

Mobility – Course 1

MOOC

*TOURISM AND MODES OF TRANSPORT
DEMOCRATIZATION*



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ECHO-Tourism

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ECHO-Tourism

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Version History

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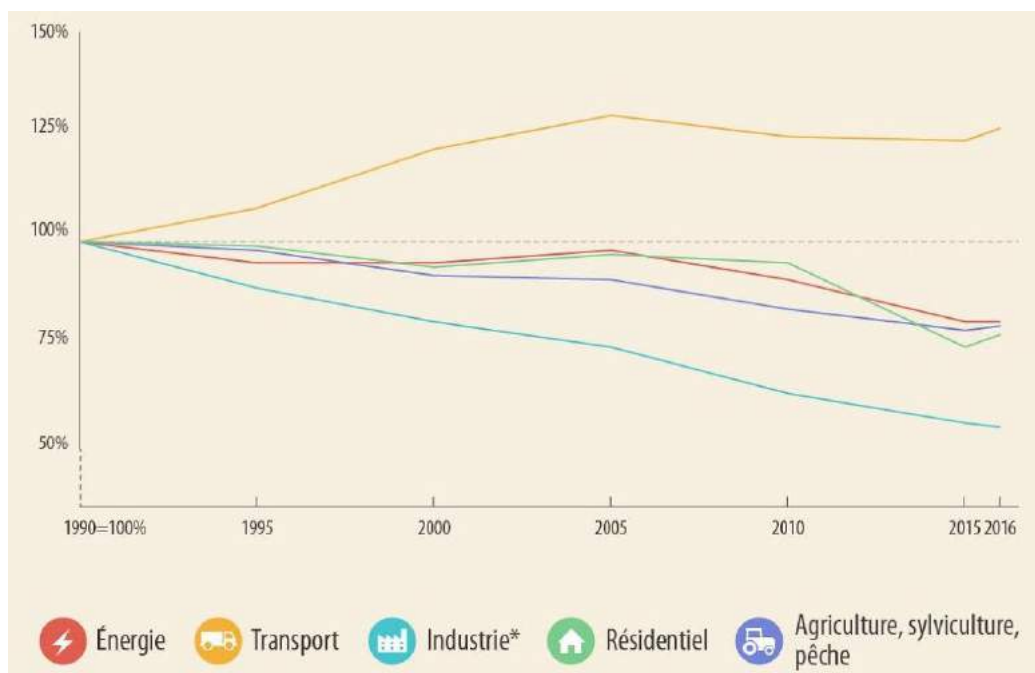
INTRODUCTION

To understand the challenges linked to the development of the tourism and transport sectors as we know them today, it is necessary to take a retrospective look at their evolution over the past decades. This is the subject of this first course on the theme of "mobility": to provide the reader a documented and argued panorama on the evolution of the transport sector in the field of tourism. In the following two courses, discover the tips and practices to adopt on a daily basis to change your habits and take a fresh look at the way you approach mobility on a daily basis, whether at work, at home or on vacation!

1. Lesson 1 - Carbon Impact of Transport

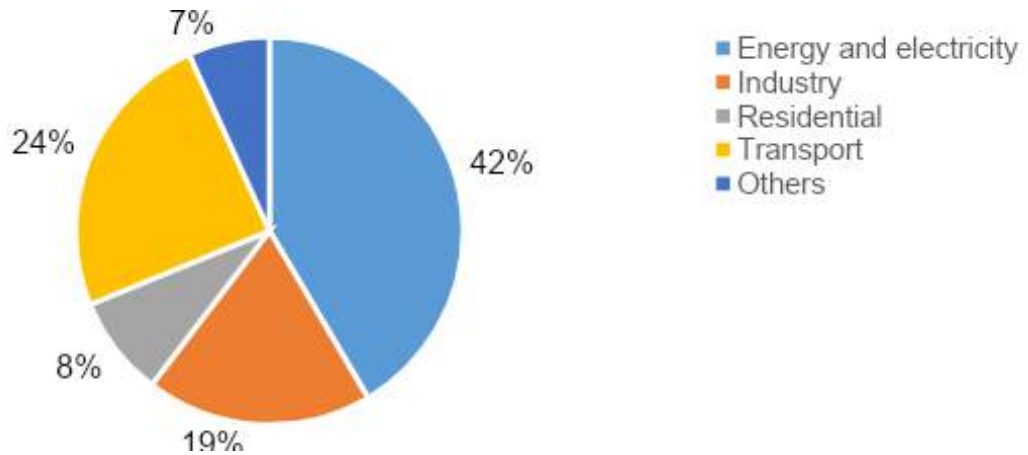
Economic liberalism, globalization, rising standards of living and the development of tourism have contributed over the last two centuries to an increase in the volume of goods and passenger transportation. The transport sector is the only human activity that emits greenhouse gases, which continue to increase steadily. In half a century, freight of goods has been multiplied by 1000 on a global scale. By 2050, its impact is expected to triple in volume. For the year 2016, the International Environment Agency (IEA) has estimated the share of emissions attributable to transport at 24.4%.

