Social marketing for tourism: A destination-based approach to encouraging sustainable tourist behaviour

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Context & Background

- Climate Change Act 2008 set binding targets for the lowering of Greenhouse Gas Emissions
- South West England tourist economy worth over £9bn
- Over 22 million staying visitors to the region
Sustainable Tourism

- Is the interaction between the needs of the visitor industry, community and environment

Introduction

- **AIM**: Exploring the potential of social marketing techniques in encouraging sustainable tourist behaviour in 2 case study areas in South West England.

1. To describe and explain the behaviour of tourists within a destination, to include travel to, from, within the destination and including consumption behaviour whilst on holiday
2. To identify, the barriers and motivations for adopting more sustainable tourist behaviour.
3. To identify, using segmentation analysis, specific lifestyle groups that could be targeted with a social marketing intervention to encourage sustainable tourist behaviour.
4. To measure the environmental impact, using REAP for Tourism Eco-logical Foot-printing software, of visitors on a destination area.
Proposed Methodology

- 2 Case study areas

- Quantitative data – questionnaire data, diary of tourist behaviour & consumption
- Qualitative – semi-structured interviews

What is Eco-logical foot printing?

- The Ecological Footprint estimates the full “resource consumption and waste assimilation requirements of a defined human population or economy” (Wackernagal and Rees, 1996)

Global population divided by the bio-productive land space = 1.8 gha (WWF, 2006)
Why use eco-logical foot printing?

- Baseline indication of environmental impact of tourist behaviour at resort level
- Calculates full resource use of a behaviour and sets finite limits for resource use
- Allows for comparisons between visitor types and destinations
- Allows for pin-pointing and targeting of problem behaviours
- Scenario testing

What is REAP for tourism?

- REAP = Resource Energy Analysis Program
- Software program that acts a resource use calculator
- Calculates Eco-logical footprint, Carbon footprint, Greenhouse Gas Emissions and waster and water usage attributable to tourism
REAP for Tourism

REAP visitor profiles

- Backpacker, luxury weekender & family holiday.
- Accommodation, food, travel, entertainment, activities & shopping

14 nights in Cornwall
- 7 nights camping, 7 nights in hostel, arrives by train
- £30 in a pub
- £25 in cafes
- £48 groceries
- 2 trips to the cinema
- 1 music concert

3 nights in luxury hotel in Bath
- Fly to the city
- Uses taxi to get around
- £100 in restaurants
- £50 in pub’s
- £100 on jewellery & art
- 2 visits to museums & art gallery’s

Self-catering in Dorset for 7 nights
- Drive in their car
- 300km round trip.
- Travel a further 150km on holiday
- £120 on grocery’s
- Buy toys, Visit the beach, castle, zoo and theme park
### Total Eco-logical footprint

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>EF per visitor day (metres squared)</th>
<th>Planet Earth’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backpacker</td>
<td>77.86</td>
<td>1.5</td>
</tr>
<tr>
<td>Luxury W/E</td>
<td>658.33</td>
<td>13.37</td>
</tr>
<tr>
<td>Family</td>
<td>243.14</td>
<td>4.93</td>
</tr>
<tr>
<td>Resident</td>
<td>5.42</td>
<td></td>
</tr>
</tbody>
</table>

Comparing tourist behaviour in terms of eco-logical footprint
Impact of targeting behaviour on ecological footprint

![Impact of targeting behaviour on ecological footprint chart]

**Conclusion**

Focussed on encouraging and enabling behaviour change amongst tourists

Based on understanding individual behaviour

Incorporates environmental impact of tourist behaviour in the process, recognises finite limits to resource use
Thank you!

• Any Questions?

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Bibliography