



**SUBJECT TITLE:** SUSTAINABLE TOURISM

# MODULE 11

**“Communication and Habitual Behaviors”**

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# I - LESSON

**“Communication and Habitual Behaviors”**

# II - OBJECTIVES

- Explain various frameworks for analyzing tourism impacts and;
- Identify ways by which visitor impacts on destinations may be minimized.



## III - INTRODUCTION

### Communication and Habitual Behaviors

Hughes, Ham, and Brown (2009) observed that highly experienced travelers who have developed certain habits are not readily influenced by persuasive communication. For this type of travelers, a more complex approach will be needed, entailing the provision of incentives, disincentives, rewards, punishment, or even direct interventions like patrolling and enforcing policy violations. Community-based campaign of education could also be considered.





## III - INTRODUCTION

### TOURISM AND VISITOR MANAGEMENT TOOLS

*The IUCN (2014; 159-190) summarized the whole gamut of visitor management tools into the following:*

1. regulatory and planning tools;
2. site design and sustainable infrastructure development;
3. sustainable transportation and travel patterns;
4. law enforcement;
5. economic and marketing tools;
6. marketing and communications;
7. use of technologies; and
8. education and interpretation.



## III - INTRODUCTION

This class of direct management tools includes

- (a) use rationing,
- (b) rules and regulations, and
- (c) zoning.

Use rationing, as a last resort, may be needed at some locations at certain times to protect important park resources and the quality visitor experience.

## **III - INTRODUCTION**

### **SITE DESIGN AND SUSTAINABLE INFRASTRUCTURE DEVELOPMENT**

The IUCN Biodiversity Principles for Siting and Design of Hotels and Resorts are as follows:





