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**ASSESSING THE IMPACT OF SUSTAINABLE TRANSPORT INTEGRATION ON
DESTINATION MANAGEMENT IN BOURNEMOUTH**

A dissertation submitted by

OLUWAYEMI DEBORAH POPOOLA

In partial completion of the award of Master's degree in Tourism Management

I hereby declare that the dissertation submitted is wholly the work of

OLUWAYEMI DEBORAH POPOOLA

Any other contributors or sources have either been referenced in the prescribed manner
or are listed in the acknowledgements together with the nature and scope of their
contribution'.

Bournemouth University

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2024

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ABSTRACT

Sustainable transport integration has impacted positively destination management in the tourism sector but still facing seemingly irreconcilable problems. Sustainable transport integration is necessary to address these sustainability challenges. However, their sustainability highly depends on the public attitude towards them, most especially students as this research work is tailored. Both Primary and Secondary method was used to gather necessary information needed in this research work. A quantitative technique was used to determine the influence of sustainable transport integration on destination management to know the perceptions and satisfaction levels of tourists regarding sustainable transport options and find out the relationship between sustainable transportation and destination management. Descriptive statistics, inferential statistics and correlation coefficient were used to analysed the objectives. 120 structured questionnaires were sent to students via social media while some were distributed physically. Furthermore, this research explored three key perspectives areas which are economic, environmental and social perspective to validate the authenticity of the research work while the need for destination management was also emphasized. The research evaluated different options of sustainable modes of transportation that can be explored by students such as public transport, cycling, scoter and walking when they are visiting their tourist destinations, they focus more on cheaper ones based on their economic situation. The research also revealed that sustainable transportation has a significant impact on the tourism sector and it has been suggested that the government should maximize the positive effects of sustainable transportation on both destination management and tourist satisfaction. However, it is essential to integrate transportation options more closely with destination amenities and attractions.

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LIST OF ABBREVIATIONS

UK - United Kingdom

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Sustainable transport is a critical component of modern urban planning and environmental management. It is defined by the integration of transport options that minimize environmental impact, promote social equity, and support economic viability. (Hopkins 2020; Pamucar et al. 2021). Travelling has already become an essential part of life, and neither the threat of terrorism nor global issues can quell the desire to travel (UNWTO 2019). However, like any other economic sector, tourism also has its share of drawbacks, including increased energy consumption and harmful effects on the environment, which include climate change (Sodiq et al. 2019). Additionally, the expansion of tourism and travel has resulted in the waste of nature, overcrowding in tourist destinations, and a decline in the standard of living for locals (Streimikiene et al. 2021). The transportation sector is a notable contributor to global carbon discharge, generating over seven billion metric tons of carbon dioxide (GtCO₂) in 2022 (Statista 2023). This has prompted a global shift towards efficient transport solutions to mitigate environmental impacts and promote sustainable development (Ogryzek et al. 2020). In the context of tourism, transportation is a crucial element that influences the accessibility, attractiveness, and overall management of destinations. As such, integrating sustainable transport options is essential for enhancing destination management, particularly in countries with high tourist influxes such as the United Kingdom.

Global CO₂ emissions from vehicles and vans peaked in 2019 at 3.6 GtCO₂ before falling by 11% in 2020 (Statista 2023). 2020 saw a drastic reduction in car emissions because of an outcome of the COVID-19 outbreak and the ensuing travel limitations. Even if emissions have gone up since then, they are still lower than they were before the outbreak. Although they make up a minor portion of vehicles, medium and heavy trucks contributed approximately 25% of transportation emissions in 2022 (Statista 2023). The increase in size of arrival numbers of visitors increased strain on infrastructure due to capacity constraints faced by most countries' roads, railways, and airports (IEA 2013). A lot of places currently have transportation system constraints, and expanding airports is particularly challenging and associated with rising greenhouse gas emissions (Hayden

2014). It will be hard to satisfy the Paris Agreement's climate change mitigation obligations as fossil fuel-based transportation systems expand (Scott et al. 2016). The tourism industry already faces a substantial challenge in reducing its greenhouse gas emissions in the current state of affairs; additional growth will make decarbonization by international policy accords more difficult or even unlikely (ETC 2018). In light of these circumstances, destination marketing to lower average transit distances and lengthening (Gössling et al. 2015). The well-recognized potential of the tourist sector is currently gaining global recognition and driving an expansion in the sector's economic share in both developed and developing nations Kallmuenzer, (2021). The tourism sector today provides services to a wide variety of local and international business and leisure travellers due to its proximity to and connections with numerous businesses Kallmuenzer (2021).

Furthermore, the strategic management process must be founded on a comprehensive comprehension of the environments in which these strategic decisions will be put into practice. Such strategic management plans also need to be grounded in reality and concentrate on key concerns related to destination management and planning (Blancas et al., 2011). Mazanec and Ring (2011) posit that to guarantee an efficient and sustainable transportation system and destination management, it is crucial to customise a set of criteria that are pertinence to the area in query. The approach can enhance destination competitiveness.

Destination management refers to the coordinated and strategic approach to planning, marketing, developing, and managing a destination's tourism activities and resources (Cieřlikowski & Cieslikowski., 2015). The primary goal is to create a sustainable and attractive environment for visitors (Tomej & Liburd., 2020) while balancing the economic, social, and environmental impacts on the local community (Ben Aissa & Goaied., 2017). This multifaceted process involves various stakeholders, including local governments, tourism boards, businesses, and the community, working together to ensure a holistic and integrated approach to tourism development (Yrza & Filimonau., 2022). Strategic planning and development are essential, focusing on long-term strategies for sustainable tourism growth that align with the destination's cultural, social, and environmental values (Becken & Shuker., 2019).

The adoption of sustainable transport options significantly influences destination management practices, sustainability outcomes, and the overall attractiveness of tourist destinations (Gross & Grimm., 2018). By integrating various modes of sustainable modes of transportation, including; public transit, cycling and walking, into tourism infrastructure, destinations can achieve more cohesive and efficient management practices (Ogryzek et al. 2020). This integrated planning approach requires comprehensive policy development that promotes and regulates sustainable transport modes, including zoning laws, subsidies for electric vehicle use, and investments in cycling and pedestrian pathways (Yrza & Filimonau., 2022). Furthermore, sustainable transport necessitates collaboration between different sectors, including urban planning, transport authorities, tourism boards, and local businesses, ensuring a holistic approach where all sectors work towards common sustainability goals (Hopkins, 2020; Ogryzek et al. 2020).

Among the most vitally important responsibilities of destination management is the execution of efficient projects and initiatives Zhu et al., 2021. This is because the final decision about the scope and extent of tourism development is made by representatives of local and regional interests, business owners and operators both inside and outside the tourism industry, and stakeholders in the destination. As a result, there is a great deal of vested interest and room for conflict in the planning arena. Zhu et al. (2021, p. 66) note that this could lead to not in accordance reactions to ecological policies and rules as well as stop the establishment of techniques for better sustainability. According to Zapata and Ortiz Munoz (2019), there isn't a single, widely recognized definition or interpretation of sustainability, which can make it more difficult to put into practice (Galuppo et al. 2020, Navarro et al. 2020). The scant literature on the application of sustainability in tourism settings. (Mihalic, 2016, Wray 2009). Focuses more on sustainable development and its promotion generally than it does on implementation methods and influencing factors in detail (Boom et al., 2021). However, a distinct perspective on implementation processes as well as knowledge of the pertinent motivating factors are provided by the political science (policy) implementation literature (Howlett, 2019; Thomann et al., 2018). This dissertation integrates current information from the establishment of political science texts in tourism settings since studies on efficient establishment in destinations are still sparse, and the factors that determine them and the related processes are little understood. This body of literature has helped to shape both our investigation and the thesis statement in

this work. The initiatives and actions that are deemed sustainable (Albrecht et al., 2020) and how they are carried out determine how and to what extent sustainability is promoted and implemented in tourism destinations. To truly integrate sustainability into destination management, one must have a thorough understanding of these implementation methods, including their unique features and distinctions.

Tourist destinations are developed in large part through the movement of people. For this reason, it is critical to optimize the functioning of infrastructure, accessibility to services, and internal mobility within a destination. A well-equipped tourist area can become more competitive by offering both transportation services and adequate infrastructure. (Nutsugbodo et al. 2018). It is advised that a tourist destination give priority to sustainable modes of transportation because, aside from assuming an improvement in the environmental, social, and economic spheres, this also serves as a marketing strategy that projects an image of environmental quality, which serves as a draw for tourists. (Le-Klähn et al. 2014). Accessibility and sustainable modes of transportation for lodging, tourism resources, and equipment are quality guarantees and are now apex priorities for pioneers and tourism managers.

Great Britain, renowned for its rich chronicle, cultural heritage, and diverse terrain, is a prominent tourist destination, attracting millions of visitors annually. Cities like London, Edinburgh, and Manchester, as well as picturesque rural areas such as the Lake District and the Scottish Highlands, draw tourists from around the world. However, the influx of tourists brings challenges related to transportation, environmental sustainability, and destination management. To address these challenges, the UK has been progressively adopting sustainable transport initiatives aimed at reducing carbon emissions, enhancing mobility, and improving the overall tourist experience.

In the wake of the COVID-19 pandemic, both local and national politicians have recognized the potential to foster and sustain an increased uptake of walking and cycling. This recognition is pivotal in assessing the impact of sustainable transport integration on destination management in the United Kingdom (Budd & Ison., 2020). The pandemic has provided a unique opportunity to reconfigure urban environments in a very inexpensive way to enable safer and more connected bicycle and foot travel, which is crucial for enhancing destination attractiveness and sustainability (Budd & Ison., 2020). Around the

world, towns and cities have responded by rapidly creating "pop-up" bikeways, shared spaces, and pedestrian streets to accommodate the growing number of riders and pedestrians (Taylor 2020). In their manifesto for a Green Recovery, "Greenpeace" in its following COVID, urged policymakers should essentially rethink city transportation to prioritize walking and cycling, thereby enhancing societal health and providing a clear atmosphere (Greenpeace 2020). However, the feasibility of operational travel options such as walking and cycling is limited to those who are physically capable, in the area of cycling, to those who can afford to buy, keep up, and safely store a bicycle. Therefore, there is a need to ensure that sustainable transport initiatives are inclusive and accessible to all. Even with assigned bikeways, workplace showers, and reserve facilities, cycling remains inaccessible to some segments of the population. Additionally, adverse weather conditions because social and cultural barriers still exist to hinder the number of cyclists who are women and members of ethnic minorities (Corcoran et al., 2014; Goodman and Aldred, 2018). For individuals who are notable but not willing to walk or cycle and for those with limited getting into a private vehicle, utilizing public transportation remains a crucial option (Budd & Ison., 2020). Moreover, research conducted in the time of May 2020 by the independent transport group Transport Focus in the UK disclosed that four out of every ten persons who participated in the survey, expressed reluctance to use public transportation once more only when they believe it to be safe, and just 18% indicated a willingness to start using public transportation again after all government limitations are removed (Transport Focus 2020).

In response, companies that run public transportation producers have been making attempts to reassure passengers about the safety of their services by rearranging the interior and the arrangement of the seats and hallways on buses and trains, as well as the installation of clear screens between seats, contactless door sensors, and hand sanitiser stations, allow noticeable barriers against aerosols in the air (Paton 2020). In light of the shift away from Public transport, there has been a noticeable increase in searches on the internet for fairly used vehicles for sale in the United Kingdom (Kirwan 2020). This trend raises concerns that more people might resort to using private vehicles for commuting, contradicting pre-COVID policies aimed at promoting a modal change in favour of more ecological and active means of transportation (Budd & Ison 2020). This study will examine how this shift towards private vehicle use impacts destination management and

sustainability goals. It will explore strategies to counter this trend by making sustainable transport options more attractive and feasible for both residents and tourists. Sustainable transport also contributes significantly to environmental, economic, and social sustainability (Tirachini 2020). It reduces greenhouse gas emissions, decreases air and noise pollution, and minimizes the carbon footprint of tourism activities, thereby preserving natural landscapes and biodiversity (Pollet et al. 2019).

Economic efficiency is another crucial outcome, as sustainable transport options can be more economical in the long term, reducing infrastructure and maintenance costs associated with car-dominated transport systems (Zawieska & Pieriegud., 2018). Additionally, efficient public transport and non-motorized transport options can reduce congestion, improving the general effectiveness of the tourism industry (Peeters et al. 2019). From a social perspective, sustainable transport options provide more equitable access to tourism activities, ensuring that all segments of the population, including low-income residents and tourists, can benefit. This inclusivity promotes social equity and supports a more resilient and cohesive community (Scuttari & Isetti, 2019; Zamparini & Vergori, 2021). In fact, according to the WTO (2020), tourism is among the one of the sectors in the whole world that is increasing in quickest. One of the numerous social and economic drivers transforming the urban environment as tourism grows in cities is tourism itself. People with a large scale of drives, interests, and societal viewpoints are drawn to tourism and the tourist sector, which encompasses a vast range of markets, experiences, and products. This kind of dynamic always interacts with the destinations alleged the host society (Edwards, Griffin, and Hayllar, 2008).

The implications and influence that follow the growth of tourism in a city can therefore be complicated and take on unforeseen forms. Planning for how tourism will and should grow is therefore a difficult task requiring a variety of disciplinary knowledge, abilities, and mandates (Dredge, J. 2011). While cities are significant hubs for both attracting and retaining tourists, tourism is neither their primary industry nor their primary source of income (G. Ashworth & Page, 2011). This adds another level of complexity to the design of urban tourism. In connection with this, it is important to note that only a portion of the urban's services, facilities, and populace are straightforward impacted in tourism, even in some of the most popular tourist destinations in the world. Similarly, without diminishing the economic relevance of the industry as a whole, the tourism industry's economic

significance is frequently comparatively less significant when considering employment or earnings from other industries like financial services, media and communications, or education. However, city tourism is a component of the global and interregional export market. This puts debates over how much and what kind of urban tourism should grow into perspective (Ashworth & Page, 2011). Both the good and negative effects of tourism may be felt by locals, depending on variables including the type of tourism and the rate of expansion. Thus, it is depressing to observe instances of communities where tourism has grown to the point where locals are forced to declare that their residences are neighbourhoods rather than vacation spots (Goodwin, 2017).

