



Transport Infrastructure, Tourist Behaviour and Spatial Structure in the Landscapes and Habitats of the Alps

S Beige

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Abstract

Within the framework of the National Research Programme 48 "Landscapes and Habitats of the Alps" the Institute for Transport Planning and Systems is working on the research project "Transport Infrastructure, Tourist Behaviour and Spatial Structure in the Landscapes and Habitats of the Alps" which aims at analysing the relationships between the land use, the transport system and the tourist facilities, and their usage by tourists. The approach of the project is to look at these relationships at two different levels, namely at the national and at the regional level. At the regional level six different tourist regions within Switzerland are chosen as case study areas, which include the Aletsch-area, Verbier, St. Moritz, Scuol, Wengen and Engelberg. These areas are selected to represent contrary characteristics concerning location, national and regional accessibility, style, price level, etc. At both levels the transport infrastructure and spatial structure are analysed by their provision of large scale and small scale accessibility. The behaviour of tourists is at the national level characterised by destination and mode choices as well as frequencies of visits. At the regional level tourists and their actual behaviour at the destination are described. In order to collect data about tourist behaviour a survey was carried out in collaboration with the tourism organisations on location. A pretest took place in Engelberg during the winter 2003 whereas the main survey in all six case study areas took place during the following winter season. The survey concentrated on overnight tourists staying in hotels, guesthouses and holiday homes. Through their accommodation the tourists received a self-completion written questionnaire and a self-addressed envelope. The questionnaire consisted of different parts. On the one hand demographic, socio-demographic and socio-economic characteristics of the respondents were collected. On the other hand people were asked to give general information about the ongoing stay at the location and to complete an activity-based diary for one day of this stay. Furthermore data on preferences in winter vacations and on the general travel behaviour were collected. The time required to fill in the questionnaire amounted to

approximately ten to fifteen minutes. Altogether 763 questionnaires of a total of 3000 distributed questionnaires were returned. This equals a return rate of 25.4%, which seems to be relatively low. However, it needs to be taken into account that the tourists were not contacted directly but indirectly through their accommodation.

Keywords

Survey of tourist behaviour , Winter tourism , Activities of tourists

Preferred citation style

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1.0 Document Description

Citation

Title: Transport Infrastructure, Tourist Behaviour and Spatial Structure in the Landscapes and Habitats of the Alps

Subtitle: Survey of Tourist Behaviour

Alternative Title: Verkehrssystem, Touristenverhalten und Raumstruktur in alpinen Landschaften

Identification Number: NFP 48

Authoring Entity: Sigrun Beige (IVT, ETH Zurich)

Other identifications and acknowledgements: Prof. Kay W. Axhausen

Other identifications and acknowledgements: Peter Keller

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Documentation Status: Draft version published

2.0 Study Description

Citation

Title: Transport Infrastructure, Tourist Behaviour and Spatial Structure in the Landscapes and Habitats of the Alps

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Study Scope

Keywords: Survey of tourist behaviour , Winter tourism , Activities of tourists

Topic Classification: Survey of tourist behaviour at the destination in winter tourism

Abstract: Within the framework of the National Research Programme 48 "Landscapes and Habitats of the Alps" the Institute for Transport Planning and Systems is working on the research project "Transport Infrastructure, Tourist Behaviour and Spatial Structure in the Landscapes and Habitats of the Alps" which aims at analysing the relationships between the land use, the transport system and the tourist facilities, and their usage by tourists. The approach of the project is to look at these relationships at two different levels, namely at the national and at the regional level. At the regional level six different tourist regions within Switzerland are chosen as case study areas, which include the Aletsch-area, Verbier, St. Moritz, Scuol, Wengen and Engelberg. These areas are selected to represent contrary characteristics concerning location, national and regional accessibility, style, price level, etc. At both levels the transport infrastructure and spatial structure are analysed by their provision of large scale and small scale accessibility. The behaviour of tourists is at the national level characterised by destination and mode choices as well as frequencies of visits. At the regional level tourists and their actual behaviour at the destination are described. In order to collect data about tourist behaviour a survey was carried out in collaboration with the tourism organisations on location. A pretest took place in Engelberg during the winter 2003 whereas the main survey in all six case study areas took place during the following winter season. The survey concentrated on overnight tourists staying in hotels, guesthouses and holiday homes. Through their accommodation the tourists received a self-completion written questionnaire and a self-addressed envelope. The questionnaire consisted of different parts. On the one hand demographic, socio-demographic and socio-economic characteristics of the respondents were collected. On the other hand people were asked to give general information about the ongoing stay at the location and to complete an activity-based diary for one day of this stay. Furthermore data on preferences in winter vacations and on the general travel behaviour were collected. The time required to fill in the questionnaire amounted to approximately ten to fifteen minutes. Altogether 763 questionnaires of a total of 3000 distributed questionnaires were

returned. This equals a return rate of 25.4%, which seems to be relatively low. However, it needs to be taken into account that the tourists were not contacted directly but indirectly through their accommodation.