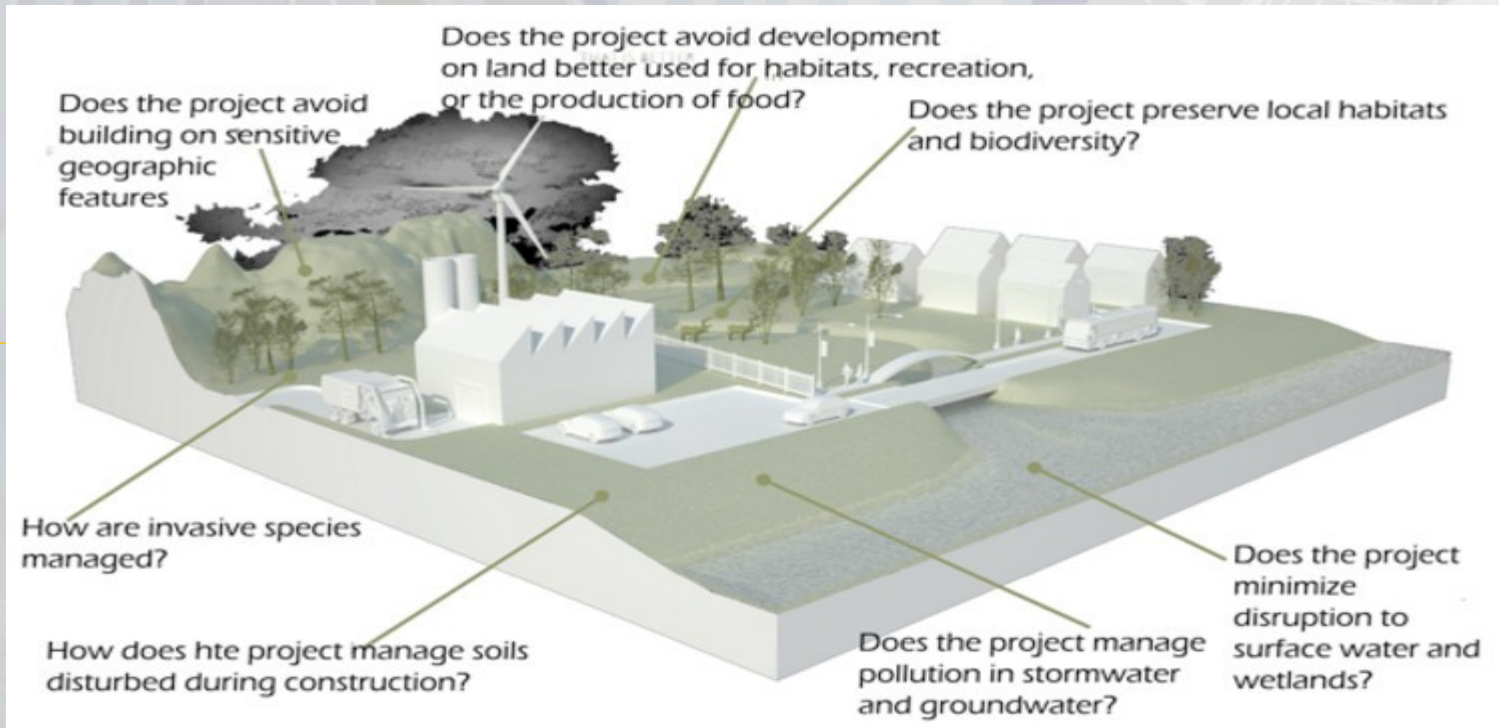
## III - INTRODUCTION

### SITE DESIGN AND SUSTAINABLE INFRASTRUCTURE DEVELOPMENT

1. Adopt an ecosystem-based approach in tourism development planning.
2. Manage impacts on biodiversity from hotel development and attempt to achieve an overall positive contribution.
3. Design with nature and adopt nature-based solutions.
4. Respect, involve, and support local communities
5. Build collaboration among stakeholders

# III - INTRODUCTION

## SITE DESIGN AND SUSTAINABLE INFRASTRUCTURE DEVELOPMENT



# III - INTRODUCTION

## SUSTAINABLE TRANSPORTATION AND TRAVEL PATTERNS

Sustainable transportation solutions include improved public transit access, biking trails, thoughtful signage, and park trolley systems.

An example of a sustainable transport system is the Park and Cycle programme in Ottawa, Canada.



## III - INTRODUCTION

### SUSTAINABLE TRANSPORTATION AND TRAVEL PATTERNS

The system offers 15 parking locations for commuters or travelers who may switch from car to bicycle on their journeys along biker- friendly routes. In line with this programme, parking lots for cars were built on two locations.

Another example is **De Hoge Veluwe National Park, Netherlands**, where a bicycle-only policy is enforced. Bicycles are included in the visitor's entrance fee; visitors can pick up and return bicycles at several spots in the park.





## **III - INTRODUCTION**

### **HANDLING CONGESTION**

The U.S. National Park Service (2014) recommended the following categories of solutions to congestion problems.