Numerous elements might contribute to the social impact associated with the growth of tourism. Examples of such situations include crowding, disturbed conduct, or modifications to the main economy and society (Novy and Colomb, 2019, Alvarez Sousa, 2018, Russo and Scarnato, 2018; UNWTO, 2018, OECD, 2020). Over tourism has been a term used to describe situations of unrest and violence brought on by problems with tourism development (Goodwin, 2017). When there is an excess of tourists, the problem of tourism becomes politicized, changing the political environment in which the travel sector and decision-makers function (Russo and Scarnato, 2018). Even when cities have little control over many of the factors that drive the growth of the tourism industry (Nilsson, 2020), complaints might be seen as a request for action from local governments when they have the power to do so. Thus, it is critical to comprehend how a city's form, architecture, and urban planning choices affect the growth of tourism (Beritelli, Reinhold, and Laesser, 2020, Kádár, 2014, 2018, Shoval, 2019).

In contrast, it has been discovered that the tourist and visitor industries have an impact on the development of a city's shape, culture, and content (Shoval, 2019b). Preparing for efficient tourism growth is ideally positioned within the process of broader city government, according to the belief that tourism and urban development are inextricably linked (Dredge and Jamal, 2015, Lew, 2007; UNEP and WTO, 2005, UNWTO, 2018). According to Ashworth and Page (2011), there is a need for researchers who are often associated with urban studies, such as geographers, sociologists, or planners, to have a deeper Comprehension of the growth of tourism.

The general attractiveness of tourist destinations is greatly enhanced by the adoption of sustainable transportation options (Tournaki et al. 2018). Scenic bike paths, pedestrian-friendly streets, and efficient public transport systems contribute to an enhanced visitor experience by offering convenient, reliable, and enjoyable modes of travel (Zamparini & Vergori, 2021). Tourists appreciate these aspects, leading to higher satisfaction and repeat visits. Furthermore, destinations that prioritize sustainable transport can position themselves as eco-friendly and responsible, attracting environmentally conscious travellers. This positive branding enhances the destination's reputation and competitive edge in the global tourism market (Streimikiene et al. 2021). Additionally, promoting walking and cycling contributes to the physical health and well-being of both residents and tourists, making health benefits a unique selling point for destinations that appeal to wellness and active travel enthusiasts (Budd & Ison, 2020).

1.2 Scope and Delimitations

This research work focuses on assessing the impact of sustainable transport integration on destination management in Bournemouth.

1.3 Significance of the Study

This dissertation aims to contribute significantly to sustainable transport and destination management and to provide a detailed assessment of the context-specific of Bournemouth in the United Kingdom. The significance of this study lies in several key areas:

Importantly, the findings and recommendations of this research work can guide policymakers, transport planners, and destination managers in designing and implementing effective sustainable transport strategies. By understanding the specific needs and challenges faced in sustainable transport innovation and destination management in Bournemouth, therefore stakeholders can develop tailored approaches that enhance the overall efficiency and sustainability of transport systems.

Moreover, this study has the potential to enhance sustainable transportation innovation in Bournemouth. The research will also promote the adoption of eco-friendly travel practices among both tourists and residents. Furthermore, the adoption of sustainable transport can enhance the appeal of destinations by aligning with the growing demand for eco-friendly

travel options (Dominković et al. 2018). Additionally, this dissertation will also provide further studies in the area related to academics.

1.4 Research Objective

The general aim of this dissertation is to assess the impact of sustainable transport integration on destination management in Bournemouth. The specific objectives includes:

- i. To determine the influence of sustainable transport integration on destination management in Bournemouth.
- ii. To analyze the perceptions and satisfaction levels of tourists regarding sustainable transport options.
- iii. To examine the relationship between sustainable transportation and destination management.

1.5 Research Questions:

- i. What are the factors that determine the sustainable transport integration on destination management in Bournemouth?
- ii. What are the perceptions and satisfaction level of tourist regarding sustainable transport options?
- iii. How to examine the relationship between sustainable transportation and destination management?

1.6 Research Hypothesis

Ho: There is no strong relationship between sustainable transport integration and destination management.

1.7 Study gap

The transition to sustainable transportation encounters significant challenges due to the higher initial costs of electric vehicles and alternative fuel vehicles compared to traditional counterparts (Aijaz et al. 2022). Substantial research has been conducted on sustainable transport and its integration into urban planning and tourism development, there remains a significant gap in understanding how these principles specifically apply to the management of tourist destinations. This dissertation aims to close this gap by providing a

detailed examination on how sustainable transport options can be improved and influence destination management.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction to Sustainable Transport

The pertinent economic research has mostly addressed the sustainability of the transportation system and the connection between sustainable transportation and tourism by analyzing the variables that affect travellers' and tourists' choice of modes of transportation (Dominković et al. 2018), sustainable transport aims to minimize reliance on fossil fuels, reduce greenhouse gas emissions, and enhance the quality of life by providing safe, efficient, and accessible transportation options. The concept has gained momentum as cities and countries strive to meet international climate targets and improve urban liveability (Pollet et al. 2019).

Transport is acknowledged as a fundamental component of the tourism industry, playing a vital role in both travel and leisure experiences (Buijtendijk et al. 2018). According to Debruyn & Meyer (2022), travel is an important component of tourism and the leisure experience, and transport is recognized as a key ingredient in tourism development. Furthermore, Gross & Grimm (2018), emphasize the functions of the transportation system as important for successful tourism growth. They argue that transport plays a crucial role in the successful formation and development of new appealing as well as the healthy growth of existing ones, transforming previously inactive centres of tourist interest into active and prosperous destinations (Gross & Grimm, 2018).

Regarding the purpose of meeting transportation needs, "sustainable mobility" refers to a method that minimizes environmental effects, promotes social equity, and avoids unfavourable social externalities (Alyavina et al., 2020; Budd & Ison, 2020). Additionally, other solutions such as using regenerative fuels or reducing moveability are seen as complementary to sustainable transport modes like public transport and cycling (Gössling & Higham, 2021; Tirachini, 2020). These modes are recognized by numerous investigators to be the most possible ways of reducing motorized mobility and its drawback effects (Alyavina et al. 2020; Gössling & Higham, 2021; Tirachini, 2020). According to Saif et al. (2019). Buses and rail are more preferred substitutes to personal cars, because they

execute significantly more favourable in ecological footprint, have fewer negative implications for health, and are more cheap and suitable of disadvantaged populations.

The transport sector has proven to be one of the greatest barriers toward sustainable development (Nieuwenhuijsen 2020). Over the last decade, one third of the total final energy consumption and more than one fifth of greenhouse gas (GHG) emissions in the European Union (EU) have been attributed to the fossil fuel-based transport sector (Gössling & Higham, 2021). The broad objective of a sustainable transportation strategy in mobility terms should be to let the output from transport to be maintained or increased, but at the same time to minimize energy inputs, particularly in terms of the use of non-renewable resources (Zamparini & Vergori, 2021). The strategy would encourage a diminution in emissions (including CO₂), advance in air quality, and the use of alternative fuels (Banister, 2007).

2.2 Destination management Organization

According to UNWTO 2017, destination management organization is the arranged management of all the elements that make up a destination such as as attractiveness, accessibility, marketing, human resources, image and price. A strategic approach is needed to connect very different entities for the better destination management (UNWTO 2017).

Traditionally, government has played a significant role in the growth and promotion of tourism destinations, but the difficulty and fragmentation of the tourism industry requires the involvement of multiple of public and private sectors, increasingly heading to joint destination management agencies (Kyungmi et al. 2013). There are a number of options for managing destination managements from purely public power structures to purely private partnerships between two parties, to mixed public-private partnership solution (Kyungmi et al. 2013).

2.3 The Role of Sustainable Transport in Tourism Destinations

Tourism is a major fiscal driver in many regions, including the United Kingdom (Statista, 2024). Sustainable transport plays a pivotal role in shaping tourist experiences and managing destinations effectively. The integration of sustainable transport options can significantly impact the attractiveness, accessibility, and sustainability of tourist

destinations (Zamparini & Vergori, 2021). Research by Ford et al. (2015) highlights the importance of transportation in tourism, noting that transport infrastructure and services are fundamental to the movement of tourists and the overall tourism experience.

Sustainable transport options, such as electric buses, bike-sharing schemes, and pedestrian-friendly pathways, contribute to reducing the environmental footprint of tourism. Studies have shown that tourists are increasingly valuing sustainability in their travel choices (Gössling 2015). Furthermore, the adoption of sustainable transport can enhance the appeal of destinations by aligning with the growing demand for eco-friendly travel options (Dominković et al. 2018).

2.4 Accessibility of sustainable transportation

Planning is necessary for a sustainable transportation system, and planning necessitates monitoring, assessing, and evaluating the current system as well as any suggested modifications (Shiau & Liu, 2013). In the disciplines of transportation course and transportation geographical, sustainability assessments of transportation systems have been carried out using a variety of methodologies and metrics (Smith, Axon, and Darton, 2013). One of them, gaining access has consistently used as a metric, perhaps alone (Amoroso, Caruso, & Castelluccio, 2012) or in conjunction alongside other metrics (Rubulotta, Ignaccolo and Rofè, 2013, Toth Szabo and Várhelyi, (2012).

Broadly speaking, gaining access can be interpreted as a particular degree of geographical division between activities of the human. It indicates how simple it is to use a particular transportation system to get to particular activities from a given location (Vandenbulcke, Steenberghen, & Thomas, 2009). Even though it is seen from a much narrower perspective, accessibility is a crucial notion in tourism. In 2003 Medlik dictionary of travel, hospitality and tourism. Declared accessibility to be "a functional of separation from centres of populace, while organize tourist markets, and of outside transportation, that makes destination to be accessible," and said that availability is one of the three elements that determines a tourism destination value.

Four components should be taken into account when evaluating accessibility, in accordance with Geurs & van Wee (2004), the land use system, which includes the destination's calibre in respect of the geographical allocation of activity or opportunity, the

transport system, which includes aspects of the transportation framework like duration of travel and expense; the chronological element, that represents potential duration problems for travelers' activity trends and the accessibilities of possibilities based on the time of year, week or day and an individual element, that represents the prowess, needs, and possibilities of transportation consumers and so takes socio economic and grouping components as well.

In comparison to move ability base methods, which typically prioritize facilities for automobiles, accessibility-based planning has been deemed desirable due to its more comprehensive and inclusive character (Curtis & Scheurer, 2010). Researchers have taken accessibility into consideration as a basic idea for durability in transportation planning due to the various dimension structure, especially the connection of the land use element (Curtis & Scheurer). According to Bertolini, et al. (2005), availability is connected to the following three sustainability principles; Economic: by communicating suppliers, jobs, and gain access to good and services; sociocultural: by communicating social connections and society; and ecological, by stating the material effectiveness of the related engagement and trends of mobility. The writers proposed that planned for ecologically friendly transports option, such as walking, cycling, public transportation, using more energy-efficient cars, and not traveling (for example, through virtual access offered by information technology), in conjunction with specific land-use conditions, improves sustainability. According to Curtis and Scheurer (2010) and Kwok and Yeh (2004), there is a claim that increased accessibility leads to a reduction in the number of car miles driven and emissions of pollutants. Additionally, the group of people that are involved can access densely spaced events and economical public transportation choices, reducing their danger of social withdrawal Bocarejo and Oviedo (2012). Another term for availability provided by eco-friendly modes of transport is sustainable accessibility (Bertolini et al, 2005). Farrington (2007) came to the conclusion that increased accessibility is a required rather than sufficient circumstances for justice in social and social sustain abilities after conducting an exploratory debate on accessibility and sustainability. It is also necessary to take the economic and environmental effects into account. In real terms, this involves coming up with solutions that take into account both the financial expenses and the detrimental environmental effects that come with providing accessibility for people to places of activity (Cheng, Bertolini, & Le Clercq, 2007). Without

cross-sectorial integrative strategy, it is impossible to find this balance because events in one sector have an impact on other sectors (Farrington, 2007). For instance, the fact that taxpayer funds are used to extensively subsidize transportation services is typically advantageous to tourists, but occasionally, tourists also contribute to the maintenance of service frequencies that would otherwise be unfeasible (Currie & Falconer, 2014).

According to Liburd (2018), "the sustainable accessibility" could be viewed as a standard and vibrant term that is taken into account within the specific society, its normative, and ambition for a bright future. Policymakers outline the goals for weak or robust accessibility, similar to weak or robust sustainability, based on these principles (Farrington, 2007). For instance, Suen, Simões, and Wretstrand's (2012) suggestions to public officials on the social and cultural availability of public transportation in the European Union place a high emphasis on the exclusion of social and availability to all consumer group. Regulations need strong and trustworthy measures to accomplish this. Iacono, Krizek, and El-Geneidy, (2010). Which fall into one of two categories: positive (descriptive) or normative (prescriptive) measurements Páez, Scott, and Morency, (2012). Both of them are helpful in the creation of transportation policies, but contextualized normative measures are more important because they take into account the knowledge of intended outcomes and travel behaviour. Hergesell et al. (2018) Páez et al. (2012). As a result, the vibrant and transformation areas are integrated into sustainability and accessibility Farrington (2007) Liburd and Edwards (2018).

2.5 Integration of Sustainable Transport on Destination Management

Destination management involves coordinating various elements to create a cohesive and attractive experience for visitors while ensuring the sustainability of the destination. Sustainable transport is a crucial component of this process (Gössling et al. 2018). According to Yrza & Filimonau (2022), the integration of sustainable transport into destination management can help mitigate the negative impacts of tourism, such as traffic congestion, air pollution, and resource depletion.

The successful relationship of sustainable transport demands cooperation among multiple stakeholders, including government agencies, local communities, and private sector partners (Becken & Shuker, 2019). In the United Kingdom, initiatives like the Local Sustainable Transport Fund (LSTF) have been instrumental in promoting sustainable

transport projects across various regions. These projects aim to improve public transport services, develop cycling infrastructure, and encourage walking, thereby enhancing the overall sustainability of tourist destinations (Department for Transport, 2014).

