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Guidance for a more sustainable mobility in rural tourism regions

SUSTAINABLE RURAL MOBILITY FOR
RESILIENCE IN SUPPORT OF ECOTOURISM

Guidance for a more sustainable mobility in rural tourism regions

Authors:
Bente Grimm and Rieka Oldsen (NIT)

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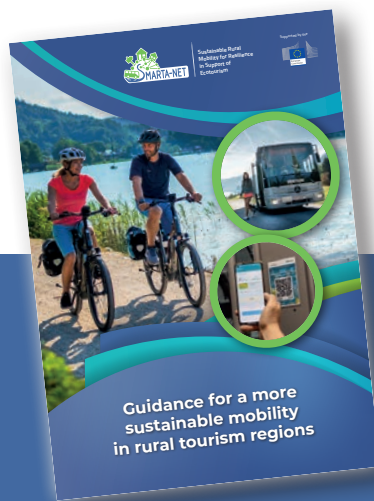*Upper circle:* Weissensee - © Dietmar Denger (https://www.weissensee.com/en/Service/Arrival-Mobility/Soft-Mobility)
Lower circle: Alpine Pearls (https://www.alpine-pearls.com/umweltfreundlicher-tourismus/urlaub-mit-der-bahn)

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https://www.smarta-net.eu/

1. Aim and background of this guidance

All over Europe, rural areas are inadequately accessible by train or bus and sometimes sustainable options are available, but hard to find. The deficit of non-car options has a strong influence on the mobility for inhabitants, but also for the journey of overnight guests and day tourists.

On the way towards a sustainable and resilient development of rural regions[1], there are four distinct aspects related to tourism:

1) **User perspective**: How do visitors without a car, or who would prefer not to use a car, access various tourist amenities, and access ordinary/essential amenities when in the area they visit?

2) **Tourist amenity perspective**: How do tourist amenities and facilities in tourist areas enable access to their amenities, either to grow/retain their business or to serve their social purpose?

3) **Tourist area/product perspective**: How to minimise the impact of mobility - especially personal vehicles - on the tourist area itself and avoid degrading the product the visitor has come for? In particular, this refers to the intrusiveness of parking, traffic, noise and noxious emissions in sensitive areas.

4) **Global perspective**: How to minimise GHG emissions associated with mobility.

This guidance has a focus on tourist mobility, but also takes the needs of locals into account. It is addressed to tourism organisations, mobility operators and managing authorities in rural European regions that are interested in the topic of sustainable mobility in tourism (environmental, but also durable and viable) and want to implement and promote concrete measures. The guidance is intended to help regions to design their own offer in a way that makes it easier and more pleasant for locals and guests to use alternative modes of transport and, in turn assisting the communities themselves to be sustainable and durable.

To begin with, this guide provides background information on the general situation, challenges and goals of tourism mobility in rural areas (chapter 2). Then, relevant stakeholders are identified and their cooperation is discussed (chapter 3). In practical terms, it describes which information guests should receive before and during their journey (chapter 4) and which measures can be taken for a more sustainable arrival and departure (chapter 5) as well as on-site mobility of guests (chapter 6). As it is important to check the progress and the satisfaction of the users on a sound basis, evaluation and data collection opportunities are outlined as well (chapter 7). At certain points, we have integrated vivid examples of services and products that aim to combine tourism and sustainable rural mobility.

The following graphic provides an overview of the multitude of steps required to achieve a more sustainable mobility in rural touristic regions. Depending on the specific situation, each community will have different focus areas, but it makes sense to bear all of them in mind.

Financing options will not be discussed in this guidance, but there will be a specific SMARTA-NET guidance on this topic.

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[1]   Poltimäe, H., Rehema, M., Raun, J. et al. *In search of sustainable and inclusive mobility solutions for rural areas.* Eur. Transp. Res. Rev. 14, 13 (2022). https://doi.org/10.1186/s12544-022-00536-3; European Commission, Directorate-General for Regional and Urban Policy, Brons, M., Poelman, H., Ackermans, L. et al., *Passenger rail performance in Europe - Regional and territorial accessibility indicators for passenger rail*, Publications Office of the European Union, 2021, https://data.europa.eu/doi/10.2776/576280; Directorate-General for Regional and Urban Policy, Dijkstra, L., Poelman, H., Ackermans, L., *Road transport performance in Europe - Introducing a new accessibility framework*, Publications of the European Union, 2018, https://ec.europa.eu/regional_policy/en/information/publications/working-papers/2019/road-transport-performance-in-europe.

How to make mobility more sustainable in rural tourism regions

Chapter 2
- Take a look at tourist mobility
- Consider sustainability criteria

Chapter 3
- Establish cooperations
- Create an inspiring vision and concrete goals
- Analyse the situation

Chapter 5 + 6
- Consider guest guidance
- Promote public transport offers
- Promote cycling and sharing offers
- Promote walking
- Improve intermodality
- Consider the needs of the locals
- Consider the needs of the tourism staff

Chapter 4
- Inform guests before and during the journey

Chapter 7
- Carry out success control
- Lead by good example

Source: Own illustration

Let's start with some definitions

By the official Eurostat definition, **RURAL AREAS** are all areas outside urban clusters. Urban clusters are clusters of contiguous grid cells of 1 km² with a density of at least 300 inhabitants per km² and a minimum population of 5,000.

That means that rurality is only defined by population density and peripherality of a region and not by other factors.

TOURISM is defined as the movement of people to places outside their usual working and living environment.

The purpose can be personal or business related, so both leisure and business trips count as tourism, except for the daily commute to and from work.

A tourist is someone who stays at the destination for no longer than one year. These can be overnight guests (short breaks with 2 – 4 days or holiday travels with 5 days or more) or day tourists.

The term **MOBILITY** encompasses the mobility of people and things in a physical space and the accessibility of offers and opportunities to satisfy needs. There is an intensive interrelationship between mobility and tourism, as several modes of transport might be used to move tourists between their place of origin and their destination or the different destinations during a trip, as well as locally to reach tourist facilities. It also ensures the accessibility of certain destinations.

2. Objective and challenges

Key messages
▶ High share of tourists in rural regions arrive by car
▶ In terms of sustainability, the aim is to increase the share of tourists in rural areas who are walking, using bike, train and bus
▶ Rural regions are quite heterogeneous and urban mobility solutions often don't fit

Use of transport in tourism

According to figures from Eurostat, for private trips within the EU of four nights or more (including trips within the own country), the car is chosen as the main mode of transport - usually this refers to the vehicle which is used for the trip to the destination - in 72 % of cases, and the plane in 14 %. Only 12 % of travellers use rail or bus as their main mode of transport. There are major differences between the individual Member States of the European Union. The highest shares of trips made by car were by tourists from Slovenia (85 %), Croatia (82 %) and Portugal (82 %) . Around 14 % of private trips by residents of Germany and France were made by train, whereas air travel is most frequently used by tourists from Malta (60 %), Cyprus (57 %) and Ireland (46 %). For boat, the highest shares were observed in Malta (40 %) and Greece (20 %).

Trips by main mode of transport (EU 27) four nights and over
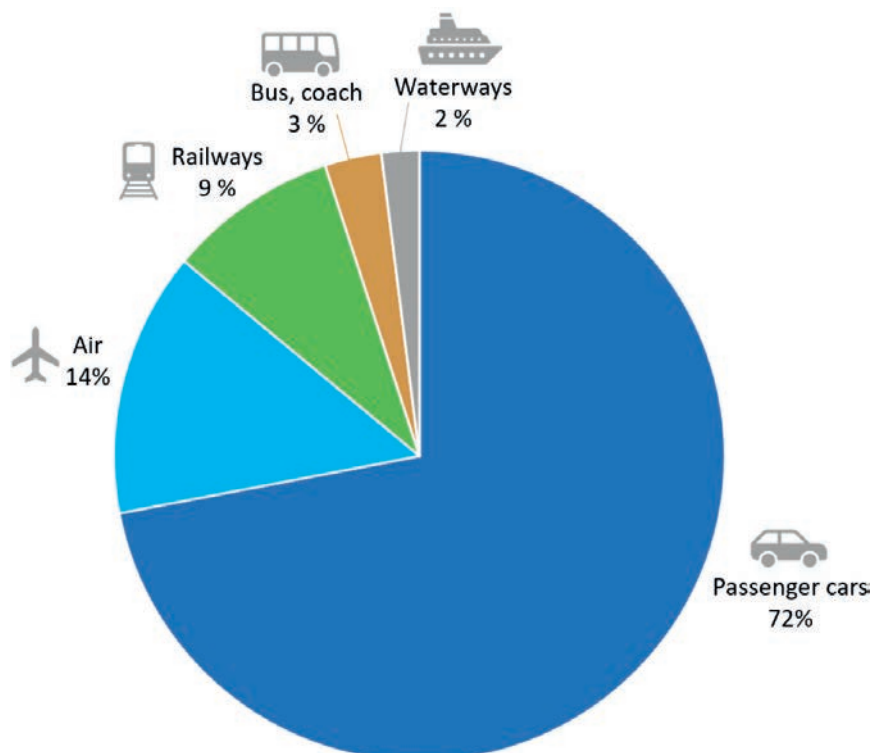
Source: Own illustration, data from Eurostat, 2023

Mobility on-site is highly dependent on the destination and the mode of transport used for the arrival, but also on the attitudes of the traveller[2].