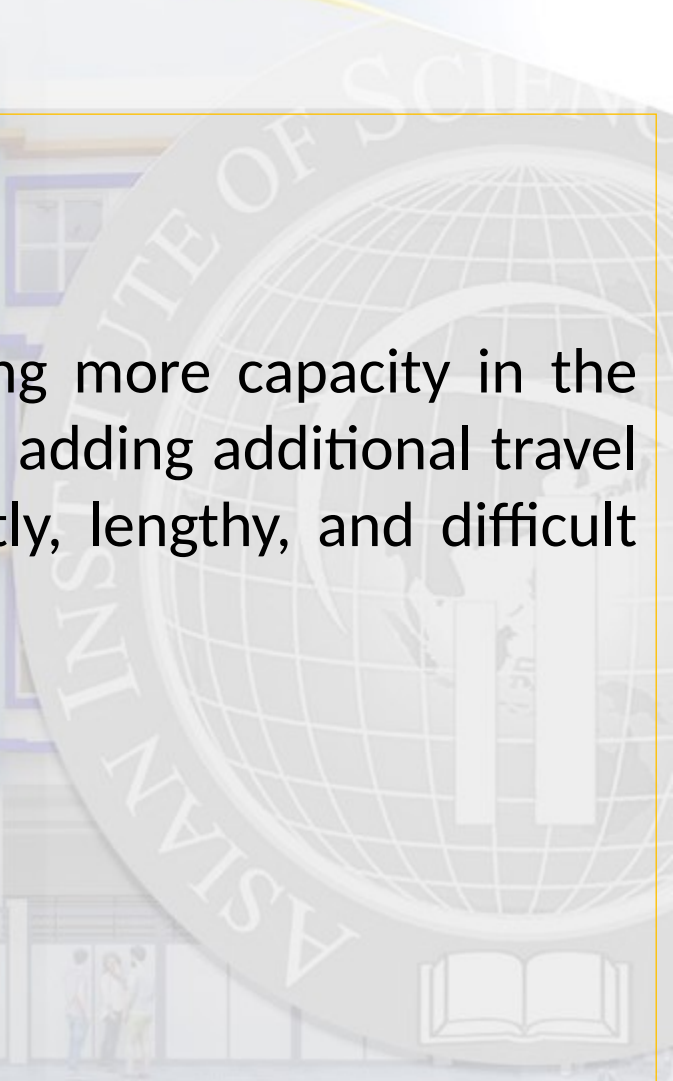




## **III - INTRODUCTION**

### **HANDLING CONGESTION**

**Additional Capacity (AC)** - focuses on creating more capacity in the system, such as creating more parking spaces, adding additional travel lanes. This approach is one of the most costly, lengthy, and difficult solutions to implement.





## III - INTRODUCTION

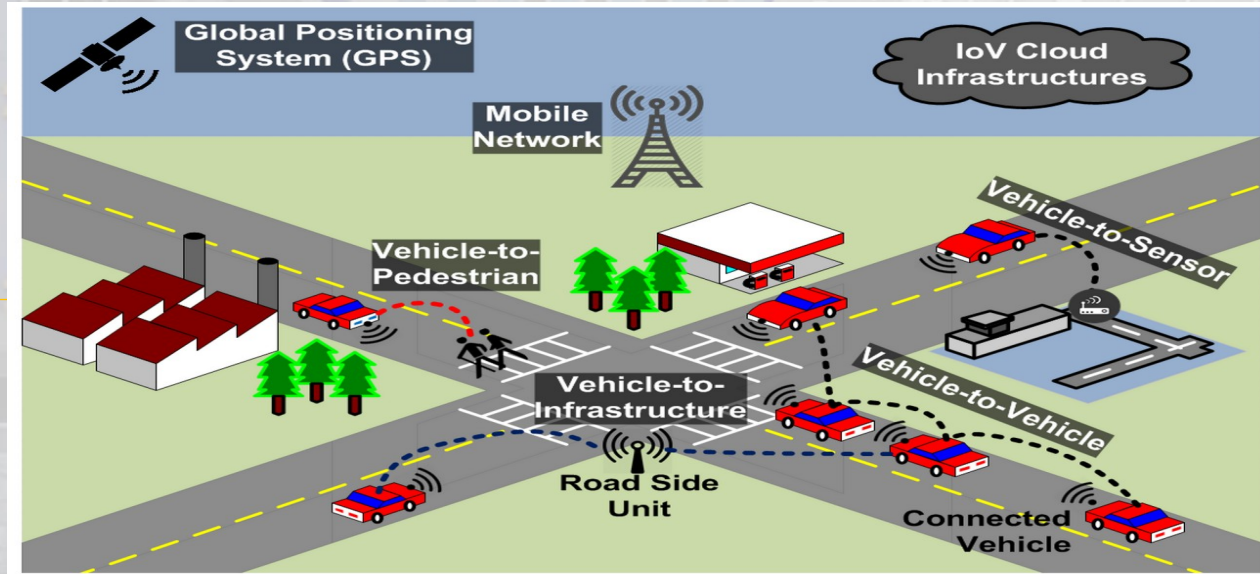
### HANDLING CONGESTION

**Electronic Systems (ES)** often referred to as "intelligent" system or intelligent transportation system"; these solutions include systems that collect information (e.g., how many parking spots are available in a parking lot) and present information to travelers, through dynamic message signs or other visitor notification methods.

