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

A dissertation submitted by

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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

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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 0NE

# 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 growth in tourism and travelling has lead to the pollution of nature, overcrowded tourism to areas of interest and a decrease in the quality of life for people (Streimikiene et al. 2021). The transportation system is one of the main emitters of carbon in the world and estimated to emit 7. 2 GtCO₂ in 2022 (Statista 2023). This has called for a global shift towards efficient transport systems in dealing with adverse effects on the environment and enhancing sustainable development (Ogryzek et al. 2020). Transportation in the tourism context refers to the means of one or multiple accesses and mobility, as well as the organization of tourists’ displacements, an essential factor that affects the degree of access and attractiveness of destinations, and the possibilities of their management. Thus, the inclusion of sustainable transport is critical in improving destination management especially for tourist receipt countries like UK.

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 can be defined as the process of planning, marketing, developing and managing the tourism activities and resources of a given destination (Cieślikowski & Cieslikowski, 2015). The main goal is to implement a long-term and viable strategy that people can enjoy the place (Tomej & Liburd. , 2020) with economic, social, and environmental effects on the host community in consideration (Ben Aissa & Goaied. , 2017). This complex process involves the involvement of multiple players such as local governments and tourist boards, businesses and the community to have a more comprehensive and coordinated method of developing tourism (Yrza & Filimonau. , 2022). Planning and development are crucial for identifying realistic goals and objectives towards achieving sustainable tourism for the destination involving cultural, social, and environmental concerns (Becken & Shuker, 2019).

Sustainable transport adoption has a significant influence towards destination management strategies, sustainability performances, and competitiveness of tourist destinations as highlighted by Gross & Grimm. (2018). This study postulates that by including various modes of sustainable transportation, the cohesion and the sustainability management practices can be achieved by the destinations (Ogryzek et al. 2020). This approach, in the integrated planning, requires formulation of comprehensive polices that promote use of sustainable transport systems, which include zoning regulations, provision of incentives to use environmentally friendly vehicles, such as electric cars, provision of cycling and pedestrian structures (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, 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 poses a concern of people turning to use private cars for commuting, which is opposite to pre-COVID modal change policies targeting the use of more ecofriendly and active transport modes (Budd & Ison 2020). This study will investigate the potential of this transition to management and sustainability of destinations. It will endeavor to explain how this trend can be reversed through ensuring that sustainable means of transport are preferable and viable within the community and for the tourist. Indeed, sustainable transport has a positive impact supports environmental, economic and social sustainability (Tirachini 2020). It reduces gas emissions, lowering air pollution, limit noise pollution, improving the eco friendliness of tourism activities through reduced carbon, thereby conserving the natural landscapes and their associated biological species (Pollet et al. 2019).

Another potential benefit is economic efficiency as there are always cheaper solutions in transport through environmentally friendly means as compared to the use of cars that come with the infrastructure and maintenance expenses (Zawieska & Pieriegud. , 2018). Also, efficient public transport and non-motorized transport options may help alleviate congestion and enhance the tourism industry effectiveness in general (Peeters et al. , 2019). From a social point of view, sustainable transport systems offer procedural benefits in the access to tourism, whereby everyone, including the poor resident or tourist, can receive the benefits, not like in the case of central place tourism, wealthier will receive more benefits than the poor. 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.

Thegeneral appearance of tourist destinations is made even more attractive due to great consideration given to sustainable means of transport (Tournaki et al. 2018). Observant lanes for bicycles and scenic tracks for walkers together with well-organized and efficient modes of transport leads to happy visitors thereby improving the overall visitation experience in the area (Zamparini & Vergori, 2021). There is an inclination on these aspects by the tourists hence improving satisfaction and returns for the next tours. In addition, for those destinations where sustainable transport is promoted can itself become an advantage labeling destination as friendly with the environment and being responsible for the future of our planet can attract more sustainable travelers. The positive branding assists in enhancing the destination image and positioning it with other global tourists’ destinations (Streimikiene et al. 2021). Similarly, encouraging walking and cycling is aligned with tourism importance on physical health and wellbeing of the residents and the tourists; including health co-benefits to the locations that attract tourists to engage in physically active tourism activities is a unique selling proposition (Budd & Ison, 2020).

## 1.2 Scope and Delimitations

This research work aims at evaluating the effects of sustainable transport integration on destination management Bournemouth.

## 1.3 Significance of the Study

The objective of this dissertation is to make a valuable contribution towards the strategies of sustainable transport and destination management of Bournemouth situated in the United Kingdom regarding a contextually specific analysis. The significance of this study lies in several key areas:

Most importantly, the findings and recommendations of this research work are useful in informing policymakers, transport planner for effective sustainable transport strategies for destination management. Therefore, in appreciating the primary needs and difficulties encountered in the sustainable transport innovation as well as destination management in Bournemouth, the relevant stakeholders can apply methods that will ultimately improve the total efficiency of transport systems.

## Further, this study may contribute to improving the scholarship of sustainable transportation innovation in Bournemouth. The study will also contribute towards creating awareness of the need to adopt environmentally friendly practices while travelling among the tourist and residents. Moreover, sustainable transport can help increase the attractiveness of destinations since it responds to the general increased interest in environmentally friendly modes of transport (Dominković et al. 2018). Also, this dissertation will offer further studies in the area concerning 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:

1. To determine the influence of sustainable transport integration on destination management in Bournemouth.
2. To analyze the perceptions and satisfaction levels of tourists regarding sustainable transport options.
3. To examine the relationship between sustainable transportation and destination management.

## 1.5 Research Questions:

1. What are the factors that determine the sustainable transport integration on destination management in Bournemouth?
2. What are the perceptions and satisfaction level of tourist regarding sustainable transport options?
3. 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 companied 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 aim 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 relevant economic literature has primarily concerned the sustainability of the transportation system and the link between sustainable transport and tourism, through the exploration of the factors that influence travellers’ and tourists’ mode choice (Dominković et al. 2018), sustainable transport to reduce the dependence on oil, decrease emissions of CO2 and other greenhouse gases and improve the quality of life through the availability of safe, efficient, and affordable. It has progressively been embraced, especially as cities and nations seek to achieve global climate objectives and enhance quality of life in urban environments (Pollet et al. 2019).

Transport is recognized as a fundamental sector of the tourism business, and the one that is critically important to the process of travelling and leisure time activities (Buijtendijk et al. 2018). As explained by Debruyn & Meyer (2022), travel attaches more significance in tourism and leisure and transport is accepted as an important ingredient of tourism and leisure. Moreover, Gross & Grimm (2018), emphasises on the functions of transport system as essential for effective realization of tourism development. They posit that transport has an important contribution to the additional creation and evolution of new attractive and sustainable also the healthy growth of current appealing and change of previously dormant tourist centres into effective centres of attraction (Gross & Grimm, 2018).

In relation to meeting the transport needs, ‘sustainable mobility’ is a technique which has least undesirable impacts on environment, is fair with society and does not bear negative externalities (Alyavina et al. , 2020; Budd & Ison, 2020). Also, other solutions, including the use of regenerative fuels or implementing measures that decrease moveability, are perceived as compatible with sustainable transport means such as public transport and cycling (Gössling & Higham, 2021; Tirachini, 2020). These modes are known by several researchers to be the most plausible strategies to decrease motorised mobility and the negative ramifications thereof (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 cheaper and more 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 is 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 availability and incorporation of environmentally sustainable modes of transport can enhance the appeal, accessibility and sustainability of tourist sites (Zamparini & Vergori, 2021). Following authors like Ford et al (2015), transport and mobility has a central role in the attainment of tourism since transport infrastructure and services are pivotal to the movement of tourists and the tourism experience.  
Environmentally friendly transport solutions: electric buses and trains and bike-sharing options as well as walkways and sidewalks help to minimize the negative impact of tourism on the environment. Therefore, numerous researchers, including Gössling (2015), have found that tourists are rising the importance of sustainability as a factor in tourism. Additionally, the adoption of sustainable transport can also increase the attractiveness of destinations in addressing the growing demands of environmentally conscious travellers (Dominković et al. 2018).

