

Workshop on Sustainable Tourism & Mobility

Guidelines for a more sustainable tourist mobility in rural regions



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2nd ERMN-Meeting
Bingen am Rhein - October, 11th, 2023



Agenda

1. Overview about participants and the mobility needs of their rural regions
2. Presentation of the intention and selected content of the guidance on “sustainable mobility in rural tourism regions”
3. Inspiring examples from
 1. Emilie Ursule from the Normandy, France
 2. Susanne Stockmann & Weronica Stålered from Kalmar Region, Sweden
4. Feedback, suggestions and ideas on specific mobility solutions for different types of rural regions
5. Wrapping up



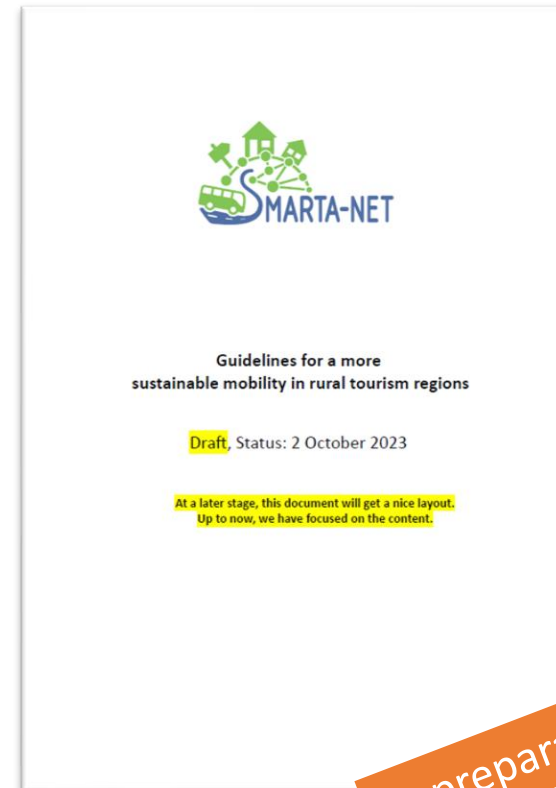
Overview about participants and the mobility needs of their rural regions



- **Professional background:** Tourism, Mobility, Other
- **Landscape:** Island, Coastal, Inland
- **Topography:** Lowland or hilly, Low Mountain range, Alpine
- **Tourism intensity:** High, Medium, Low
- **Car-free accessibility of tourism accommodations:** Good, Medium, Poor
- **Car-free accessibility of tourism places:** Good, Medium, Poor

The Guidance on “Sustainable mobility in rural tourism regions”

- Purpose:
 - to inform about how to connect **tourist destinations** to resilient sustainable **mobility networks** and
 - to adapt **mobility offers** to **tourists needs**
- Main **target groups**: local authorities and rural tourism providers



In preparation

What's in it for you?