Rural destinations are generally less frequently travelled to by bus and train than urban or suburban destinations[3]. This leads to CO_2 emissions and other pollutants, noise and traffic congestion in many places, which has a negative impact on the environment, on the quality of stay for guests as well as on the quality of life for locals[4]. In order to reduce the impacts, it is elementary to look at the mobility offers in rural European regions and to make them more sustainable. Innovative, affordable, customer-friendly and climate-friendly mobility services that meet the needs of guests and residents contribute to sustainable tourism and can be a significant competitive advantage for a region, because it is easier accessible by potential visitors who are interested in a car-free holiday and more attractive for tourism workers as well.

Rural regions differ in their topographical and geographical location. The landscape can differ depending on whether the destination is an island, on the coast or inland. The landscape types differ in terms of access mobility, as an island, for example, can only be reached by plane or ferry and the guest has no option of arriving by bus or train at all. Regions also differ in their topography. While some are located in the lowlands, others are in the low mountain ranges or in alpine regions. Here, for example, it must be considered that cycling is more difficult in mountainous regions and the offers must be adapted accordingly.

Peripheral locations, often combined with a low settlement and population density, are often inadequately served by public transport and offer great potential for the establishment of sustainable mobility services. Rural regions are heterogenous, but are facing common problems (such as a low density of population) and that's why urban mobility concepts often don't fit.

Objectives and criteria of sustainable and sufficient mobility in rural regions

With regard to sustainability the aim must be to reduce flights and car-rides and to increase the proportion of guests walking, biking or using public transport. Other important objectives are to increase the vehicle utilisation rate, the use of renewable energies and the improvement of the mobility of the workforce.

According to the Sustainable and Smart Mobility Strategy of the European Union, mobility shall not only be sustainable, but also smart and resilient. This means: Connected and multimodal, innovative, modern, fair and just for all, safe and secure[5].

Taking the specific situation of rural regions into account, there must be enough coverage, availability and quantity of service to achieve something worthwhile (sufficient mobility).

Otherwise there will be a few "sustainable" showcases carrying a few people to a few places and everyone else continues to travel by car (or not arrive in the first place).

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[2] Groß, Sven & Grimm, Bente (2018): *Sustainable mode of transport choices at the destination -public transport at German destinations*, Tourism Review https://www.emerald.com/insight/content/doi/10.1108/TR-11-2017-0177/full/html ; FUR (Hrsg.): *Nachhaltigkeit bei Urlaubsreisen: Bewusstseins- und Nachfrageentwicklung und ihre Einflussfaktoren. Monitoringbericht auf Basis von Daten der Reiseanalyse 2023*, http://reiseanalyse.de/wp-content/uploads/2023/09/UBA_Nachhaltigkeit_bei_Urlaubsreisen_Bericht2023_FINAL.pdf

[3] Umweltbundesamt (Hrsg.) (2020): *Touristische Mobilität im ländlichen Raum*. Themenpapier, TEXTE 78/2020, https://www.umweltbundesamt.de/publikationen/touristische-mobilitaet-im-laendlichen-raum; Agora Verkehrswende (2020): Baustellen der Verkehrswende

[4] Heinrich Böll Stiftung (2021): *European Mobility Atlas. Facts and figures about transport and mobility in Europe.*

[5] https://transport.ec.europa.eu/transport-themes/mobility-strategy_en

Criteria of sustainable tourist mobility

SOCIAL
ensure the needs of people within and between generations for fair and equal access to tourism attractions and accomodations, and participation in cultural processes and jobs within tourism

ECOLOGICAL
minimise the land consumption of transport as well as the emission of greenhouse gases, air pollutants and noise

ECONOMICAL
secure and enable efficient options for passenger transport and regionally balanced development, while respecting the financial possibilities and burdens for current and future generations

Source: Own illustration according to Perschon, J. (2012).
Nachhaltige Mobilität. Handlungsempfehlungen für eine zukunftsfähige Verkehrsgestaltung.

There is a strong relationship between tourism and mobility, and sustainable tourism is not fully supported unless sustainable mobility is addressed too, and vice versa. The review of key performance indicators shows that both sectors support each other in terms of different sustainability dimensions and that improvements will drive the economic development, improve the quality of life for residents and visitors, and create more sustainable and liveable communities [6].

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[6]   Hussain, S., Ahonen, V., Karasu, T., Leviäkangas, P., Sustainability of smart rural mobility and tourism: A key performance indicators-based approach, Technology in Society, 2023, https://www.sciencedirect.com/science/article/pii/S0160791X23000921

3. Come together and get started

Key messages
▶ Bring together all relevant stakeholders from tourism, mobility and politics
▶ Make clear the advantages that cooperation brings with it
▶ Define concrete goals and a vision and keep up the process

The cooperation of all stakeholders is important for the successful implementation of sustainable mobility concepts in rural regions, as this enables the implementation of offers that respond precisely to tourism demand. Early communication and involvement of all stakeholders helps to avoid conflicts and enables integrative overall solutions. Through cooperation between all stakeholders, a comprehensive sustainability orientation can be realised and the challenges regarding tourism, environment and transport can be overcome.

First of all, it makes sense to set up a list with potential members of your Regional Rural Mobility Network, the second step would be to invite them to a collaborative workshop where they get to know each other and can discuss relevant topics.

All stakeholders should be involved in the scheduling process, as each group is aware of other events or periods of time when it becomes difficult to meet, e.g. the summer season for tourism stakeholder. It is important and motivating to communicate the added value from the beginning, this can also be done through a personal approach. It can be communicated that all stakeholders can learn from each other and set common goals.

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

Others | Protected area administrations, environmental organisations, leisure and cultural associations, Local Action Groups (LAG), hiking clubs, sustainability initiatives, association for people with disabilities

Bring stakeholders together and create awareness

It is important to get stakeholders from different sectors to work closely together, especially tourism and mobility. Working together means to be in constant exchange, e.g. workshops or digital platforms, on topics related to tourism and mobility, to give feedback on ideas and plans and to invite each other to relevant meetings. At first glance, bringing such a heterogeneous group of stakeholders together might not be easy. But it

helps to indicate that both sectors benefit from cooperation, as mobility plans and systems serve the development of the tourism sector, increase the experience for visitors and enable cleaner mobility.

Creating awareness and understanding about sustainable mobility among stakeholders can help them see the benefits and better identify with the issue.

Success factors for cooperations

ORGANISATIONAL FACTORS
- long-term companionship
- project management and structure

STRATEGIC FACTORS
- use synergies: linking up with existing cooperations
- make a suitable choice of partners
- win fellow campaigners
- win decision-makers and seek targeted support
- critical mass of convinced people

COMMUNICATIVE FACTORS
- persuasion
- creating sensitivity for partners and understanding
- personal contact

SUCCESS FACTORS

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

Advantages of cooperations for rural destinations

▶ Increased quality of life and quality of stay in the destination through reduced emissions, noise and land consumption and improved safety

▶ Improved accessibility of the destination through sustainable mobility alternatives

▶ Positioning as a sustainable holiday region appeals to new target groups

▶ New competitive advantage for a site or region

▶ Economic benefits and local added value from an intact environment

Define a common vision and concrete targets

Ensure that the different stakeholders work together to develop a strategic vision for the destination. The joint presence of the tourism and mobility sectors helps to drive strategic anchoring at local and regional level as a framework for coordinated tourism and mobility offer development. Strategic planning should include the upgrading of sustainable mobility modes and infrastructures.

Consideration for the local population is important, as certain mobility offers can also make an important contribution to the basic mobility supply of the locals. Therefore, early coordination with all stakeholders is essential.

GOOD EXAMPLE

Network on Sustainable mobility in Schleswig-Holstein vacation regions (Germany)

Type of region: Coastline/inland, lowland

As part of the project "Sustainable mobility in Schleswig-Holstein vacation regions" initiated by the Tourism Association Schleswig-Holstein (TVSH) and significantly financed by the Gesellschaft für Energie und Klimaschutz Schleswig-Holstein GmbH (EKSH), ten pilot regions in Northern Germany (most of them at the coastline) were supported from October 2019 to September 2021 in making tourist mobility more sustainable, climate-friendly and attractive.

One of the first steps was to define a common vision for the region. In addition, a guideline was created in hybrid format. It consists of a document with basic information, which is deepened and regularly updated with the help of a digital toolbox. The toolbox contains information on selected ideas and projects developed as part of the project, practical examples and model enterprises, checklists and information on organizational structures, as well as further literature and links.

Nachhaltige Mobilität in schleswig-holsteinischen Urlaubsregionen

https://www.tvsh.de/fileadmin/content/Themen/Mobilitaet_im_Tourismus/Visionen-Ziele-Kennziffern-Mobilitaet-SH-Urlaubsregion-20210302.pdf

https://www.tvsh.de/themen/mobilitaet-im-tourismus/thoolbox-nachhaltige-mobilitaet/

# Define target groups and check their mobility patterns

Sustainable mobility offers in rural regions address different target groups. With regard to tourists, a distinction can be made here between overnight guests and day visitors, whose share can vary depending on the region. The two groups have different mobility needs, as their trips vary in length. While some guests are quite familiar with the region, others might not know the language nor the area.

