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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 bente.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 long do visitors usually stay in your region?

- Mostly day visits
- Mostly short holidays (2-4 days)
- Mostly longer holidays (5-21 days)
- Mostly long-term stays (longer than three weeks)
- Mixed

10 Which seasons are pronounced in your region?

- Spring
- Summer
- Autumn
- Winter

11 What kind of travellers come to your region? Please indicate/estimate the share of each group.

- single travellers
- twosomes
- families
- groups

MOBILITY

12 Which arrival patterns are typical for tourists in your region?

- Guests arrive by plane and rent a car for the last mile
- Guests arrive by plane and use a coach or public transport for the last mile
- 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

- Other, namely:

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:

18 What are the traffic problems in your region **all year round**?

	All year round		
	Significant	Mild	No problem at all
Generally too much motor vehicle traffic / congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too much vehicle traffic / congestion on certain roads / connections,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too much motor vehicle traffic / congestion at certain times of the day or on certain days of the week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of tourist public transport services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unattractive public transport offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few cycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unattractive cycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unattractive footpaths and hiking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts between car drivers and cyclists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts between cyclists and pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts between drivers and pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17 What are the traffic problems in your region **in season**?

	In season		
	Significant	Mild	No problem at all
Generally too much motor vehicle traffic / congestion			
Too much vehicle traffic / congestion on certain roads / connections,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too much motor vehicle traffic / congestion at certain times of the day or on certain days of the week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of tourist public transport services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unattractive public transport offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few cycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unattractive cycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Conflicts between cyclists and pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts between drivers and pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18 What measures, projects and offers to promote sustainable tourist mobility - by which we mean the environmentally friendly and socially acceptable movement of tourists and day trippers - have already been implemented in your region?

Please describe in bullet points, if available please refer to websites and documents or name corresponding sources of reference.

- a) Walking:
- b) Cycling:
- c) Public transport:
- d) Alternative public transport services (e.g. shared taxi, citizen bus):
- e) Car- and bike sharing-offers:
- f) E-Mobility:
- g) Car traffic:
- h) Linkage between modes of transport/multimodality:
- i) Mobility stations:
- j) Autonomous transport:
- k) Public Relations/Marketing:
- l) Better digital connectivity
- m) More local utilities closer to tourist accommodations
- n) Others, namely:

Which of these offers have been discontinued?

19 Which measures or projects related to sustainable tourism mobility are in preparation/planning in your region?

Please describe in bullet points, if available please refer to websites and documents or name corresponding sources of reference.

- a) Walking:
- b) Cycling:
- c) Public transport:
- d) Alternative public transport services (e.g. shared taxi, citizen bus):
- e) Car- and bike sharing-offers:
- f) E-Mobility:
- g) Car traffic:
- h) Linkage between modes of transport/multimodality:
- i) Mobility stations:
- j) Autonomous transport:
- k) Public Relations/Marketing:
- l) Better digital connectivity
- m) More local utilities closer to tourist accommodations
- n) Others, namely:

20 Which municipalities in your region have a concept/framework plan related to mobility (e.g. mobility plan, overall transport concept, climate protection concept, sub-concepts for cycling, walking, parking, etc., tourism development concept)?

Please state the relevant regional authority, the name of the plan, the official title and the year of preparation.

21 How do you inform your guests about environmentally friendly travel options and environmentally friendly means of transport in the region or on site (bus, train, bicycle, ...)?

Arrival

- Website
- App
- Flyer/brochure
- By telephone/by e-mail
- Not at all
- Other, namely

22 How do you inform your guests about environmentally friendly travel options and environmentally friendly means of transport in the region or on site (bus, train, bicycle, ...)?

Mobility on site

- Website
- App
- Flyer/brochure
- By telephone/by e-mail
- Not at all
- Other, namely

23 Where can potential guests get information about mobility offers in your region?

- At the station/stop (travel centre, notice boards, vending machine)
- Online mobility portal
- At the transport association of the region
- At the transport company active in the region
- At the accommodation
- At the tourist office
- At the leisure attraction
- Through the travel agency/tour operator
- Elsewhere

24 How is the communication/cooperation between tourism and transport stakeholders (public transport authorities, state-wide local transport association, transport companies, interest groups) organised in your region?

- Regular meetings
- Cooperation in committees and advisory boards
- Cross-sectoral networks
- Data exchange
- Other form of cross-sectoral communication/cooperation:

- No cross-sectoral communication/cooperation

25 What difficulties hinder the implementation of projects / ideas for sustainable tourism mobility in your region?

- Lack of know-how in the region
- Lack of know-how in the municipalities
- Insufficient communication between the actors
- Lack of human resources
- Costs/Funding
- Complicated procedures for financial support
- Legal barriers/restrictions
- Difficult political enforceability in the municipalities
- Low engagement of the tourism industry
- Low commitment of transport stakeholders
- Lack of digitalization
- Other:

26 Please briefly describe which goals are particularly important to you in terms of tourism mobility for your region.

27 What data / findings do you have on the mobility behaviour of guests and excursionists in your region?

Please tick the boxes and add name title / content and year.

- Traffic surveys in the municipalities, namely
- Tourism market research, namely
- Other data / studies related to mobility, namely
- No data available

28 What other information and ideas concerning tourist mobility in your region are of importance? (e.g. border region)

Thanks a lot for your participation!

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