

Transport and the Recession: an Opportunity to Promote Sustainable Transport Modes?

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Abstract

What impact does the recession have on people's travel behaviour? In contrast to what was observed during *historic* recessions, the take-up of sustainable transport modes appears to have increased in some automobile-dominant societies during the *current* recession.

Dr Lee offers a possible explanation that the expansion of environmental awareness between the previous and the current economic cycle had a happy encounter with the financial advantages offered by environmentally-friendly modes during the current recession which was accompanied by fuel price increases. Linking this to what is widely known as the 'value-action' gap, which tends to be more pronounced in the area of travel behaviour, I propose that the changes to environmentally responsible behaviour can be promoted by enlarging the return expected from the behavioural change in question (by adding extra benefits to those arising solely from the fulfilment of individual's belief).



Dr Shin Lee

Shin is a lecturer at Cardiff University. After receiving humanities education in S Korea, she moved to USA in 1989 where she obtained Master's and PhD degrees in planning and transport from the University of Southern California and then to Cardiff in 2001 where she has been teaching and researching thereafter. She currently leads the MSc Transport and Planning programme.

Unpacking various influences on travel behaviour and linking it to sustainability and health has been the focus of her recent research with a particular interest in the role of built environment and other policy and planning interventions. Another enduring research theme of hers is the evolution of urban structure – how we have, over time, changed the ways we organise our activities and the patterns we interact with each other in space.