## 2.4 Accessibility of sustainable transportation

Transportation requires planning to ensure a sustainable transport system and planning requires evaluation, assessment and monitoring of the existing transport system and any new modifications that may be proposed (Shen & Huang, 2013: Hashem, 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 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) concluded 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 consider 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 considered within the specific society, its normative, and ambition for a bright future. Policymakers outline the goals for weak or robust accessibility, like weak or robust sustainability, based on these principles (Farrington, 2007). For instance, Suen, Simôes, 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 are helpful in the creation of transportation policies, but contextualized normative measures are more important because they consider 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 the arrangement of various parts to build an appealing and valuables image of a destination as well as creating consciousness and appreciation among the inhabitants and visitors to maintain the worth and quality of the destination. Sustainable transport is therefore a key part of this process (Gössling et al. 2018). Yrza & Filimonau (2022) established that the inclusion of sustainable transport in the destination management of tourist destinations can aid in decreasing the adverse effects of tourism like traffic congestion and air pollution besides depleting resources.

The sustainable transport means that there must be a successful relationship among local government bodies, local communities and private contractors (Becken Shuker, 2019). In the UK for example, there is the Local Sustainable Transport Fund (LSTF) that has been charged with the responsibility of supporting sustainable transport projects in the different regions. Current and unfolding projects seek to increase quality of transport services to enhance public transport, develop cycling infrastructure and walkability, thus enhancing sustainability of tourism destinations (Department for Transport, 2014).

## 2.6 Public Transit: Fostering Sustainable Urban Mobility

Public Transportation is a significant aspect of sustainable city improvement arrangements; it presents a convincing option to private vehicles (Cong, Kwak, and Deal, 2022). Other means of public transport such as train, bus and other forms of transport has a great importance of enhancing efficiency, traffic constraints and emissions (Yannis/Vas,Q1 spouse, 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 cornerstone in the endeavour 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 techniques and real-time tracking further acts as value addition to the consumer experience. Technological advances in ticketing systems enhance the flow and boarding process, thus cutting short some time and inefficiency. Thus, using real-time monitoring and decision-making, travellers can prepare their journeys, decrease delay times, and improve the overall dependability of the framework. The focus on public transportation in Singapore has ensured that the population significantly shifted away from the use of personal vehicles. This causes a reduction in traffic congestion and emissions of Carbon, due to the access and reliability of the bus network. It is for this reason that Singapore boasts of a well-organized and efficient bus system as an example of how proper planning and integration of technology can dramatically make a nation’s public transport system better. As one of the prominent examples of new generation public transport systems, the TransMilenio rapid transit operating in Bogota, Colombia, demonstrates that efficient solutions to the problems of urbanization are within reach (Casa Nova et al. , 2023, Cabrera-Moya, and Prieto-Rodríguez, 2022). The BRT system can be described as a new generation public transportation system that is fast and efficient when compared to conventional private cars (Diaz, Cantillo, and Arellana, 2023). Features applied in the system include the utilization of segmented bus lanes, proper channels of embarkation/disembarkation, and effective information channels that ensure proper coverage of all homesteads. Modern transport includes the constant development of transport systems and the use of new technologies in public transportation systems (Ji et al. , 2022). Initiatives that can be made to optimize public transport include Electric buses, smart transportation systems, and analysis of data in transit in real-time. Electric buses help in the decrease of emissions and fall under sustainable development towards clean energy solutions (Rodrigues, and Seixas, 2022). The issue of providing the population with housing and satisfying the need of people in urban environments must be solved through cooperation between the central and local executive powers, scientists in urbanistic, and public transport companies. Considering and forecasting the effective and efficient land use factors and demographic characteristics simultaneous with the identification of special characteristics of the areas would certainly initiate the public transport accessibility. Colaboration also includes joint venture that means getting into agreements between the government and other organisations adding value to the overall provision of public transport facilities and operations. Such features incorporated in the design of the public transportation systems fosters environmental as well as economic justice that contributes to the sustainability of any given urban setting.

## 2.7 Importance of Sustainable Transport in Destination Management

Sustainable transport covers every transport means and activities such as the use of public transport, bicycle, walking, electric and hybrid cars (Ogryzek et al. 2020). All these modes aim is the environmentally friendly nature, energy saving, and improvement in the quality of life of residents and guests (Dominković et al. 2018). The low impact, sustainable transport modes reduce the absolute dependence on fossil energy, bring down emissions and thus successfully combat climate change and deteriorating air quality (Higgins-Desbiolles, 2018). For instance, buses, and railways’ ecological impact are much lower than personal automobiles in terms of CO2 emissions and other pollutants (Sodiq et al. 2019). This transition also helps improve the climate while improving public health because it reduces the emissions that lead to respiratory and cardiovascular disorders (Marek, 2021). Therefore, it is crucial to incorporate sustainable transport into the USA’s developed and developing urban and rural regions for better, healthier, and sustainable life standards and the environment and a long-term model (Kastenholz et al. 2018).

From the economic point of view, the choice of sustainable transport means can generate significant cost savings and economic returns (Banister, 2007; Tomej & Liburd, 2020). Integrated transit environments, cycling provisions and foot friendly city designs are thus comparatively less costly than are expensive highways for cars (Gross & Grimm, 2018). Moreover, by improving access to these modes of transport, it can result to decreased traffic hold-up hence less transportation costs to the common individual or companies. They also promote economic benefits for the citizen since they foster the creation of employment in the public transport segment and support other local industries because of the increased access (Tomej & Liburd, 2020). In the same way, sustainable transport can improve the attractiveness and utility of tourism by offering tourist with efficient, cheap and eco-friendly means for visiting and moving around the places of interest thus spurring the local economy and boosting sustainable tourism (Velasco Arevalo & Gerike, 2023).

Sustainability also promotes the concept of social equity and inclusivity, and this is done by offering an opportunity which is accessible to all segments of population, including the disadvantaged and the marginalized in the society. While own car transport which could be incredibly costly, public transport and active transport solutions such as bike and on foot also improve mobility for low-income people and households (Velasco Arevalo & Gerike, 2023). Also, sustainable transport activities have possible impacts on enhancing social capital as it would enhance togetherness hence decrease social exclusion. These strategies bring out infrastructures and public places that foster people-to-people interaction that is essential in the shaping of human-scale societies (Dominković et al. 2018). According to Venter et al. (2018), this also includes the improvement of quality of life in addition to the creation of more effective and sustainable communities in future. Sustainable transport impacts destination management negatively. Environmental sustainability, Economic viability, social equity, Tourist experience, and Destination attractiveness can minimize the negative effects of sustainable transport (Venter et al. 2018).

### 2.7.1 Environmental Sustainability

Transport Sustainability is an integral aspect to Environmental sustainability. Sustainable transport systems aimed at decreasing the usage of fossil fuels and the emission of greenhouse gases save natural territories and species, which may be of interest for tourists (Hopkins, 2020). For example, electric bus and trams releases less pollution than diesel automobile hence enhancing the quality of air (Huang et al. 2018). Cycling and walking as well add to the minimisation of carbon footprint in the transportation network within the tourist areas (Schmale et al. , 2015). Sustainable transport also reduces the level of noise pollution hence conserving wildlife while at the same time meeting the expectations of tourists seeking a quiet environment in nature. The protection of uncontaminated territories does not only entice the tourists interested in the environment but also serves to conserve these sites’ sustainability for future use (Peeters et al., 2019).