Some guests only come for a day, others stay in the destination for a longer period of time (with more luggage). Keep in mind that there also are regular guests, long-term vacationers or people with second homes. Some of them might know the region and the mobility offer very well, but not all. Other important distinguishing features are the phase of life, the number of companions travelling together and their physical constitu-

tion. And then, there are leisure activities of locals and the specific mobility needs of those working in the tourism industry, who often work at weekends, public holidays or during peak seasons.

In general, tourists have different mobility patterns when travelling to and from the destination and when moving around locally. These vary in terms of the degree of mobility and the number of places visited within the destination. Not every mobility pattern occurs in every region, but each region has more than one pattern as tourists arrive and move around in different ways. It is therefore worthwhile for a region to identify the most common mobility patterns in order to be able to derive specific measures for a more sustainable design of mobility offers. The following pictures illustrate two examples for arrival and on-site pattern.

Examples for tourist mobility patterns in rural regions

Source: Own illustration
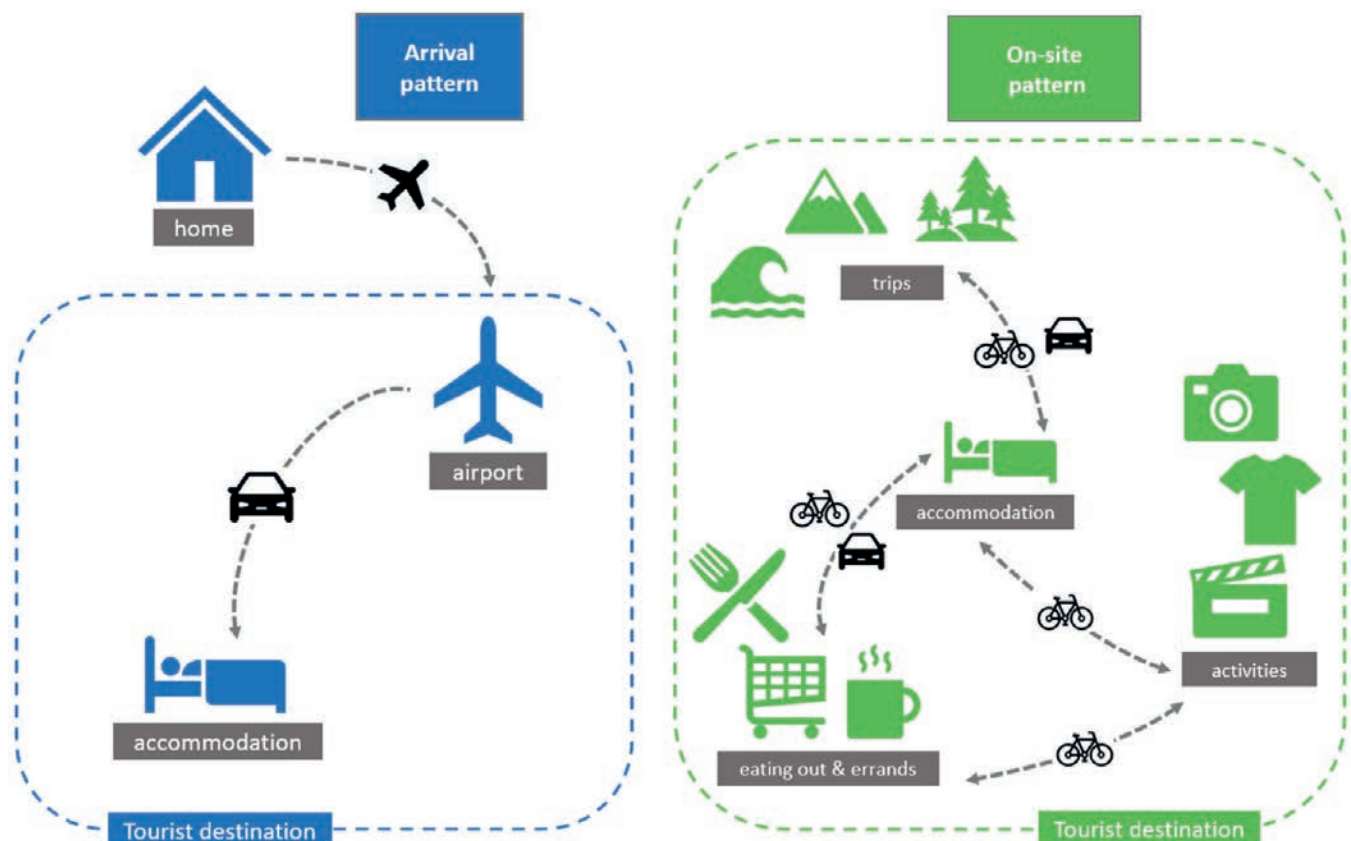
Classify your region and analyse the situation

Within the framework of the SMARTA-NET project a classification of rural tourist environments was developed according to the topography, landscape, tourism intensity, accessibility and mobility offer on-site of a municipality or region.

The typology gives rural municipalities the opportunity to classify their region. It is helpful for stakeholders who want to compare the situation of different regions or who want to check if measures might be applicable to their region.

Rural tourism regions and their mobility offers

Manual: Find the right field in the table and colour the star, circle and square green, yellow or orange.

		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

To give an example on how the table above can be used to describe rural regions:

◾ Madeira is a hilly island with a high tourism intensity and a medium car-free accessibility of tourism offers and tourism accommodation,

◾ whereas East-Tyrol is an Alpine area in the Austrian inland, has a high tourism intensity and a medium car-free accessibility of tourist places and accommodations.

The typology gives a first impression, but not a full picture about the situation. Therefore, we developed a self-check 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 their area will enable them to make progress towards 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, the stakeholders will also see which fields of action there are in order to be able to define measures that lead to more sustainable tourist mobility.

Link to self-check: **https://www.nit-research.de/surveys/index.php/628763?lang=en**

For the examples in this guide, the topography and landscape are taken from the typology in order to be able to better imagine and classify the region. However, the examples can also be implemented in other regions.

GOOD EXAMPLE

Map shows Accessibility of tourism destinations (Austria)

Type of region: Inland, alpine

The VCÖ (Verkehrsclub Österreich / Traffic Club Austria) has used a similar method to describe the accessibility of Austrian destinations including information on the number of guests per year.

The map is part of a fact sheet on sustainable tourist mobility and there is a second one dealing with the accessibility of Austrian sights.
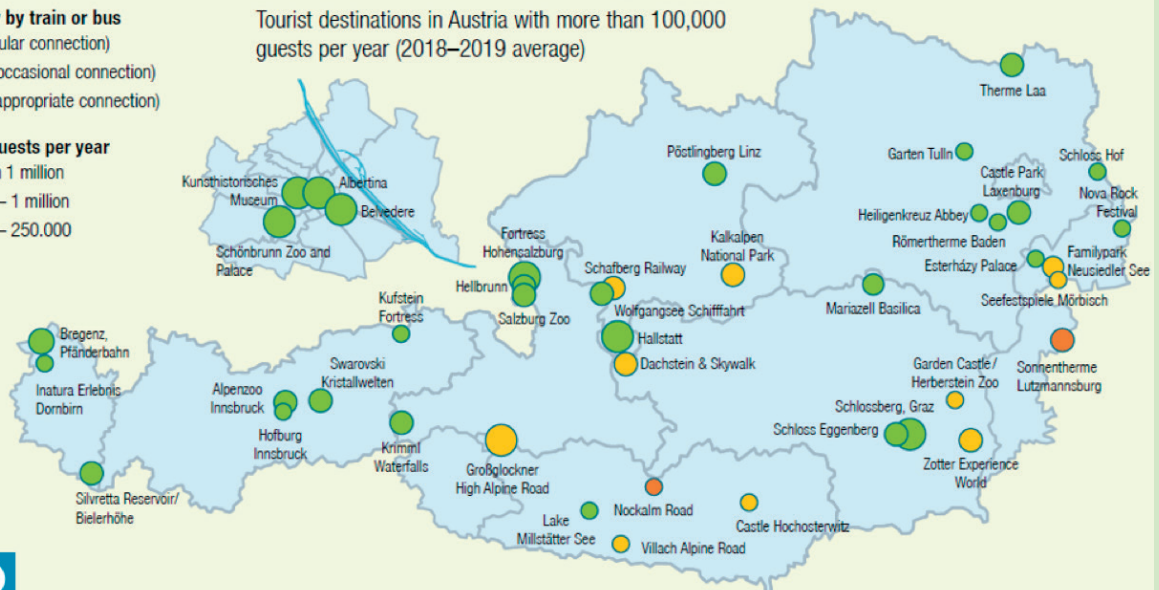
Source: VCÖ (2022), How to make trips climate friendly,
https://vcoe.at/publikationen/vcoe-factsheets/detail/how-to-make-trips-climate-friendly

Implement measures and keep up the process

It is also important to cooperate with all relevant actors in the design of mobility offers as well as in the marketing strategy. The implementation of offers must be initiated at the local level and is ideally coordinated with the municipalities. The following overview gives an impression of different measures for rural stakeholders.

