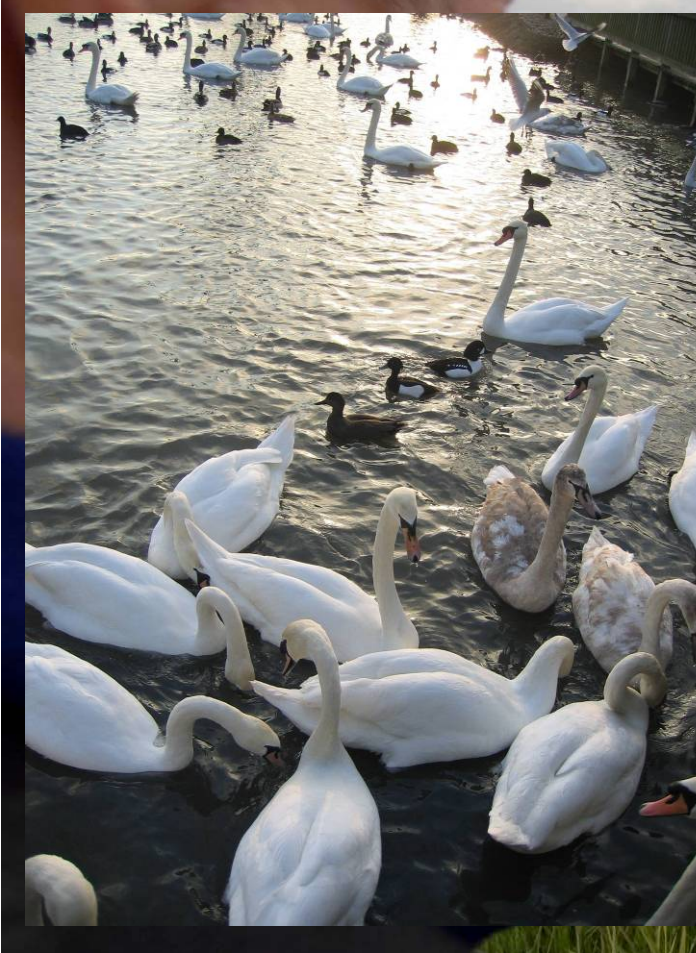
Warm down and farewell (5mins)

Just finally, what key messages would you like us to pass back Defra about how to encourage people to reduce the environmental impacts of their trips?

Check for any further questions

Thank you very much for coming

Annex F: Leisure photographs









- Marbled Biltong Beef
- Rare Beef Loin
- Roasted with rose
- Quality produce, being properly
- Oven-fresh ready
- Mail order and more internet marketing