## 2.7.2 Economic Viability

Economic feasibility of the tourist destinations is another benefit of the sustainable transport systems. Versatile public transport systems and city cycling facilities can decrease tourists’ operation costs since they do not have to hire fancy cars or maintain costly parking spaces (Bertolini et al. 2005). Therefore, to ensure the economic sustainability, it is crucial to provide net economic benefits for locals and suppliers in the form of employment opportunities, diversification of farms and marketing of products originating from the respective region (Kastenholz et al. 2016). Thus, in planning for a rural tourism destination, there is need for identifying the total expenditure regarding the tourists, as well as the different acquirements made by the tourists (Kastenholz et al. 2018). Local products are also sustainability preferable to purchase because they employ local labour and materials resulting in the formation of stronger multiplier effects, and less leakage of economic benefit in contrast to the use of imported components and overseas labour (Nickerson et al., 2016). To the local enterprises these transport options enhance the movement of customers’ traffic and ease of access to their premises. Besides, commitments in sustainable transport also create the provision of jobs in producing, maintaining, and running these systems (Velasco Arevalo & Gerike, 2023). Through improving accessibility within a destination sustainable transport contributes to local economies by making visitors circulate more and hence use local restaurants, shops among others hence the imitate impacts are spread in the region (Shen et al. 2018). This can be especially helpful to rural or regions that are not popularly visited since they are likely to get more customers and revenues due to changes in transport connectivity (Taylor 2020).

### 2.7.3 Social Equity

Sustainable transportation guarantees that transport means any type of conveyance is affordable and cheap for all the populace segment, poor persons, and tourists, etc (Zamparini & Vergori, 2021). In the case of buses and trams, for instance, they are way cheaper as compared to private cars hence making them friendly for the lower classes. Bicycle and pedestrian infrastructure when well-developed can be utilised by people of all ages and calisthenics, a notion that engulfs the community (Tirachini, 2020). In tourism context this implies that the extensive population can transact the tourism activities hence increase the opportunities of revenue sharing. Social equity in transport also enables the workforce via the provision of affordable means of transport to work hence improving the overall social-economic fabric of the destination (Pamucar et al. 2021).

### 2.7.4 Tourist Experience

Notably, the implementation of sustainable transport components may greatly improve the tourists’ experience. Affordable and accessible form of transport system will minimize the time and traffic jams, making it convenient and enjoyable for the tourists to move within an area of interest. For instance, a good transport system like the metro or bus may guarantee easy access to main attractions curtailing general transport hassles in an unfamiliar city. Such means as cycling and walking paths provide off the beaten track views and leisure possibilities, thus enabling the tourists to become more involved in the destination’s geography and cities (Filimonau et al. 2014). These modes of transport also enable the tourists to move around in a healthier manner than when using cars thereby making it appealing to tourists who are conscious about their health. However, such a form of transport can even add more fun and adventure to the tourists, as they are urged to visit the places that cannot be very easily reached by car (Parkhurst & Meek, 2014).

### 2.7.5 Destination Attractiveness

The diversification of transport services that are environmentally friendly are becoming more appealing to the travellers since many places are going green (Singh 2020). Such a population is expanding yearly since people become more concerned about the environment all over the world. With sustainable tourism as a concept, the destinations which prioritize it can further improve their positioning as leaders in the global tourism market (Maki et al. 2023). Besides, such destinations, they can use their sustainability in selling campaigns, to tourists who would prefer guilt-free vacations. Sustainability commitment can also generate word-of-mouth and repeat tourism, as the customers who prefer these principles will visit the destination more than once and recommend the place to others. In suggesting sustainable tourism, destinations win the attention of customers who love quality products and distinguish them from their counterparts in the market (Maki et al. 2023; Singh, 2020).

## 2.8 Public Transport and its Impact on Destination Management

Public transport is one of the critical solutions in sustainable transport systems. High quality public transportation is known to have a great impact on improving the accessibility and attractiveness of tourist destinations (Gross & Grimm, 2018). For example, the cities of London, Edinburgh and Manchester have embarked on an aggressive campaign into the provision of an efficient public transport system for the inhabitants and visitors alike (Chaer et al. 2018).

Studies has explained that efficient public transport systems limit the use of private cars hence minimizing traffic jam and emission of toxic gases. Ford et al. (2015) points of view as required by the study posit that public transport emits less carbon as compared to private car. This is even more crucial given that high tourist flows usually have negative impacts on the environment especially in urban space. The London Underground also referred to as the Tube is a good example of a PTM that has a key role to play within the context of controlling the movement of tourists (Chaer et al. 2018). As the largest rapid transit system in the world the Tube is well capable of connecting any part of the city. An analysis of underground railways by Transport for London showed that the existence and efficiency of the underground play a role in retaining London’s position as one of the most popular tourist destinations in the world.

# 2.9 Cycling Infrastructure and Tourism

Another important aspect is cycling which has been found to be another rightful means of sustainable transport and which has been adopted in the recent past. Facilities such as bike ways and bike-sharing schemes, and safe bike racks among others can lure cyclists as a feasible means of transport for tourists (Shen et al. 2018). Pucher and Buehler (2012) also argued that, cities which spend money on cycling provisions witness high cycling rates and better health standards. In the UK, it can be noted that cities such Cambridge and Bristol have been in the for forefront promoting cycling. Cambridge, where cycling usage is considerably high, have measures in place for cyclist including bike lanes and bike signal lights (Ivars-Baidal et al. 2019). Literature review has presented the benefits of cycling especially to the tourism industry. Gössling & Choi (2015) have revealed that cycling can act as an added value for tourists and improve the experience during the visit as well as be an environmentally friendly way to travel through the visited country. In addition, cycling tourism can create new revenues to improve spending on accommodations, food and services (Chaer et al. 2018).

# 2.10 Pedestrian-Friendly Areas and Urban Design

Another strategy of achieving the sustainable transport and improving the destination management involves enhancing the pedestrian environment. According to the Ivars-Baidal et al. (2019) some ways to increase the walkability of cities includes pedestrian zones, car-free streets and well-designed urban spaces to enhance the tourists and visitors attraction. Some of the schemes have been undertaken in the major urban areas of the UK include pedestrianization schemes. For instance, the scheme to implement the so called ‘Pedestrian Observatory’ on Oxford Street in London focuses to reduce traffic density and, thus, improve the local climate and the experience of shopping centers (Ford et al. 2015). Carmona (2015) has shown that pedestrianization increases the economic activity within the city centres through increased visitation and visitors’ staying time. The same areas may also relate to tourists’ cultural and social experience of a location. Through designing environments for walking, talking, Window-shopping and sightseeing respectively, an ace can encourage a sense of place and belonging. This is in concordance with the aspects of sustainability, as the culture and society also forms part of sustainable tourism (UNWTO 2017).

## 2.11 Electric Vehicles and Sustainable Tourism

Electric Vehicles (EVs): The Smart Leap towards Sustainable Transport. The transport industry is experiencing a shift towards the electric vehicles and major developments in battery engineering and charging infrastructures are promoting the electric cars market globally. Skilled cities globally are gradually moving with the direction of EV-controlled fleet as several governments, consumers, and businesspeople realize that eco-win is in electric mobilities (Roberts, 2022). This is no longer a technological fad but a shift towards the direction of more opportunistic and persistent the 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 utilization of electric mobility in the transportation system in Amsterdam is a good example of how electric mobility can be targeted to various aspects of transportation that is not only on the Roads. It goes further than the roads showing that electrification of mobility can be implemented successfully in divergent fields of the urban fabric. Another part of sustainable transport solutions is the use of electric vehicles and their positive advantages in the system. EVs produce no tailpipe emission hence they may be able to place a dent on the air pollution and emissions of greenhouse gases in the tourist destinations (Pollet et al. 2019). According to Haustein & Jensen (2018) study, the electric vehicles are environmentally friendly than their conventional counterparts due to the reduction of the carbon emission associated with the transport sector. In the theme of tourism, accessibility of EVs and recharging stations can increase the efficiency of tourism. For instance, authorised tour buses that operate on electricity and rental cars are some of the developments that cater for tourist green needs.

Implication of EVs also entails creation of surface to support them for instance, charging facilities (Chaer et al. 2018). Noel et al. (2019) also have noted the significant of an adequate charging infrastructure for affordable EVs. Going by the United Kingdom, several measures have been taken to develop EV charges among other infrastructures such as EVHS and RCF.