2.6 Public Transit: Fostering Sustainable Urban Mobility

Public transportation is a crucial component of long lasting urban development, offering a compelling substitute to private cars (Cong, Kwak, and Deal, 2022). Trains, buses and other public transportation modes play a significant role in promoting efficiency, reducing traffic congestion, and curbing emissions (Yannis, and Chaziris, 2022). Successful public transit networks have emerged as integral components of sustainable urban development worldwide (Liu, Bardaka, and Paschalidis, 2023). Public transportation serves as a cornerstone in the endeavor to create long term urban environments, talking about broader social and ecological issues associated with private car reliance. Key benefits of robust public transportation systems include efficiency, minimized congestion, and environmental effect (Magalhães, and Santos, 2022). Singapore's efficient bus connection serves as a strong case study in the ability of a power to transform designed public transportation system. Singapore's accomplishment in public transportation begins with tactical path arrangement that consider the needs of diverse collectives (Tedjopurnomo et al., 2022). A complex design of the bus network aims to cover important residential, industrial, and commercial areas, ensuring widespread availability. This careful planning reduces the need for private car owners, especially in city areas where locals can rely on the thorough bus connectivity for their daily commute (Tedjopurnomo et al., 2022). Advanced ticketing systems and real-time tracking further enhance the consumer encounter. Modern ticketing technologies expedite the boarding process, reducing delays and optimizing efficiency. Real-time monitoring allows travellers to prepare their journeys more effectively, reducing delay times and enhancing overall dependability of the framework. Singapore's commitment to public transit has resulted in a significant reduction in individual car usage. The convenience, accessibility, and reliability of the bus network encourage residents to opt for public transit, leading to decreased traffic congestion and lower carbon emissions. The success of Singapore's efficient bus network serves as a testament to the transformative impact of well-planned and technologically advanced public transportation. In South America, Colombia's TransMilenio rapid transit system

exemplifies the potential of innovative public transit solutions in addressing the challenges of urbanization (Casa Nova et al., 2023, Cabrera-Moya, and Prieto-Rodríguez, 2022). The BRT system represents a paradigm shift in public transit, offering a rapid and reliable alternative to private vehicles (Diaz, Cantillo, and Arellana, 2023). The system utilizes dedicated bus lanes, efficient boarding processes, and a comprehensive network to provide a seamless transportation experience for commuters. The future of public transit lies in innovation and the integration of emerging technologies (Ji et al., 2022). Initiatives such as the development of electric buses, clever transportation infrastructure, and in real-time analytics of data, can further maximize public transit operations. Electric buses, in particular, contribute to the reduction of emissions and align with the broader goal of transitioning towards cleaner energy sources (Rodrigues, and Seixas, 2022). Addressing the diverse needs of urban populations requires collaborative efforts between governments, city planners, and public transit agencies. Integrated planning that considers land-use patterns, demographic trends, and the unique challenges of each urban area can lead to more effective and inclusive public transit solutions. Collaboration also extends to public-private partnerships, which can bring additional resources and expertise to enhance public transit infrastructure and services. Designing public transit systems with inclusivity in mind fosters equitable access to transportation options, contributing to a more socially and economically sustainable urban environment.

2.7 Importance of Sustainable Transport in Destination Management

Sustainable transport encompasses various modes and practices, including public transportation, cycling, walking, and the use of electric and hybrid vehicles (Ogryzek et al. 2020). These modes are designed to reduce environmental impact, promote energy efficiency, and advance in the quality of life for both residents and visitors (Dominković et al. 2018). By minimizing reliance on fossil fuels and decreasing greenhouse gas emissions, sustainable transportation options like public transit, cycling, and walking help to combat climate change and improve air quality (Higgins-Desbiolles, 2018). For instance, buses and railways have a significantly lower ecological footprint compared to personal cars, contributing to a reduction in CO2 emissions and other pollutants (Sodiq et al. 2019). This shift not only benefits the environment but also enhances public health by minimizing harmful emissions that contribute to respiratory and cardiovascular diseases

(Marek, 2021). Thus, integrating sustainable transport into urban and rural areas is essential for creating healthier, more livable communities and achieving long-term environmental sustainability (Kastenholz et al. 2018).

From an economic perspective, sustainable transport options can lead to substantial cost savings and economic benefits (Banister, 2007; Tomej & Liburd, 2020). Public transport systems, cycling infrastructure, and pedestrian-friendly urban designs are often more cost-effective in the long run compared to maintaining extensive road networks for private vehicles (Gross & Grimm, 2018). Furthermore, these modes of transport can reduce traffic congestion, leading to lower transportation costs for both individuals and businesses. They also create economic opportunities by generating jobs in the public transport sector and fostering local businesses through increased accessibility (Tomej & Liburd, 2020). Additionally, sustainable transport can enhance tourism by providing convenient, affordable, and eco-friendly ways for tourists to explore destinations, thereby boosting local economies and promoting sustainable tourism practices (Velasco Arevalo & Gerike, 2023).

Socially, sustainable transport promotes inclusivity and equity by providing accessible transportation options for all segments of the population, including disadvantaged and marginalized groups (Acar & Dincer, 2020). Unlike personal vehicles, which can be prohibitively expensive, public transport and active transport modes like cycling and walking offer affordable alternatives that enhance mobility for low-income individuals and families (Velasco Arevalo & Gerike, 2023). Moreover, sustainable transport initiatives can improve social cohesion by fostering community interactions and reducing social isolation. By prioritizing human-scale infrastructure and public spaces, these initiatives create environments where people can easily connect and engage with one another (Dominković et al. 2018). Venter et al. (2018) argues that this not only enhances the quality of life but also builds stronger, more resilient communities that are better equipped to face future challenges. Environmental sustainability, Economic viability, Social equity, Tourist experience and Destination attractiveness can reduce the negative impact of sustainable transport in destination management (Venter et al. 2018)

2.7.1 Environmental Sustainability

Sustainable transport is integral to environmental sustainability. By lowering the reliance on fossil fuels and reducing greenhouse gas emissions, sustainable transport systems help preserve natural environments and biodiversity, which are often key attractions for tourists (Hopkins, 2020). For instance, electric buses and trams emit fewer pollutants in comparison to traditional diesel automobile, leading to improve air quality (Huang et al. 2018). Cycling and walking, which produce zero emissions, further reduce the carbon footprint of transportation within tourist destinations (Schmale et al., 2015). Sustainable transport also minimizes noise pollution, protecting wildlife and enhancing the overall experience for visitors seeking tranquillity in natural settings. The preservation of pristine environments not only attracts eco-conscious tourists but also ensures the long-term viability of these attractions, maintaining their ecological integrity for future generations (Peeters et al. 2019).

2.7.2 Economic Viability

Sustainable transport options contribute significantly to the economic viability of tourist destinations. Efficient public transport systems and cycling infrastructure can lower operational costs for tourists by reducing the need for expensive car rentals and parking facilities (Bertolini et al. 2005). The provision of net economic benefits for locals and suppliers—such as jobs, farm diversification, and the marketing of regional goods—is necessary for economic sustainability (Kastenholz et al. 2016). In order to support the economic viability of a rural tourism destination, it is crucial to consider both the overall amount spent by tourists and the kinds of items they consume (Kastenholz et al. 2018). Because local products use local resources and competencies (such as labor and raw materials), they generate stronger multiplier effects and lower levels of economic leakage, making them more sustainable to purchase (Nickerson et al. 2016). For local businesses, these transport options increase foot traffic and accessibility, allowing more customers to reach their establishments easily. Moreover, investments in sustainable transport often generate employment opportunities in the construction, maintenance, and operation of these systems (Velasco Arevalo & Gerike, 2023). By enhancing connectivity within a destination, sustainable transport supports local economies by encouraging tourists to explore a wider range of attractions, dining, and shopping options, thereby spreading

economic benefits more evenly across the area (Shen et al. 2018). This can be particularly beneficial for rural or less-visited regions that can gain increased exposure and revenue through improved transport links (Taylor 2020).

2.7.3 Social Equity

Sustainable transport promotes social equity by ensuring that transport options are accessible and inexpensive for all segments of the population, including low-income residents and tourists (Zamparini & Vergori, 2021). Public transportation systems, such as buses and trams, typically offer lower fares compared to private car travel, making them a more inclusive option (Velasco Arevalo & Gerike, 2023). Additionally, well-designed cycling and pedestrian infrastructure can be used by individuals of all ages and prowess, fostering a feeling of community and inclusivity (Tirachini, 2020). In the context of tourism, this means that more people can participate in and benefit from tourism activities, contributing to a more equitable distribution of tourism revenues. Social equity in transport also supports the local workforce by providing reliable and affordable means for employees to commute to their jobs, enhancing the overall socio-economic fabric of the destination (Pamucar et al. 2021).

2.7.4 Tourist Experience

The integration of sustainable transport options can significantly enhance the overall tourist experience. Efficient public transport systems reduce travel time and congestion, making it easier and more pleasant for tourists to navigate a destination (Virkar & (India), 2018). For instance, a well-connected metro or bus network can provide seamless access to key attractions, reducing the stress and time associated with traveling in an unfamiliar city. Cycling and walking paths offer scenic routes and recreational opportunities, allowing tourists to engage more deeply with the destination's landscapes and urban environments (Filimonau et al. 2014). These modes of transport also provide a healthier and more active way for tourists to explore, which can be a key selling point for health-conscious travelers (Budd & Ison, 2020). Moreover, sustainable transport options can enhance the sense of adventure and discovery, as tourists are encouraged to explore areas that might be less accessible by car (Parkhurst & Meek, 2014).

2.7.5 Destination Attractiveness

Destinations that prioritize sustainability and offer diverse, eco-friendly transport options are increasingly attractive to environmentally conscious travellers (Singh 2020). This demographic is growing rapidly as awareness of environmental issues rises globally. Destinations known for their commitment to sustainability can enhance their reputation and competitive edge in the global tourism market (Maki et al. 2023). Furthermore, such destinations can leverage their sustainability credentials in marketing campaigns, appealing to tourists seeking guilt-free travel experiences. The commitment to sustainability can also foster positive word-of-mouth and repeat visitation, as tourists who value these principles are likely to become loyal visitors and advocates for the destination. By positioning themselves as leaders in sustainable tourism, destinations can attract a discerning clientele and differentiate themselves from competitors (Maki et al. 2023; Singh, 2020).

2.8 Public Transport and its Impact on Destination Management

Public transport is a cornerstone of sustainable transport systems. Efficient and reliable public transport services can significantly enhance the accessibility and attractiveness of tourist destinations (Gross & Grimm, 2018). In the UK, cities like London, Edinburgh, and Manchester have made substantial investments in public transport infrastructure to support both residents and tourists (Chaer et al. 2018).

Studies have shown that well-developed public transport systems can reduce the reliance on private vehicles, thereby decreasing traffic congestion and pollution. According to Ford et al. (2015), public transport is associated with lower carbon emissions compared to private car usage. This is particularly important in urban areas where high tourist volumes can exacerbate environmental problems. The London Underground, commonly known as the Tube, is an example of a public transport system that plays a significant role in managing the flow of tourists (Chaer et al. 2018). With its extensive network, the Tube provides a convenient and efficient means of navigating the city. Research by Transport for London (2018) indicates that the Underground is a key factor in maintaining London's status as a top global tourist destination.

2.9 Cycling Infrastructure and Tourism

Cycling is another important aspect of sustainable transport that has gained traction in recent years. The development of cycling infrastructure, such as bike ways, bike-sharing schemes, and secure bike parking, can promote cycling as viable mode of transport for tourists (Shen et al. 2018). According to Pucher and Buehler (2012), cities that invest in cycling infrastructure often experience increased cycling rates and improved public health outcomes. In the UK, cities like Cambridge and Bristol have been at the forefront of promoting cycling. Cambridge, known for its high cycling rates, has implemented a range of measures to support cyclists, including extensive bike lanes and bike-friendly traffic signals (Ivars-Baidal et al. 2019). Studies have highlighted the positive impact of cycling on tourism. Gössling & Choi (2015) found that cycling can enhance the tourist experience by providing a unique and sustainable way to explore destinations. Furthermore, cycling tourism can contribute to local economies by increasing spending on accommodation, food, and other services (Chaer et al. 2018).

2.10 Pedestrian-Friendly Areas and Urban Design

Creating pedestrian-friendly areas is a key strategy for promoting sustainable transport and enhancing destination management. Pedestrian zones, car-free streets, and well-designed public spaces can improve the walkability of cities and make them more attractive to tourists (Ivars-Baidal et al. 2019). The UK has implemented several pedestrianization projects in major cities. For instance, the pedestrianization of Oxford Street in London focus to minimize traffic congestion, enhance air quality, and create a more pleasant environment for shoppers and tourists (Ford et al. 2015). Research by Carmona (2015) indicates that pedestrianization can enhance the economic vitality of city centres by attracting more visitors and encouraging longer stays. Pedestrian-friendly areas can also contribute to the cultural and social experience of tourists. By creating spaces where people can walk, socialize, and enjoy the surroundings, cities can foster a sense of place and community. This aligns with the principles of sustainable tourism, which emphasize the importance of cultural and social sustainability (UNWTO 2017).

2.11 Electric Vehicles and Sustainable Tourism

Electric Vehicles (EVs): A Monumental Leap towards Sustainable Transportation. The electric vehicle revolution is revolutionizing the transportation landscape, with advancements in battery technology and infrastructure development driving the adoption of electric vehicles (EVs) worldwide. Cities worldwide are witnessing a shift in the direction of EV-controlled fleet as governments, consumers, and businesses increasingly identify the ecological advantage of electric mobility (Roberts, 2022). This switch is not just a technology trend but a paradigm shifts in the direction more efficient and perseverant transport systems (Hou et al., 2023). Oslo, Norway, stands as a trailblazer in the global movement towards electric mobility, successfully transforming itself into the "Electric Vehicle Capital" through strategic incentives, comprehensive infrastructure development, and forward-thinking policy support (Mega, 2022). Incentives driving adoption include exemptions from tolls, access to bus lanes, robust charging infrastructure, and supportive policies that align with the city's environmental goals. The accomplishment of Oslo's electrical mobility model function as an inspiration for other urban areas grappling with urbanization and environmental degradation. Amsterdam, Netherlands, presents an innovative approach to sustainable transportation on its iconic canals, using electric boats powered by clean energy sources (Minak, 2023, Chidolue, O. and Iqbal, 2023).