The guideline

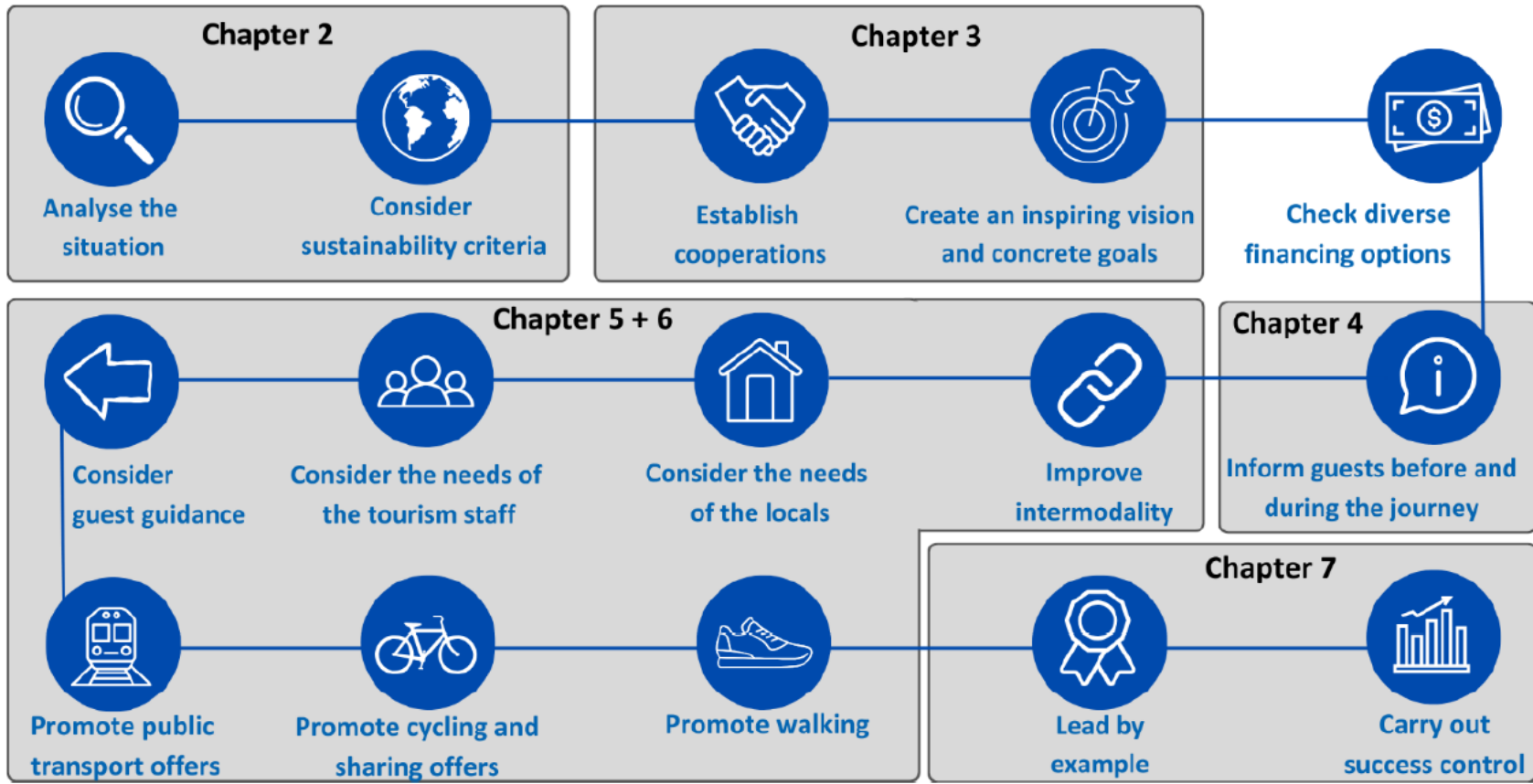
- helps users to gain knowledge of sustainable mobility in rural tourism communities,
- gives good practice examples of inspiring and sustainable touristic mobility offers and
- provides guidance on how to implement sustainable mobility solutions in their regions.

Content

1. Tourist mobility in rural areas: Situation, challenges and goals
2. Come together – Networking and joining forces
3. Inspiration and information with focus on sustainable mobility in rural tourism areas
4. Arrival and last mile – hints and tips for rural regions
5. Mobility on site – hints and tips for rural regions
6. Collect data and evaluate your efforts

How to make mobility more sustainable in rural tourism regions

Overview



Source: Own illustration

Self diagnostic tool helps to analyse the situation

Analyse the situation

- Online-tool (answers can be saved as pdf)
- pdf-version

NIT Sustainable mobility in European rural tourism destinations **SMARTA-NET**

STATUS: 31.05.2023

Self-check on sustainable tourist mobility for rural regions

This self-check was developed to help rural places to gain knowledge and a realistic overview of the characteristics and the tourist mobility in their own region. Analysing the situation in your own area will help you to move forward on the way to a more sustainable tourism mobility – because it is easier to head in the right direction, if you know where you come from. After completing the self-assessment, you will also see which fields of action there are in order to be able to define measures that lead to more sustainable tourist mobility.

By sustainable mobility, we mean spatially, temporally and financially attractive means of transport for tourists and day trippers, whose negative effects on the environment and people (CO₂-emissions, resource consumption, exhaust gases, noise, traffic jams, etc.) are as low as possible.

You do not have to fill out the questionnaire completely yourself, but you can ask stakeholders in your region or municipality for support. So, if there are any questions which you can't answer, just leave them out and try to find someone else who is more comfortable with it. The answers can be saved, so the self-check can also be interrupted and continued later. Networking is very important for rural tourist mobility, it helps to get the relevant actors on board from the beginning!

Your input will be used to analyse how regions in Europe perform in relations to sustainable mobility. Additionally, you are welcome to save your entries by printing a pdf-document (at the end of the survey) and use it for your own work.