## 2.12 Challenges and Barriers to Sustainable Transport Integration

The integration of sustainable transport into destination management is impeded by a multitude of challenges and issues, despite the advantages it offers. Gill, Khan, and Barik (2011) also supplemented that most of the common issues stated by Marsden & Rye (2010) involve restricted funding, political opposition, and issues related to multi actor system integration. Thirdly, it is also important to note that cities’ road networks and physical layout have not always been friendly for sustainable transport systems. The public besides having the legal right to accessorize sustainable transport also has a major role in the way they embrace it. However, the effort to gain the confidence of the public and the way some of the new precise methods are carried out determines the sustainability of transportation in the urban areas (Signorile et al. 2018). This means that the use of non-motorized transport must be informed by education and development of infrastructure (Ogryzek et al. 2020). However, from the perspective of the societal dilemma, this does not work as car users do not take account of long-term costs on society in their calculations, preferring immediate gains in terms of earnings rather than endure sacrificing a limited stock of meat for a car-hungry society that is willing to keep on driving more cars every year (Ogryzek et al. 2020). Available literature has established that personal perception about PT, cycling, and walking help determine one’s travel behavior (Zamparini and Vergori, 2021). Some of these hurdles may be discouraged by constant outreach and orientation towards the importance of changing perception in travelling.

### 2.12.1 Infrastructure Development

The expansion of a sustainable transport system is one of the biggest problems that need massive investments and long-term strategies. Another important stakeholder involved is the government, as they are mandated to facilitate change through the latest strategic investment which can be affected by public private partnership. These collaborations can help in hastening the provision of charging stations for EVs and other facilities to produce alternative fuels thereby helping in achieving the goal of linking government support with the creativity of the private sector. Smart city technologies present an opportunity of improving on the existing infrastructure through developing and incorporating intelligent systems, for instance, real time data analysis, smart traffic control, and integrated ticketing. This approach optimizes the framework of the public transport systems and optimizes the general transport systems. It is therefore important that proper investments are made in the public transport systems to guarantee efficiency and accessibility. Funding for growth in bus and rail systems coupled with proper linkages to new technologies of mobility means better spending. One can identify the need to preserve and enhance the currently available infrastructure as essential to the stability of the PTSs. Charging facilities are critical in the adoption of electric vehicles, and therefore there should be more investments in this area. It can help to form station for charging ensuring of the facilities corresponds to the request for electrical vehicles increase. Facilities that are involved in the manufacture of biodiesel or hydrogen add on to the base of transportation energy mix. Some measures that governments can undertake include offering tax credits to support producers of different forms of fuel as well as offering its support to drive research towards the production of such fuels. The application of smart city technologies provides a revolutionary way of building infrastructures to improve general transportation systems. These solutions can be adopted with the help of governments partnering with the technology providers thus making the urban transportation system more interconnected and dynamic. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452)

### 2.12.2 Cost Considerations

The pragmatic shift to sustainable transport runs into many problems on this account because Electric Vehicle (EV) and substitute fuel automobiles have their first cost higher than their traditional counterparts (Aijaz, and Ahmad, 2022). These costs are covered by governments due to the incentives that are been targeted and research funds (Muzir et al. 2022 Adebukola et al. 2022). With such measures in place, it is possible for governments to step aside and allow a cheaper and more efficient sustainable transport system to emerge. Sales promotions like tax credits, rebates, and subsidies introduced by the government on electric vehicles and those that use other forms of fuel offer a practical solution to the issue because they bring down the costs of EVs to reasonable levels. These financial advantages make the consumers go more for green products to benefit the environment through developing a faster rate of green mobility. One of the ways of encouraging consumers to use energy-efficient appliances is through the adoption of tax credit as a policy instrument which popularizes use of the green vehicles as part of energy policy. Price reliefs including rebates, subsidies, and other cash coupons play a huge role in making sustainable transport choices cheap. It can allow the government to release cash to offer rebates or subsidies to buyers at the point of purchase thus making the EVs and AFVs more affordable to the conservative buyers. Technological advancement that is focused on the development of affordable clean transportation solutions require adequate research funding to ensure these technologies are designed to minimize overall production and operational costs. This has an important implication in that government incentives to foster early usage of telehealth solutions could go a long way in bringing in the cost savings quickly. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452).

### 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 catalyse advancements in key areas, fostering innovation that addresses the challenges and makes sustainable transportation options more accessible to a broader audience. Battery technology remains a critical aspect in EVs, and this can be developed through group research endeavours focused on increasing the newest material, optimizing the process of creating the batteries, and evaluating the chemistries of the batteries. When performed repeatedly, this permits innovations that change the identities of the EVs and construct better performing electrical automobiles that are more effective and less expensive. Hydrogen and synthetic fuels are the two primary examples of the production for diversified and sustainable means of transportation. Venture capital for stable fuel research can result in a development of a more stable and cost-effective narrow field economy for the alternative fuels. Self-driving vehicles are at the technological edge of green mobility, promoting safe, efficient and integrated transport solutions. Here, industries and governments can work together to enhance the proficiency of autonomous vehicles in terms of investments on Artificial Intelligence, sensors and test frameworks. In the process of making affordable, it means that everyone can afford sustainable transportation options to enhance their quality of life. They should also provide research and development grants and subsidies depending on the viability of such sustainable transportation solutions with emphasis placed on projects which seek to bring down manufacturing costs, increase efficiency, and therefore, affordability. Through such endeavours in research and development, stakeholders can help in the development of a sustainable transport system which though incorporating advanced technologies is equally affordable and appealing to as many people from across the world as possible. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452)

### 2.12.4 Behavioral Shifts

The humanization process of transport which is a shift from the car-oriented culture presents a difficult hurdle which needs good health campaigns and policies. This means negating the status quo of overreliance on car use by focusing the attention of people towards the positives of choosing sustainable modes of transport. Awareness campaigns can be powerful for reaching people and changing their behaviour for the better, with the themes as lower carbon emissions, better air quality and better health. Policies created by governments again hold a significant responsibility of helping change human behaviour and they should be astute enough to encourage the choices that are environmentally friendly and should be responsive to some of the convenience and costs challenges that are related to the traditional modes of transport. Policy innovation is thus the chance to encourage people to choose environmentally friendly transportation: congestion charges, bus and bike lanes, financial support of carsharing and biking services.

It is crucial to promote the institutionalization of a common approach and the creation of the significant ‘We’ to promote behavioural change on the society’s behalf. There are broad strategies in relation to community organization that can help promote environmental responsibility, which in return people will have to adopt environmentally friendly lifestyles. Another interesting trend that indicated by Heath & Oliver is that integrated mobility solutions are crucial towards achieving sustainable transportation solutions as it relates to debates about efficiency and enabling a good life. There are possibilities to involve both governments and private actors in the creation of the complex and mutually connected mobility system, considering the connection of the transport system itself – the trains, buses, and further, the shared mobility services. Providing a user-friendly System and convenient and safe solutions to traditional automobile transport the person will be ready to adhere to eco-friendly behavioural patterns. (World Journals of Advanced Research and Review, 2024, 21(01), 1440–1452) However, the COVID-19 has added new dynamics into the sustainable transport debate. Even though the pandemic has forced people to stay at home and meant that there were not many cars on the road, it has also shown that transport needs to be both robust and flexible in the face of change (Marek 2021). According to the observations of Gössling et al. (2020) it is possible to mention that the discussion of sustainable transport in the context of destination management after the pandemic might be regarded as the unique chance for the revision of the transport management and the focus on the sustainability.

Summarily, the incorporation of sustainable transport policies into management of tourism destination is a complex phenomenon that needs multimethod and systemic approaches. The use of public transport, cycling, walking, and electric cars have numerous advantages as regards environmental concerns, improvement of tourists’ experiences, and sustainability of a given destination. But to obtain successful integration the following barriers have to be considered, funding for activities, coordination of stakeholders, and perception of public. The analysis of literature works shows that further tendencies of development depend on the effective integration of transport aspects with sustainable transport and effective management of tourist destinations. It is possible to increase the sustainability and attractiveness of destinations by improving sustainable transport by creating partnerships, engaging stakeholders, citizens and industry, as well as by exploiting technologies.

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.

Even though a good number of publications discuss sustainable transport as well as its incorporation in transport and touristic development, there seems to be fewer discussion about how sustainable transport strategy applies to management of tourist destinations. As will be discussed in this dissertation, this gap has not been sufficiently discussed, offering a comprehensive review on how sustainable transport options affect destination management practices and sustainability standards.