Evolution of CO2 emissions in the European Union from 1990 to 2016



Source: [European Environment Agency](#)

Share of CO2 emissions by activity sector in the world



Source: IEA figures for the year 2016

Despite constant technological advances, the share of transport in total global emissions is constantly changing, as can be seen in the previous graph. Transport is more efficient, is faster and covers more kilometres every day. This gain in performance ultimately pushes our societies towards a greater frenzy of consumption.

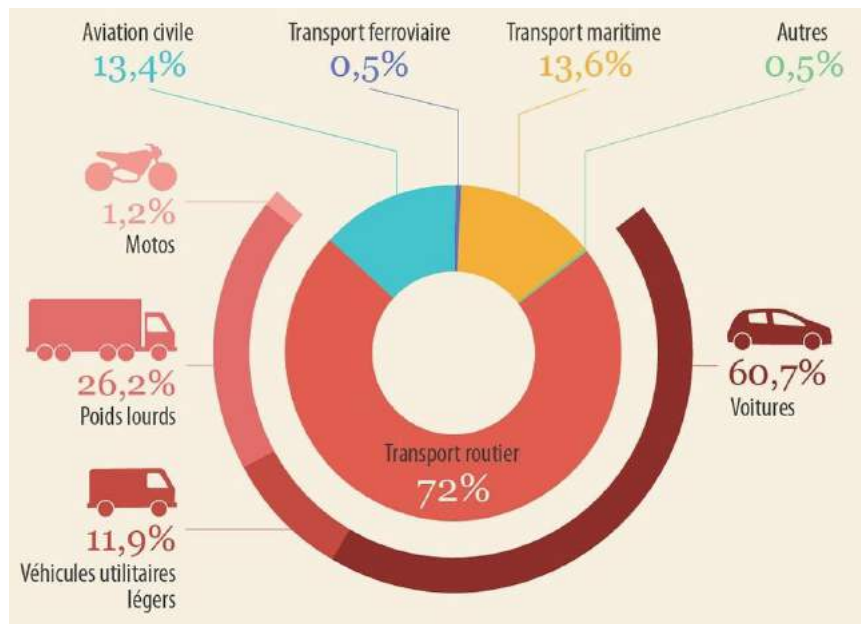
Generally, when we think about the carbon impact of transport, we see the image of the car first. And it's justified. The carbon impact of passenger transport is 75.3% in Europe, compared with 24.7% for freight (goods transport).

We are talking about greenhouse gas emissions, but not about environmental impact, pollution or consumption of fossil energy resources. International policies generally only deal with the consequences in terms of the GHG balance sheet. Moreover, the financial market is tending towards a monetisation of these CO2 emissions (in other words: a right to pollute for the richest). A large part of environmental issues are set aside due to a lack of consensus and common interest on these subjects. However, global warming is probably not the most dangerous issue for humanity at the present time, but rather the result of an accumulation of upheavals that it is becoming urgent to consider.