This move reduces water pollution, a significant concern for urban waterways, and promotes a cleaner and healthier urban environment. The integration of electric mobility in Amsterdam underscores the versatility of electric mobility solutions, allowing cities to tailor their sustainable transportation strategies beyond roads. This integration extends beyond the roads, demonstrating that electric mobility can be seamlessly integrated into various aspects of urban life. The adoption of electric vehicles (EVs) is an important component of sustainable transport strategies. EVs generate zero tailpipe emissions, which can help reduces air pollution and greenhouse gas emissions in tourist destinations (Pollet et al. 2019). Research by Haustein & Jensen (2018) highlights the environmental benefits of EVs, noting that they can significantly reduce the carbon footprint of transportation. In the context of tourism, the availability of EVs and charging infrastructure can enhance the sustainability of travel. For instance, the introduction of electric tour buses and rental cars can provide eco-friendly options for tourists.

The integration of EVs into destination management also involves developing the necessary infrastructure, such as charging stations (Chaer et al. 2018). A study by Noel et al. (2019) emphasizes the importance of a comprehensive charging network to support the adoption of EVs. In the UK, the expansion of EV charging infrastructure has been a priority, with initiatives like the Electric Vehicle Home charge Scheme (EVHS) and the Rapid Charging Fund (RCF) supporting the growth of EV usage.

2.12 | Challenges and Barriers to Sustainable Transport Integration

Despite the benefits of sustainable transport, numerous challenges and problems hinder its connection into destination management. According to Marsden and Rye (2010), common challenges include funding constraints, political resistance, and the complexity of coordinating multiple stakeholders. Additionally, the existing infrastructure and urban design in many cities may not be conducive to sustainable transport modes. Public perception and behavior also plays a crucial role in the adoption of sustainable transport. However, the need to win over the public's trust and the quality with which novel methods are implemented are linked to the sustainability of transportation in urban areas (Signorile et al. 2018). The design of non-motorized transportation must take education and infrastructure development into account (Ogryzek et al. 2020). According to the viewpoint of the societal dilemma, the unforeseen preference of car users for immediate earnings in lieu of long-term losses to society is what causes the trend for an ongoing increase in the use and quantity of cars (more vehicles with fewer motorists covering more distances on correspondingly shorter roads) (Ogryzek et al. 2020). Studies have shown that people's attitudes towards public transport, cycling, and walking can significantly influence their travel choices (Zamparini & Vergori, 2021). Overcoming these barriers requires targeted efforts to change perceptions and encourage sustainable travel behaviors.

2.12.1 Infrastructure Development

The development of sustainable transportation infrastructure is a significant challenge that requires substantial investment and long-term planning. Governments, as key stakeholders, have the power to drive change through strategic investment, which can be achieved through public-private partnerships. These collaborations can expedite the

deployment of EV charging infrastructure and alternative fuel production facilities, bridging the gap between government resources and private sector innovation. Smart city technologies offer an opportunity to optimize existing infrastructure by integrating intelligent systems, such as real-time data analytics, smart traffic management, and integrated ticketing systems. This approach enhances the efficiency of public transportation networks and streamlines the overall transportation experience. Strategic investments in public transportation networks are crucial for ensuring efficiency and accessibility. Allocating funds for the expansion of bus and rail networks and integrating them with emerging technologies ensures efficiency and accessibility. Maintaining and upgrading existing infrastructure is crucial for the reliability of public transportation systems. Investments in EV charging infrastructure are pivotal for the widespread adoption of electric vehicles. Public-private partnerships can facilitate the establishment of stations for charging, making sure of the facilities maintain pace with the increasing request for electrical vehicles. Investments in alternative fuel production facilities, such as biodiesel or hydrogen, contribute to diversifying the transportation energy mix. Governments can provide financial incentives and support research initiatives to advance the production and distribution of alternative fuels. The integration of smart city technologies offers a transformative approach to infrastructure development, enhancing the overall efficiency of transportation systems. Governments can collaborate with technology providers to implement these solutions, creating a more responsive and adaptive urban transportation landscape. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452)

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2.12.2 Cost Considerations

The transition to sustainable transportation faces significant challenges due to the greater original cost of electrical vehicles (EVs) and substitute fuel cars compared to conventional counterparts (Aijaz, and Ahmad, 2022). Governments play a pivotal role in addressing these costs through incentives that are been targeted and research funds (Muzir et al. 2022, Adebukola et al. 2022). By implementing comprehensive measures, governments can give way to a more affordable and competitive sustainable transport landscape. Targeted government incentives, such as tax credits, rebates, and subsidies, can make EVs and alternative fuel vehicles more financially viable for consumers. These financial

benefits encourage consumers to choose environmentally friendly options, fostering a more rapid adoption of sustainable transportation. Implementing tax credits is an effective way to incentivize consumers to invest in sustainable transportation, making these vehicles more affordable and aligning with broader environmental and energy policy goals. Direct monetary incentives, such as rebates and subsidies, can significantly impact the affordability of sustainable transportation options. Governments can allocate funds to provide rebates or subsidies at the point of purchase, making EVs and alternative fuel vehicles more attractive to cost-conscious consumers. Research funding for cost-effective technologies is crucial to drive innovations that reduce the manufacturing and operational costs of sustainable transportation technologies. Government support and incentives during the early stages of adoption can help catalyze this process and accelerate the realization of cost benefits. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452).

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2.12.3 Technological Advancements

Sustainable transportation relies heavily on technological advancements to enhance efficiency, affordability, and range. Overcoming the challenges posed by battery technology, alternative fuel production, and autonomous vehicles requires a concerted effort in research and development. Investing in research and development initiatives presents a transformative opportunity to propel sustainable transportation into the future. Collaboration between governments, private companies, and research institutions can catalyze advancements in key areas, fostering innovation that addresses the challenges and makes sustainable transportation options more accessible to a broader audience. Improving battery technology is crucial for electric vehicles (EVs) and can be achieved through collaborative research projects aimed at growing the latest material, enhancing the manufacturing process, and examining new battery chemistries. This can lead to breakthroughs that revolutionize the capabilities of EVs and create more efficient and affordable electric vehicles. Alternative fuel production methods, such as hydrogen and synthetic fuels, play a crucial role in diversifying the sustainable transportation landscape. Investment in sustainable fuel research can lead to the creation of a more sustainable and economically viable alternative fuel ecosystem. Autonomous vehicle capabilities represent a frontier in sustainable transportation, offering the potential to enhance safety,

reduce traffic congestion, and optimize transportation systems. Government and industry collaboration can help improve the capabilities of autonomous vehicles, including investments in artificial intelligence, sensor technologies, and comprehensive testing protocols. By broadening access through affordability, sustainable transportation options can be made appealing and accessible to a broader audience. Governments can incentivize the development of cost-effective sustainable transportation solutions through research and development funding, prioritizing projects that aim to reduce manufacturing costs, improve efficiency, and enhance overall affordability. By seizing the opportunities presented by research and development, stakeholders can contribute to creating a sustainable transportation landscape that is not only technologically advanced but also accessible and attractive to a diverse global audience. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452)

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2.12.4 Behavioral Shifts

The challenge of promoting a shift from a car-centric culture to sustainable transportation requires effective public awareness campaigns and policy interventions. This involves breaking through the inertia of a car-centric mindset by making individuals aware of the environmental and health benefits associated with sustainable transportation choices. Public awareness initiatives can be a strong tool to educate and inspire individuals, highlighting the reduction of carbon emissions, improved air quality, and enhanced personal health. Governments play a pivotal role in influencing behaviour through policy interventions, which can incentivize sustainable choices while addressing convenience and cost concerns associated with traditional transportation. Policy innovation offers a unique opportunity to incentivize sustainable transportation choices, such as congestion pricing, dedicated lanes for buses and bicycles, and subsidies for shared mobility services like carsharing and bike sharing.

Fostering a sense of community and shared responsibility is essential for fostering behavioural shifts that align with the greater good. Community engagement initiatives can foster a sense of shared responsibility for environmental conservation, encouraging individuals to embrace environmentally friendly choices. Integrated mobility solutions are crucial for making sustainable transportation options seamlessly integrated into daily life, addressing concerns about convenience and accessibility. Governments and private

entities can collaborate to develop comprehensive and integrated mobility solutions, including seamless connectivity between different modes of transport system, such as trains, buses, then shared mobility services. By simplifying the user experience and providing convenient and reliable alternatives to private car usage, individuals are more likely to adopt sustainable transportation behaviours. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452) Furthermore, the COVID-19 pandemic has introduced new challenges and opportunities for sustainable transport. While the pandemic has led to a temporary reduction in travel and emissions, it has also highlighted the importance of resilient and adaptable transport systems (Marek 2021). Research by Gössling et al. (2020) suggests that the post-pandemic recovery offers a unique opportunity to reimagine and prioritize sustainable transport in destination management.

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In summary, the integration of sustainable transport into destination management is a multifaceted process that requires a comprehensive and coordinated approach. Sustainable transportation options, including public transport, cycling, walking, and electric vehicles, offer significant benefits for reducing environmental impact, enhancing tourist experiences, and supporting the overall sustainability of destinations. However, achieving successful integration involves addressing various challenges and barriers, such as funding constraints, stakeholder coordination, and public perception. The literature reviewed highlights the importance of sustainable transport integration and destination management. By investing in sustainable transport infrastructure, fostering collaboration, promoting public engagement, and leveraging technology, destinations can enhance their sustainability and attractiveness.

While substantial research has been conducted on sustainable transport and its integration into urban planning and tourism development, there remains a significant gap in understanding how these principles specifically apply to the management of tourist destinations. This dissertation seeks to fill this lacuna by providing a detailed examination of how sustainable transport options influence destination management practices and sustainability outcomes.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the approach used to look into the integration of sustainable transport options within the tourism sector of Bournemouth, in the United Kingdom. The methodology encompasses various elements crucial for a thorough understanding of sustainable transport impacts on destination management. Quantitative techniques method would be adopted to provide a comprehensive analysis. Questionnaires would be distributed to tourists, most especially students for data analysis. This introduction prepares the stage for a thorough examination of the research aim and objectives, the rigour and validity of the study are dependent on several factors, including philosophy, strategy, data collection strategies, sampling designs, data processing methodologies, ethical issues, and known limits.

3.2 Research Aim and Objectives

This research is primarily focused on making an understanding assessment of sustainable transport integration and its effects on destination management, focusing on Bournemouth. The specific objectives of the research are:

- i. To determine the influence of sustainable transport integration on destination management in Bournemouth.
- ii. To analyze the perceptions and satisfaction levels of tourists regarding sustainable transport options.
- iii. To examine the relationship between sustainable transportation and destination management.

3.3 Research Philosophy

This study adopts an interpretivism research philosophy to understand the individual encounters and perceptions of tourist regarding sustainable transport. The interpretive paradigm is suitable for capturing the complexities and contextual nuances of human behaviour, emphasizing the importance of meaning and interpretation (Strassburger et al. 2021). By focusing on the tourists, this approach allows for a deeper exploration of the

social and cultural dynamics influencing sustainable transport adoption and its perceived impacts on tourism management (Maki et al. 2023).

3.4 Research Approach

A quantitative research method would be adopted to provide a comprehensive understanding of sustainable transport integration in Bournemouth. The quantitative includes a structured questionnaire and secondary data analysis to quantify trends and patterns in transport and sustainability outcomes (Huser et al. 2018).

3.5 Data Collection

The research highlights the impact of sustainable transport integration on destination management in Bournemouth, applying a suitable technique for gathering data methodically and impartially. The study will employ two sources for data collection namely primary and secondary sources. Primary data will be collected with the use of a structured questionnaire to be administered to tourists most especially students. Secondary data will be gathered from texts, journals and the internet. The researcher selected this method to assemble data directly from people, achieve a high response rate, and save costs. The study aimed at students as tourists would explore various tourist areas in Bournemouth.

3.6 Sampling Design

For this research work random sampling technique will be employed to have unbiased results and the respondents have an equal chance of being selected so that the research study will be authentic. Participants are also based on their involvement with tourism and transport, ensuring a diversity of perspectives. One hundred and twenty respondents (120) will be randomly selected. This targeted approach allows for the collection of relevant and detailed insights, addressing the specific research objectives (Campbell et al. 2020).

3.7 Data Analysis

The data gathered for this research will be analysed by making the use of descriptive statistics to summarise key characteristics of transportation patterns and perceptions of sustainable transport options, Inferential Statistics will be used to test hypotheses and explore relationships between variables, such as the perception and satisfaction level of

tourist regarding transport mode options, while correlation coefficient will be used to examine the relationship between sustainable transportation and destination management.

3.8 Ethical Considerations

The ethical endorsement will be collected from the respondents. Informed assent will be secured from all respondents, making sure that their anonymity and secrecy. Respondents will be informed of their right to disengage from the study at any time without a fine.

- **Informed Consent:** Respondents will be given with thorough information about the study and their rights.
- **Confidentiality:** Personal identification data will be securely saved and kept private
- **Privacy:** The questionnaire will be treated privately.
- **Right to Withdraw:** Participants can withdraw from the study at any time.