In case of any questions, please contact Bente Grimm via grimm@nit-kiel.de or +49 431 666 567 18.

Your Country:

Your Region:
if your region is very heterogeneous, each community should participate in the self-check itself

RURALITY

1 Topographically, in which area is your region located?

Lowland and hilly
 Low mountain range
 Alpine

2 Which landscape is predominant in your region?
 Island
 Coastline
 Inland
 Other:

3 How many inhabitants has your region?

4 How big is your region (km²)?

5 How is the urban-rural relationship?
 Predominantly rural region
 Intermediate region
 Predominantly urban region

TOURISM

6 Which types of accommodation is predominant in your region?
Please select at most 3 answers.

Mainly hotels
 Mainly apartments
 Mainly camping
 Mainly farm
 Mainly guesthouse
 Mainly B&B

7 How many overnight stays are there in your region per year?
[Nights spent at tourist accommodation establishments by NUTS 2 regions](#)

8 What source market do the guests come from?
 Mainly international
 Mainly domestic
 Equal share of international and domestic

9 How do guests arrive at the accommodation?
 Guests arrive by car
 Guests arrive by train
 Guests arrive by long distance bus
 Guests arrive by coach
 Guests arrive by ship
 Guests arrive by bike

10 How do guests move from the accommodation to the site?
 Guests use their own cars
 Guests use rented cars
 Guests use public transport
 Guests use coaches
 Guests use a bike for short routes and a car for longer routes
 Guests walk short routes and use a car for longer routes
 Guests don't move much, mostly stay at their hotel/resort

11 Other, namely:

12 How do guests move from the site to the accommodation?
 Guests arrive by car
 Guests arrive by train
 Guests arrive by long distance bus
 Guests arrive by coach
 Guests arrive by ship
 Guests arrive by bike

13 Which on site mobility patterns are typical for tourists in your region?
 Guests use their own cars
 Guests use rented cars
 Guests use public transport
 Guests use coaches
 Guests use a bike for short routes and a car for longer routes
 Guests walk short routes and use a car for longer routes
 Guests don't move much, mostly stay at their hotel/resort

14 How suitable is your region for guests who want to arrive in your region without a car?
Arrival
 Very good (all accommodations can be reached without a car)
 Good (almost all accommodations can be reached without a car)
 Medium
 Poor (almost no accommodations can be reached without a car)
 Very poor (no accommodations can be reached without a car)

15 How suitable is your region for guests who want to be mobile in your region without a car?
Mobility on site
 Very good (all touristic places can be reached without a car)
 Good (almost all touristic places can be reached without a car)
 Medium
 Poor (almost no touristic places can be reached without a car)
 Very poor (no touristic places can be reached without a car)

16 Please name the most important tourist hot spots/facilities/offers in your region and evaluate their accessibility or connection from a centrally located starting point in your region by different means of transport.
Thereby means 1 = Good, 2 = Medium and 3 = Poor.

Tourist hot spots/facilities/offers	Distance from starting point	Accessibility/connection			
		Car	Public transport	Bike	By foot