Collect transport and tourist data
- ▶ Combine and analyse it
- ▶ Make it available in one stop shop or communication tool

Improve public transport services in rural areas
- ▶ Encourage public transport operators to improve their services
- ▶ Promote the specific needs of the tourism market

Involve tourism stakeholders to offer sustainable mobility solutions
- ▶ Organise training of tourism staff
- ▶ Offer sustainable solutions first and foremost and respond to questions and needs

Combine modes of transport
- ▶ Make stakeholders aware that mobility modes can be combined without competing with each other (e.g., discounts for other transport modes on the respective cards)
- ▶ Promote the combined options to create an incentive among potential customers
- ▶ Make it easy to change from one mode to another (matching timetables, parking area for cars and bikes, ...)

Collect, use and share data between tourism and mobility businesses
- ▶ Information could be collected as it is relevant to learn about tourist behaviour and to be able to offer tailor-made solutions and services
- ▶ Based on the collected data, behavioural changes can be monitored

Reward companies that promote sustainable mobility solutions
- ▶ Design and use reward systems that can be used as a promotional and sales tool for the tourism businesses
- ▶ Help mobility stakeholders to promote sustainable tourism offers

Communicate your aims and progress
- ▶ Actively involve your employees in the sustainability process right from the start
- ▶ Communicate openly and transparently about progress, failures and how to deal with conflicting goals
- ▶ Offer guests the opportunity to share their view about your sustainable mobility process (e.g., social media, survey, direct contact)

GOOD EXAMPLE

Massive open online course

In France, Atout France created a massive open online course (MOOC) about mobility for tourism in the countryside: this MOOC is aimed at making the tourism professionals aware of the transportation of their visitors, and how they could encourage them to choose more sustainable ways of transportation.

https://mobilites-campagne-atout-france.artips.fr/fr/mobilites-campagne

4. Inspire and inform about mobility options

Key messages for stakeholders in rural regions

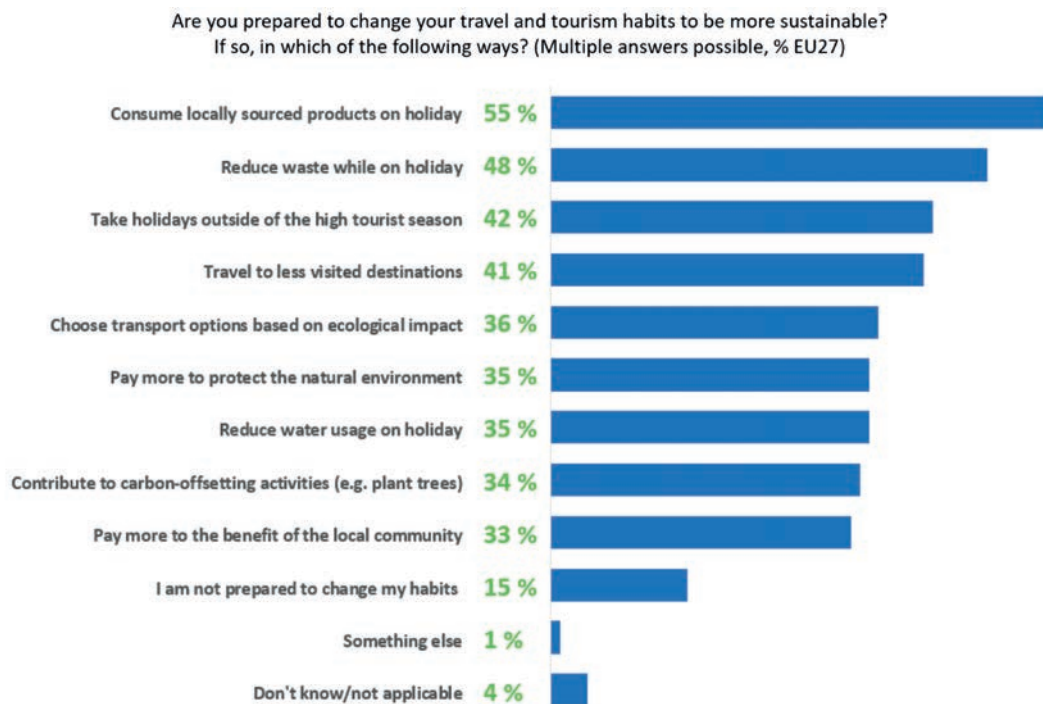### … with open communication channels headed towards tourists

▶ Inform visitors actively and comprehensively about mobility offers to and within the destination

▶ Give information before the trip to encourage visitors to arrive by train or bus (or even by bike)

▶ Give information during the trip so that the guest feels well informed and can move around the destination without any difficulty

… 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 Flash Eurobarometer 2021 states that 36 % of the respondents from the EU-27 are prepared to change their transport choice because of its ecological impact, but almost every other one says that it is rather difficult to find information on the carbon footprint of transport options when making travel arrangements.

Are you prepared to change your travel and tourism habits to be more sustainable?
If so, in which of the following ways? (Multiple answers possible, % EU27)

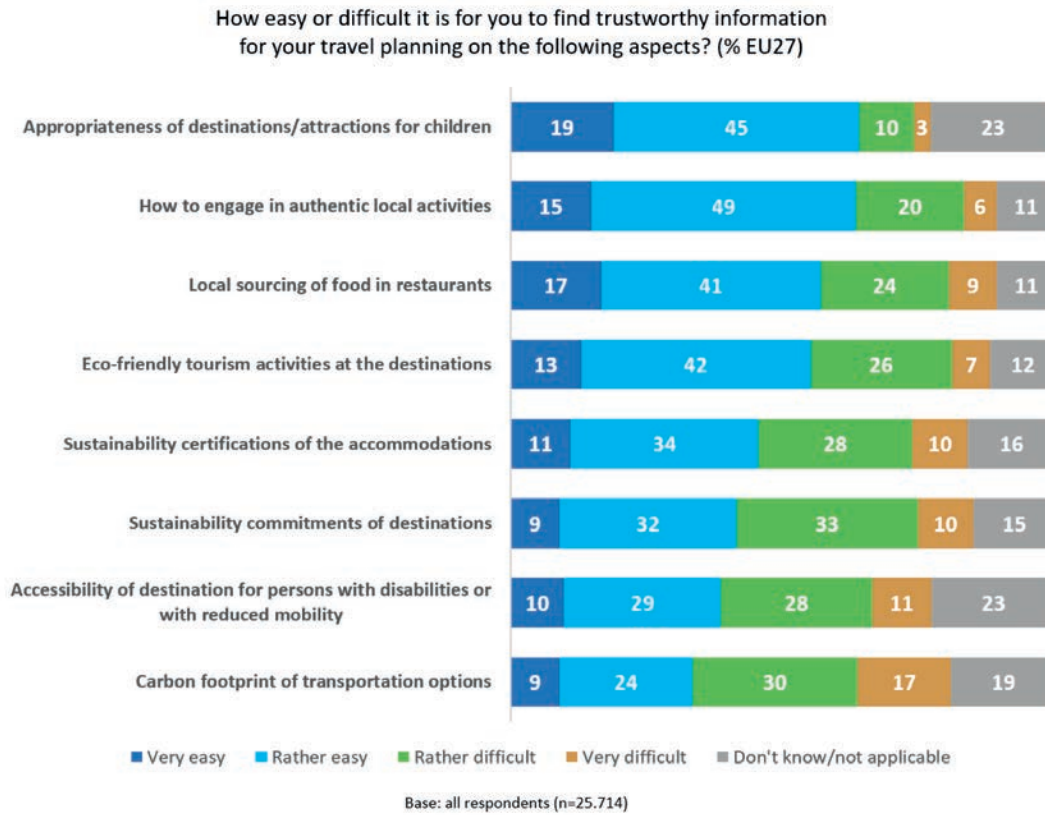|	
Consume locally sourced products on holiday	55 %
Reduce waste while on holiday	48 %
Take holidays outside of the high tourist season	42 %
Travel to less visited destinations	41 %
Choose transport options based on ecological impact	36 %
Pay more to protect the natural environment	35 %
Reduce water usage on holiday	35 %
Contribute to carbon-offsetting activities (e.g. plant trees)	34 %
Pay more to the benefit of the local community	33 %
I am not prepared to change my habits	15 %
Something else	1 %
Don't know/not applicable	4 %

Base: all respondents (n=25.714)

Source: Own illustration according to European Commission (2021),
Flash Eurobarometer 499 - Attitudes of Europeans towards tourism

At this point, it should be named that Multimodal Travel Information Services (MMTIS[7]) and the CountEmissions EU[8] are being adopted by the Commission and together seek to address this issue.

How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects? (% EU27)

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/not applicable
Appropriateness of destinations/attractions for children	19	45	10	3	23
How to engage in authentic local activities	15	49	20	6	11
Local sourcing of food in restaurants	17	41	24	9	11
Eco-friendly tourism activities at the destinations	13	42	26	7	12
Sustainability certifications of the accommodations	11	34	28	10	16
Sustainability commitments of destinations	9	32	33	10	15
Accessibility of destination for persons with disabilities or with reduced mobility	10	29	28	11	23
Carbon footprint of transportation options	9	24	30	17	19

■ Very easy ■ Rather easy ■ Rather difficult ■ Very difficult ■ Don't know/not applicable

Base: all respondents (n=25.714)

Source: Own illustration according to European Commission (2021),
Flash Eurobarometer 499 - Attitudes of Europeans towards tourism

In the best-case scenario, visitors to a rural region are actively and comprehensively informed about the mobility options available in the region, as simple and easily accessible information can influence tourists' decision to choose a destination with a well-developed sustainable mobility network. In order to ensure the most barrier-free information access possible, information should ideally be available in several languages electronically and in print, both before and during the trip.