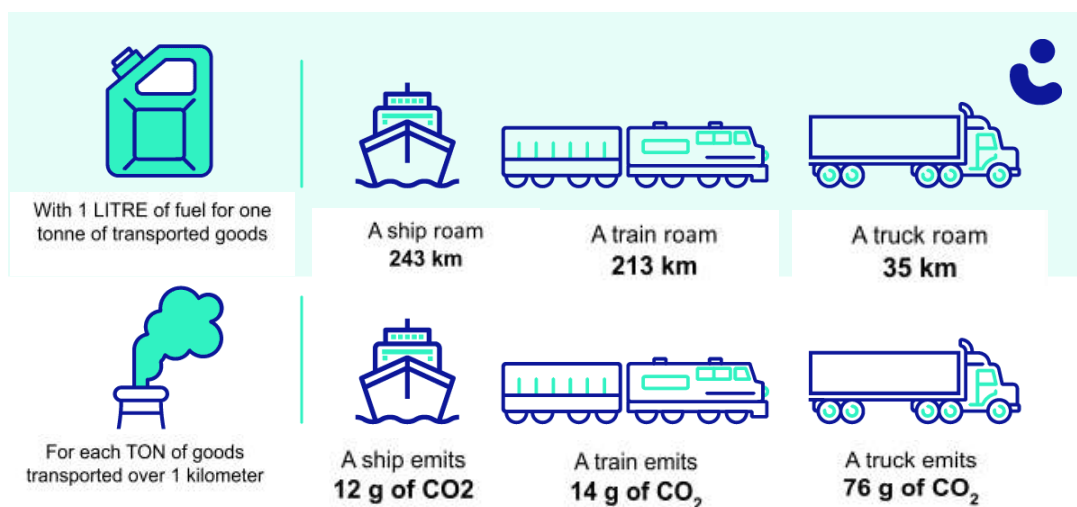
Share of emissions related to transport modes in the European Union in 2016



Source: [European Environment Agency](http://www.eea.europa.eu)

Motorways design and structure the main transport routes in Europe. However, roads are not the only means of getting around. Rail transport is also present, but has suffered greatly from globalisation and industrial relocation. It would benefit from being developed further, as it is the case in China.

Orders of magnitude given for different freight modes



Source: research and traffic Group (2013)



Hydrogen, biofuel and electric vehicles are all alternatives that do not solve every problem. This MOOC offers a variety of content to guide and inform you about the different ways to travel and get around responsibly on a daily basis, as on holiday.

2. Lesson 2 – Evolution of tourism and modes of transport

Nowadays, it is easy to take advantage of the free time to organise a trip or an excursion to a neighbouring country or capital by booking your stay with a simple click on your smartphone just a few hours in advance. The practice of tourism as we know it today is anchored in the customs. However, it is quite recent.

THE EMERGENCE OF PAID HOLIDAYS AND POPULAR TOURISM

Before the first paid holidays, holidays and weekends were reserved for rich people. The regulations and social measures taken to allow the middle and working classes to rest and travel were not sufficient at first. Most workers were not able to organise their holidays, or could not afford to do so. They went on weekends close to their homes to the sea, the forest or the countryside. It took several years and experiments before some tourist practices appeared. This was notably achieved through the implementation of various financial measures or incentive policies so that tourism as we know it today could begin to develop. In France, the railway company proposed popular tickets with a 40 % price reduction to favour the departures of the working classes.

THE DEVELOPMENT OF TOURISM THROUGH RAILWAYS

At the time of the first paid holidays, the car was an expensive and undemocratic commodity. The railway developed mainly at the beginning of the 19th century in Europe during the industrial revolution. At that time, the railway network covered a large part of the European territory. It was the main means of locomotion for the population and promoted the democratisation of short and long-distance journeys. In addition, means of transport such as buses, trucks, bicycles and the famous tandem were used to reach local leisure and recreational facilities.





Travelling by public transport when going on holiday was synonymous with cheerfulness, singing, laughter and escape.

The first motorway was opened in Italy in 1924. From that date, the development of high-speed roads began throughout Europe. The train gradually gave way to road freight and car traffic. Despite the advent of electric traction and high-speed trains, there was only a slight revival of interest in the train. The current trend is towards the preservation of the main transport lines to the capitals and large European cities to the detriment of local services. The liberalisation of modes of transport seems to announce the end of the train as it was known in the past.

- ✓ *Talking about ecomobility in tourism is, in a way, going back to the origins of the phenomenon.*

MASS TOURISM AND MULTIPLICATION OF FLOWS

British businessman Thomas Cook, a pioneer in the tourism industry, who gave his name to a famous travel agency (brand that was declared bankrupt in 2019), is credited with organising some of the first organised tours in history.



On the basis of this early feedback in Europe, Michelin, now the world's leading tyre manufacturer, launches production of the first travel guides. It was in the post-war period, in the 1950s, that travel agencies began to make a significant appearance. The societal climate is favourable: the introduction of paid holidays, improved working conditions, more free time, longer life expectancy, democratisation of the car... Attitudes are changing.