17 Please indicate which starting point you have in mind:

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Online-version



Get an overview about the status quo

Getting to Austrian destinations by train and bus

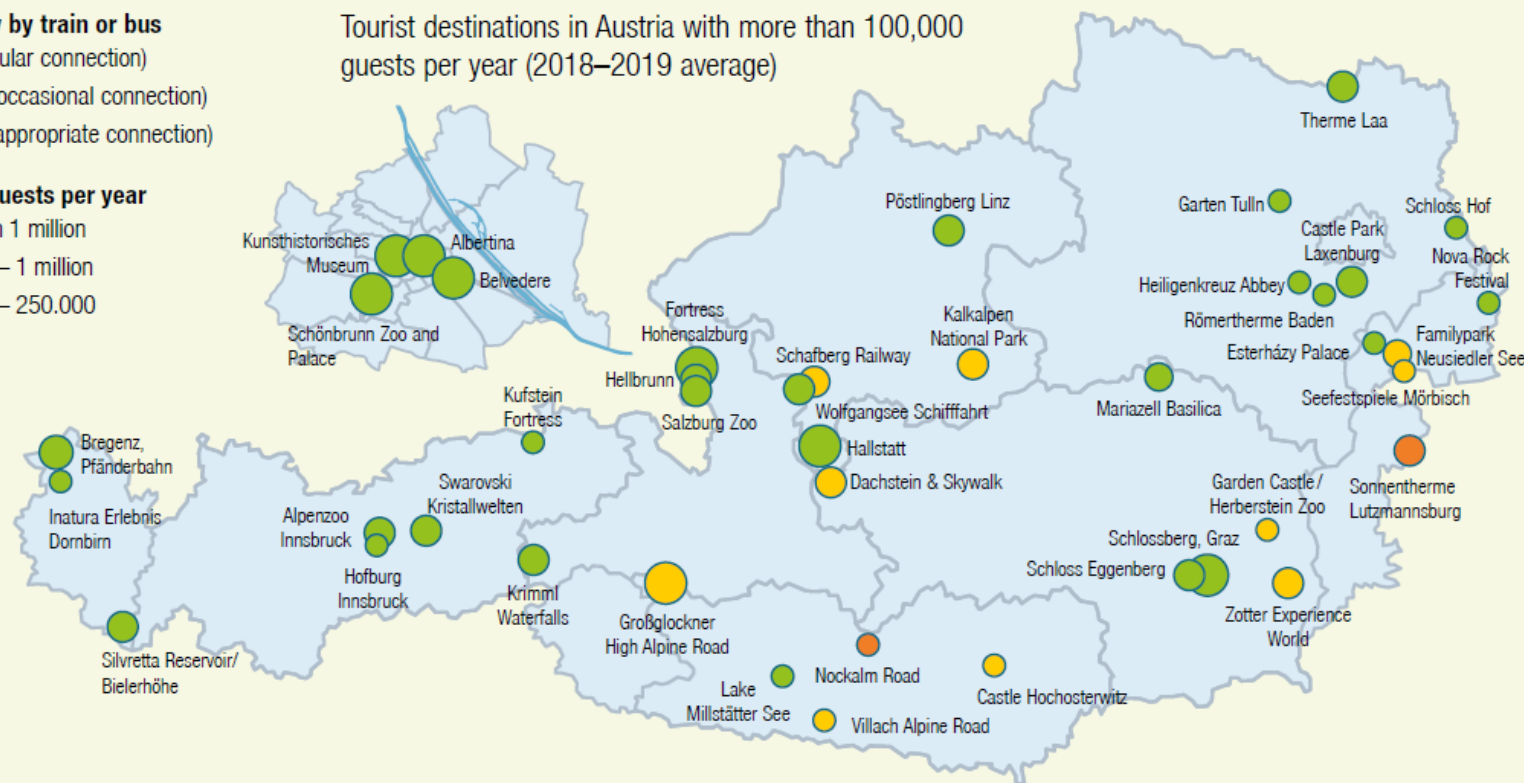
Accessibility by train or bus

- good (regular connection)
- average (occasional connection)
- poor (no appropriate connection)

Number of guests per year

- more than 1 million
- 250.000 – 1 million
- 100.000 – 250.000

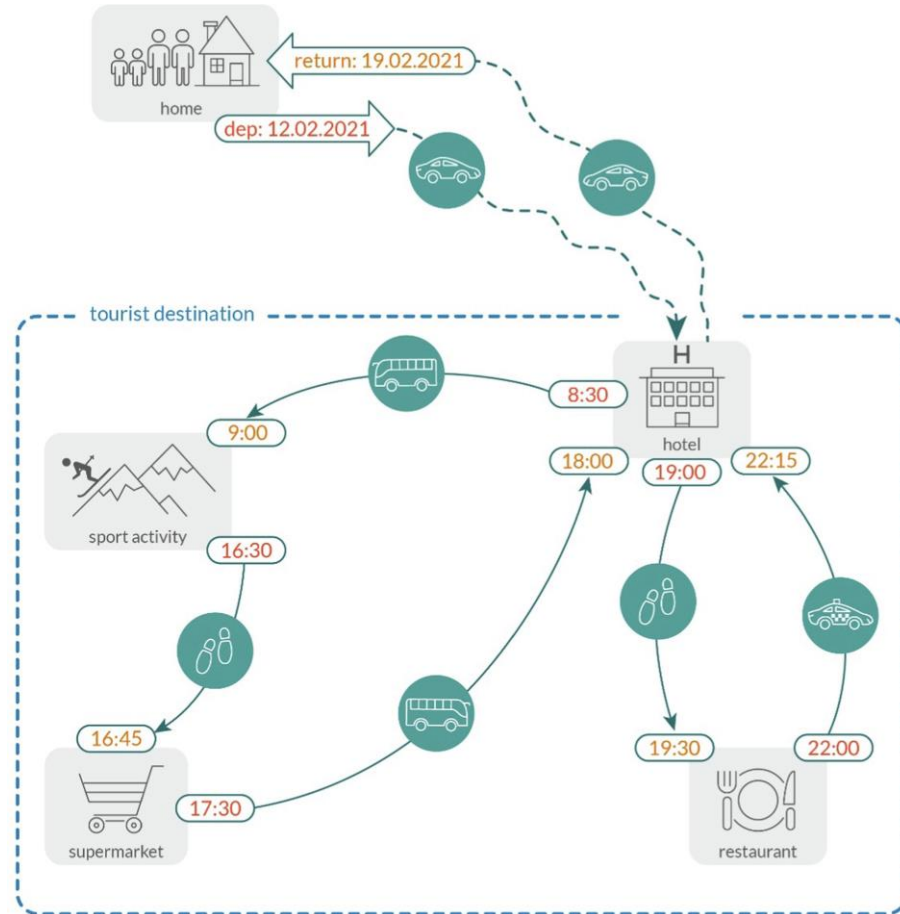
Tourist destinations in Austria with more than 100,000 guests per year (2018–2019 average)