It is important that guests learn before booking, but also while travelling, about the possibility to be mobile without the car. The best way is to bundle all relevant information about the mobility offer and place it where the guest is looking for it.

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[7] https://transport.ec.europa.eu/transport-themes/intelligent-transport-systems/road/action-plan-and-directive/multimodal-travel-information_en

[8] https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13217-Count-your-transport-emissions-CountEmissions-EU_en

Source: Freepik

GOOD EXAMPLE

Recommendation of car-free travel using the example of East Tyrol
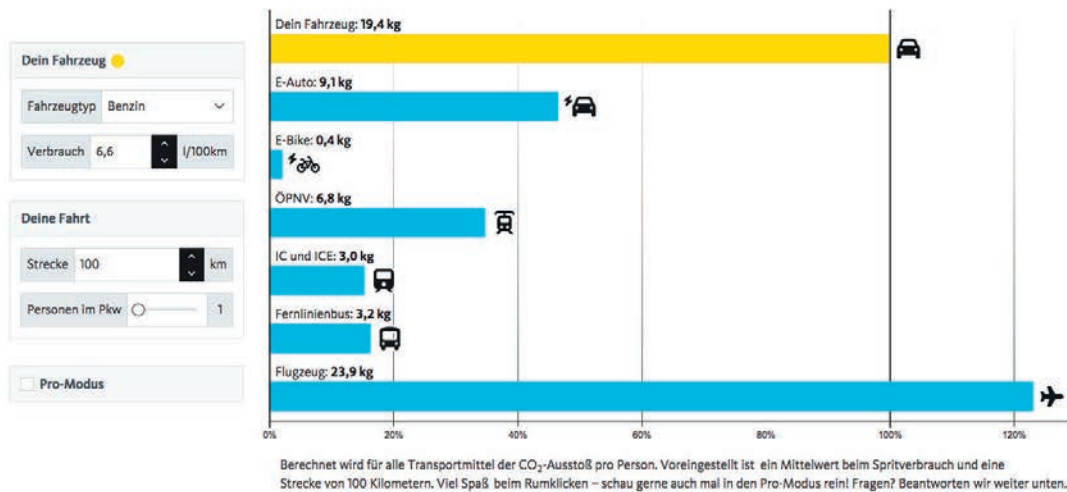
Type of region: Inland, alpine

Destination East Tyrol shows how it's done: its own website recommends car-free travel, and a CO2 calculator is also available so that guests can compare the different travel options in terms of their emissions. In addition, further information is provided on travelling by various means of transport, with the focus always on travelling by bus or train. The additional page on rail travel provides information on connections, tickets, transport companies, luggage service, travel times and seat reservations. There are also helpful links and further information on how guests can get from the station to their accommodation. This way, the guest is well informed and more likely to choose to travel by an environmentally friendly means of transport.
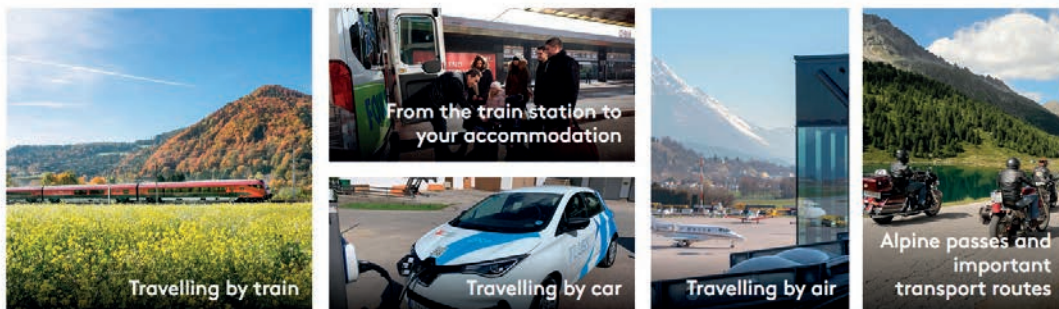

Source: Tourismusverband Osttirol

https://www.osttirol.com/en/mobility/getting-here/

As market research data from the German Reiseanalyse shows, tourists prefer to get mobility information by their accommodation or local/regional tourism organisation. Moreover, information about the sustainable mobility offer should always be placed at the top. It is helpful to have information on alternative offers for all target groups and ages in a readable, encouraging and easily accessible form.

GOOD EXAMPLE

Normandie sans ma voiture (Normandy, France)
Type of region: Inland/coastline, lowland

Normandy Tourism has developed suggestions for a) weekend trips without a car and b) cycling or hiking tours from train station to train station. They suggest accommodation which are located close to the train station, restaurants and visits/activities easy to reach by foot/bike. The offer also contains a map and some mobility information as well as information on the duration, distances and the level of difficulty.

The trips are promoted by tourist companies involved into a more sustainable tourism.

Source: Caroline Bazin - Normandy Tourism

https://www.normandie-tourisme.fr/sur-mesure/voyager-sans-voiture/

GOOD EXAMPLE

Biosphere Safari - a mobility marketing product (Bliesgau, Germany)
Type of region: Inland, lowland

In cooperation with Saarpfalz-Touristik, safari routes were designed that optimally link the tourist highlights of the Bliesgau biosphere with the existing public transport connections. Saarpfalz-Touristik organised and designed the intermediate stops, which included guided tours on nature and culture as well as refreshment stops.

Source: Saarpfalz-Touristik, Eike Dubois

The trips were then integrated into the marketing of the leisure and tourism offers in the Bliesgau biosphere. In addition, further safaris were developed as flexible day trips without the accompaniment of a nature and landscape guide to give guests and locals the opportunity to experience the public transport and leisure facilities independently.

https://www.mobilikon.de/praxisbeispiel/biosphaeren-safari-ein-mobilitaets-marketing-produkt

Before the trip

What information?
▶ Arrival options by public transport (train, long-distance buses, ferries)
▶ Information on the entire travel chain
▶ An outlook on the mobility offers on site (including bike rental, car-sharing, cable cars and scooters)
▶ Bookable (overall) offers
▶ Advantages for guests (comfort, flexibility, time, good conscience, experience character)
▶ Information on cost savings, e. g. for combination tickets or as a bonus when travelling by public transport
▶ Provide a map of the town and surrounding area which includes mobility services
▶ Information on tourist facilities accessible without car
▶ Embedded timetable information
▶ Links to booking or ticket shops of the transport associations
▶ External booking options and perks, i.e. what discounts can you have at museums and other points of interest that a public transport card holder can have

Where to find?
▶ Website of accommodations
▶ Website of tourist information and tourist attractions
▶ Websites of transport operators (specific information on touristic lines, tickets, …)
▶ Booking platforms, social media, chatbots to complement telephone hotlines
▶ In travel agency catalogues and other printed material
▶ Personal trained contact persons on site (e.g., telephone hotline for mobility questions)

During the trip

What information?
▶ Comprehensive information on the mobility offer
  - closest stations, distances
  - the arrival/departure of the buses/trains (including line numbers and name of final destination)
  - timetable information
  - service information
  - payment possibilities
  - phone numbers/ordering options
▶ Information about excursion offers, guided cycling/hiking tours with public transport and/or about bicycle rental companies in the immediate vicinity
▶ Information about possible guest cards and inclusive services for sustainable mobility

Where to find?
▶ In accommodation and tourist attractions
▶ At the airport
▶ In person at the tourist information office, at the mobility centre
▶ Via telephone hotline
▶ Notices and electronic display boards at bus stops and train stations
▶ Brochures/contact lists in compact form to plug in, e.g. for call buses, taxis, hiking buses
▶ Multimodal app with information on the most important services, including tourist maps, real-time informaton or augmented reality (virtual additional information for the surroundings)
▶ Mobile apps and other electronic tools to help tourists find information and walk these routes on their own
▶ QR codes (e.g., to call up virtual information or functions)
▶ On-site guidance and orientation system for walkers, cyclists and public transport users
▶ Online information that are available outside opening hours

Specific ideas for flight destinations

▶ Contact airlines in order to publish some news items about sustainable transport options that tourists could find when landing.
▶ At the airport, avoid putting the desks of the rent-a-car before informing about collective public transport.
▶ Advertise public transport in the airport (for instance, with information on the luggage carousel so than people can read through it while waiting for their bag).

Specific ideas for mountain destinations

▶ Give information on ski and hiking buses.
▶ Inform about the possibility to rent ski equipment and hiking sticks.
▶ Talk about the advantages of round and triangle trips with different modes of transport (you don't have to get back to the car). The use of a cable car, f.e. can be combined with a walking tour and a bus or boat trip.

Specific ideas for island destinations

▶ Inform about the possibility of taking bicycles on board and about renting possibilities on the island.
▶ When booking the ferry, there should be direct information on on-site mobility. On board, the tourists could be informed online (screens) and offline (flyers, brochures, timetables).
▶ Islands can also lend themselves to making local mobility partly or completely car-free, as is currently the case on some North Sea islands in Germany or the Netherlands, for example. In this case, it is particularly important that guests receive all relevant information in advance and comprehensively. This includes, for example, information about mobility possibilities on-site, train-connections to the ferry (combined tickets), car parking facilities and the luggage service.

