

THEME ALLOCATED:	Eco-Friendly Transport – advanced level
PARTNER ORGANISATION:	ECQ
TITLE OF THE WEBQUEST:	Hotel strategy for promotion of eco-friendly transport
INTRODUCTION:	
<p>Nowadays, hotels and resorts are trying to encourage an influx of tourists through a movement of sustainability. Together with the free breakfast and internet that have become the norm within the last few years, the next position is the promotion of eco-friendly behaviour and actions.</p> <p>Part of this eco-friendly behaviour and action includes the promotion and provision of information and services related to using eco-friendly modes of transport. Going green helps hotels to improve their corporate image and it works to attract customers too. In the last few years, many tourists have changed their thinking and this has led to a shift in consumer culture as they choose more green services and products. In the long-term, this way of thinking and behavioural change would create a greener future for all of us where the care for the environment is of our utmost priority.</p>	
TASKS:	
<p>Put yourself in the role of a hotel manager who is building a strategy for an eco-friendly vision of his hotel in terms of promotion and provision of information and services related to eco-friendly transport.</p> <p>Before creating this strategy start your preparation with the following topics and steps:</p> <ol style="list-style-type: none"> 1. What is eco-friendly transport and what are the most popular eco-friendly forms of transport? 2. Why should you provide bicycles at hotels and resorts? 3. How can you provide accessible information for tourists regarding public and alternative modes of transport? 4. How can eco-friendly transport affect tourism sustainability? <p>After you get familiar with the abovementioned topics, start by creating your green strategy. Consider:</p> <ul style="list-style-type: none"> ● Vision of the strategy ● Objectives of the strategy ● Action plan including key actions, services, responsible persons ● Promotion of the strategy to tourists with different access needs 	
PROCESS:	
<p><u>Step 1: What is eco-friendly transport and which are the most popular eco-friendly forms of transport?</u></p> <p>Maria Bjorklund from Linköping University, Sweden defines “Green Transportation” as a: “<i>Transportation service that has a lesser or reduced negative impact on human health and the natural environment when compared with competing transportation services that serve the same purpose</i>”. Bearing in mind the impact that this transport has on the environment, it is also known as eco-friendly transport. Green transportation has a wide range of benefits – environmental, health, economic and an opportunity to budget individually. . Find out more about Eco-Friendly Transport and the key benefits of using it by reading the information in the following links:</p>	

- [What is Green Transportation?](#)
- [Sustainable Transport](#)
- [Sustainable Transport](#)
- [Top 5 Eco-Friendly Transportation Methods](#)
- [Eco-friendly Public Transport](#)
- [Electric Vehicles](#)

Step 2: Why provide bicycles at hotels and resorts?

Bicycles are one of the most popular eco-friendly forms of transport. Cycle tourism is one of the tourism trends that is gaining popularity over the past few years, and that is one of the reasons why many hotels offer rental bikes for their customers. There are many benefits of using and providing bicycles. To learn more about them visit the following websites:

- [4 reasons bikes are the hottest perk for hotels](#)
- [How hotels benefit from the increasing cycle tourism](#)
- [Hotel bicycles take travellers beyond the boundaries of their stay](#)

Step 3: How to provide accessible information for tourists on public and alternative modes of transport?

Some tourists have special requirements regarding their access to public and alternative modes of transport. What kind of information might they need while travelling and what kind of services would assist them? You can learn from the following links:

- [Making Public Transport Information Accessible to Disabled People](#)
- [UNTWO Recommendation of Accessible Information in Tourism](#)

Step 4: How does eco-friendly transport affect tourism sustainability?