# CHAPTER THREE

# RESEARCH METHODOLOGY

## 3.1 Introduction

This chapter outlines the research strategy employed in ascertaining the extent to which sustainable transport options have been incorporated into tourism related policies of Bournemouth within United Kingdom. The elements explained above form a methodology that is relevant in comprehending sustainable transport impacts on destination management. This call for the use of quantitative techniques method as the overall analytical approach. Self-administered questionnaires would be administered to tourists particularly students to collect data. As a result of this structure, the stage is set to deeper analyse the research aim and objectives, and on the validity and rigour of the study, will depend on such factors as philosophy, strategy, data collection techniques, sample designs, data processing methods, ethical consideration and known limitations.

## 3.2 Research Aim and Objectives

This study is mainly aimed at providing a clear and objective understanding of the sustainable transport integration and its impact on destination management particularly Bournemouth. The specific objectives of the research are:

1. To identify the effect of integration of sustainable transport into the overall picture of destination management in Bournemouth
2. To analyze the perceptions and satisfaction levels of tourists regarding sustainable transport options.
3. To establish the link between sustainable transportation and destination management.

## 3.3 Research Philosophy

Sustaining transport in tourism this study adopts an interpretivism research philosophy to capture the interaction and perception of the tourist. The interpretive paradigm is encouraging consideration of the context of data collection and while it focuses on meaning making it allows for complexity of human behaviour to be analysed properly. By adopting this conceptualisation approach on the tourists, there is a comprehensive analysis of social and cultural factors that moderate the use of sustainable transport and perceived effects on tourism management (Maki et al. 2023).

## 3.4 Research Approach

The study would pay more emphasis on quantitative research approach since its objective was to establish an overall picture on sustainable transport integration in Bournemouth. The quantitative comprises a structured questionnaire as well as secondary data analysis to quantify patterns in the impacts of transport and sustainability (Huser et al. 2018).

## 3.5 Data Collection

The work highlights the effects of sustainable transport integration of destination management in Bournemouth using a proper approach to collect data systematically and objectively. 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 findings are sequentially given accompanied by the interpretations of the results in relation to the objective of the study. Quantitative analysis was used in the analysis section in which statistical software helped in examining multiple variables and their correlations. The findings of the analysis furthermore contribute towards the existing understanding of the theme and provides valuable details on the study issue. By providing interpretations of the data, it is also made clear as to why the results are significant and how these findings can be used for the purpose of the subsequent research as well as in practice. In total pocket questionnaires containing 120 were distributed but 110 of them were completed and returned. This implies that all the identified respondents that are involved in tourism and transport sector wanted to get engaged and volunteer to offer their information and experience towards the achievement of the study. Such a level of engagement helps to increase the validity and reliability of the conclusions made in the framework of the study, which shows that the collected data can indeed be considered representative of the total number of members in the organization.

## 4.2 Validity and Reliability Test

### 4.2.1 Reliability Test

To ascertain the degree of consistency and dependability of research outcomes research instruments need to undergo reliability tests. In accordance with the study by Rousson et al (2002), three ways of measuring the dependability of constructs are known namely test-retest reliability, inter-rater reliability and Cronbach’s alpha. In simple terms, its effectiveness in data acquisition is tested for reliability through Cronbach’s alpha test that is common in research 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 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, Scoter, 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 scoter 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 is as follows Briefly explained below is an overview of real-life examples of newly graduated preceptors’ experiences that address each of these elements- onload training, situated learning, and enduring influences- as they adjust to their first full-time staff preceptor positions. 5 also show that there is also high agreement concerning the need to integrate sustainable transport. With 58. 2% agreeing and 21. Only 8% strongly agreed, however, this shows that many people still consider sustainable transport as an important aspect to be considered in transport development. This implies that people support the implementation of sustainable measures into transport sub-systems which imply appreciation of the long-run gains. The results of the second question also support this conclusion as only 53% of the respondents knew that people with a mental illness are considered-disabled under The Equality Act 2010. 6% agreed and 34. 5% had a strong positive opinion that adequate information to the public on sustainable transport can help popularize its use. This goes to show that the lack of information dissemination and public enlightenment is a bane to the achievement of sustainable transport measures.

Notably, the findings have shown that the third question yields an interesting fact: 55. 5% of respondents strongly agreed, agreed and 30. Similarly, 9% strongly agreed with the use of the current mode of transportation that is sustainable. This is a rather positive attitude towards existing transportation means, which can be attributed to their conformity with sustainability objectives. However, the analysis of the answers given to question four which indicated that 55. 5% agreed and 28. 2% strongly agreed and, the idea that the knowledge of sustainability concepts could improve the acceptance of sustainability integration of transport. This then supports the theory that one of better way of gaining public support is through education and awareness. Last of all, the high level of respondents’ awareness about the fact that sustainable transport has a positive effect on the environment, confirmed by question 5, also proves the necessity of incorporating sustainable transport into the framework. Such agreement indicates that sustainable transport initiatives should be considered as high priority for practitioners, especially for policymakers and planners addressing the expectations of the public as well as environmental concerns.

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 contained in Table 4.6 Looking at the results obtained on the Destination Management aspect at the 6 –DMM evaluation several significant findings arise. First, the approval of the need for parking regulations in tourist destinations, from the respondents which is in the form of strong agreement scored 66. 4% and 24. 5%, respectively indicates that these measures are appropriate. Thus, it appears that the perception of parking management effectiveness is important for regulation and improvement of parking places as well as visitors’ experience in TOs. In the same way, while answering the speed limit question, 49. 1% agreed and 46. 4% strongly agreed, reflects understood appreciation on the value of roads safety. The respondents’ almost unanimous belief in the importance of strict compliance with speed limits indicates other components of destination management which should be emphasized by policymakers – safety. On the question of cultural diversity, the results are again slightly more polarised but still trend positive. While 41. 8% agreed and 47. 3% strongly agree and a few shades did not believe that cultural diversity had a positive influence on customer traffic. This seems to point to the fact that even within the hospitality industry, diversity is probably not well understood or appreciated and therefore more education is needed.

The support concerning pedestrian’s walkways with 55. 5% agreeing and 39. As to the results of hypothesis 1, the qualitative variables ‘Engagement’ and ‘Promotion’ revealed a relatively low average response of 1%, with a strong positive response of 2% in ‘Strongly agree’ to the statement that these methods effectively helped in organizing and improving the tourist destinations. This level of support suggests that funding of pedestrian infrastructure may possibly be welcomed by the public. Lastly, the respondents’ rating to the perceived benefits of congestion charges obtained a % of 58. 2 for the strongly agree while 30. 0% for agree, which supports the view that respondents equally consider congestion charges effective in curbing 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 |
| R2 | .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. Thus, this overwhelming approval indicates that the most tourists understand and appreciate the gains entailed by the sustainable modes of transport including lower emission of carbon to the environment and the smaller effect on the environment. Although, it is significant to note, that only 2% of the total respondents choose this option. 7% staff members who admitted not being happy at work cited decrease in employee satisfaction by 7%, Unfair treatment by management was reported by 17%. 1% were undecided. These numbers suggest there may be missing links in the current sustainable transport systems with indication it may mean there are some circles that may not be aware of the sustainable transport systems or maybe these groups cannot afford to access these systems hence giving areas that can be considered for expansion and enhancement.  
Along the same line, the majority of the respondents positively rated sustainable transport options; 53 percent. 6% satisfied and 23. 6% very satisfied. This is an indication of general satisfaction with the existing transport options and could encompass such means as; transport systems such as public transport, cycling tracks, and pedestrian corridors that embrace sustainability. However, it was identified that 20 percent of the respondent could not make up their mind while 2. 7% described their level of dissatisfaction as ‘high’ in terms of the available transports. This ambivalence and dissatisfaction, albeit marginal, are important since they hint at potential lacks in the transport portfolio, for instance, its scarcity, accessibility, or comfort. This creates a need to constantly assess and promote sustainable transport facilities to fulfil the desires of the tourists to enable them embrace such options in the future.