Specific ideas for border regions

▶ In border regions, special attention must be paid to language barriers. Here, it is advisable to provide information on site and on the internet in both languages. The information must also be available in the destination country.
▶ Deliver information about school holidays and national holidays (with different timetables).
▶ Give information about specific tariff options that are not valid or not known at the other side of the border.

But please be realistic: When thinking about the next holiday trip to a rural region, sustainable mobility is usually not the first thing that comes up to the potential traveller's minds. Instead of this, relaxation and recreation are usually the main holiday motives.

At some rural places around Europe, there is such a deficit of non-car options that this is what drives the choices, not whether a mode is "sustainable".

There is also more to it than just the existence of options at the rural destination. The options have to be acceptable according to the various criteria of the potential users. The hours of operation, schedule, routing, comfort, ease with luggage/children, etc. can all be issues even for those who use public transport. And even the mobility options at home can have an influence on the choice. If the nearest train station is hard to reach without a car, not only the journey to the station, but the entire journey will be made by car.

So, you definitely won't catch all tourists and perhaps not even the majority, by improving inspiration and information. You have to improve the mobility offer as well, and the next chapters will give you diverse ideas about how to do this.

5. Improve sustainable arrival and last mile in rural regions

Key messages for stakeholders in rural regions

▶ Identify source markets of tourists
▶ Aim for a change in the choice of means of transport towards environmentally friendly means of transport when travelling to the destination
▶ Create suitable offers, infrastructure and cooperation

Guests of rural regions show different mobility patterns depending on the type of region. These depend on many factors: the type of region, socio-demographics, personal attitude to sustainability, place of residence, travel companions, everyday mobility and the type of holiday[9].

The mobility patterns consist of the choice of modes of transport for arrival and departure and the modes of transport for covering the last mile, although these do not necessarily have to be two different modes of transport. Mainly because of high emissions, but also because of noise and pollution, but also with regard to intrusion and degradation of the ambience, air and car travel are considered to be most harmful, whereas travelling by bus, train or bicycle is considered to have a less harmful impact on ecology and society.

If a region is characterised by a high share of plane and car users, it is advisable to change the tourist patterns through various measures.

Emissions by Mode of Transport
Pounds of CO2e emitted per passenger per mile
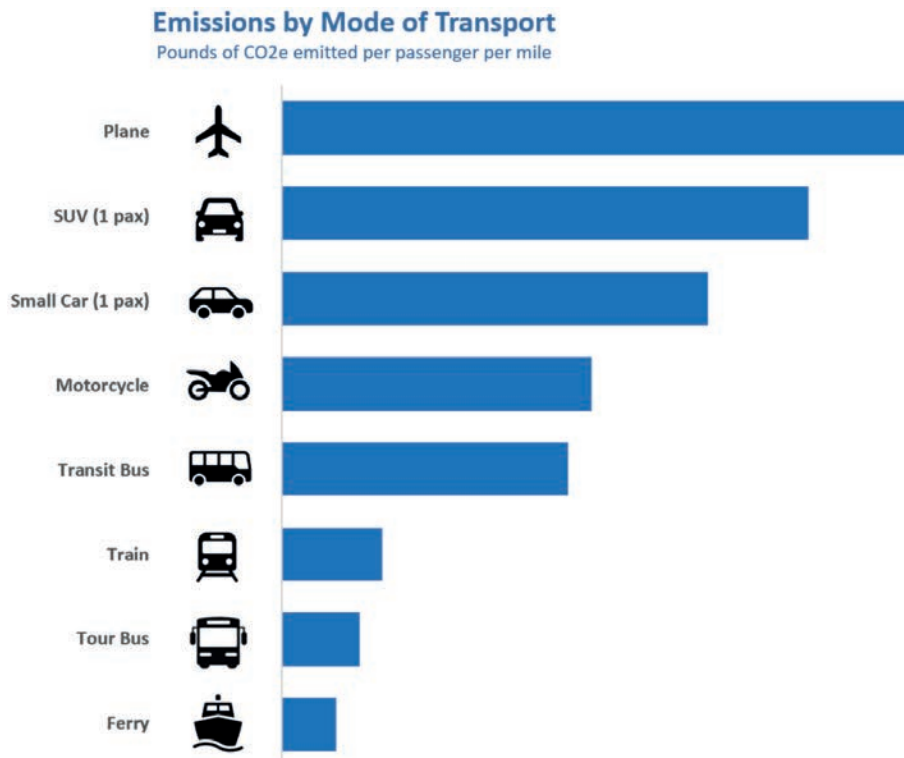
Source: Own illustration according to Sustainable Travel International, 2020,
see https://sustainabletravel.org/issues/carbon-footprint-tourism/

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9   Groß, Sven & Grimm, Bente (2018): Sustainable mode of transport choices at the destination – public transport at German destinations, Tourism Review https://www.emerald.com/insight/content/doi/10.1108/TR-11-2017-0177/full/html

Marketing: Address nearby source markets and target groups with high affinity towards sustainability

Different target groups can be addressed through targeted marketing. It is particularly advisable to target guests from nearby source markets, which are less likely to travel by air due to the shorter distance. In addition, sustainably oriented target groups can be reached by pointing out the sustainable travel options and mobility offers in the region. It is also possible to see which source markets have attractive rail connections and to do targeted marketing for one's own region there.

Regions with a good public transport offer can work together with influencers to do targeted marketing. Targeted incentives, such as marketing the advantages of public transport or inducements, such as the provision of a free loan bike, can help to make guests aware of the offers and make them attractive. A holistic mobility marketing that connects tourism actors and transport service providers can lead to a clear positioning of a destination.

Service: Offer transfer and little extras

Securing the supra-regional mobility chain from starting point to the holiday destination

Tourism stakeholders

- ▶ Offer Rail Inclusive Tours (RIT) that include a train journey in addition to an accommodation
- ▶ Special offers/extras for guests travelling without a car
- ▶ Special discounts on tourist attractions for those travelling by bicycle (or other active modes)
- ▶ Recommend accommodations close to the station or with good connections
- ▶ Make a recommendation to travel by environmentally friendly means of transport
- ▶ Give information about service times of public transport and make suggestions for the best arrival time
- ▶ Check and offer attractions and places in the tourist destination area that can be reached without car
- ▶ Link to a travel planner with a CO2 calculator so that guests can compare different modes of transport
- ▶ Tourism organisations in equestrian regions could encourage relevant tourism service providers to organise pick-ups by horse-drawn carriage

Transport stakeholders

- ▶ Offer shuttles and/or luggage transfer from the station to the accommodation
- ▶ Coordination of connections (e.g., rail, bus, rail-airport shuttle)
- ▶ Expand long-distance offers (train and long-distance bus)
- ▶ Ensure easy booking of mobility offers (for arrival and on-site)
- ▶ Consider space for leisure equipment and bicycle transport on trains and buses
- ▶ Offer barrier-free means of transport
- ▶ Provide a help hotline in case of problems during the journey

Rural municipalities

- ▶ Maintaining long-distance and regional rail/bus services with regular intervals, including at weekends
- ▶ Aspects of traffic control (reduce the number of arrivals to the number of departures) and parking management (with revenues being used for alternative mobility offers)
- ▶ Anticipatory traffic management (e.g., check registration status for major events)

GOOD EXAMPLE

Package offer train travel and accommodation in Astrid Lindgren Park (Kalmar, Sweden)

Type of region: Coast, lowland

The offer combines the train ticket and accommodation for guests of the popular Astrid Lindgren Park and thus offers a price advantage. The project is a cooperation of Astrid Lindgren's World and SJ (Swedish Railways). Astrid Lindgren's World has carried out a campaign aimed at SJ-prio travellers for two seasons. By registering as an SJ-prio (SJ customers with a membership), the visitor was able to get a discount on travel and accommodation at Astrid Lindgren's World. The offer was developed during the course of the project from covering high season and autumn holidays to covering the entire season.

The experiences from Astrid Lindgren's World led to the Kingdom of Crystal also initiating cooperation with SJ and a similar package offer was developed for the autumn of 2021.

Autumn was chosen partly to show that events also take place during that season, but also as a way to extend the season. SJ-prio travellers could book train travel to Nybro, Lessebo and Emmaboda, connecting travel with Hertz and accommodation at three visitor destinations: Kosta, Ödevata fishing camp and Grimsnäs manor. The campaigns were marketed via SJ-prio as well as on the social media of the co-operating actors.

Source: Pixabay

Infrastructure: Sustainable alternatives need specific equipment

▶ Waiting room with Wi-fi and charging possibility for mobile devices

▶ Bicycle storage and rental, repair station

▶ Rental handcars

▶ Luggage lockers (for day visitors)

▶ Benches to sit and rest

▶ Shopping facilities for daily needs

▶ Car-sharing station (perhaps in cooperation with public organisations who only need their cars from Monday to Friday at daytime)

Source: Freepik

Cooperations: Watch out for partners in own sector and across sectors

Intermodal offers are essential for the good accessibility of a region. In particular, the transition in the travel chain between the first and last mile must be smooth and easy so that sustainable offers are perceived as an attractive alternative. Coordinated modes of transport, good transfer options and easy luggage transport are important.