3.9 Limitations and Challenges

Potential limitations of this study include biases in respondent selection, which could impact the representativeness of the sample. The quantitative nature of part of the research might limit the universality of the findings. Challenges related to data saturation and the accurate interpretation of quantitative data are also acknowledged. Talking about these limitations is important for making sure of the validity and reliability of the study outcomes.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The results present the data analysis and findings together with their interpretations in connection to the study's goal. Statistical software was utilised in the data analysis process to facilitate the investigation of several variables and their interrelationships. The analysis's conclusions advance knowledge on the subject and offer insightful information on the study issue. The importance of the results and their implications for further studies and real-world applications are also clarified by the interpretations of the data. A total of 120 copies of the questionnaires were distributed but 110 copies were returned. This suggests that every respondent involved in tourism and transport was open to actively participating in the study and offering their insights and experiences. This degree of participation raises the validity and reliability of the study's conclusions by indicating that the data gathered is likely representative of the organization's total membership.

4.2 Validity and Reliability Test

4.2.1 Reliability Test

Ensuring the consistency and dependability of research outcomes requires conducting reliability tests on research instruments. Test-retest reliability, inter-rater reliability, and Cronbach's alpha are three methods for assessing the dependability of constructs, according to Rousson et al. (2002). To put it simply, the reliability of the data acquired is checked using Cronbach's alpha test, which is often used in academic literature. The Cronbach's Alpha test is another way that this study duplicates this, as seen in Figure 4.1 below. Rousson et al. (2002) state as a general rule that a Cronbach Alpha of 0.7 above is acceptable while a Cronbach alpha below 0.7 is unacceptable

Table 4. 1: Table Cronbach alpha test of reliability 1

Variables	Items	Cronbach Alpha
Mode of Transportation	5	0.706
Sustainable Transportation Integration	5	0.775
Destination Management	5	0.872
Satisfaction Level	5	0.835
Sustainable transport and destination management relationship.	3	0.702
Total	23	0.769

Source: Author's Computation using SPSS 23 (2024)

4.2.2 Validity Test

The degree to which a test captures what it is meant to capture is referred to as validity. A test's validity must be established to guarantee accurate and significant findings. Principal component analysis was used to validate the data, and the Kaiser-Meyer-Olkin (KMO) Test was used to assess the data's appropriateness, applicability, and sufficient sample for confirmatory factor analysis. As per Li et al. (2020), a construct cannot be approved for additional analysis unless it has a KMO of 0.5 or above. The KMO was determined to be between 0.501 and 0.658 for each construct in Table 4.2, suggesting that the data was suitable for additional examination. In addition, the Bartlett test of sphericity evaluates the degree of correlation between the variables. The null hypothesis, which indicated that the elements in the original correlational matrix had no association with the others, was tested using the Bartlett test to see if the parameters were

independent and, therefore, unsuitable for the research. Table 4.5, which shows that the simultaneous probability values, KMO, and Bartlett test values were all above the 0.5 threshold, supports the appropriateness of the factor analysis that was performed.

Table 4. 2: Confirmatory Factor Analysis Using the K 1

Variable	KMO	Bart.	Sig	Remark
Mode of Transportation	.501	80.687	(0.000)	Accepted
Sustainable Transportation Integration	.621	111.854	(0.000)	Accepted
Destination Management	.616	124.881	(0.000)	Accepted
Satisfaction Level	.658	88.685	(0.000)	Accepted
Sustainable transport and destination management relationship.	.533	34.729	(0.000)	Accepted

Source: Computed from Pilot study through SPSS V23 (2024)

4.3 Personal Data of the Participants

Table 4. 3: Personal Data of the Participants

Characteristics	Classification	Frequency	Percentage
Gender	Male	50	45.5
	Female	60	54.5
Age	Under 18	43	39.1
	18-24 years	45	40.9
	25-34 years	18	16.4
	35-44 years	4	3.6
Marital Status	Single	49	44.5
	Married	54	49.1
	Divorced	2	1.8
	Separated	5	4.5
Residency Status	Tourist	10	9.1
	Local Resident	22	20.0
	Student	64	58.2
	Business Visitor	14	12.7

Source: Author's Computation (2024)

Table 4.3 reveals that 45.5% of respondents are male, while 54.5% are female, indicating that the survey was designed to include opinions from both genders. The age distribution is diverse, with 39.1% under 18 years, 40.9% between 18-24 years, 16.4% between 25-34 years, 3.6% between 35-44 years, and 13.0% aged 56 and above. This broad age range ensures varied perspectives in the responses. Regarding marital status, 44.5% of respondents are single, 49.1% are married, 1.8% are divorced, and 4.5% are separated, reflecting a diverse array of relationship statuses, which may influence their survey responses. Residency status also varied, with 9.1% being tourists, 20.0% residents, 58.2% students, and 12.7% business visitors. The predominance of student respondents (58.2%) suggests that their experiences may significantly shape the survey findings, highlighting the importance of considering this demographic's influence on the overall results.

4.4 Analysis of Questions

Table 4. 4: Mode of Transportation System 1

Statements	SD Frequency)%(D Frequency)%(UN Frequency)%(A Frequency)%(SA Frequency)%(
Car, Cycling, Scooter, walking and Bus are effective modes of transportation?	1 (0.9%)	4 (3.6%)	6 (5.5%)	78 (70.9%)	21 (19.1%)
Most students use public transport to their tourist destination in Bournemouth.	1 (0.9%)	0 (0%)	13 (11.8%)	53 (48.2%)	43 (39.1%)
Use of public transport to tourist destinations saves cost?	1)0.9%(0 (0%)	9 (8.2%)	52 (47.3%)	48)43.6%(
It is worthwhile to improve the use of bicycles and scooters in tourist destinations?	2 (1.8%(4 (3.6%(13 (11.8%)	58)52.7%(33)30.0%(
Using bicycles and scooter reduce carbon emissions?	2 (1.8%)	1 (0.9%)	9 (8.2%)	59 (53.6%)	39 (35.5%)

Source: Researcher's Computation 2004

The results in Table 4.4 highlight the respondents' perceptions of different modes of transportation. For the first question, 0.9% of respondents strongly disagreed, 3.6% disagreed, 5.5% were undecided, 70.9% agreed, and 19.1% strongly agreed that cars, cycling, scooters, walking, and buses are effective transportation modes. This overwhelming agreement suggests that respondents generally perceive these transportation methods as effective. The second question revealed that 0.9% strongly disagreed, none disagreed, 11.8% were undecided, 48.2% agreed, and 39.1% strongly agreed that most students use public transport to reach tourist destinations in Bournemouth. This indicates a high level of satisfaction with public transport among respondents, reflecting its effectiveness for tourism purposes.

For the third question, responses showed strong support for the idea that public transport to tourist destinations saves costs, indicating financial awareness among visitors regarding the benefits of using public transport. In the fourth question, 1.8% strongly disagreed, 3.6% disagreed, 11.8% were undecided, 52.7% agreed, and 30.0% strongly agreed that improving the use of bicycles and scooters for tourist destinations is worthwhile. This positive attitude reflects strong support for environmentally friendly transportation options. Similarly, 53.6% agreed and 35.5% strongly agreed that using bicycles and scooters reduces carbon emissions, highlighting a clear preference for sustainable travel methods among respondents.

Table 4. 5: Sustainable Transport Integration 1

Statements	SD Frequency)%(D Frequency)%(UN Frequency)%(A Frequency)%(SA Frequency)%(
Sustainable transport integration is of utmost important.	1 (0.9%)	1 (0.9%)	20 (18.2%)	64 (58.2%)	24 (21.8%)
Enough information about sustainable transport integration can increase the usage?	2 (1.8%)	0 (0%)	11 (10.0%)	59 (53.6%)	38 (34.5%)
The current mode of transportation is sustainable?	0)0%(2)1.8%(13 (11.8%)	61)55.5%(34)30.9%(
Understanding of sustainability concept will affect the acceptance of sustainable transport integration.	2 (1.8%)	2)1.8%(14 (12.7%)	61)55.5%(31)28.2%(
Does sustainable transport have a positive environmental effect?	2 (1.8%)	1)0.9%(14 (12.7%)	60)54.5%(33)30.0%(

The responses from Table 4.5 reveal a strong consensus among respondents on the importance of sustainable transport integration. With 58.2% agreeing and 21.8% strongly agreeing, it is evident that the majority view sustainable transport as crucial in transportation planning. This suggests that there is broad support for integrating sustainable practices into transportation systems, indicating a growing awareness of their long-term benefits. The second question's results further support this conclusion, showing that 53.6% agreed and 34.5% strongly agreed that providing adequate information about sustainable transport can increase its usage. This underscores the importance of effective communication and education in promoting sustainable transport solutions.

Interestingly, the third question reveals that 55.5% of respondents agreed and 30.9% strongly agreed that the current mode of transportation is sustainable. This reflects a generally positive perception of existing transportation methods, which may stem from their alignment with sustainability goals. Moreover, the response to question four, where 55.5% agreed and 28.2% strongly agreed, highlights the belief that understanding sustainability concepts can enhance the acceptance of sustainable transport integration. This reinforces the idea that education and awareness are key to fostering public support. Finally, the overwhelming agreement that sustainable transport positively impacts the environment (as seen in question five) indicates that respondents recognize the environmental benefits of sustainable transport, further validating the need for its integration. This broad consensus suggests that stakeholders, particularly policymakers and planners, should prioritize sustainable transport initiatives to meet both public expectations and environmental goals.

Table 4. 6: Destination Management 1

Statements	SD Frequency)%(D Frequency)%(UN Frequency)%(A Frequency)%(SA Frequency)%(
Parking regulations in tourist destinations should be followed accordingly.	1 (0.9%)	0 (0%)	9 (8.2%)	73 (66.4%)	27 (24.5%)
Speed limitations for cars should be strictly adhered to.	1 (0.9%)	0 (0%)	4 (3.6%)	54 (49.1%)	51 (46.4%)
Using scooters, walking, and cycling to tourist destinations can be environmentally friendly.	2)1.8%(1)0.9%(9)8.2%(46)41.8%(52)47.3%(
Pedestrian walkways can contribute to tourist destinations to be more coordinated.	2 (1.8%)	1)0.9%(3)2.7%(61)55.5%(43)39.1%(
Supporting congestion charges can reduce cars in tourist destinations.	2 (21.7%)	3)17.4)	8 (26.1)	64 (21.7%)	33)13.0%(

Source: Researcher's Computation 2024

The data in Table 4.6 on Destination Management reveals several meaningful conclusions. First, the strong agreement (66.4%) and strong agreement (24.5%) from respondents on the need for parking regulations in tourist destinations suggest

broad support for such measures. This indicates that effective parking management is viewed as essential for maintaining order and enhancing the visitor experience in tourist areas. Similarly, the response to the question on speed limitations, where 49.1% agreed and 46.4% strongly agreed, underscores a strong belief in the importance of road safety. The overwhelming support for strict adherence to speed limits suggests that respondents prioritize safety as a key component of destination management, which should be a focus for policymakers. However, the findings from the question on cultural diversity show a more divided response. While 41.8% agreed and 47.3% strongly agreed, a small portion did not see cultural diversity as positively impacting customer patronage. This suggests a need for increased awareness and training on the benefits of diversity in the hospitality industry, as it may not be universally understood or appreciated.

The support for pedestrian walkways, with 55.5% agreeing and 39.1% strongly agreeing, highlights a consensus on their value in organizing and enhancing tourist destinations. This strong support indicates that investments in pedestrian infrastructure could be well-received by the public. Lastly, the significant agreement (58.2%) and strong agreement (30.0%) on the benefits of congestion charges suggest that many respondents believe in their effectiveness in reducing car traffic in tourist areas. This trend indicates a readiness among the public to embrace policies that could alleviate congestion and improve the overall tourist experience.

4.5 Analysis of Research Objectives

4.5.1 Regression Analysis

This section seeks to achieve the first objective that seeks to determine the influence of sustainable transport integration on destination management in Bournemouth. We also seek to examine the influence of sustainable transportation integration on the satisfaction level of tourists. The regression analysis helps examine the effect of two variables. Regression also helps determine whether a positive or negative effect exists between two variables. Apart from the fact that we know it can be used to determine whether a positive or negative effect exists, Mindrila and Balentyne (2013) recorded that it can be used to determine if the effect is significant or not. The decision criteria for this is a pretest level of 5%. A significant value of 5% and below shows a statistically significant effect but a

significant value of less than 5% shows an insignificant effect between sustainable transportation integration and destination management. The results in Table 7 are stated below:

4.5.1.1 Objective One

To determine the influence of sustainable transport integration on destination management in Bournemouth.

Table 4. 7: Regression analysis 1

	Destination Management		Satisfaction Level	
	Coefficient	Sig.	Coefficient	Sig.
Sustainable Transportation Integration	.520	.000	.295	.001
R ²	.292		.102	
F Stat	44.648		12.520	

The result above seeks to achieve objective one which seeks to determine the influence of sustainable transport integration on destination management in Bournemouth. We also seek to examine the influence of sustainable transportation integration on the satisfaction level of tourists.

The result in Table 4.9 shows that the use of sustainable transportation integration has a positive influence on destination management among various stakeholders such as tourists, residents, students and business visitors. This is revealed by the coefficient of .520 confirming this intuition. Also, the significant value of 0.000 which is less than 0.05 shows that the relationship between sustainable transport integration and destination management is statistically significant. Similarly, sustainable transportation integration has a positive influence on the satisfaction level of tourists (.295) but the effect is lower when compared with destination management. However, despite this, it is statistically significant to establish this relationship.

4.5.2.2 Objective Two

To analyze the perceptions and satisfaction levels of tourists regarding sustainable transport options.