Tourists’ satisfaction with the destination environment was also found to be very positive as many of the respondents indicated that they are very satisfied. Such high satisfaction level also indicates that measures to sustain and improve the objective geographic and man-made conditions of attractively promoted tourist sites were effective. To a very large extent the positive feedback concerning the cleanliness of public space, low levels of pollution, and the conservation of ecological system around indicate that corrective measures have been taken and were positively received by visitors. Thus, the significance of this finding is that based on the outcome of the announced research, quality of the environment is critical to sustaining interest in sustainable tourism. The high levels of satisfaction obtained indicate that tourists value destinations that are sustainable in the social, economic and environmental context and thus, tourisms loyalty and positive word-of-mouth communication could be enhanced.

This is also satisfactory on this level on the effects of the responses on parking regulation and arrangement of tourist destinations that was rated 52. 7% satisfied and 31. 8% very satisfied. This means that the management of parking facilities such as enforcement of regulatory provisions and provision of adequate parking bays has been good and satisfactory to most tourists. The management of parking lots is imperative in achieving a positive experience of visitors especially in areas that attract many visitors. This indicates that if the issue of parking is well addressed tourists are likely to have a positive overall experience thus enhancing the image of the destination as a well-organized tourist friendly place.  
Further, assessment of destination management identified that overall destination management percentage was 49. The rest of the respondents were satisfied at 1% while 32. 7% were very satisfied on how their expectations are being met. However, the enlargement of 15. This means that there is yet room for the enhancement of the subject of destination management practices to meet the expected standard of tourists by hitting the 95% effective satisfaction rate. This discontent may be attributed to such aspects as interaction, absence of facilities or impressions that arose regarding the regulation of tourist traffic and assets. Nevertheless, due to the presence of a significant minority of tourists who are dissatisfied, destination managers can benefit from always looking for feedback and applying changes to improve tourists’ satisfaction. Such action plan can be useful to prevent the decline of the competitiveness of the destination and its attractiveness for different types of tourists, which will result in sustainable development of the tourism business.

## 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 are shown in Table 4 as below: 9 gives indication into the extent of the perceived relationship between sustainable transport and destination management in the respondents’ view. The results expose a relatively high level of dissimilarity between the responses with 27 percent. In terms of the last statement 3% strongly disagree and 40%. Some of the views held include Overall, 81% of the participants agreed that there is no relationship between the two concepts Total disagreement 9%. The proof of such a considerable majority means that people indeed pinpoint that sustainable transport and, as a result, the sustainable management of destinations are by no means separated. The remaining 15. 5% did only a limited agreement and does not show strong agreement to the idea that the two are unrelated, which disputes the idea that the two are not related among respondents. The findings reveal that there is acceptance of the relationship between sustainable transport and proper management of destinations in the surveyed group which form an area of agreement.

In the subsequent question, the data tends to be more positive about the possible effects this relation may cause. With 48. 2% agreeing and 19. 1% strongly agree while 52% of the respondents have a positive perception of sustainable transport/destination management Tourism stakeholders hence have a awareness of how sustainable transport could benefit their destination. The percentage of respondents expressing disagree/very disagree was only 8.2 percent while 24.5 percent was unsure about their opinion, which show that the scenario is not bad all together. Bearing in mind that sustainable transport is seen in relation to destination management, this proves that many respondents are positive and that means there is a tendency to look at the integration of sustainable transport with other elements necessary to make the tourism operations effective and sustainable. The positive perception reflected herein further supports the need for the integration of such factors for the realisation of further sustainability objectives in tourism destinations.

Conversely, the responses to the third question indicate even greater support of the role of sustainable transport affecting destination management. About forty percent of the respondents said yes and over thirty four percent strongly agreed that sustainable transport can make a great difference in managing destinations. An even lesser number of students strongly disagreed (2. 7%) while 2. 7% of them only disagreed while a fair number of them form the undecided bracket (19. 1%) which goes to support the consensus that dominates the ranking of colleges. The findings show that majority of the respondents noted the relevance of sustainable transport to improve destination management implying that there is high understanding of the significance of sustainable transport in the sustainability and success of tourism destinations. This great consensus underlines the need of focusing on sustainable transport practices as an important part of sustainable 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 paper’s correlation analysis suggests that sustainable transportation integration, destination management, and overall satisfaction level of the tourists in Bournemouth are positively and significantly associated. Indeed, the correlation coefficient of . 541 revealed that there is significant moderate to strong relationship between transportation and destination management pointing that good transportation is instrumental in good destination management. This is quite probable due to affordability and convenience in reaching these locations as well as decreased travelling pressure and availability of the environmentally friendly means of transport familiar with the modern travellers’ demand for green tourism products (Haid et al. 2021).This improves the experience of the tourists and meets their needs as it is becoming more important to visit sustainable destinations.

In the same way, the value of the coefficient of correlation is . 319\*\* The results show that there is a significant positive correlation between destination management and satisfaction level although comparatively low than that of transportation. Accommodation requires that concluded tourist sites should be well developed, services available in the area should be well administered and the area should be hospitable to enable the tourists have a pleasant time. This management probably entails encouraging the use of sustainable practices particularly since this also increases tourist satisfaction by providing a diverse and sustainable tourism experience according to Mackay et al. (2020). The correlation between destination management and the satisfaction level being . 218\* indicates the need for effective destination management to improve tourists’ experience. Managed destinations address the tourists’ needs and expectations and offer quality and sustainable services and products that could increase satisfaction and willingness to revisit the destination (Mackay et al. 2020).

## 4.7 Discussion of Findings

With reference to the analysis of objective one, it also shows that sustainable transportation has a direct impact on destination management as majority of the respondents reacted positively. This implies that the management of tourist destinations depends partly on the efficiency of sustainable transportation system and meeting the stakeholder needs of tourists, residents, students and business travellers. It is thus possible to identify that sustainable transportation integration has a positive effect on tourist satisfaction, however the impact is not as significant compared to its impact on tourist destination management. This may suggest that despite tourists’ preference on friendly sustainable transportation options, factors such as facilities and overall traveling experience could be more influential. The fact that the impact of semi-sustainable transport on tourists’ satisfaction levels was relatively low indicates that further studies are warranted to consider a range of approaches to improving destination management as a way of achieving a maximisation in the overall levels of contentment of visitors.

This finding is in line with the relevant literature. For example, Fyall and Garrod (2019) conducted a study which shows how sustainable transportation improves destination management and, therefore, supports sustainable tourism development. In the same way, Tan and Ismail (2020) identified that sustainable transport can improve tourists’ experience, but the level of effect is determined by other characteristics of the destination. On the other hand, Aydın, and Alvarez (2020) showed that the benefit derived from sustainable transportation may not be high since the tourists pay little attention to the environment, and their satisfaction with the services offered is mainly due to convenience and comfort. Therefore, the findings echo the rationale supporting the beneficial impacts of sustainable transportation on destination management, yet they also demonstrate that to ensure the implementation of appropriate and efficient strategies, there is a necessity to consider not only the range of factors affecting the tourists’ satisfaction but the entire array of the relevant factors.

According to the results obtained from objective 2, it can be inferred that tourists have favourable perception towards use of sustainable transportation means. Most respondents are content with the environmental impact of these opts and perceive their present transport positively. However, there is certain level of dissatisfaction and indecision identified which indicate that there can be improvements made. They also have high satisfaction with destination environment and parking, which reflected well managed areas in this case. However, the present study received some negative feedback on destination management pointing to the need for improvement more so to address the perceived disappointment of the tourists. This kind of perception of sustainable transportation is quite in line with Miller et al (2014) observation that there is growing appreciation of ecofriendly transport due to its impact on the environment among tourists. Other scholars such as Zamparini and Vergori (2021) also subscribe to this by stating that sustainable transport can improve the tourist experience through its correlated with the conservation processes. However, the observed dissatisfaction and indecision correspond to Oviedo and Guzman (2020) because identifying the extent of sustainable transport is shifted by the concern factors such as convenience. Finally, the perceived level of satisfaction with the destination management also refers to Corazza and Favaretto (2019) claiming that the better reasons that are linked to sustainable practices enhance the tourist satisfaction, at the same time, the deficiencies in the service delivery and infrastructural facilities may decrease the Tourist’ satisfaction level. These findings underline the need for continuous enhancements in the sphere of sustainable transport and tourist destination to meet the visitors’ problems and satisfy their needs.