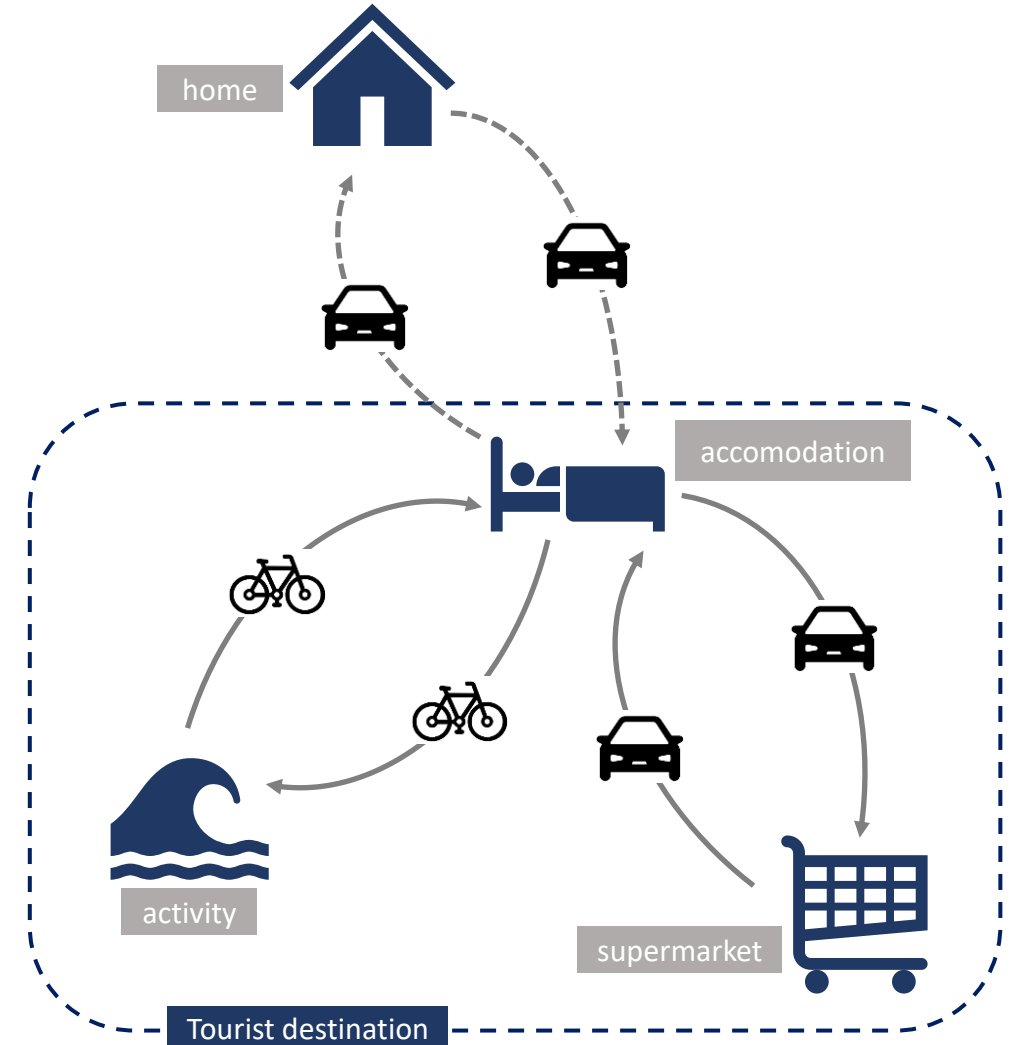
Source: Juhasz A. 2022 Chart: VCÖ 2022

Take different mobility patterns into account

Definition of target groups



Source: Bartosz Bursa, Markus Mailer, Kay W. Axhausen (2022)