Table 4. 8: Satisfaction level of Tourists

Statements	VD Frequency)%(D Frequency)%(UN Frequency)%(S Frequency)%(VS Frequency)%(
How do you feel about the use of sustainable transportation to your tourist destination?	0 (0%)	3 (2.7%)	21 (19.1%)	71 (64.5%)	15 (13.6%)
How do you rate your sustainable transport options to your destination?	0 (0%)	3 (2.7%)	22 (20.0%)	59 (53.6%)	26 (23.6%)
How do you feel about your tourist destination environment?	0)0%(1 (0.9%)	20 (18.2%)	55 (50.0%)	34)30.9%(
Are you okay with parking regulations and arrangements in your destination?	1 (0.9%(0 (0%)	16 (14.5%)	58)52.7%(35)31.8%(
Does destination management meet your expectations?	0 (0%)	3 (2.7%)	17 (15.5%)	54 (49.1%)	36 (32.7%)

Source: Researcher's Computation 2024

The data presented in Table 4.8 provides a detailed understanding of tourists' perceptions and satisfaction levels concerning sustainable transport options. The findings reveal a generally positive sentiment towards sustainable transportation, with 64.5% of respondents expressing satisfaction and an additional 13.6% indicating they are very satisfied with the use of sustainable transport to their tourist destinations. This

overwhelming approval suggests that most tourists recognize and value the environmental benefits associated with sustainable transport methods, such as reduced carbon emissions and minimized ecological footprints. However, it is noteworthy that a small fraction of respondents, 2.7%, expressed dissatisfaction, while 19.1% were undecided. These figures hint at potential gaps in the existing sustainable transport systems or perhaps a lack of awareness or accessibility, suggesting areas that could be targeted for further development and improvement.

In a similar vein, the majority of respondents rated their sustainable transport options positively, with 53.6% satisfied and 23.6% very satisfied. This indicates general contentment with the current transportation choices available to them, which may include options like public transit, cycling paths, and pedestrian-friendly routes designed with sustainability in mind. However, the data also show that 20% of respondents remained undecided, and 2.7% were dissatisfied with their transport options. This ambivalence and dissatisfaction, though minor, are significant as they point to possible deficiencies in the transport offerings, such as limited availability, convenience, or comfort. It underscores the importance of continuously evaluating and upgrading sustainable transport infrastructure to ensure that it meets the diverse needs of tourists, thereby enhancing their overall satisfaction and willingness to use such options in the future.

Tourists' satisfaction with the destination environment also emerged as a strong positive, with many respondents indicating they were very satisfied. This high level of satisfaction reflects the success of efforts to maintain and enhance the natural and built environments of tourist destinations. The positive feedback suggests that the measures taken to preserve the environment, such as maintaining clean public spaces, reducing pollution, and conserving local ecosystems, have been effective and well-received by visitors. The importance of this finding lies in its implication for sustainable tourism, where the quality of the environment plays a critical role in attracting and retaining tourists. The strong satisfaction levels suggest that tourists appreciate destinations that prioritize sustainability and environmental stewardship, which in turn could lead to increased tourist loyalty and positive word-of-mouth recommendations.

The responses concerning parking regulation and arrangement at tourist destinations also show a strong level of satisfaction, with 52.7% satisfied and 31.8% very satisfied. This

indicates that the management of parking facilities, including the enforcement of regulations and the availability of adequate parking spaces, has been effective and meets the expectations of most tourists. Efficient parking management is crucial for ensuring a smooth and hassle-free experience for visitors, particularly in areas with high tourist traffic. The high satisfaction levels in this area suggest that tourists are likely to have a positive overall experience when parking is well-managed, which can contribute to the destination's reputation as a well-organized and tourist-friendly location.

Also, the evaluation of destination management revealed that 49.1% of respondents were satisfied and 32.7% were very satisfied with how their expectations were met. However, the presence of 15.5% dissatisfaction indicates that there are still areas where improvements can be made to better align destination management practices with tourist expectations. This dissatisfaction might stem from factors such as inadequate communication, lack of amenities, or perceived inefficiencies in managing tourist flows and resources. While the overall satisfaction is high, the existence of a notable minority of dissatisfied tourists highlights the need for destination managers to continuously seek feedback and implement changes that address tourists' concerns. This proactive approach can help to ensure that the destination remains competitive and appealing to a broad range of visitors, ultimately contributing to the sustainability and long-term success of the tourism industry.

4.5.3.3 Objective Three

To examine the relationship between sustainable transportation and destination management.

Table 4. 9: Sustainable Transport and Destination Management Relationship

Statements	SD Frequency)%(D Frequency)%(UN Frequency)%(A Frequency)%(SA Frequency)%(
There is no relationship between sustainable transport and destination management?	30 (27.3%)	45 (40.9%)	18 (16.4%)	17 (15.5%)	0 (0%)
Relationship between sustainable transport and destination management can have a positive impact?	0 (0%)	9 (8.2%)	27 (24.5%)	53 (48.2%)	21 (19.1%)
Effective use of sustainable transport has a significant impact on destination management.	3)2.7%(3)2.7%(21 (19.1%)	45)40.9%(38)34.5%(

The data presented in Table 4.9 provides insight into respondents' perceptions of the relationship between sustainable transport and destination management. The findings reveal a notable degree of disagreement among respondents, with 27.3% strongly disagreeing and 40.9% disagreeing that there is no relationship between the two concepts. This significant majority suggests a clear consensus that sustainable transport and destination management are, in fact, interconnected. The limited agreement (15.5%) and absence of strong agreement further underscore the prevailing belief among

respondents that the two are linked, contrary to the notion of their disconnection. The data indicates a general acknowledgement of the interplay between sustainable transport practices and effective destination management, highlighting an area of consensus within the surveyed group.

In the subsequent question, the data shifts towards a more positive perspective on the potential impacts of this relationship. With 48.2% agreeing and 19.1% strongly agreeing, a clear majority of respondents express a positive perception of the relationship between sustainable transport and destination management, recognizing its potential benefits. The low levels of disagreement (8.2%) and a considerable proportion of undecided respondents (24.5%) suggest that while some uncertainty exists, the overall outlook is optimistic. This majority agreement reflects an encouraging trend, indicating that many respondents see value in integrating sustainable transport with destination management strategies to enhance the effectiveness and sustainability of tourism operations. The positive perception among respondents reinforces the importance of such integration for achieving broader sustainability goals within tourism destinations.

In contrast, the responses to the third question exhibit even stronger support for the impact of sustainable transport on destination management. A substantial portion of respondents (40.9% agreed and 34.5% strongly agreed) affirm the significant impact that effective sustainable transport can have on managing destinations. The minimal levels of disagreement (2.7% strongly disagreed and 2.7% disagreed) and a moderate number of undecided respondents (19.1%) further bolster the overall consensus on this issue. The data reveals that a majority of respondents acknowledge the critical role of sustainable transport in enhancing destination management, suggesting widespread recognition of its importance for ensuring the sustainability and success of tourism destinations. This strong consensus highlights the necessity of prioritizing sustainable transportation practices as a key component of effective destination management.

4.6 Correlation Matrix

Table 4. 10: Correlation Result

	Sustainable Transportation Integration	Destination Management	Satisfaction Level
Sustainable Transportation Integration	1.000		
Destination Management	.541**	1.000	
Satisfaction Level	.319**	.218*	1.000

The correlation analysis indicates a positive and statistically significant relationship between sustainable transportation integration, destination management, and the satisfaction level of tourists in Bournemouth. The correlation coefficient of .541** between sustainable transportation and destination management suggests a moderate to strong association, highlighting that well-integrated transportation systems contribute significantly to good destination management. This is likely due to the ease of access, reduced travel stress, and environmentally friendly options that align with the growing preference for sustainable travel (Haid et al. 2021). Tourists are increasingly valuing destinations that prioritize sustainability, as it enhances their overall experience and aligns with their values.

Similarly, the correlation coefficient of .319** between destination management and satisfaction level indicates a positive and significant relationship, though weaker than transportation. Effective destination management ensures that tourist sites are well-maintained, services are efficiently delivered, and the overall environment is conducive to a pleasant experience. This management likely includes promoting sustainability practices, which further boosts tourist satisfaction by offering a well-rounded, responsible travel experience (Mackay et al. 2020). The positive relationship between destination management and satisfaction level (.218*) reinforces the importance of strategic planning and execution in enhancing tourists' experiences. Well-managed destinations not only

meet tourists' expectations but also exceed them by providing high-quality services and sustainable options, thereby increasing satisfaction and the likelihood of return visits (Mackay et al. 2020).

4.7 Discussion of Findings

The results in objective one indicate that the integration of sustainable transportation significantly influences destination management, with the majority of respondents acknowledging a positive correlation. This suggests that sustainable transportation is a critical factor in the effective management of tourist destinations, aligning with stakeholder needs, including tourists, residents, students, and business visitors. The findings also reveal that while sustainable transportation integration positively affects tourist satisfaction, this impact is less pronounced compared to its influence on destination management. This may imply that while tourists appreciate sustainable transport options, other factors such as destination facilities and overall experience play a more dominant role in shaping their satisfaction. The relatively lower impact on tourist satisfaction suggests a need for a holistic approach that combines sustainable transport with other destination management practices to maximize overall visitor contentment.

This conclusion is supported by existing literature. For instance, research by Fyall and Garrod (2019), underscores the importance of sustainable transportation in enhancing destination management, highlighting how it contributes to the sustainable development of tourism. Similarly, a study by Tan and Ismail (2020) found that sustainable transport can enhance tourists' experience, though the extent of this influence is often moderated by other destination attributes. Conversely, some studies, like those by Aydın and Alvarez (2020), suggest that the impact of sustainable transportation on tourist satisfaction may be limited, as tourists often prioritize convenience and comfort over environmental considerations. Thus, while the results align with the consensus that sustainable transportation positively influences destination management, they also highlight the need for integrated strategies that address the broader spectrum of factors influencing tourist satisfaction.

The findings from objective 2 reveal that tourists generally express positive attitudes towards sustainable transportation options. Most respondents are satisfied with the environmental benefits of these options and rate their current transportation choices

positively. However, some dissatisfaction and indecision are noted, suggesting areas for improvement. Tourists also show high satisfaction with the destination environment and parking arrangements, indicating effective management in these areas. Despite overall positive feedback, a segment of respondents expresses dissatisfaction with destination management, highlighting the need for further enhancements to better meet tourist expectations. The favourable perception of sustainable transportation in this study aligns with Miller et al. (2014) assertion that tourists increasingly value eco-friendly transport due to its environmental benefits. Zamparini and Vergori (2021) also support this, noting that sustainable transport can enhance the tourist experience by complementing conservation efforts. However, the observed dissatisfaction and indecision echo Oviedo and Guzman (2020), who highlight that the effectiveness of sustainable transport is often compromised by issues of convenience and accessibility. Additionally, the mixed satisfaction with destination management reflects Corazza and Favaretto's (2019) findings, which suggest that while sustainable practices can improve perceptions, deficiencies in service delivery and infrastructure can detract from overall tourist satisfaction. These insights emphasize the importance of ongoing improvements in both sustainable transport and destination management to address tourist concerns and enhance their experience.

Objective 3 highlights that respondents largely view sustainable transport and destination management as interconnected, with a majority disagreeing with the notion of their disconnection. The positive perception of the relationship suggests that many respondents believe integrating sustainable transport enhances destination management. The strong support for the impact of sustainable transport on destination management, coupled with a positive correlation between transportation integration, destination management, and tourist satisfaction, underscores the importance of sustainable transport in improving tourism outcomes. This reflects a consensus on the value of combining sustainable transport practices with effective destination management. The findings corroborate with research by Haid et al. (2021), who emphasize that integrating sustainable transport with destination management can enhance overall tourism sustainability. Gössling argues that such integration supports environmental goals while improving tourist experiences. However, concerns about the practicality and impact of such integration are also noted in the literature. For instance, Zamparini and Vergori (2021) highlight that while sustainable transport is beneficial, its effectiveness is often

limited by infrastructure constraints and implementation challenges. Furthermore, the correlation analysis in this study aligns with the views of Oviedo and Guzman (2020), who found that effective destination management is crucial for enhancing tourist satisfaction, though they also note that sustainable practices alone may not suffice without comprehensive management strategies. Thus, while the positive impact of sustainable transport on destination management is well-supported, ongoing challenges in implementation and infrastructure must be addressed to fully realize these benefits (Aydın and Alvarez 2020).

CHAPTER FIVE

CONCLUSION, LIMITATIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER STUDIES

5.1 Introduction

This chapter provides a conclusion and recommendations for the integration of sustainable transport within the tourism sector of Bournemouth, in the United Kingdom. The section also provided the study limitations and then suggested areas which the study could be improved

5.2 Conclusion

In conclusion, this study has looked at how sustainable transportation integration influenced destination management. This was explored from three key perspectives which are economic, environmental and social perspective. The economic aspect of sustainability focuses on the cost-effectiveness of implementing sustainable transportation practices, such as investing in public transportation infrastructure and promoting alternative modes of transportation. The environmental perspective highlighted the importance of reducing greenhouse gas emissions and minimising the impact of transportation on the natural environment. From a social standpoint, the study emphasised the significance of ensuring equitable access to transportation services for all members of society, particularly those in marginalised communities. The need for destination management was also discussed, with an emphasis on developing strategies to mitigate traffic congestion, improve traffic flow, and enhance the overall efficiency of transportation systems. Additionally, the study underscored the importance of fostering a culture of sustainable transportation behavior among individuals and communities, through education, incentives, and infrastructure improvements.

The research findings emphasize the critical role of sustainable transportation in enhancing destination management, as evidenced by the positive correlation acknowledged by the majority of respondents. This suggests that integrating sustainable transportation is essential for effective destination management, particularly in aligning with the needs of diverse stakeholders such as tourists, residents, and business visitors.

However, the relatively lesser impact of sustainable transportation on tourist satisfaction implies that while tourists appreciate eco-friendly transport options, their overall satisfaction is influenced by a broader range of factors, such as destination facilities and overall experience. This underscores the necessity of adopting a holistic approach that combines sustainable transportation with other destination management practices to maximize visitor contentment.

The findings are supported by existing literature, including Becky and May (2018), who highlight the importance of sustainable transportation in tourism development. Furthermore, while Hariram et al (2023), acknowledge the value of eco-friendly transport, they also point out that tourists often prioritize convenience, suggesting that sustainable transportation alone may not fully satisfy tourist expectations. The mixed satisfaction levels observed in this study highlight the need for ongoing improvements in both sustainable transport and destination management. These insights reinforce the importance of addressing tourist concerns comprehensively to enhance their overall experience and ensure long-term sustainability in tourism.