THE FUDGE
01706 879922 F
HAND MADE FUDGE
TRUFFLES

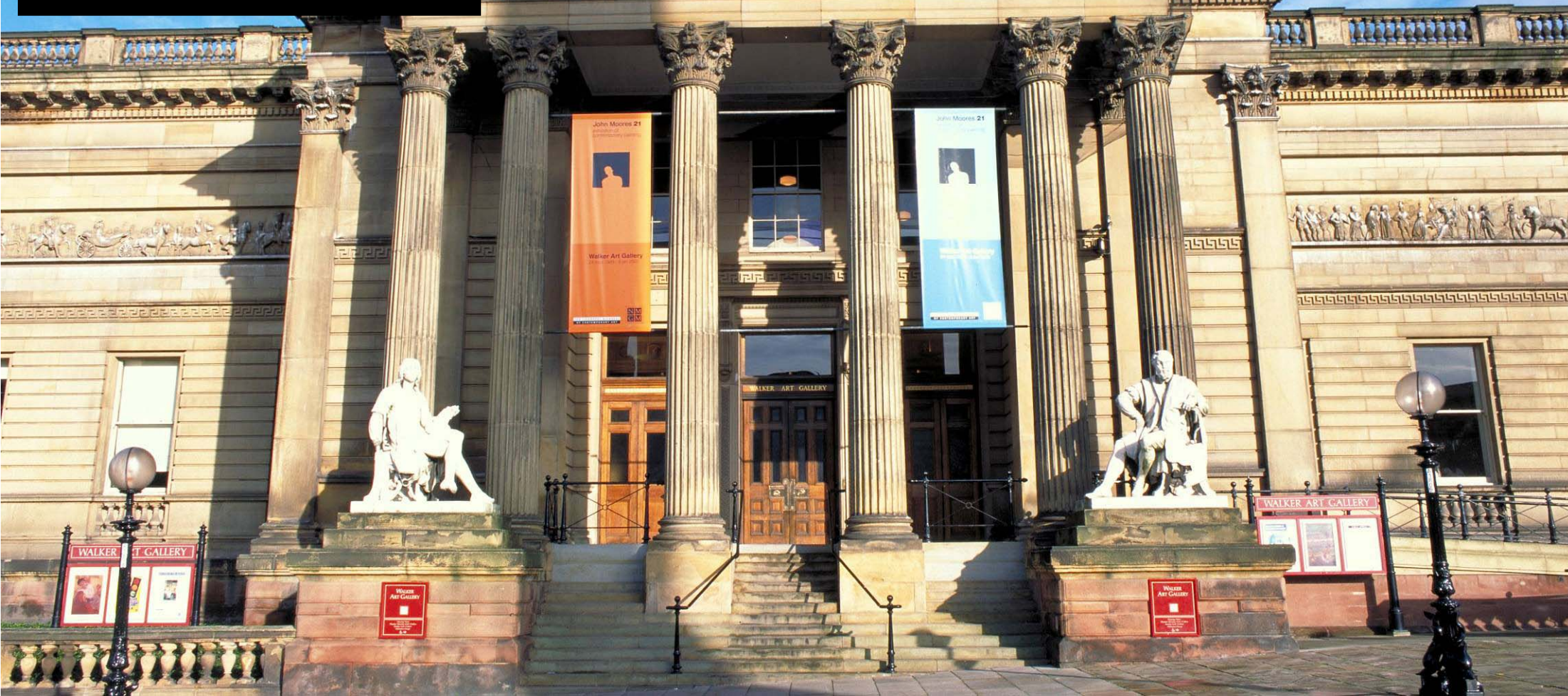
10% OFF
WHOLE BARS
Fudge Factory

Truffle
Toffee



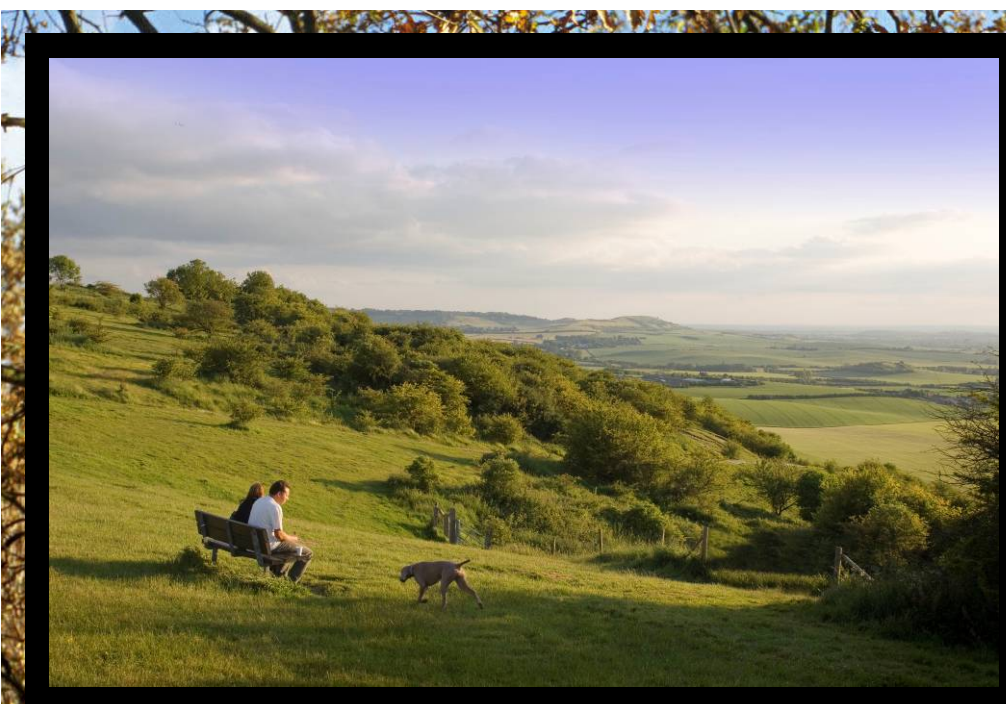










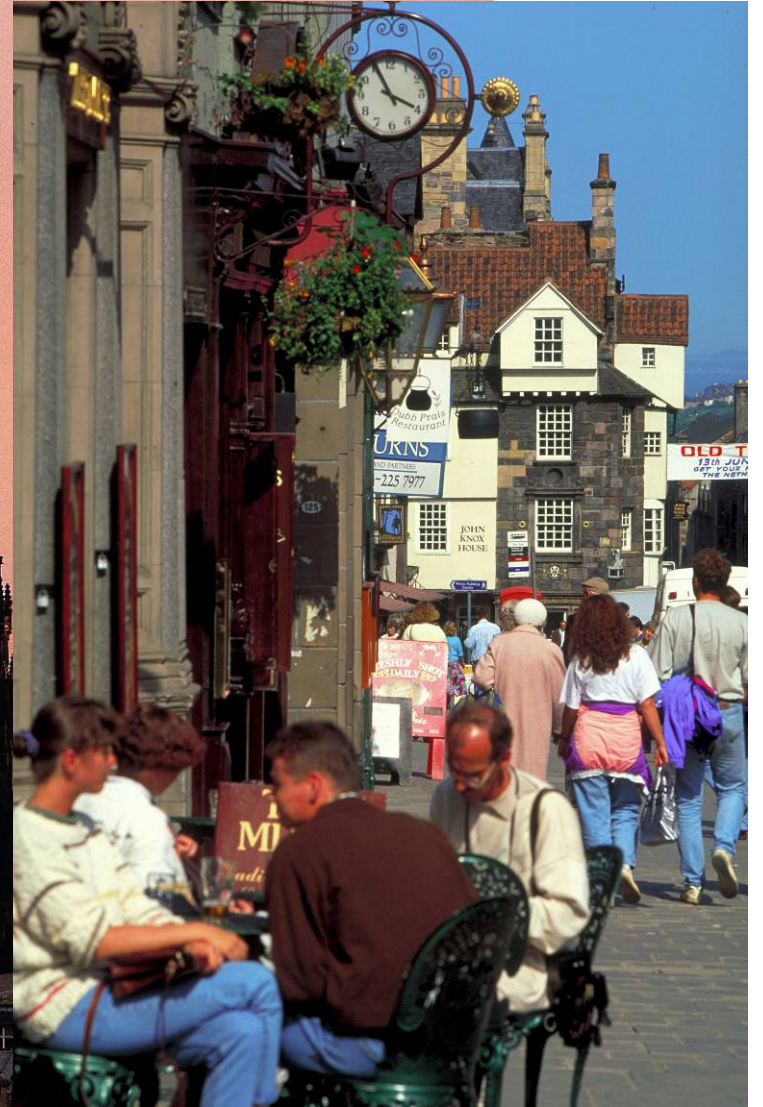


Annex G: Tourism photographs



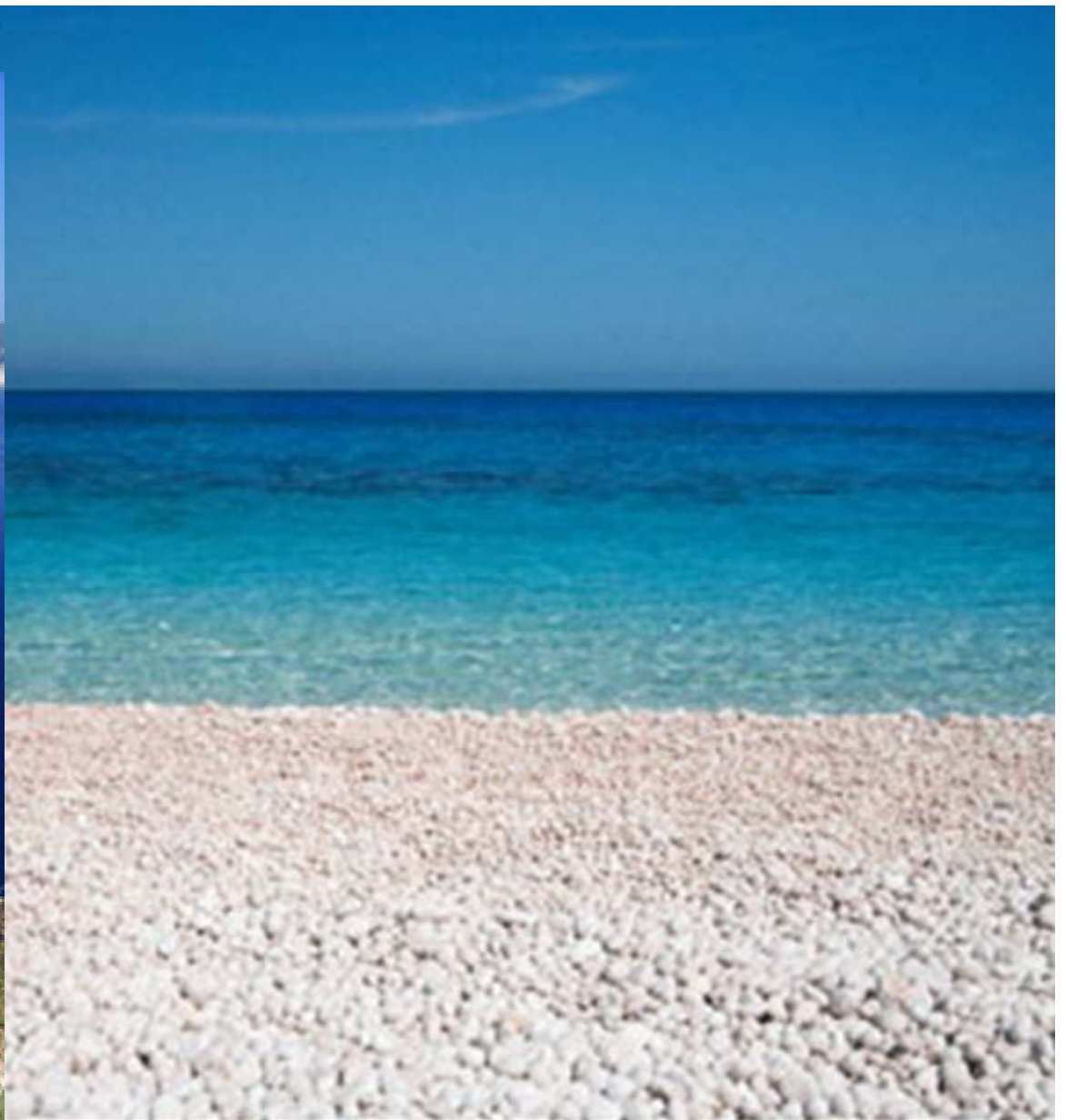






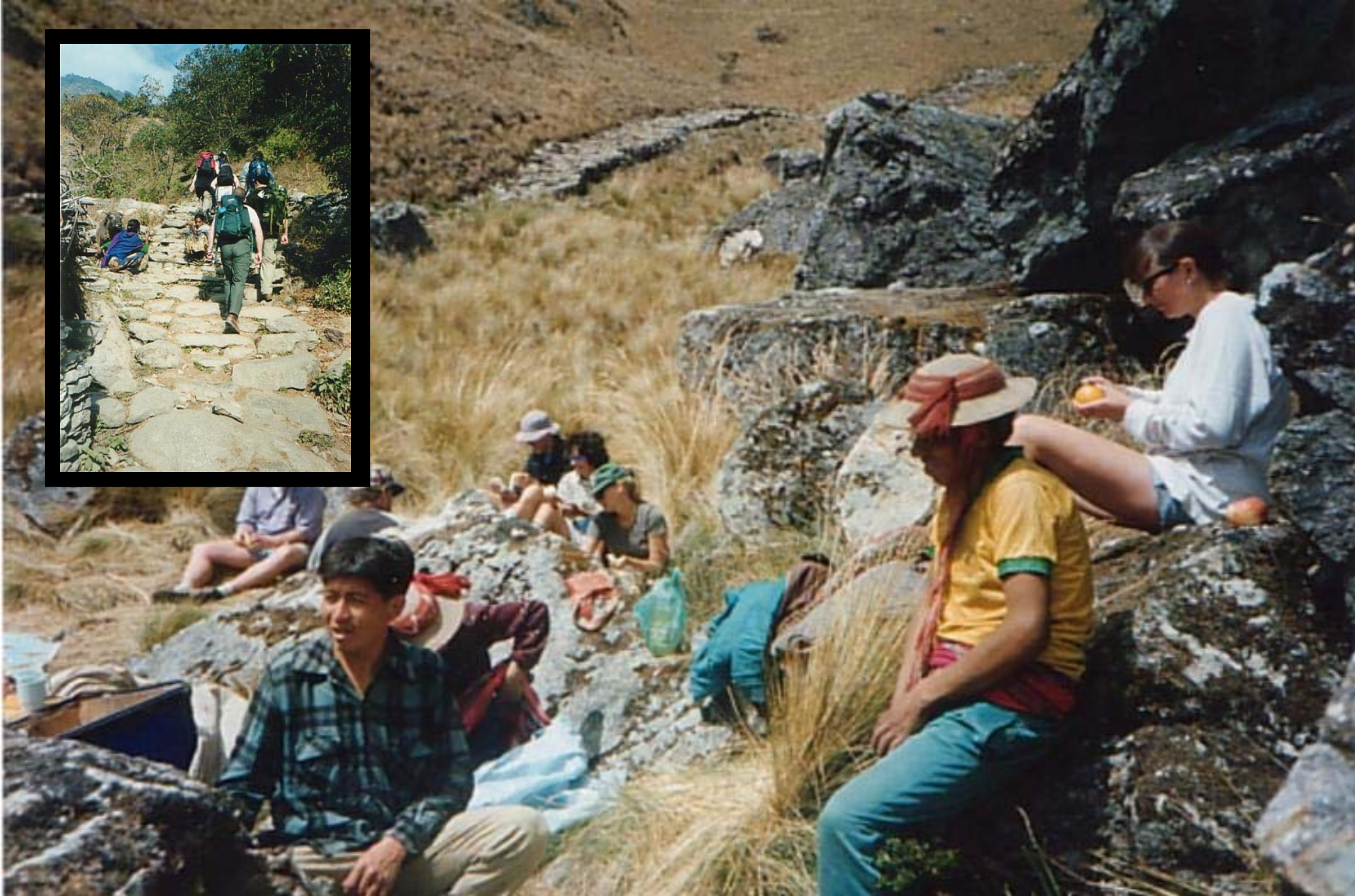


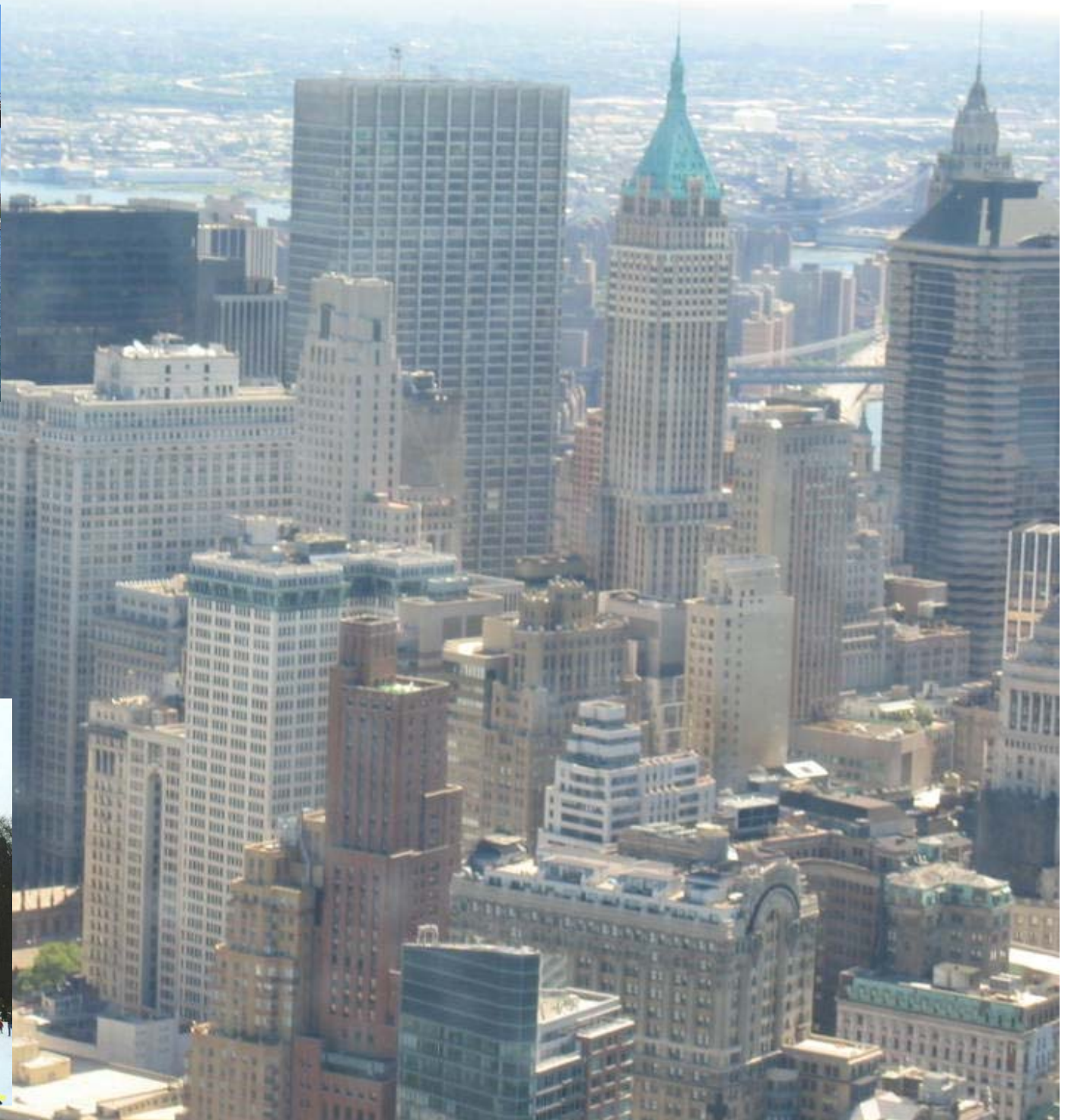
©Karen Thompson



GREECE

© keith taylor / Alamy (copyright free images)







©Alan Marvell



©John Beech



©Alan Marvell





Annex H: Leisure information

MANCHESTER TO EDINBURGH DAY TRIP

Driving from Manchester to Edinburgh (return) **per car**

- Emissions: **0.13 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **18 weeks**

Train from Manchester to Edinburgh (return) **per person**