The right to leave is a well-established social asset. Europeans want to expand these travel experiences and explore the planet. It is in this context that the first holiday clubs appeared in the 1960s.

THE DEVELOPMENT OF AIR TRAVEL

Technologies are evolving quickly and are driving the development of the aeroplane as a means of transport. Airlines are offering more and more regular flights. Some businessmen and companies are beginning to charter several planes on a one-off basis for purely tourist purposes. The "charter" flight made its debut in the 1970s. Technological advances, the increase and diversification of transport offers led to a fall in prices and precipitated the advent of mass tourism.





It is the emergence of low-cost offers and the evolution of computing that will largely favour this trend of massification. It is now possible to book a plane ticket 24 hours in advance with a simple click and fly from London to New York in less than 7 hours. The journey takes on a completely different meaning compared to transatlantic cruises on a liner. The world is speeding up.

3. Lesson 3 - The environmental cost of mobility

Some tourists choose to stay in their own country, while most prefer to travel abroad, as far away as possible from their daily lives. Short-term stays are becoming more democratic. It is common practice today to travel long distances to enjoy 2 to 3 days of sunshine or a weekend in a cultural capital. A process of "ostentatious consumption" of travel is emerging with the ever more preponderant role of social networks in our lives. Destination places are increasingly valued for their "Instagrammable potential". Some tourists who are always looking for the most beautiful photo to feed their profiles on social networks no longer take the time to pay attention to the authenticity of the places they visit.

This mass tourism, which has become global, raises a number of environmental and ethical issues.... As mentioned above, the modes of transport allow the greatest number of people to travel easily. In this section, we will look at various problems posed by the impact of our current lifestyles.

IMPACT ON HUMAN HEALTH

Combustion-engine powered means of transport emit greenhouse gases that are harmful to the environment and toxic to the human body. The fine particles released into the air are inhaled by living beings and can cause respiratory diseases such as lung cancer and asthma. The oils and fuels used to operate and maintain these means of transport mix with rainwater and end up being assimilated into natural cycles of fauna and flora generation such as the water cycle and the food chain.

The aquatic environment affected

The oceans and seas are particularly affected by fuel discharges from shipping. Marine ecosystems weakened by a wide variety of upheavals are also subject to dramatic pollution risks, such as the example of oil spills caused by the sinking of oil tankers. The extraction of oil by offshore drilling is also a major source of pollution discharges. Rivers and fresh water reserves stored in the water tables are polluted by run-off water and carry the pollution with them. Everything ends up in the ocean, which is an additional threat to marine species.

Vulnerable ecosystems

The creation of transport infrastructure leads to the creation of impermeable areas and the division of natural spaces into small plots. Transport routes create barriers to the passage of wildlife. This has the effect of diverting migratory flows and reducing the reproduction areas of certain endemic species or, on the contrary, encouraging the arrival of invasive species that are harmful to local ecosystems.

Noise nuisance

Whether road, sea or air transport, they all generate noise pollution. First of all, road traffic through tyre and engine noise will disturb wildlife such as birds. Birds need peace and quiet in order to live and reproduce well. Rail transport, on the other hand, will cause nuisance through wheel contact with the rails and squealing brakes. In addition, it is common for trains to collide with large mammals such as deer and roe deer. As for air transport, the noise level is between 80 and 90 decibels, which will harm species living near airports and birds, depending on the aircraft's flight paths. The impact on marine fauna of the nuisance created by the propagation of sound in the water is underestimated.



The consumption of non-renewable fossil resources and the destruction of ecosystems for their extraction

The energy used by transport depends almost exclusively on the use of oil. The transport sector is thus the largest consumer of petroleum products.



CONSUME DIFFERENTLY TO LIMIT IMPACTS

Avoiding taking the car, or rethinking one's modes of transport, is important.

In addition to rethinking and reducing the impact of your own journeys, you should also think about the journeys made by your consumer goods. Because food, and even the items you buy, have probably travelled many more kilometres than you think! Some items from China, for example, will have travelled around the world five times before ending up in your possession. If we look at the entire process of making a pair of jeans, it is estimated that on average they will have travelled up to 65,000 km, or one and a half times around the Earth.



Reducing the distance of supply chains by buying locally means limiting the impact of goods transport.

WHAT'S NEXT?

You will find in the next MOOC courses some tips on how to adopt eco-friendly habits to offer to tourists in the context of your establishment's activities or to practice for yourself. Let's get started! Pack your bags!

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