



Mobility and Tourism Cross Synergies – Involvement of stakeholders and planning



Online-Workshop

3rd European Rural Mobility Network Meeting
January, 31st, 2024





Agenda

1. Necessity, advantages and challenges of cooperation between mobility and tourism
2. Evaluation and description of current cooperation and synergies
3. Developing ideas for a good cooperation during the mobility planning process
4. Wrapping up

Necessity and advantages of cooperation between mobility and tourism

Why?

- Cooperation enables the implementation of mobility offers that respond precisely to tourism demand.
- Early communication and involvement of all stakeholders helps to avoid conflicts and enables integrative overall solutions.
- A comprehensive sustainability orientation can be realised and the challenges regarding tourism, environment and transport can be overcome.
- Stakeholders can learn from each other and set common goals.

Advantages for rural regions

- Improved accessibility of the destination and mobility on-site
- Increased quality of life and quality of stay in the destination through reduced emissions, traffic jams, noise and land consumption and improved road safety
- New touristic target groups
- Easier to find labour force, especially tourism-workers
- Higher acceptance of tourism
- Economic benefits and local added value

Challenges of cooperation between mobility and tourism

- Finding out who is relevant
- Tourism and Mobility stakeholders use different languages
- Missing knowledge about
 - structures
 - regulations
 - processes
- Keeping up the spirit



Cooperations of mobility and tourism stakeholders





Current cooperation and synergies

- Why did you rate the current situation as good resp. not good?
- What do you like about your cooperation?
- What would you like to improve?

Developing ideas for a good cooperation during the mobility planning process

Relevant stakeholders?

Success factors?

Key aspects?

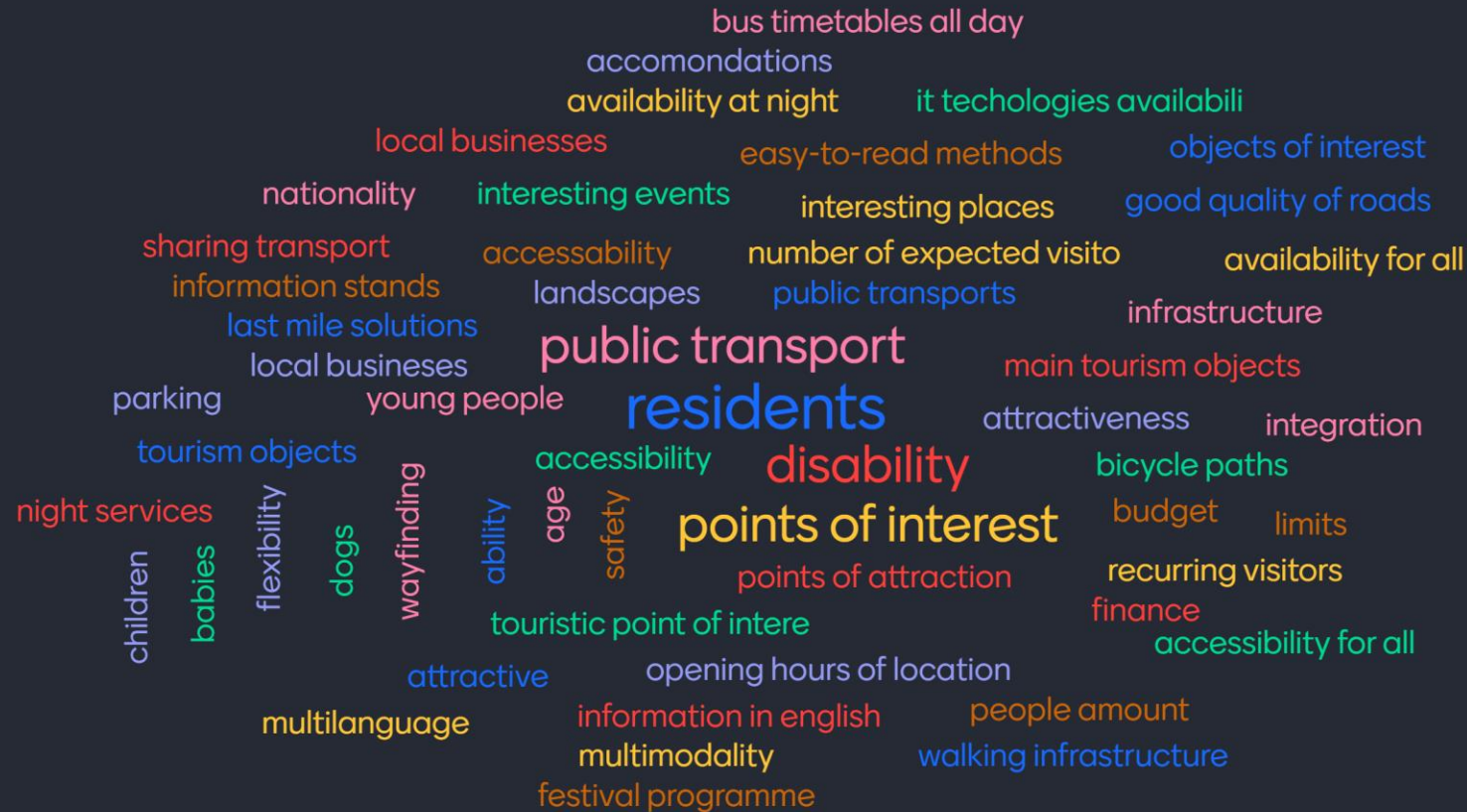


Relevant stakeholders

- Tourism: Local, regional and national tourism and marketing organisations, tourism associations, tourist offices, tourism companies (accommodations, leisure parks, restaurants, ...), tourism agencies
- Transport: Mobility and transport companies, transport associations, bike shops, bike rental/-sharing, car-sharing organisations, mobility clubs, scooter companies, ferry companies, excursion boat suppliers, taxi companies, bus companies
- Politics/economy: Municipalities, regional authorities, climate protection managers, business development agencies, trade association, environmental and energy managers
- Others: Protected area administrations, environmental organisations, leisure and cultural associations, Local Action Groups (LAG), hiking clubs, sustainability initiatives, association for people with disabilities

Which touristic aspects should traffic planners consider when they develop a resilient mobility plan for a rural area?

62 responses





Special features of tourist mobility

- Other points of interest
- Other days of the week
- Other times of day
- Lower proportion of journeys travelled alone
- Luggage
- Less knowledge of the region
- Less knowledge of timetables and fares
- Greater seasonality
- More dependent on the weather
- Higher grade of flexibility
- Different travel behaviour
- Looking for an experience

Success factors for cooperation



Source: Own illustration according to Bundesinstitut für Bau-, Stadt- und Raumforschung, (2023).
Mobil in ländlichen Räumen - Erfolgsfaktor Kooperation

Wrapping up: Key aspects of the cooperation between mobility and tourism

- Communicate the added value from the beginning
- Define a common vision and concrete targets
- Collect transport and tourist data
- Take specific needs of tourists into account
- Involve tourism stakeholders to offer sustainable mobility solutions
- Make it easy to combine modes of transport
- Share data between tourism and mobility organisations
- Reward stakeholders that promote sustainable mobility solutions
- Communicate your progress



Workshop lead



NIT – Institute for Tourism Research
in Northern Europe
Fleethörn 23
D - 24103 Kiel
Germany
www.nit-kiel.de



Bente Grimm
Head of Tourist Mobility Research
phone +49 (0) 431 666 567 18
bente.grimm@nit-kiel.de



Rieka Oldsen
Research Assistant
phone +49 (0) 431 666 567 22
rieka.oldsen@nit-kiel.de