According to the World Tourism Organization, sustainable tourism is “*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities*”. Transport is vital for the development of the tourism sector, i.e. there is no tourism without transport. Using eco-friendly ways of transport when possible and thus reducing pollution, is one of the ways to positively contribute to tourism sustainability and save the environment for future generations. However, using transportation in a sustainable manner does not always have to focus on the environment, although it usually does. It can also include using local companies for hired drivers, boat tours, canoe/kayak rentals, or similar. Having these options at hand can help make a destination more sustainable, and help you to better engage in responsible tourism. Click the following links to find out more about the different aspects of sustainable tourism:

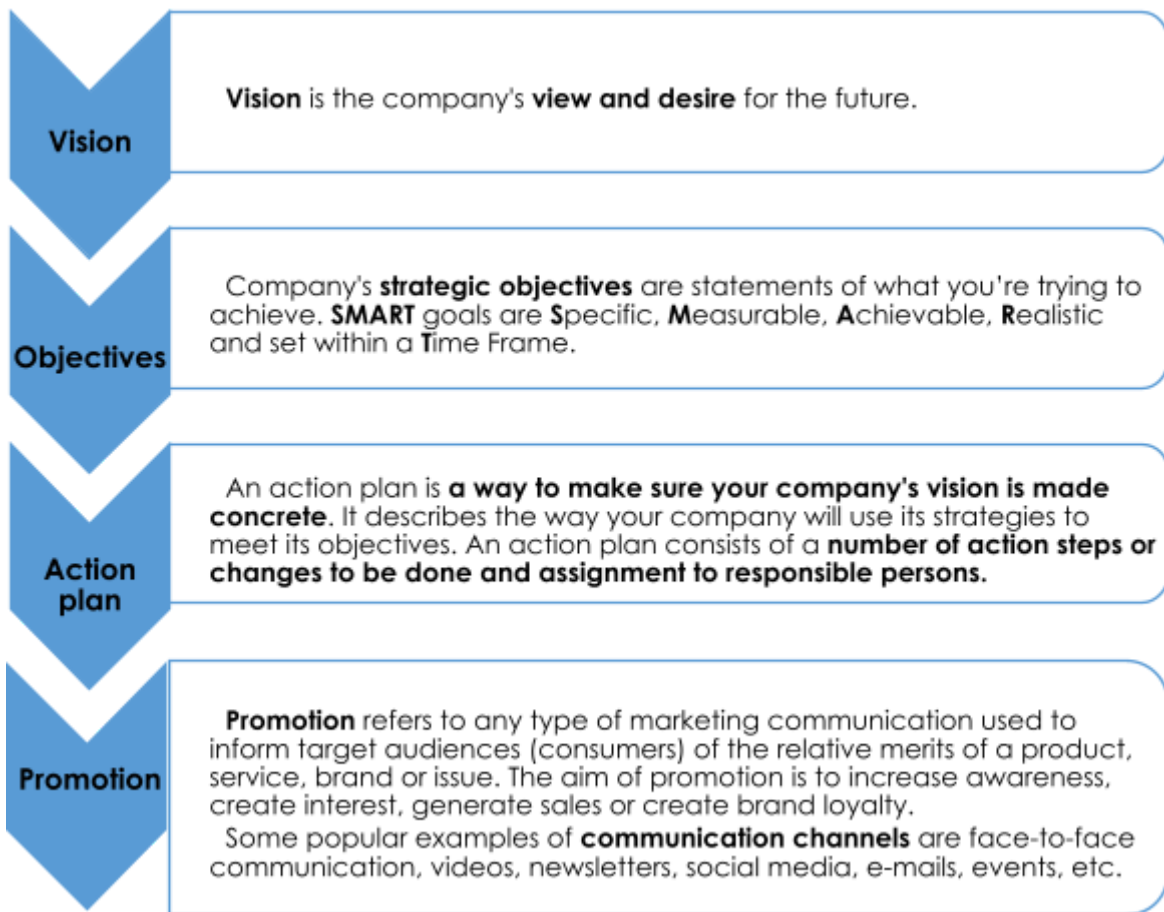
- [Sustainable Tourism](#)
- [Sustainable Tourism](#)

Step 5: Create a strategy for the improvement of your eco-friendly vision of a hotel in terms of promotion and provision of information and services related to eco-friendly transport