- Emissions: **0.03 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **4 weeks**

Flight from Manchester to Edinburgh (return) **per person**

- Emissions: **0.10 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **14 weeks**

Annex I: Tourism information

CORNWALL, BEACH HOLIDAY

Driving from London to Cornwall (return) per car

- Emissions: **0.16 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **22 weeks**

Train from London to Cornwall (return) per person

- Emissions: **0.03 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **4 weeks**

Tourism contributes **1.7%** to UK economy

GREECE, BEACH HOLIDAY

Flight from London to Greece (return)

- Emissions: **0.61 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **84 weeks**

Tourism contributes **6.3%** to Greek economy

THAILAND, BEACH HOLIDAY

Flight from London to Thailand (return)

- Emissions: **2.78 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **385 weeks**

Tourism contributes **8.0 %** to Thai economy

EDINBURGH CITY BREAK

Flight from London to Edinburgh (return)

- Emissions: **0.14 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **19 weeks**

Train from London to Edinburgh (return)

- Emissions: **0.05 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **7 weeks**

Tourism contributes **1.7%** to UK economy

PARIS, CITY BREAK

Flight from London to Paris (return)

- Emissions: **0.11 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **15 weeks**

Eurostar from London to Paris (return)

- Emissions: **0.01 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **2 weeks**

Tourism contributes **2.0%** to French economy

NEW YORK, CITY BREAK