5.3 Limitations of the Study

This study was focused on examining the impact of sustainable transport integration on destination management in Bournemouth, and several limitations were identified. Firstly, the study's exclusive focus on Bournemouth limits the generalizability of the findings to other destinations. The unique characteristics of Bournemouth may not apply to other locations, thereby restricting the broader application of the results. The study relied on survey data through closed-ended questionnaires from tourists, students, and business owners, which may be subject to response bias and may not fully capture the diversity of opinions. The sample size was also limited to 120 selected respondents among the limitless number of people, thus, may not be fully representative of the entire population of Bournemouth. Moreover, tourist satisfaction is a complex and multi-dimensional construct influenced by various factors beyond transportation and destination management, such as accommodation quality, cultural experiences, and weather. As a result, the study faced challenges in isolating the specific impact of sustainable transport on satisfaction.

5.4 Recommendations

Based on the study findings, the following recommendations are suggested:

- The government should maximize the positive effects of sustainable transportation on both destination management and tourist satisfaction. However, it is essential to integrate transportation options more closely with destination amenities and attractions. This could involve developing seamless connections between transport hubs and key tourist attractions, hotels, and restaurants. For instance, eco-friendly shuttle services or bike-sharing programs could be introduced, offering easy access to popular sites.
- Sustainable transportation should be part of a broader strategy that equally prioritizes other aspects of destination management. For example, investing in the maintenance and improvement of public spaces, ensuring the availability of high-quality amenities, and offering diverse cultural and recreational experiences can complement the benefits of sustainable transport.
- Bournemouth should focus on developing integrated marketing and communication strategies that highlight the synergy between these two elements. This could include promoting sustainable transport options as a core feature of the destination's brand, emphasizing how these options contribute to the overall visitor experience.

5.5 Suggestions for Further Studies

In future, the study should consider this:

- Future studies should consider examining the impact of sustainable transport integration on destination management across multiple locations, both within and outside of the UK. This will ensure better understanding of how local contexts influence the relationship between sustainable transport and destination management.
- Future studies should consider implementing longitudinal studies that track changes over time. This would enable the study to assess the long-term effects of

sustainable transport integration on destination management and tourist satisfaction

- For further studies, it would be beneficial to adopt a mixed-methods approach that combines quantitative surveys with qualitative interviews or focus groups. This would allow a deeper exploration of the perspectives of tourists, stakeholders and residents, providing a richer and more detailed understanding of how sustainable transport integration affects destination management.
- Additionally, future research should explore other factors beyond sustainable transport and destination management of tourists. This could include examining the role of accommodation quality, cultural experiences, and environmental conditions (such as weather) in shaping tourist satisfaction.

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APPENDICES

APPENDIX 1: Showing Approved Checklist Ethics Checklist



Research
Ethics
Checklist

About Your Checklist	
Ethics ID	59228
Date Created	27/06/2024 12:50:37
Status	Approved
Date Approved	26/07/2024 22:39:06
Risk	Low

Name	Oluwayemi Popoola
Faculty	BU Business School
Status	Postgraduate Taught (Masters, MA, MSc,
Course	MSc Tourism Management

Title	ASSESSING THE IMPACT OF
Start Date of Project	06/05/2024
End Date of Project	30/08/2024
Proposed Start Date of Data Collection	19/07/2024
Supervisor	Shiva Ilkhani Zadeh
Approver	Shiva Ilkhani Zadeh

Summary - no more than 600 words (including detail on background methodology, sample, outcomes, etc.)

The dissertation focus on the impact of sustainable transport integration on destination management, detailing the significance of sustainable transport and its contribution to environmental, economic, and social sustainability. It however, reduces gas emissions in the atmosphere and noise pollution. The goal of this research work is to create a sustainable and attractive environment for visitors while balancing the economic, social, and environmental impacts on the local community.

Research Objective.

The primary aim of this dissertation is to assess the impact of sustainable transport integration on destination management in

Bournemouth. The specific objectives includes:

- i. To determine the influence of sustainable transport integration on destination management in Bournemouth.
 - ii. To analyse the perceptions and satisfaction levels of tourists regarding sustainable transport options.
 - iii. To examine the relationship between sustainable transportation and destination management.
- Reason for research topic.

Substantial research has been conducted on sustainable transport and its integration into urban planning and tourism development, there remains a significant gap in understanding how these principles specifically apply to the management of tourist destinations. This dissertation seeks to fill this gap by providing a detailed examination of how sustainable transport options influence destination management.

Methodology

The study will employ two sources for data collection namely primary and secondary sources. Primary data will be collected with the use

Of structure questionnaire to be administered on tourist. Secondary data will be collected from texts, journals and internet. Analysis

The data collected for this research will be analysed using descriptive statistics to summarize key characteristics of transportation patterns, and perceptions of sustainable transport options. Inferential Statistics will be used to test hypotheses and explore relationships between variables, such as the perception and satisfaction level of tourist regarding transport mode options, while correlation coefficient will be used to examine the relationship between sustainable transportation and destination management.

Ethical Considerations

Ethical approval will be obtained from the respondents. Informed consent will be secured from all participants, ensuring their anonymity and confidentiality. Participants will be informed of their right to withdraw from the study at any time without penalty.

- Informed Consent: Participants will be provided with detailed information about the study and their rights, using a consent form that include a brief description of the study and research methods, the potential benefits and risks of participating and the length of the study.
- Confidentiality: Personal identifying information will be kept confidential and stored securely. Some ways to ensure confidentiality include: Using a secure server to store data, removing identifying information from databases that contain sensitive data, not keeping participant records for longer than necessary, and avoid discussion of findings in public forum.
- Privacy: Questionnaire will be treated with utmost respect, ensuring that its purpose will be focus on without deviation.
- Right to Withdraw: Participants can withdraw from the study at any time.
- Voluntary participation: Nobody should feel like they're being forced to participate or pressured into doing anything they don't want to. That means giving people a choice and the ability to opt out at any time, even if they've already agreed to take part in the study.
- Anonymity: Anonymity means that participants are not identifiable in any way and this includes: name, address, email address, photographs Video footage. Research data will

be anonymized so that it will not be traced back to individual participants. This may involve creating a new digital ID for participants that will not be linked back to their original identity using numerical codes.

•Potential risk: The potential risk is a crucial factor in deciding whether a research study should proceed. The risk such as Psychological, social, physical and legal will be explained to participant and also, the support available to minimize the risk

Filter Question: Does your study involve Human Participants?

<p>Filter Question: Does your study involve Human Participants?</p>	
<p>One hundred and twenty respondents (120) will be randomly selected. This targeted approach allows for the collection of relevant and detailed insights, addressing the specific research objectives. The questionnaire will be distributed and administered by target audience which is tourist especially university students. The participants characteristics such as age, gender, ethnicity, etc will be considered. Therefore 18 years below will not participate in this research work, while gender equality, different race, different sexual orientation and different ethnicity will form part of participant. Reason for chosen student for being participant in this research work is that majority of them are adult, valid and reliable information can be obtained.</p>	
<p>Do your participants include minors (under 16)?</p>	<p>No</p>

Are your participants considered adults who are competent to give consent but considered vulnerable?	No
Is a Disclosure and Barring Service (DBS) check required for the research activity?	No

Please provide details on intended recruitment methods, include copies of any advertisements.	
Social media and face to face will be employed in engaging the participants.	
Do you need a Gatekeeper to access your participants?	

Will the research involve questionnaire/online survey? If yes, don't	es
How do you intend to distribute the questionnaire?	

face to face,online	
If online, do you intend to use a survey company to host and	No
Will the research involve interviews? If Yes, don't forget to attach	No
Will the research involve a focus group? If yes, don't forget to	No
Will the research involve the collection of audio recordings?	No
Will your research involve the collection of photographic	No
Will your research involve the collection of video materials/film?	No
Will the study involve discussions of sensitive topics (e.g. sexual activity, drug use, criminal activity)?	No
Will any drugs, placebos or other substances (e.g. food	No

Will the study involve invasive, intrusive or potential harmful	No
Could your research induce psychological stress or anxiety, cause harm or have negative consequences for the participants or researchers (beyond the risks encountered in normal life)?	No
Will your research involve prolonged or repetitive testing?	No
What are the potential adverse consequences for research participants and	
The potential risk such as giving false information by participant can be dealt with by not forcing the participant in administering questionnaire if not interested, that	

Describe the process that you will be using to obtain valid consent for participation in the research activities. If consent is not to be obtained	
Participants will be well informed and consent before they will administer the questionnaire, this will be done voluntarily not under compulsion.	
Do your participants include adults who lack/may lack capacity to	
Will it be necessary for participants to take part in your study without their knowledge and consent?	No

<p>At what point and how will it be possible for participants to exercise their rights to withdraw from the study?</p>
<p>If a participant withdraws from the study, what will be done with their data?</p>

Participant Compensation

<p>Will participants receive financial compensation (or course</p>	<input type="radio"/>
<p>Will financial or other inducements (other than reasonable expenses) be offered to participants?</p>	<input type="radio"/>

<p>Will identifiable personal information be collected, i.e. at an individualised level in a form that identifies or could enable identification of the participant?</p>	<input type="radio"/>

<p>Will research outputs include any identifiable personal information i.e. data at an individualised level in a form which identifies or could enable identification of the individual?</p>	<p>do</p>
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<p>Where will your research data be stored and who will have access during and after the study has finished.</p>	
<p>I will be the custodian of my research work and it will be in my laptop, me and my supervisor will access to the work during the research process and after if my supervisor request for it.</p>	
<p>Once your project completes, will your dataset be added to an appropriate research data repository such as BORDAR, BU's Data</p>	<p>es</p>

<p>Are there any other ethical considerations relating to your project which have not been covered above?</p>	<p>o</p>
--	----------

Have you undertaken an appropriate Risk Assessment?	SS

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Appendix 2: Questionnaire

**BOURNEMOUTH UNIVERSITY
FALCULTY OF BUSINESS SCHOOL
DEPARTMENT OF TOURISM MANAGEMENT**

QUESTIONNAIRE

Dear respondent,

COLLECTION OF DATA

I am a MSC student in the faculty of Business School Department of Tourism Management Bournemouth University. As part of Kindly answer all the questions. The research results will be used for academic purposes only and will be treated with utmost the requirement for the award of the Master's degree, I am expected to undertake a research sturdy on **"ASSESSING THE IMPACT OF SUSTAINABLE TRANSPORT INTEGRATION ON DESTINATION MANAGEMENT IN BOURNEMOUTH "**. I am seeking your assistance to fill the questionnaires attached. The attached questionnaire will take about eight minutes to complete. confidentiality. Only summary result will be made public, no one except the institution will have access to these records. Should you require the summary, kindly indicate at the end of the questionnaire. A self addressed envelope is provided for your reply. Your co-operation will be highly appreciated.

Yours sincerely,

Oluwayemi Popoola.

SECTION A

Kindly tick the box that is most appropriate for your answer

Demographic information of Respondents

Question	Response Options
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1.Age:	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above
2. Gender:	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Prefer not to say
3. Residency Status:	<input type="checkbox"/> Tourist <input type="checkbox"/> Local resident <input type="checkbox"/> Student <input type="checkbox"/> Business visitor
4. Marital Status:	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorce <input type="checkbox"/> Separated

Mode of transportation system	Strongly disagree	Disagree	Neutral	Strongly agree	Agree
Car, Cycling, Scoter, walking and Bus are effective mode of transportation?					
Most students use public transport to their tourist destination in Bournemouth?					
Use of public transport to tourist destination saves cost?					
It is worthwhile to improve the use of bicycle and scoter to tourist destination?					
Using bicycle and scoter reduces carbon emission?					

Sustainable transport integration	Strongly disagree	Disagree	Neutral	Strongly agree	agree
Sustainable transport integration is utmost important?					

Enough information about sustainable transport integration can increase the usage?					
Current mode of transportation is sustainable?					
Understanding of sustainability concept will affect the acceptance of sustainable transport integration?					
Sustainable transport has positive environmental effect?					

Destination Management	Strongly disagree	Disagree	Neutral	Strongly Agree	Agree
Parking regulation in tourist destination should be followed accordingly?					
Speed limitation for cars should be strictly adhering to?					
Using scooter, walking, cycling to tourist destination can be environmental friendly?					
Pedestrian walkway can contribute to tourist destination to be more coordinated?					

Supporting congestion charge can reduce cars in tourist destination?					
--	--	--	--	--	--

Satisfaction level of tourist	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
How do you feel on the use of sustainable transportation to your tourist destination?					
How do you rate your sustainable transport options to your destination?					
How do you feel with your tourist destination environment?					
Are you okay with parking regulation and arrangement in your destination?					
Does destination management meet your expectation?					

Sustainable transport and destination management relationship.	Strongly disagree	Disagree	Neutral	Strongly agree	Agree
--	-------------------	----------	---------	----------------	-------

There is no relationship between sustainable transport and destination management?					
Relationship between sustainable transport and destination management can have positive impact?					
Effective use of sustainable transport has significant impact on destination management?					

Participant Information Sheet

The title of the research project

[Assessing the impact of sustainable transport integration in destination management in Bournemouth]

What is the purpose of the research/questionnaire?

My name is Oluwayemi Popoola, faculty of Business school. The aim of this research is to find out the impact of sustainable transport integration on destination management and data will be collected from 120 participants for the purpose of this research work.

[Sustainable transport is a critical component of modern urban planning and environmental management, integration of transport options minimizes environmental impact, promote social equity, and support economic viability, and duration of the project work is three months].

Why have I been chosen?

[Being a tourist, adult with sound health has made me to chose you because I believe valid and reliable information can be gotten from you to help my research work. 120 respondents will be recruited for the purpose of this research work.]

Do I have to take part?

Example wording:

It is up to you to decide whether or not to take part. If you do decide to take part, you will be given access to this information sheet to read. You can withdraw from participation at any time and without giving a reason, simply by closing the browser page or return the questionnaire paper. Please note that once you have completed and submitted your survey responses, we are unable to remove your anonymised responses from the study. Deciding to take part or not will not impact upon your education or studies at BU.

How long will the questionnaire/online survey take to complete?

Four weeks

What are the advantages and possible disadvantages or risks of taking part?

Example wording:

Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will Benefit the tourist, residents and stakeholders and false information could be the potential risk which will impact the research work negatively.