Time Period: -

Date of Collection: -

Country: Switzerland

Geographic Coverage: The six case study areas in Switzerland are the Aletsch-area, Verbier, St. Moritz, Scuol, Wengen and Engelberg. The Aletsch-area and Verbier are located in the canton Valais, St. Moritz and Scuol in the canton Grisons, Wengen in the canton Berne and Engelberg in the canton Obwalden.

Geographic Unit(s): Selected tourist regions

Unit of Analysis: Individuals (tourists)

Universe: Overnight tourists staying in hotels, guesthouses and holiday homes during the winter season 2004

Kind of Data: Survey data

Methodology and Processing

Time Method: Winter season 2004

Sampling Procedure: The survey of the tourist behaviour concentrated on overnight tourists staying in hotels, guesthouses and holiday homes. The overnight tourists received the questionnaire and a self-addressed envelope through their accommodation. All hotels and guesthouses in each study area were contacted and asked to pass on the questionnaire to their guests. Regarding the holiday homes a random sample of addresses was selected to which the questionnaires were delivered via letterbox.

Mode of Data Collection: The survey concerning the tourist behaviour was carried out by means of a self-completion written questionnaire which was tested for operability, comprehensibility and acceptance beforehand. The questionnaire consisted of different parts. On the one hand demographic, socio-demographic and socio-economic characteristics of the respondents were collected, such as place of residence, gender, age, family status, household size, occupation and income as well as ownership of mobility tools. On the other hand people were asked to give general information about the ongoing stay at the location and to complete an activity-based diary for one day of this stay. The activity-based approach was chosen instead of the trip-based approach due to its greater generality concerning the behaviour of tourists. Additionally data on preferences in winter vacations in regard to importance and appraisal by the tourists were collected. To further describe the respondents questions about the general travel behaviour as for instance the number of journeys within the last year were incorporated. The time required to fill in the questionnaire amounted to approximately ten to fifteen minutes. The questionnaire was in each case study area distributed in two languages. Depending on the predominant language in the particular case study area there was a German or a French version. Besides this an English version was added in each of the six areas. 500 questionnaires were distributed in each of the six case study areas. The number of questionnaires per accommodation was determined according to the number of available beds.

Type of Research Instrument: Structured questionnaire

Sources Statement

Weighting: No weighting

Response Rate: 500 questionnaires were distributed in each of the six case study areas. Of the total of 3000 questionnaires 763 questionnaires were returned. This equals a return rate of 25.4%.

Data Access

Availability Status: Available

Extent of Collection: Two data files (persons and activities)

Completeness of Study Stored: Complete data

Number of Files: 2

Access Authority: Prof. Kay W. Axhausen

Citation Requirement: Beige, S. und K. W. Axhausen (2005) Verkehrssystem, Touristenverhalten und Raumstruktur in alpinen Landschaften - Feldbericht der Erhebung zum Touristenverhalten, NFP 48-Projekt, Arbeitsberichte Verkehrs- und Raumplanung, 268, Institut fuer Verkehrsplanung und Transportsysteme (IVT), ETH Zuerich, Zuerich.

Other Study Description Materials

Related Materials

Citation

Title: Questionnaires

Holdings
Information: <http://129.132.96.89/nfp48/questionnaires.zip>

Related Publications

Citation

Title: Field report of the survey

Holdings
Information: <http://www.ivt.ethz.ch/vpl/publications/reports/ab268.pdf>

Citation

Title: Results

Holdings
Information: <http://www.ivt.ethz.ch/vpl/publications/reports/ab294.pdf>

3.0 File Description

File: Persons.NSDstat

- File Structure: hierarchical
- Record Group
- Number of cases: 763
- No. of variables per record: 143
- Type of File: NSDstat 200203

3.0 File Description

File: Activities and areas.NSDstat

- File Structure: hierarchical
- Record Group
- Number of cases: 2483
- No. of variables per record: 96
- Type of File: NSDstat 200203

4.0 Variable Description

Variable Groups

- [Persons](#)
- [Person description](#)
- [Household description](#)
- [Place of residence](#)
- [Description of the stay](#)
- [Accommodation](#)
- [Accompanying persons](#)
- [Activities](#)
- [Questionnaire](#)
- [Preferences](#)
- [General travel behaviour](#)
- [Activities](#)
- [Description of the activity](#)
- [Description of the stay](#)
- [Person description](#)
- [Household description](#)
- [Place of residence](#)
- [Questionnaire](#)
- [General travel behaviour](#)
- [Description of the municipality](#)
- [Accommodation](#)
- [Tourist facilities](#)

Persons

Variable Groups within *Persons*

- [Person description](#)
- [Household description](#)
- [Place of residence](#)
- [Description of the stay](#)
- [Questionnaire](#)
- [Preferences](#)
- [General travel behaviour](#)

