Course title: Managing Tourism and Transportation in a Global Environment

**Code:** 229151

**Instructor:** Prof. Yechezkel Israeli

**Credit hours:** 2

**Year:** 1; **Semester:** B

**Academic year**: 2021-22 (תשפ"ב)

**Course objectives:**

The course is focused on the relationship between transportation and tourism in the global context. On one hand, transportation development was one of the main accelerators of tourism development; while on the other hand, the evolving manifestation of the tourism industry and the substantial changes in tourism behaviour required increasingly more sophisticated transport technologies. Tourism has been the highest of all types of mobility over the past decades.

The course concentrates mostly on surface transport, as the accessibility to tourist destinations (from national level to individual site) is vital for having demand and creating an economic impact. Besides, focus is also given to other transport modes that have an influence on the international tourism long-haul travels, such as high-speed trains and the cruise industry. Aviation is mentioned briefly, as a specific elective course is dedicated to it.

**Intended learning outcomes:**

By the end of the course students will have the following abilities:

1. Employing transportation considerations within tourism planning and management issues.
2. Understanding how evolvement in transportation technologies, influence tourism trends and habits.
3. Implementing changes in transportation policy and regulations for an efficient tourism management.
4. Managing more efficiently the interface between global and local transportation systems in tourism.

**Schedule of lessons:**

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| **Lesson #** | **Topic** | **Details** | **Relevant reading assignments** |
| 1 | The relationship between tourism and transportation | Means of transport for tourism; Transport as destination developer; Tourism as accelerator for new transport systems and technologies | 5 (Part 2);  10 (chap. 6, 8);  6 (chap. 3, 4) |
| 1 | Planning approach | The difference between transportation planners and tourism planners approaches; Sources of data; Stable systematic demand and variable tourist demand | 7 |
| 2 | The structure of global transportation networks | Hierarchy of networks; Connectivity and integration between transport means; Long hauls versus short hauls; Influence of speed and distance | 9 (chap. 9);  8 (chap. 4.4, 4.5, 4.6) |
| 2 | Seasonality | Commuting versus tourist and holiday makers; Weekdays versus weekends and holidays; Daily, weekly and yearly seasonality; Methods of controlling transport seasonality | 7 |
| 3 | Barriers and constraints | Infrastructure related problems; Problems of transportation accessibility towards and within tourist destinations; Constrained urban destinations and historical towns; Environmental and social impacts | 7;  10 (chap. 8);  3 (chap. 7) |
| 4, 5, 6 | Strategies for tourism flow management (global, national and local levels) | Traffic arrangements; Enhancement of road networks and infrastructures; Flexible transport services; Spread of tourism demand over space; Spread of tourism demand over time; The use of ICT | 7;  9 (chap. 6);  10 (chap. 6); |
| 6 | Tourist destination management | The relationship between site/destination management and the tourism flows; Management of hallmark events (Expo, Olympic games, World football championship, etc.) ; Reduction of social and environmental impacts; Coping with physical barriers (topography, climate, etc.) | 7 |
| 7 | Demand for tourist travel | Analyzing the demand for tourist travel; Accessibility and demand flexibility; Attractiveness of tourist destination regarding accessibility | 9 (chap. 6);  10(chap. 4) |
| 8 | High speed train (HST) | The role of HST in both national and international levels; The impact of HST on the airline industry; HST and destination choice; HST and destination development | 2, 4 |
| 9, 10, 11 | Cruise industry | Globalization and the cruise industry; The cruise ship as a destination; Principal zones of operation; Segmentation of product according to world market; Cruise lines (regional and global); Principal operating groups; Characteristics of the demand; The effect of cruise lines on destinations | 5 (Part 3);  9 (chap. 10); |
| 12,13 | Flexible and smart transportation | The role of shared transportation on tourism mobility: Car pool; Uber; Lift; rented bikes and scouters;  Prospects of autonomous transportation | 1 (chap. 24 sec. 7, 8; chap. 26) |

**Grading scale:**

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| **Assignment** | **Percentage of final grade** |
| Exercises | 30% |
| Oral presentation | 30% |
| Written PPT | 20% |
| Annex report to PPT | 20% |
| **Total** | **100%** |

Note: Addition or reduction of points might be according to general impression of student’s diligence, attendance and participation in class.

**Main bibliography:**

1. Bliemer, M., Mulley, C. C. & Mouton (2016). *Handbook on Transport and Urban Planning in the Developed World*. UK and USA: Edward Elgar Pub.
2. Delaplace, M., Pagliara, F., Perrin, J. & Mermet, S. (2014). Can High Speed Rail Foster the Choice of Destination for Tourism Purpose? *Procedia – Social and Behavioral Sciences* 111: 166-175.
3. Fyall, A., Garrod, B., Leask, A. & Wanhill, S. (2008). *Managing Visitor Attractions*. London and N.Y.: Routledge.
4. Givoni, M. (2006). Development and Impact of the Modern High Speed Train: A Review. *Transport Review* 26 (5): 593-611.
5. Gross, S., & Klemmer, L., eds. (2014). *Introduction to Tourism Transport*. Boston: CABI.
6. Hall, M., Le-Klahn, D. & Ram, Y. (2017). *Tourism, Public Transport and Sustainable Mobility*. UK: Channel View Pub.
7. Israeli, Y. & Mansfeld, Y. (2003). Transportation Accessibility to and within the Old City of Jerusalem. *Tourism Geographies* 5(4): 461-481.
8. Lohmann, G. & Netto, A.P. (2017). *Tourism Theory: Concepts, Models and Systems.* UK: CABI.
9. Lumsdom, L. & Page, S., eds. (2004). *Tourism and Transport: Issues and Agenda for the New Millenium*. UK: Elsevier.
10. Page, S. (2009). *Transport and Tourism: Global perspectives*. UK: Pearson Prentice Hall.

**Secondary Bibliography:**

1. Albalate, D., Campos, J., & Jiménez, J. L. (2017). Tourism and high speed rail in Spain: Does the AVE increase local visitors? *Annals of Tourism Research*, 65: 71-82.
2. Banister, D. (2005). Unsustainable Transport: City Transport in the New Century. London & NY: Routledge. Chapter 9.
3. Goeldner, c. & Ritchie, B. (2012). *Tourism: Principles, Practices, Philosophies. Chap. 5: Passenger Transportation*. N.J.: John Wiley and Sons.
4. Page, S. (1999). *Transport for Tourism*. Ney-York: Longman.
5. Richards, B. (2001). *Future Transport in Cities*. London & NY: Spon Press.
6. World Tourism Organization (2010). *Cruise Tourism: Current Situation and Trends*. Madrid: UNWTO.