Flight from London to New York (return)

- Emissions: **1.54 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **213 weeks**

Tourism contributes **1.0%** to USA economy

SCOTLAND, GOLF

Flight from London to Edinburgh (return)

- Emissions: **0.14 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **19 weeks**

Train from London to Edinburgh (return)

- Emissions: **0.05 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **7 weeks**

Tourism contributes **1.7%** to UK economy

FRANCE, SKIING

Flight from London to Meribel, France (return)

- Emissions: **0.19 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **26 weeks**

Tourism contributes **2.0%** to French economy

NEPAL, TREKKING

Flight from London to Nepal (return)

- Emissions: **2.07 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **287 weeks**

Tourism contributes **3.9%** to Nepalese economy

EURODISNEY

Flight from London to Paris (return)

- Emissions: **0.11 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **15 weeks**

Eurostar from London to Paris (return)

- Emissions: **0.01 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **2 weeks**

Tourism contributes **2.0%** to French economy

CARIBBEAN CRUISE

Flight from London to Miami (return) to embark on cruise

- Emissions: **2.00 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **277 weeks**

Tourism contributes **21.6%** to Jamaican economy

AUSTRALIA, WINE TASTING

Flight from London to Australia (return)

- Emissions: **4.59 tonnes** CO₂
- Equivalent to one 100W light bulb on non-stop for **635 weeks**

Tourism contributes **2.8%** to Australian economy

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