

## Mobility in tourism regions - Analysis of the current situation

# Checklist Coordination and cooperation

### Stakeholder involvement and cooperation

Winning cooperation partners for the development and implementation of tourist mobility offers (e.g. rental partners, regional car sharing solution, joint station shuttle, joint marketing for climate-friendly mobility)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Establishment of a tourist mobility centre/coordination office for the region

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Checklists available at: <https://www.klimaaktiv.at/service/tools/mobilitaet/checklist-tourismus-mobilitaet.html>

This checklist was developed by the Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology of the Republic of Austria. It is part of a set of five checklists on sustainable tourist mobility. In order to make the checklists accessible to tourism and mobility stakeholders in rural communities in other countries, they were translated into English during the SMARTA-NET project and slightly supplemented to also meet the needs of coastal regions. We recommend to use the checklists together with the "Guidance on Sustainable Mobility in rural tourism communities" that was developed by the NIT – Institute for Tourism Research in Northern Europe (seated in Kiel/Germany) and can be found at [https://www.smarta-net.eu/guidance\\_documents/](https://www.smarta-net.eu/guidance_documents/). SMARTA-NET is an initiative of the European Commission, under DG MOVE that aims to promote sustainable and resilient mobility connections between rural areas, within remote areas such as islands, and between remote rural areas (including isolated regions) and urban areas, taking into account the need to support ecotourism. For further information see [www.smarta-net.eu](http://www.smarta-net.eu).

## Establishment of a mobility manager in the company

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

## Coordinated data collection (e.g. standardised guest surveys) to create a common planning basis

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

## Raising internal awareness

Sensitising tourism providers in the region to climate-friendly mobility (how? e.g. through workshops? mobility coaching?)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Initiating a role model effect through the use of environmentally friendly means of transport by decision-makers and opinion leaders

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Utilising synergies with offers for locals

Utilise synergies between tourist mobility offers and the mobility of locals

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Promote motivation and enthusiasm for climate-friendly mobility among the local population (e.g. through events, campaigns, programmes)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Coordination of carpooling in the region (internet platform, 'carpool stops', 'carpool car parks' etc.)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Promotion of settlement development with public transport connections (especially for tourist facilities)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Own ideas