# III - INTRODUCTION

## HANDLING CONGESTION

Electronic Systems (ES) often referred to as "intelligent" system or intelligent transportation system";





## **III - INTRODUCTION**

### **HANDLING CONGESTION**

**Public Transportation (PT)**- often referred to as a "shuttle" or "bus" service; they include putting people on a van, bus, tram, or other higher- capacity vehicle to get them to a destination or destinations. Public transportation solutions reduce the number of vehicles on a roadway or parking area, but can be costly to operate and maintain and can have the unintended consequence of simply moving crowding and reduced visitor experience downstream



## **III - INTRODUCTION**

### **HANDLING CONGESTION**

**Traffic Operational Improvements (TO)** - may include static signage that improves "wayfinding", so that visitors find their destinations more quickly, adding a turn lane increasing speed limits on roadways.



## III - INTRODUCTION

### HANDLING CONGESTION

**Visitor Demand Management (VDM)** - influences the choices that visitors make about how, when, where, whether, and which way they travel to their destinations. These solutions include reservation systems to try and influence when people may enter a park or Electronic Systems (ES) that may provide information to travelers that a certain location feature may be crowded.



## III - INTRODUCTION

### LAW ENFORCEMENT

Law enforcement can be categorized into soft and hard. Soft enforcement includes facility design and signage or the visibility of a security officer. Conveying rules to the public and the reason for the existence of rules and the penalty for non-compliance are part of soft enforcement tactic.





## III - INTRODUCTION

### ECONOMIC AND MARKETING TOOLS

Differential pricing can be used to prevent negative impacts at certain locations. A campground on a scenic river site might be more expensive than others located in sites without good views. Charging higher prices during peak season may reduce crowding.

**Pricing** must also consider equity issues as disadvantaged groups or local stakeholders need to have continued access to tourist sites such as national parks. Private reserves, on the other hand, may use higher prices to position their property as premium tourist sites



## III - INTRODUCTION

### MARKETING AND COMMUNICATIONS

Marketing and communications can also be employed to promote the benefits of going to a tourist site.

For example, Parks Victoria collaborated with healthcare professions to promote their Healthy Parks, Healthy People campaign, where doctors prescribed a visit to a park to patients to improve their health.



## **III - INTRODUCTION**

### **USE OF TECHNOLOGIES**

A major area of technology application is facility design which increasingly incorporates eco-friendly and sustainability concepts.

Green building design Concepts include the use of natural ventilation system (sea and land breezes), windows that allow additional circulation, and natural lighting: use of solar panels, energy-efficient light bulbs, heat pump that extracts heat from the ocean to heat the center and hot water tank; and collecting rainwater and storing it underground.



## III - INTRODUCTION

### USE OF TECHNOLOGIES

**Satellite navigation and communication technology, including a GS (Geographic Information System), RS (Remote Sensing), a GPS/CNSS (Global Positioning System/Compass Navigation Satellite System), RFID (Radio Frequency Identification), EB (Electronic Business/Commerce), and VR (Virtual Reality) are also used in parks and other tourism business operations.**



## III - INTRODUCTION

### USE OF TECHNOLOGIES

**Satellite phones**, GPS- enabled smartphones, and Wi-Fi in park campgrounds facilitate travel but also potentially degrade the "restorative properties of nature, disrupt social bonding opportunities, and restrict physical activity benefits which are associated with visits to parks.



## III - INTRODUCTION

### EDUCATION AND INTERPRETATION

**Education and interpretation programmes** facilitate the appreciation of nature and unique cultures and help develop positive attitudes towards conservation. They are also valuable tools for addressing visitor impacts. This aspect will be discussed in much greater detail in the next chapter. Interpretation has been explained by Tilden (1957) as an educational activity that aims to reveal meaning and relationships through the use of firsthand experience and illustrative media, rather than the communication of factual information.

The US National Association for Interpretation (2013) described it as a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource (NAI 2013).



## III - INTRODUCTION

*In choosing visitor management tools, tourism planners and developers should follow these guidelines:*

1. Understand what values you are planning to protect prior to selecting a visitor management tool.
2. Understand the operational context in which the visitor management tool would be applied to determine if that tool would be appropriate.
3. Establish a consistent planning framework for selecting visitor management tools.
4. Develop and consistently use a mechanism for evaluating and justifying the use of particular visitor management tools.
5. Continually search for new approaches to visitor management
6. Consider how the approach will impact equity, effectiveness, and efficiency.