What type of information will be sought from me and why is the collection of this information relevant for achieving the research project's objectives?

The expected information needed from you is about your mode of transport when visiting your tourist destination in Bournemouth, and how your choice of transport help in destination management. Your sincere answer to this questionnaire will help this research work to achieve its objectives.

Use of my information

Participation in this study is on the basis of consent: you do not have to complete the survey, and you can change your mind at any point before submitting the survey responses. We will use your data on the basis that it is necessary for the conduct of research, which is an activity in the public interest. We put safeguards in place to ensure that your responses are kept secure and only used as necessary for this research study and associated activities such as a research audit. Once you have submitted your survey response it will not be possible for us to remove it from the study analysis because you will not be identifiable.

The anonymous information collected may be used to support other research projects in the future and access to it in this form will not be restricted. It will not be possible for you to be identified from this data. Anonymised data will be added to BU's Online Research Data Repository (a central location where data is stored) and which will be publicly available.

Contact for further information

If you have any questions or would like further information, please contact Shiva Ikhani Zadeh, PhD

In case of complaints

Any concerns about the study should be directed to Lee Miles

Deputy Dean for Research & Professional Practice [name and faculty], Bournemouth University
by email to researchgovernance@bournemouth.ac.uk.

Finally

Please indicate that you have read and understood the Participant Information Sheet for this research project and that you consent to take part in this questionnaire before continuing:

☐ I have read and understood the Participant Information Sheet and consent to take part in this questionnaire

☐ I do not consent to take part in this questionnaire [exit at this point]

Please indicate your agreement for the Research Team to access and use your recorded responses to this questionnaire before continuing:

☐ I give permission for members of the Research Team to have access to my anonymised responses. I understand that my anonymised responses may be reproduced in reports, academic publications and presentations but I will not be identified or identifiable.

☐ I understand that my data may be included in an anonymised form within a dataset to be archived at BU's Online Research Data Repositor

Participant Agreement Form

Full title of project: Assessing the impact of sustainable transport integration on destination management in Bournemouth

Name, position and contact details of researcher: Oluwafemi Popoola, Student,
07756343211

Name, position and contact details of supervisor: Shiva Ilkhani Zadeh, Supervisor

To be completed prior to data collection activity

Section A: Agreement to participate in the study

You should only agree to participate in the study if you agree with all of the statements in this table and accept that participating will involve the listed activities.

I have read and understood the Participant Information Sheet and have been given access to the BU Research Participant Privacy Notice which sets out how we collect and use personal information (https://www1.bournemouth.ac.uk/about/governance/access-information/data-protection-privacy).
I have had an opportunity to ask questions.
I understand that my participation is voluntary. I can stop participating in research activities at any time without giving a reason and I am free to decline to answer any particular question(s).
I understand that taking part in the research will include the following activity/activities as part of the research:
<ul style="list-style-type: none"> • taking part in questionnaire activity
my words will be quoted in publications, reports, web pages and other research outputs without using my real name
I will feature in any film made as part of this research project and this may be broadcast publicly or shown to third parties
I understand that, if I withdraw from the study, I will also be able to withdraw my data from further use in the study except where my data has been anonymised (as I cannot be identified) or it will be harmful to the project to have my data removed.
I understand that my data may be used in an anonymised form by the research team to support other ethically approved research projects in the future, including future publications, reports or presentations.

I consent to take part in the project on the basis set out above (Section A)	Initial box to agree
---	---------------------------------

_____ Name of participant	_____ Date	_____ Signature
(BLOCK CAPITALS)	(dd/mm/yy yy)	Signature

_____ Name of researcher	_____ Date	_____
(BLOCK CAPITALS)	(dd/mm/yy yy)	

Appendix 3

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.706	5

Reliability Statistics

Cronbach's Alpha	N of Items
.775	5

Reliability Statistics

Cronbach's Alpha	N of Items
.872	5

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Reliability Statistics

Cronbach's Alpha	N of Items
.702	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.501
Bartlett's Test of Sphericity	Approx. Chi-Square	80.687
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
Car, Cycling, Scooter, walking and Bus are effective mode of transportation?	1.000	.932
Most students use public transport to their tourist destination in Bournemouth?	1.000	.744
Use of public transport to tourist destination saves cost?	1.000	.725
It is worthwhile to improve the use of bicycle and scooter to tourist destination?	1.000	.810
Using bicycle and scooter reduces carbon emission?	1.000	.819

Extraction Method: Principal Component Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.621
--	------

Bartlett's Test of Sphericity	Approx. Chi-Square	111.854
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
Sustainable transport integration is utmost important?	1.000	.587
Enough information about sustainable transport integration can increase the usage?	1.000	.744
Current mode of transportation is sustainable?	1.000	.549
Understanding of sustainability concept will affect the acceptance of sustainable transport integration?	1.000	.765
Sustainable transport has positive environmental effect?	1.000	.740

Extraction Method: Principal Component Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.616
Bartlett's Test of Sphericity	Approx. Chi-Square	124.881
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
Parking regulation in tourist destination should be followed accordingly?	1.000	.677
Speed limitation for cars should be strictly adhering to?	1.000	.768
Using scoter, walking, cycling to tourist destination can be environmental friendly?	1.000	.531
Pedestrian walkway can contribute to tourist destination to be more coordinated?	1.000	.761
Supporting congestion charge can reduce cars in tourist destination?	1.000	.795

Extraction Method: Principal Component Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.658
Bartlett's Test of Sphericity	Approx. Chi-Square	88.685
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
How do you feel on the use of sustainable transportation to your tourist destination?	1.000	.682
How do you rate your sustainable transport options to your destination?	1.000	.524
How do you feel with your tourist destination environment?	1.000	.651
Are you okay with parking regulation and arrangement in your destination?	1.000	.730
Does destination management meet your expectation?	1.000	.651

Extraction Method: Principal Component Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.533
Bartlett's Test of Sphericity	Approx. Chi-Square	34.729
	df	3
	Sig.	.000

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	45.5	45.5	45.5
	Female	60	54.5	54.5	100.0
	Total	110	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	43	39.1	39.1	39.1
	18-24 years	45	40.9	40.9	80.0
	25-34 years	18	16.4	16.4	96.4
	35-44 years	4	3.6	3.6	100.0
	Total	110	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	49	44.5	44.5	44.5
	Married	54	49.1	49.1	93.6
	Divorced	2	1.8	1.8	95.5
	4.00	5	4.5	4.5	100.0
	Total	110	100.0	100.0	

Residency Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tourist	10	9.1	9.1	9.1

Local Resident	22	20.0	20.0	29.1
Student	64	58.2	58.2	87.3
Business Visitor	14	12.7	12.7	100.0
Total	110	100.0	100.0	

Car, Cycling, Scoter, walking and Bus are effective mode of transportation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	4	3.6	3.6	4.5
Neutral	6	5.5	5.5	10.0
Agree	78	70.9	70.9	80.9
Strongly Agree	21	19.1	19.1	100.0
Total	110	100.0	100.0	

Most students use public transport to their tourist destination in Bournemouth?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Neutral	13	11.8	11.8	12.7

Agree	53	48.2	48.2	60.9
Strongly Agree	43	39.1	39.1	100.0
Total	110	100.0	100.0	

Use of public transport to tourist destination saves cost?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Neutral	9	8.2	8.2	9.1
Agree	52	47.3	47.3	56.4
Strongly Agree	48	43.6	43.6	100.0
Total	110	100.0	100.0	

It is worthwhile to improve the use of bicycle and scoter to tourist destination?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	4	3.6	3.6	5.5

Neutral	13	11.8	11.8	17.3
Agree	58	52.7	52.7	70.0
Strongly Agree	33	30.0	30.0	100.0
Total	110	100.0	100.0	

Using bicycle and scoter reduces carbon emission?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	1	.9	.9	2.7
Neutral	9	8.2	8.2	10.9
Agree	59	53.6	53.6	64.5
Strongly Agree	39	35.5	35.5	100.0
Total	110	100.0	100.0	

Sustainable transport integration is utmost important?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	1	.9	.9	1.8
Neutral	20	18.2	18.2	20.0
Agree	64	58.2	58.2	78.2
Strongly Agree	24	21.8	21.8	100.0
Total	110	100.0	100.0	

Enough information about sustainable transport integration can increase the usage?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Neutral	11	10.0	10.0	11.8
Agree	59	53.6	53.6	65.5

Strongly Agree	38	34.5	34.5	100.0
Total	110	100.0	100.0	

Current mode of transportation is sustainable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	2	1.8	1.8	1.8
Neutral	13	11.8	11.8	13.6
Agree	61	55.5	55.5	69.1
Strongly Agree	34	30.9	30.9	100.0
Total	110	100.0	100.0	

Understanding of sustainability concept will affect the acceptance of sustainable transport integration?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	2	1.8	1.8	3.6
Neutral	14	12.7	12.7	16.4
Agree	61	55.5	55.5	71.8
Strongly Agree	31	28.2	28.2	100.0
Total	110	100.0	100.0	

Sustainable transport has positive environmental effect?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	1	.9	.9	2.7
Neutral	14	12.7	12.7	15.5
Agree	60	54.5	54.5	70.0
Strongly Agree	33	30.0	30.0	100.0
Total	110	100.0	100.0	

Parking regulation in tourist destination should be followed accordingly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Neutral	9	8.2	8.2	9.1
Agree	73	66.4	66.4	75.5
Strongly Agree	27	24.5	24.5	100.0
Total	110	100.0	100.0	

Speed limitation for cars should be strictly adhering to?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Neutral	4	3.6	3.6	4.5
Agree	54	49.1	49.1	53.6
Strongly Agree	51	46.4	46.4	100.0
Total	110	100.0	100.0	

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Using scoter, walking, cycling to tourist destination can be environmental friendly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	1	.9	.9	2.7
Neutral	9	8.2	8.2	10.9
Agree	46	41.8	41.8	52.7
Strongly Agree	52	47.3	47.3	100.0
Total	110	100.0	100.0	

Pedestrian walkway can contribute to tourist destination to be more coordinated?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	1	.9	.9	2.7
Neutral	3	2.7	2.7	5.5
Agree	61	55.5	55.5	60.9
Strongly Agree	43	39.1	39.1	100.0
Total	110	100.0	100.0	

Supporting congestion charge can reduce cars in tourist destination?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	3	2.7	2.7	4.5

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Neutral	8	7.3	7.3	11.8
Agree	64	58.2	58.2	70.0
Strongly Agree	33	30.0	30.0	100.0
Total	110	100.0	100.0	

How do you feel on the use of sustainable transportation to your tourist destination?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	3	2.7	2.7	2.7
Neutral	21	19.1	19.1	21.8
Satisfied	71	64.5	64.5	86.4
Very Satisfied	15	13.6	13.6	100.0
Total	110	100.0	100.0	

How do you rate your sustainable transport options to your destination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	3	2.7	2.7	2.7
	Neutral	22	20.0	20.0	22.7
	Satisfied	59	53.6	53.6	76.4
	Very Satisfied	26	23.6	23.6	100.0
	Total	110	100.0	100.0	

How do you feel with your tourist destination environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	1	.9	.9	.9
	Neutral	20	18.2	18.2	19.1
	Satisfied	55	50.0	50.0	69.1
	Very Satisfied	34	30.9	30.9	100.0
	Total	110	100.0	100.0	

Are you okay with parking regulation and arrangement in your destination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	.9	.9	.9

Neutral	16	14.5	14.5	15.5
Satisfied	58	52.7	52.7	68.2
Very Satisfied	35	31.8	31.8	100.0
Total	110	100.0	100.0	

Does destination management meet your expectation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	3	2.7	2.7	2.7
Neutral	17	15.5	15.5	18.2
Satisfied	54	49.1	49.1	67.3
Very Satisfied	36	32.7	32.7	100.0
Total	110	100.0	100.0	

There is no relationship between sustainable transport and destination management?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	30	27.3	27.3	27.3
Disagree	45	40.9	40.9	68.2
Neutral	18	16.4	16.4	84.5

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Agree	17	15.5	15.5	100.0
Total	110	100.0	100.0	

Relationship between sustainable transport and destination management can have positive impact?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	9	8.2	8.2	8.2
Neutral	27	24.5	24.5	32.7
Agree	53	48.2	48.2	80.9
Strongly Agree	21	19.1	19.1	100.0
Total	110	100.0	100.0	

Effective use of sustainable transport has significant impact on destination management?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	2.7	2.7	2.7
Disagree	3	2.7	2.7	5.5
Neutral	21	19.1	19.1	24.5
Agree	45	40.9	40.9	65.5
Strongly Agree	38	34.5	34.5	100.0
Total	110	100.0	100.0	

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541 ^a	.292	.286	.40481

a. Predictors: (Constant),
Sustainable_Transportation_Integration

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.316	1	7.316	44.646	.000 ^b
Residual	17.698	108	.164		
Total	25.014	109			

a. Dependent Variable: Destination_Management
b. Predictors: (Constant), Sustainable_Transportation_Integration

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.119	.322		6.589	.000
Sustainable_Transportation_Integration	.520	.078	.541	6.682	.000

a. Dependent Variable: Destination_Management

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319 ^a	.102	.094	.43862

a. Predictors: (Constant),
Sustainable_Transportation_Integration

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.357	1	2.357	12.250	.001 ^b
	Residual	20.778	108	.192		
	Total	23.135	109			

a. Dependent Variable: Satisfaction_Level
b. Predictors: (Constant), Sustainable_Transportation_Integration

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.838	.348		8.144	.000
Sustainable_Transportation_Integration	.295	.084	.319	3.500	.001

a. Dependent Variable: Satisfaction_Level

Correlations

	Sustainable_Transportation_Integration	Destination_Management	Satisfaction_Level
Sustainable_Transportation_Integration	1	.541**	.319**
		.000	.001
	110	110	110
Destination_Management	.541**	1	.218*

	Sig. (2- tailed)	.000		.022
	N	110	110	110
Satisfaction_Level	Pears on Correl ation	.319**	.218*	1
	Sig. (2- tailed)	.001	.022	
	N	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).