In terms of Objective 3, the results clearly show that respondents perceive the sustainable transport and destination management as related; more than two-third rejected the statement suggesting that they are unrelated. The positive sign of the transport-destination management relationship means that majority of the respondents agreed that incorporating sustainable transport improves on the management of the destination. The strong support for the impact of sustainable transport on destination management combined with the positive relationship between transportation integration, destination management and tourist satisfaction support the significance of the sustainable transport in enhancing tourism results. This is an endorsement of the argument on the appropriateness of integrating sustainable transport practices with appropriate destination management. The study results are in concordance with the study carried out by Haid et al., (2021) as the authors pinpoint that synchronizing sustainable transport with destination management can improve the general sustainability of tourism. According to Gössling, the integrated kind of tourism practice is good to environmental objectives and enhances tourist experiences. However, as highlighted in the literatures, there also emerged some issues on the feasibility and the resulting effects of the integration as well. For example, the analysis of the situation within sustainable transport, carried out by Zamparini and Vergori (2021), has resulted in the conclusion about the fact that they are useful; however, the application of sustainable transport is hindered by infrastructure issues and difficulties in the process of implementations. Moreover, the findings of this study comprise with other similar correlation studies such as the study carried out by Oviedo and Guzman (2020) who also assert that proper destination management plays a significant role in increasing tourist satisfaction though they also state that durability measures by them may not be sufficient to make comprehensive handling measures. Consequently, there is strong evidence for enhanced management of tourist destinations as one of the positive effects of sustainable transport Meanwhile, further difficulties in the implementation of sustainable transport strategies and development of strategic infrastructures remain in order to mitigate negative contingencies and speed up positive long-run outcomes (Aydın & Alvarez, 2020).

# CHAPTER FIVE

# CONCLUSION, LIMITATIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER STUDIES

## 5.1 Introduction

This chapter presents the conclusion, and recommendation relevant to the implementation of sustainable transport in the tourism industry of Bournemouth, United Kingdom. Finally, the section gave a brief of the limitations of the study and then proceeded to outline directions in which the study could be enhanced.

## 5.2 Conclusion

In conclusion, this study has reviewed how sustainable transportation integration impacted on the destination management. This was done from three important viewpoints which include Economic View, Environmental View and Social View. Since finances are involved in most sustainable measures, the economic dimension looks at the most sustainable means of transport and their consequences in the provision of structures such as transport facilities for the public. Environmental framework emphasized on cutting the rate of emissions and impact of transport on natural environment. In this regard, a social aspect of the study was in highlighting the need to work towards delivering affordable transportation options to every member of society including those in the vulnerable groups. There was discussion on destination management need, focus on formulating plans to reduce traffic congestions, traffic flows, and overall transportation system efficiency. Moreover, the study emphasised the need to enhance awareness for sustainable travel habits and practices among people and neighbourhoods based on enlightenment, reward and work on structures.

The studies comprise the need to involve sustainable transport in improving the management of a destination, which is supported by respondents’ recognition of a positive correlation. From this it is going to be deduced that adopting sustainable transport is crucial for the destination management hence can be applied to suit specific stakeholders like the tourist, residents and business visitors. On the other hand, the sustainable transportation has relatively less effect on tourist satisfaction which means that tourists take other options like eco-friendly transportations available, but their overall satisfaction depends on a lot of other factors like destination facilities, overall experiences etc.

The findings are congruent with literature review; for example, Becky and May (2018) consider sustainable transport as crucial to the development of tourism. Moreover, although Hariram et al (2023), support the concept of adopting green transportation, the authors agree with the fact that tourist agrees with the fact that they may not be fully satisfied only by utilitarianism. These variable stakeholder satisfaction patterns documented in this research show that there is more work to be done concerning sustainable transport and destination management. Such observations further stress the need to initiate appropriate efforts to address all the concerns of the tourists to improve and sustain the overall tourist experience.

## 5.3 Limitations of the Study

This study approach was based on examining the effects of sustainable transports on the destination management in Bournemouth, and several limitations were noted. First, the study is conducted only in one destination that is Bournemouth reducing the scope of generalization of the results across different destinations. Some of the characteristics of Bournemouth may not hold in other areas thus limiting the generalisability of the findings. 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.
* In the case of Bournemouth, it is important to pay more attention to the interaction between marketing and communication, where these two approaches should be explained with reference to the synergy between them. This could encompass such elements of the destination’s marketing as pointing at sustainable transport as part of the means of healthy traveling that contributes to the overall experience of the tourists.

## 5.5 Suggestions for Further Studies

In future, the study should consider this:

* As for the future research development, it seems more appropriate to further analyze the effects of sustainable transport integration to the DM in more than one destination, and within the context of different countries as well. This will ensure the enhanced appreciation of how local context factors relate to sustainable transport and destination management.
* More future research should carry out time series where progress can be recorded over the differing period. Such an arrangement would have made it possible for the study to evaluate the impact of sustainable transport integration to destination management and tourist satisfaction on the longer term.
* Further research should incorporate the use of questionnaires as the main research instrument and supplemented it with interviews or Focus group discussions. This would make it possible to go further into the views of tourists, stakeholders and residents on the impact of sustainable transport integration on the management of the destination which would be more comprehensive and of higher quality than in the first study.
* Also, there should be more research on various other aspects apart from sustainable transport and tourists’ destination management. This might consist of investigating the significance of services offered by the accommodation provider, cultural factors and Bearding’s of the tourist destination and even weather conditions in the satisfaction of the tourist.

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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 |

|  |  |
| --- | --- |
| Researcher Details | |
| **Name** | Oluwayemi Popoola |
| **Faculty** | BU Business School |
| **Status** | Postgraduate Taught (Masters, MA, MSc, MBA, LLM) |
| **Course** | MSc Tourism Management |

|  |  |  |
| --- | --- | --- |
| Project Detail | | |
| **Title** | | ASSESSING THE IMPACT OF SUSTAINABLE TRANSPORT INTEGRATION ON DESTINATION MANAGEMENT IN BOURNEMOUTH | | |
| **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 focuses 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 include:  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 a research topic.  Substantial research has been conducted on sustainable transport and its integration into urban planning and tourism development, but 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 the 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 tourists regarding transport mode options, while a 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 includes 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 avoiding discussion of findings in public forums.
* **Privacy**: The questionnaire will be treated with utmost respect, ensuring that its purpose will be focused 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 risks such as Psychological, social, physical and legal will be explained to participants and also, and the support available to minimize the risk

**Filter Question: Does your study involve Human Participants?**

|  |  |
| --- | --- |
| Participants | |
| **Describe the number of participants and specify any inclusion/exclusion criteria to be used** | |
| 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 the target audience which is tourists, especially university students. The participant's 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 races, different sexual orientations and different ethnicities will form part of the participants. The reason for choosing students to participant in this research work is that the majority of them are adults, and valid and reliable information can be obtained. | |
| **Do your participants include minors (under 16)?** | No |
| **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 |

|  |  |
| --- | --- |
| Recruitment | |
| **Please provide details on intended recruitment methods, including copies of any advertisements.** | |
| Social media and face-to-face will be employed to engage the participants. | |
| **Do you need a Gatekeeper to access your participants?** | No |

|  |  |
| --- | --- |
| Data Collection Activity | |
| **Will the research involve a questionnaire/online survey? If yes, don't forget to attach a copy of the questionnaire/survey or sample of questions.** | Yes |
| **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 collect responses?** | No |
| **Will the research involve interviews? If Yes, don’t forget to attach a copy of the interview questions or a sample of the questions** | No |
| **Will the research involve a focus group? If yes, don't forget to attach a copy of the focus group questions or a sample of questions.** | No |
| **Will the research involve the collection of audio recordings?** | No |
| **Will your research involve the collection of photographic materials?** | 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 substances, vitamins) be administered to the participants?** | No |
| **Will the study involve invasive, intrusive or potentially harmful procedures of any kind?** | 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 how will you minimise them?** | |
| The potential risk such as giving false information to the participant can be dealt with by not forcing the participant to administer a questionnaire if not interested, that can be one of the ways to minimize risk. | |

|  |  |
| --- | --- |
| Consent | |
| **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 explain why.** | |
| 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 the capacity to give consent (at any point in the study)?** | No |
| **Will it be necessary for participants to take part in your study without their knowledge and consent?** | No |

|  |
| --- |
| Participant Withdrawal |
| **At what point and how will it be possible for participants to exercise their rights to withdraw from the study?** |
| When participants are no longer interested they can withdraw. |
| **If a participant withdraws from the study, what will be done with their data?** |
| The data will be discarded. |

