

Contents

	Boxed Insights and Case Studies	vii
	Figures, Tables and Plates	ix
	Acknowledgements	xiii
	Acronyms	xv
1	Introduction	1
	Introduction	1
	Defining Tourism	2
	Defining and Conceptualising Public Transport	5
	Why Should We Be Interested in Tourism and Public Transport?	18
	Examining Public Transport and Tourism	32
2	Tourism Demand for Public Transport	41
	Introduction	41
	Tourists' Transport Modes at Destination	41
	Statistics on Tourists' Transport Modes at the National Level	44
	Tourist Behaviour, Decision-making and Satisfaction	50
	Chapter Summary and Conclusion	67
3	Local and Intra-Destination Public Transport	69
	Introduction	69
	Factors Affecting Mode Choice at Destination	69
	Railways, Trams and Light Rail	72
	Bus	75
	Taxi	80
	Ferries and Waterborne Transport	84
	Cycling	87
	Walking	89
	Chapter Summary and Conclusion	98

4	Long-Distance and Inter-Destination Public Transport	100
	Introduction	100
	Railways	102
	Bus and Coach	112
	Ferries and Waterborne Transport	116
	Cycling	120
	Walking	123
	Chapter Summary and Conclusion	128
5	Tourism and Public Transport, Operational Management and Marketing	130
	Introduction: Integrated Planning and Marketing	130
	Marketing to Tourists	134
	Social Media, Crowdsourcing and Smart Technologies	154
	Safety and Security	160
	Sharing Economies	162
	Accessibility and Disability	166
	Socio-economic Accessibility	168
	Chapter Summary and Conclusion	173
6	Futures and Conclusions	176
	Urbanisation	176
	Active Travel and Sustainable Mobility	179
	Behavioural Change	183
	Conclusion: Tourism, Public Transport and Sustainable Mobility	196
	References	199
	Index	225