Guests are willing to use several modes of transport including bus, bicycle, car-sharing service, etc. provided if these are coordinated. For example, bicycle parking or rental facilities at train stations or coordinated bus and train schedules are required.

Many day trips take place within the European Union. In 2021, there were more than 96 million same-day visits from EU-member countries to foreign countries[10].

Day tourists might have different mobility needs than overnight guests, so some points have to be considered additionally.

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[10] Eurostat: Same-day visits - annual data [TOUR_DEM_SDVA$DEFAULTVIEW], except Italy and Hungary because of confidential numbers
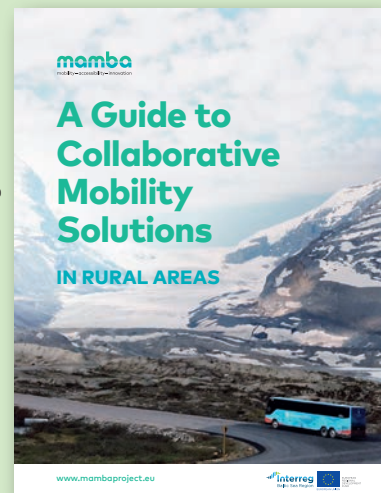
GOOD EXAMPLE

A Guide to Collaborative Mobility Solutions in Rural Areas (as product of the Interreg project MAMBA)

The guideline aims to inspire you, and other people around you, and show that the development and implementation of collaborative mobility solutions in rural areas do not require magic, but rather thorough planning, creative ideas, committed partners, a good dose of management skills, an awareness of certain legal requirements, an understanding of financial issues, and so forth. The guide walks you through these aspects page-by-page, or step-by-step so that no important aspect is overlooked.

https://nordregio.org/wp-content/uploads/2022/10/A-Guide-to-Collaborative-Mobility-Solutions-in-Rural-Areas.pdf

Source: Diakonisches Werk Schleswig-Holstein

mamba
mobility・accessibility・by・innovation

A Guide to Collaborative Mobility Solutions

IN RURAL AREAS

www.mambaproject.eu

Interreg

Sustainable arrival of day tourists

- ▶ Increase the price of parking (with most expensive prices closest to the attraction)
- ▶ Combined tickets for travel and activities at the tourist destination
- ▶ Integration of public transport in event tickets
- ▶ Special low-cost offers for families and groups
- ▶ For special events, regional and local public transport needs to adapt to the volume of expected visitors (larger vehicles, more vehicles, more departures)
- ▶ Special trains/buses for day tourism to certain places on weekends, (national) holidays and events with many visitors
- ▶ Special additional and regular bicycle trains and buses with adequate timetables during the season for routes with heavy bicycle traffic

6. Improve sustainable mobility options on site

Key messages for stakeholders in rural regions

▶ 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

Public Transport Service with added value

A good public transport service structure for rural areas takes into account not only the local population, but also the guests and the people working in the area.

Good mobility solutions will make the rural area more attractive and makes it easier to find and keep good staff.

On site mobility needs to cover mobility services catering to tourists, mobility services catering primarily to the residents and hybrid, where the service is specifically designed for needs of both locals and tourists. There is also the aspect of seasonality that needs to be reflected on.

For example, the following questions must be asked: What happens in the off-season when the tourists are gone or what happens in the summer, when the schools are closed, regular public transport services plummet and the tourists arrive?

GOOD EXAMPLE

Visit the Dingle Peninsula without the Car - Why not take the bus? (Dingle Peninsula, Ireland)

Type of region: Coast, lowland

Dingle is located on the south-west coast of Ireland and offers tourists a range of cultural and natural experiences. Local stakeholders recognised that the tourist experience in Dingle was being compromised by high levels of car traffic. A number of bus routes have been established to the Dingle Peninsula through the providers Bus Eireann and Local Link Kerry. This allows guests to visit Dingle barrier-free and without the need for their own car. The bus routes are actively promoted and the website provides information for users to plan their journey in advance.

https://www.locallinkkerry.ie/wp-content/uploads/2021/08/Dingle-Brochure-FINAL-1.pdf

Source: Local Link Kerry

Visit the Dingle Peninsula without the Car
New Enhanced Services

GOOD EXAMPLE

Leisure buses with bicycle trailers (Landkreis Harburg, Germany)

Type of region: Inland, lowland

The Heide-, Elb- and Regionalpark-Shuttle leisure buses run through the district of Harburg. Around 65,000 to 70,000 passengers use these free hop on and hop off services between Heide and Elbe every year. The buses are each equipped with a bicycle trailer and travel on fixed routes and with a fixed timetable during the summer months. The bus service can be used free of charge by everyone to organise their leisure time or everyday life.

The Heide-Shuttle consists of five rings with more than 100 stops and runs five times a day.

https://www.mobilikon.de/praxisbeispiel/
freizeitbusse-mit-fahrradanhaengern-
im-landkreis-harburg

The Elbe and Regional Park shuttles currently consist of just one ring and only run three to five times a day at weekends. In the beginning, the project was partly funded by LEADER, since 2023 by the municipalities.

Source: Lüneburger Heide GmbH

Improve the local mobility offer

▶ Encourage carpooling (for events or group bookings)
▶ Develop combined tickets (with transport companies)
▶ Reactivate regional railway lines and/or upgrade them for tourism
▶ Develop own excursion offers for trips on foot and/or by public transport or bicycle
▶ Take tourist needs into account in the location, designation and layout of timetables, stations and stops (destinations, times, frequency, transfers, etc.)
▶ Offer round trips with different modes of transport
▶ Create nice bus stops (together with tourism stakeholders, local artists, students, pupils)

Car-free/low-car tourist destination

If you want to make tourist mobility in a place more sustainable, you could think about making it more difficult to use a car while introducing or increasing the marketing of alternative mobility offers. At the same time, the environmental impact of traffic is reduced and the quality of stay of tourists and locals is increased. Islands or places with appropriate topographical conditions that make car traffic difficult anyway are particularly suitable for completely car-free places.

Restrictions on the use of motorised private transport can be implemented in various forms:

▶ Speed limits (e.g., 30 km instead of 50 km)
▶ Closures of streets, places or entire regions
▶ Car-free zones or periods (hours, days, weeks, months)
▶ Restrictions on stationary traffic (short parking periods, parking for residents only, …)

GOOD EXAMPLE

Alpine Pearls – Eco-friendly escapes
Holidays with guaranteed mobility (Germany, Slovenia, Austria, Italy)

Type of region: Inland, alpine

19 tourism communities from the Alps in Germany, Austria, Slovenia and Italy joined forces to promote sustainable mobility and offer guests a climate-friendly holiday experience. When travelling without owning a car, a full mobility guarantee is given, so guests have the possibility to arrive by bus and train, to use local public transport and to take advantage of other climate-friendly offers. At each Pearl, numerous shuttle services, hikers' and ski buses, taxi services, e-cars, bicycles and e-bikes make sure that you get around easily, yet without adversely affecting the environment. To complete this emphasis on environmentally friendly mobility, the Pearls offer Guest & Mobility Cards, which allow free access to local public transportation.

https://www.alpine-pearls.com/en/

Source: Alpine Pearls

Network of tourist mobility offers

Guest card with integrated public transport use

By integrating the free or discounted use of public transport into guest cards, visitors can easily make use of the local mobility offer. This creates added value for the guest, increases the attractiveness of the region and ensures the guests' mobility throughout their stay. In addition, the quality of the location is increased and the public transport services also become more attractive for the locals, as the additional demand makes it possible to increase the frequency.

Tourist mobility offers with experiential value

Tourists can gain experience with mobility offers for which there is no time or opportunity in everyday life. Added value can be created, for example, by using means of transport with modern drive technologies or with an experiential character, as the willingness to try new things is often higher on holiday. For example, guided tours on e-scooters can be implemented in combination with already existing products such as architectural sights or religious monuments.

Source: Freepik

GOOD EXAMPLE

Tourist Kit Madeira

Type of region: Island, low mountain range

In a nutshell, the tourist kit comprises selling daily tickets at hotel receptions.

The ticket price is the same for tourists, but a small discount is given to the receptionist. The added value for the tourist is to get some additional information that is provided along with the ticket.

For the hotel, the public transport operator offers the chance to personalise the personal transport card with an image of the hotel.

Quality footpaths, hiking and bike trails with additional service offers

Since walking and cycling reduce the impact on the environment and the climate, the aim should be to improve the quality of stay on roads and paths for cyclists and pedestrians.