Source: Own illustration

Find partners and communicate advantages of sustainable mobility in rural tourism regions

- Positive perception in the competitive environment
- Strengthening of competitive position and location quality
- Development of new market segments
- Creation of new business opportunities
- Reduction of congestion, noise and climate pollution
- Increasing road safety
- Improving the tourism acceptance
- ...

Motivate and inform potential guests

Stakeholders **with open communication channels** headed towards tourists

- Inform visitors **actively and comprehensively** about sustainable mobility offers to and within the destination
- Give information **before the trip** to encourage visitors to choose the environmentally friendly mode of transport for arrival
- Give information **during the trip** so that the guest feels well informed and can move around the destination in a sustainable way without any difficulty

Stakeholders **without open communication channels** headed towards tourists

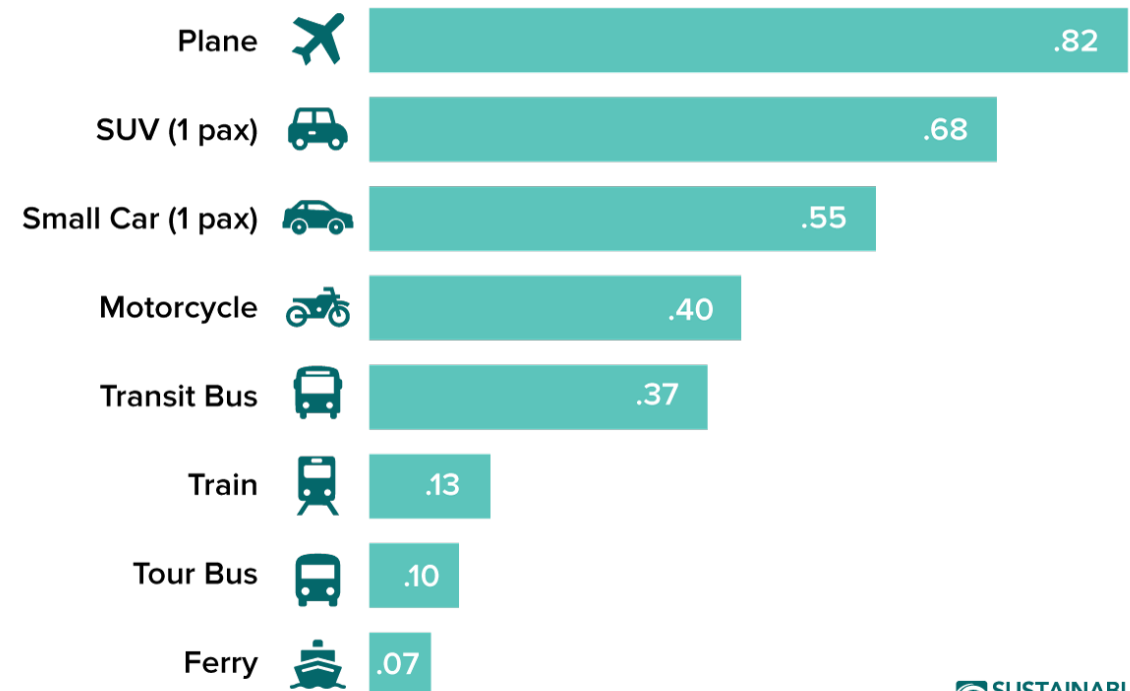
- Give **assistance** and deliver all necessary information to tourist-informations, tourist attractions and tourist accommodations (pro-active)
- **Identify a person** who is responsible for requests of tourism stakeholders and communicate the name and contact data of this person

The aim: Less flights, less car rides

- Identify source markets of tourists
- Invent benefits for guests who come by train or bike
- Create suitable offers, infrastructure and cooperation