Participant Compensation

|  |  |
| --- | --- |
| **Will participants receive financial compensation (or course credits) for their participation?** | No |
| **Will financial or other inducements (other than reasonable expenses) be offered to participants?** | NNo |

|  |  |
| --- | --- |
| Research Data | |
| **Will identifiable personal information be collected, i.e. at an individualised level in a form that identifies or could enable identification of the participant?** | No |
| **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?** | No |

|  |  |
| --- | --- |
| Storage, Access and Disposal of Research Data | |
| **Where will your research data be stored and who will have access during and after the study has finished?** | |
| I will be the custodian of my research work and it will be on my laptop, I and my supervisor will have access to the work during the research process and after if my supervisor requests it. | |
| **Once your project is completed, will your dataset be added to an appropriate research data repository such as BORDAR, BU's Data Repository?**  **BORDaR, BU's Data Repository?** | Yes |

|  |  |
| --- | --- |
| Final Review | |
| **Are there any other ethical considerations relating to your project which have not been covered above?** | No |

|  |  |
| --- | --- |
| Risk Assessment | |
| **Have you undertaken an appropriate Risk Assessment?** | Yes |

|  |  |
| --- | --- |
| Attached documents | |
|  |  |

# Appendix 2: Questionnaire

**BOURNEMOUTH UNIVERSITY**

**FACULTY OF BUSINESS SCHOOL**

**DEPARTMENT OF TOURISM MANAGEMENT**

**QUESTIONNAIRE**

Dear respondent,

**COLLECTION OF DATA**

I am an MSC student in the faculty of the Business School Department of Tourism Management at 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 research sturdy on “**ASSESSING THE IMPACT OF SUSTAINABLE TRANSPORT INTEGRATION ON DESTINATION MANAGEMENT IN BOURNEMOUTH** “. I am seeking your assistance to fill out the questionnaires attached. The attached questionnaire will take about eight minutes to complete. confidentiality. Only summary results will be made public, no one except the institution will have access to these records. Should you require the summary, kindly indicate it 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** |
| 1. Age: | () Under 18 () 18-24 () 25-34 () 35-44 () 45-54 () 55-64 () 65 and above |
| 2. Gender: | () Male () Female () Prefer not to say |
| 3. Residency Status: | () Tourist ()resident () Student () Business visitor |
| 4. Marital Status: | () Single () Married () Divorce () Separated |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mode of transportation system** | **Strongly disagree** | **Disagree** | **Neutral** | **Strongly agree** | **Agree** |
| 1. **Car, Cycling, Scoter, walking and Bus are effective modes of transportation?** |  |  |  |  |  |
| 1. Most students use public transport to their tourist destination in Bournemouth. |  |  |  |  |  |
| 1. Use of public transport to tourist destinations save cost? |  |  |  |  |  |
| 1. It is worthwhile to improve the use of bicycles and scoter to tourist destination? |  |  |  |  |  |
| 1. Using bicycles and scoter reduces carbon emissions. |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sustainable transport integration** | **Strongly disagree** | **Disagree** | **Neutral** | **Strongly agree** | **agree** |
| 1. Sustainable transport integration is of utmost important? |  |  |  |  |  |
| 1. Enough information about sustainable transport integration can increase the usage? |  |  |  |  |  |
| 1. Current mode of transportation is sustainable? |  |  |  |  |  |
| 1. Understanding of sustainability concept will affect the acceptance of sustainable transport integration? |  |  |  |  |  |
| 1. Sustainable transport has positive environmental effect? |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Destination Management** | **Strongly disagree** | **Disagree** | **Neutral** | **Strongly Agree** | **Agree** |
| 1. Parking regulation in tourist destination should be followed accordingly? |  |  |  |  |  |
| 1. Speed limitation for cars should be strictly adhering to? |  |  |  |  |  |
| 1. Using scoter, walking, cycling to tourist destination can be environmental friendly? |  |  |  |  |  |
| 1. Pedestrian walkway can contribute to tourist destination to be more coordinated? |  |  |  |  |  |
| 1. Supporting congestion charge can reduce cars in tourist destination? |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Satisfaction level of tourist** | **Very satisfied** | **Satisfied** | **Neutral** | **Dissatisfied** | **Very Dissatisfied** |
| 1. How do you feel on the use of sustainable transportation to your tourist destination? |  |  |  |  |  |
| 1. How do you rate your sustainable transport options to your destination? |  |  |  |  |  |
| 1. How do you feel with your tourist destination environment? |  |  |  |  |  |
| 1. Are you okay with parking regulation and arrangement in your destination? |  |  |  |  |  |
| 1. Does destination management meet your expectation? |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sustainable transport and destination management relationship.** | **Strongly disagree** | **Disagree** | **Neutral** | **Strongly agree** | **Agree** |
| 1. There is no relationship between sustainable transport and destination management? |  |  |  |  |  |
| 1. Relationship between sustainable transport and destination management can have positive impact? |  |  |  |  |  |
| 1. 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](https://research.bournemouth.ac.uk/research-environment/research-data-management/) (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 Iikhani 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](mailto: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 IIkhani 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](https://intranetsp.bournemouth.ac.uk/documentsrep/Research%20Participant%20Privacy%20Notice.pdf) 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: |
| * 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** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Signature  Signature | | | | |
| Name of participant  (BLOCK CAPITALS) |  | Date  (dd/mm/yyyy) |  |
|  |  |  |  |
| Name of researcher  (BLOCK CAPITALS) |  | Date  (dd/mm/yyyy) |  |
|  |

# Appendix 3

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 110 | 100.0 |
| Excludeda | 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, Scoter, 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 scoter to tourist destination? | 1.000 | .810 |
| Using bicycle and scoter 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 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |
| 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 |
| 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 | .541a | .292 | .286 | .40481 |

|  |
| --- |
| a. Predictors: (Constant), Sustainable\_Transportation\_Integration |

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

|  |
| --- |
| a. Dependent Variable: Destination\_Management |
| b. Predictors: (Constant), Sustainable\_Transportation\_Integration |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| 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 | .319a | .102 | .094 | .43862 |

|  |
| --- |
| a. Predictors: (Constant), Sustainable\_Transportation\_Integration |

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

|  |
| --- |
| a. Dependent Variable: Satisfaction\_Level |
| b. Predictors: (Constant), Sustainable\_Transportation\_Integration |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | |
| 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 |
| 1. Dependent Variable: Satisfaction\_Level | | | | | | | | | | |
| **Correlations** | | | | | | | | | | | |
|  | | | | Sustainable\_Transportation\_Integration | | | Destination\_Management | | Satisfaction\_Level | | |
| Sustainable\_Transportation\_Integration | | Pearson Correlation | | 1 | | | .541\*\* | | .319\*\* | | |
| Sig. (2-tailed) | |  | | | .000 | | .001 | | |
| N | | 110 | | | 110 | | 110 | | |
| Destination\_Management | | Pearson Correlation | | .541\*\* | | | 1 | | .218\* | | |
| Sig. (2-tailed) | | .000 | | |  | | .022 | | |
| N | | 110 | | | 110 | | 110 | | |
| Satisfaction\_Level | | Pearson Correlation | | .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). |