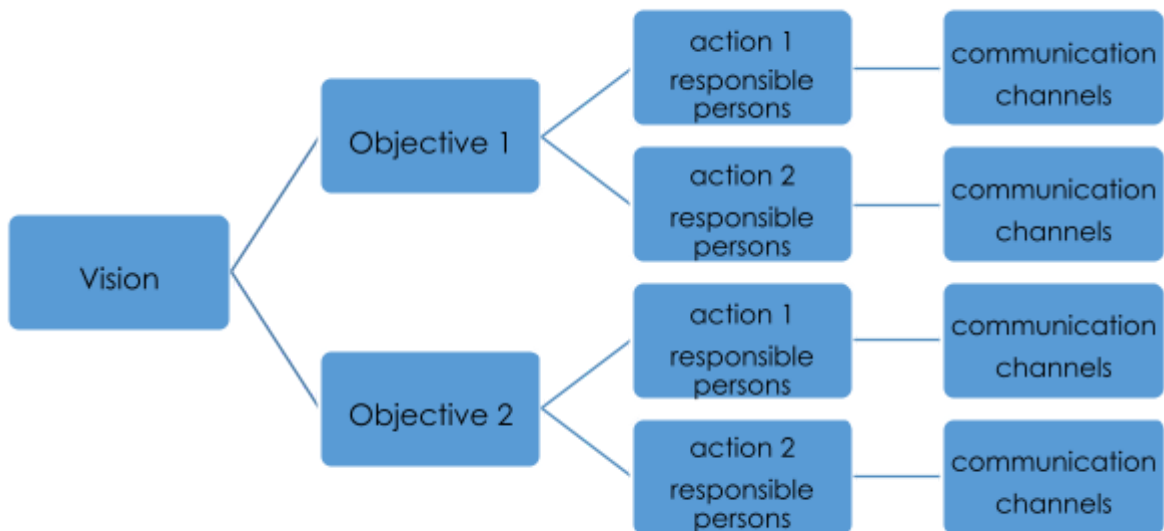
In the development process of your strategy focus on the following main points:

- Vision of the strategy
- Objectives of the strategy
- Action plan including key actions, services, responsible persons
- Promotion of sustainable actions to tourists with different access needs

Read the information and use the template below to facilitate your work and to accomplish your task:



Template for strategy development



EVALUATION:

QUIZ about eco-friendly transport:

1. Why should people be concerned about eco-friendly transport? (choose one answer)
 - a. For the environment
 - b. To save money
 - c. For human health reasons
 - d. All of the above**
2. Which mode of transportation has the biggest environmental impact? (choose one answer)
 - a. A private vehicle
 - b. A public transport
 - c. An airplane**
 - d. A bicycle
3. Eco-friendly transport has an impact on which of the following areas? (choose more than one answer)
 - a. Economic**
 - b. Environmental**
 - c. Renewable Energy
 - d. Social**
4. **What** are the guiding principles related to the Universal design of customer information and communication for tourists? (choose more than one answers)
 - a. Perception**
 - b. Discoverability**
 - c. Understanding**
 - d. Use
5. **What** is the main benefit of providing bicycles at hotels and resorts for tourists? (choose one answer)
 - a. Improves the experiential value of the travel**
 - b. Cardiovascular
 - c. Cost savings
 - d. It is a fashionable

SELF-REFLECTION QUESTIONS about eco-friendly transport:

1. Is eco-friendly transport famous in your country/region/city?
2. Which forms of eco-friendly transport are most popular in your country/region/city? Which of them do you use?
3. Is the information on public and alternative modes of transport accessible for tourists with special needs in your country/region/city?

4. Do the hotels and resorts in your country/region/city provide and promote information and services related to eco-friendly transport?
5. Who are the main actors involved in implementation of hotel strategy for eco-friendly transport?

CONCLUSION:

The way we choose to get from one place to another has a direct effect on the environment. While we may not always be able to choose the ideal mode of transportation, we may be able to make changes that reduce our impact on the environment. The dependency of tourism on transport requires a focused effort. It depends on a strategy for development from different actors in the process of transmission to eco-friendly types of transportation such as touristic enterprises, their staff, tourists, local communities, governors etc. It is also important that the information about eco-friendly transport is accessible for tourists with special needs. Therefore, the knowledge about eco-friendly transport is the starting point for more future joint initiatives that work to care and protect the environment.