Emissions by Mode of Transport

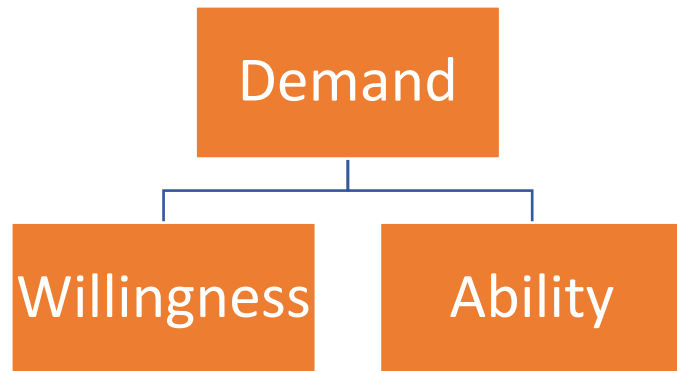
pounds of CO2e emitted per passenger per mile



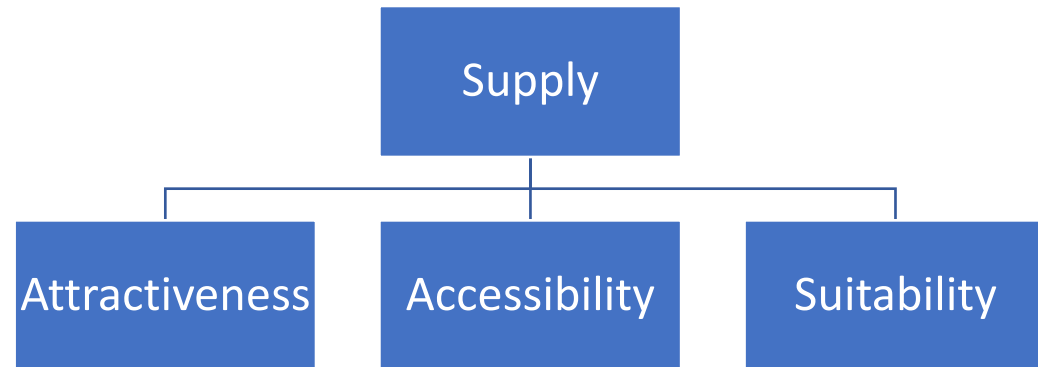
Remember the general success factors for tourism offers

- Create mobility offers for tourists, locals and people working in tourism
- Create sustainable offers and promote active mobility, such as cycling and walking
- Consider intermodality and accessibility

Mobility on site



Do potential guests want to use the offer?
Can tourists use the offer?



Is the mobility offer attractive for tourists?
Does the mobility offer give access to tourist sites?
Is the vehicle suitable for tourists?

Evaluate your performance

Collect existing data and conduct surveys.

Relevant topics:

- the mode of transport on arrival and on site,
- the organisation of the trip, the duration of the trip,
- the type of accommodation,
- the number of travellers,
- the type of trip,
- visited activities and attractions.

... and lead by example!



Emilie Ursule: Inspiring example from Normandy (France)



Source: Normandy Tourism

Susanne Stockmann & Weronica Stålered: Inspiring example from Kalmar Region (Sweden)



Source: Region Kalmar län



Feedback, suggestions and ideas on specific mobility solutions



Source: Freepik@rawpixel.com

Gathering feedback, suggestions and ideas on specific mobility solutions

Share your thoughts in groups of 2 or 3 people from the same type of region:

1. Which specific mobility aspects should the guideline cover?
2. Please name your favorite mobility solution for rural tourism areas

Refer to our typology on rural tourism regions and their mobility offer

		Landscape								
		Island			Coastline			Inland		
Topography	Lowland or hilly	★	○	□	★	○	□	★	○	□
	Low mountain range	★	○	□	★	○	□	★	○	□
	Alpine	★	○	□	★	○	□	★	○	□

Tourism intensity:

- ★ High (overnights/inhabitants = 8 and more)
- ★ Medium (overnights/inhabitants = 2 to 8)
- ★ Low (overnights/inhabitants = Lower than 2)

Car-free accessibility of tourism accommodations:

- (Very) Good
- Medium
- (Very) Poor

Car-free accessibility of tourism places:

- (Very) Good
- Medium
- (Very) Poor



Wrapping up

The guidance will be refined based on the feedback received.

Further good ideas are very welcome.
Please send them by October, 25th!

Contact



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