Making pathways attractive

▶ Attractive design of the landscape and townscape, paths and promenades
(e.g. benches, planting, play facilities for children, fitness equipment for adults)
▶ Provide information on the path network on the internet
▶ Provide information on site through overview boards, signposting and route markings
▶ Put up information signs about local/regional products, events and special features
▶ Consider accessibility (e.g., low kerbs, ramps, barriers with sufficient clearance for wheelchairs and prams)
▶ Maintain hiking routes

Promoting the use of bicycles

▶ Refreshment stops along the routes
▶ Many well-maintained/well-signposted paths and routes
▶ Good maps (online and offline)
▶ Hire of bicycles, running bikes, child seats or trailers, cargo trailers
▶ Expand bike rentals and encourage companies to change people´s thinking
▶ Accommodation can provide bikes
▶ Secure, covered bicycle parking
▶ Air pumps and bicycle repair kit with the most important tools
▶ Concrete suggestions for excursions by bike, refer to regional cycle routes
▶ Have important spare parts for bicycles for sale
▶ Point out e-bike exchange and charging stations
▶ Finance special bikes (e.g., cargo bike, tricycle, tandem) through advertising of local companies

GOOD EXAMPLE

The Cycle Pin App (Hildesheim, Germany)

Type of region: Inland, lowlands

The app is a mobile companion on all cycle tours. It recognises when you approach the digital "stamping point" at the end of each tour and as a reward you receive a digital sticker as well as exciting information to listen to, which you can call up again at any time. Once you have collected all the stickers, you will receive the Hildesheim cycle pin as a trophy.

In addition, the tourist information centres in Hildesheim, Lamspringe and Bad Salzdetfurth have a free colouring and puzzle booklet especially for children. The little ones can answer quiz questions on 8 selected tours and are accompanied by Hilde the eagle owl. Once all the puzzles have been solved, the little explorers will receive a small surprise at the tourist information centres on presentation of the completed booklet.

The Hildesheim Cycle Pin is a co-operation project of the ADFC Hildesheim (bike club), the district of Hildesheim and Hildesheim Marketing GmbH.

https://www.hildesheim-tourismus.de/hildesheimer-radnadel

Source: Hildesheim Tourismus

Shared assets and rides

Local sharing offers are increasingly in demand and can be used by locals (individuals and organisations) and tourists.

Carsharing insures the flexibility in regions with a low density of public transport. At the same time, the capacity utilisation of each car is increased and thereby the total number of cars can be reduced. It works best, if the sharing offer is organized as a socially oriented business involving non-profit organisations and local associations.

A special form of carsharing, which is often seen in rural regions, is that public or private organisations share their cars/fleets with locals and tourists outside working hours or outside times of use on the part of the organisation.

Municipalities can assist by making their fleets available to carsharing users and by designating parking spaces for carsharing vehicles – if possible close to trains stations or bus stops. If mayors or other politicians from the local council use the service, they set a positive example.

An overview about companies who provide software for carsharing can be found at:

https://www.mobil-am-land.at/content/Software_f%C3%BCr_Carsharing

Source: Freepik

GOOD EXAMPLE

Flugs E-Carsharing (East Tyrol, Austria)

Type of region: Inland, alpine

The service was started in 2015 with one shared e-car in the city of Lienz and integrated over the years reaching nine locations in 2018. Municipalities or private companies act as local e-carsharing partners with different forms of partnership. Since 2019, integrated ticketing and multimodal trip planning of e-carsharing with public transport buses have become available. Between 2019 and 2021 the service has been extended with four additional stations and four additional e-cars. The carsharing system can be booked and paid via website and app application. The main goal of the Flugs system is to reduce the number of trips made with private cars by individuals and families and propose an alternative solution to owning the 1st, 2nd, or 3rd car. The service is also included in a broader sustainable vision consisting of providing an open, connected, multimodal and rural environment where smart and sustainable mobility can be promoted for the local population as well as tourists.

Source: Freepik

https://www.osttirol.com/en/mobility/getting-around-in-osttirol/flugs-electric-car-sharing/

Bike sharing is quite popular in urban areas, but can be successful at rural areas as well. If there is no local bike rental, the easiest way is to get in contact with one of the big urban players and to convince them to expand their business – and don't forget to name the number of tourists who spend their time at the region.

A good example is the UsedomRad at the Baltic Sea Coast in Northern Germany-, see https://usedom-rad.de/en/

The ITF Research Report "Innovations for Better Rural Mobility" delivers a good overview about the innovative rural mobility landscape and the suitability of shared mobility types by population, density and settlement type[11].

Good to know: Innovative offers can help to address new touristic target groups. In addition, a destination can distinguish itself from other destinations with new offers.
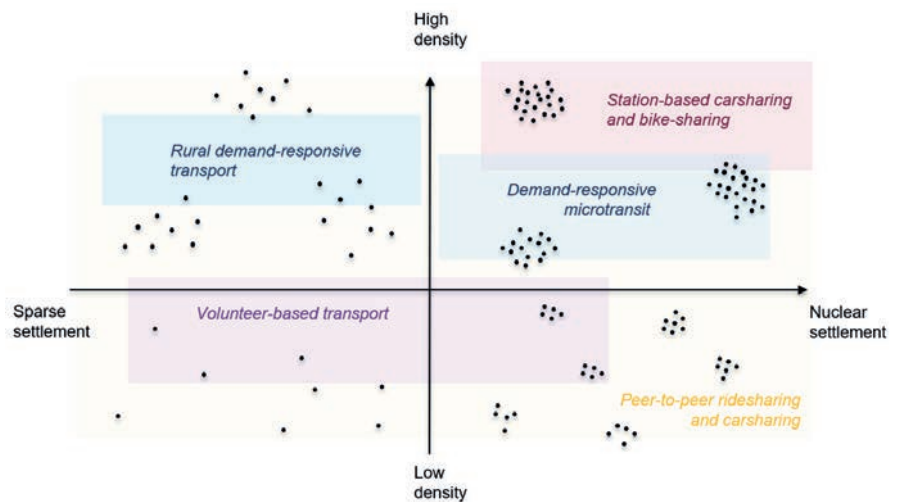
Note: The shaded areas show where certain provision models are generally best suited. Some settlement structures lend themselves to more than one model.

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[11]   ITF (2021), Innovations for Better Rural Mobility, ITF Research Reports, OECD Publishing, Paris (pp. 18). https://www.itf-oecd.org/sites/default/files/docs/innovation-rural-mobility.pdf

GOOD EXAMPLE

EMMI-MOBIL (EMission-free, Together, Individual) (Bad Hindelang, Germany)

Type of region: Inland, alpine

EMMI-MOBIL is a project of the tourism community of Bad Hindelang in the Allgäu Alps (Bavaria). EMMI-MOBIL is largely financed by the income from the tourist tax contribution (guest card), a smaller part by the income from the local-resident card and parking fees also flow in. No subsidies are included.

EMMI-MOBIL follows the on-demand and last-mile philosophy and is completely demand- and route-optimised, making it the solution for rural Alpine areas. With countless virtual stops, residents and holiday guests are mobile virtually from the front door, exactly when mobility is needed. Similar travel requests are bundled and passengers

www.badhindelang.de/urlaub/emmi-mobil

are taken to the next bus stop or - if there is no bus at the moment - directly to their destination. EMMI-MOBIL is easily ordered via the EMMI-MOBIL app. The decisive factor here is intermodality.

The passenger always gets the best alternative between EMMI-MOBIL and public transport via the app.

With the electronic Bad Hindelang guest or local-resident card, both EMMI-MOBIL and public transport are free of charge.

Source: Bad Hindelang Tourismus/Wolfgang B. Kleiner

GOOD EXAMPLE

Autonomous shuttle (Bad Birnbach, Germany)

Type of region: Inland, low mountain range

Bad Birnbach is a small municipality about 43 km south-west from Passau in the district of Rottal-Inn. The service was started as a pilot project in October 2017 with one electric minibus of the start-up EasyMile on a 700-meter-long route from the local market square to the Rottal Terme. After the first year, the service was extended with the addition of another stop and another electric vehicle.

The services carried out with the two autonomous vehicles act as feeder services between the railway station and the main points of interest in Bad Birnbach. Since May 2022, two autonomous shuttles drive additionally to 20 stops on

demand. The project was developed as a cooperation of Deutsche Bahn and DB Regio Bus Ostbayern with the district of Rottal-Inn and the municipality of Bad Birnbach.

The practical objective of the good practice is to offer a safe, affordable and innovative transport service between the railway station, the thermal baths and the local market square and overcome the last mile. The high-level objective consists in testing the potential of an autonomous shuttle service for the first/last mile operation in a small rural area.

https://easymile.com/success-stories/bad-birnbach

Source: Bad Birnbach

Mobility hubs

It makes sense to develop railway stations and bus stations into mobility hubs that include public transport, cycling and shared mobility solutions. Mobility hubs link different modes of transport and mobility offers in a small space, making it easier to change and combine modes.

GOOD EXAMPLE

SMART Hub (Groningen-Drenthe, The Netherlands)
Type of region: Coast, inland, lowland

The SMART Hubs are implemented in The Netherlands, with a collective network of over 57 hubs (34 in the province of Groningen and 23 in the province of Drenthe.)

These hubs are nodes in the public transport network, mainly located at train and bus stations, P+R locations and such, connecting at least one train or high-quality bus service with an on-demand transport solution.

Every inhabitant of these provinces has such a hub within a maximum distance of 15 km from their home.

The main objective of smart hubs is to allow for multimodal travel for everyone. People should be able to reach every desired destination with their preferred travel mode. Furthermore, these mobility hubs enable a more sustainable and inclusive mobility.

https://lumi.guide/hub-centre-for-mobility-in-the-groningen-and-drenthe-province/

Source: Freepik

Consider accessibility

For people with disabilities, especially those with mobility impairments, it is essential that they know in advance what to expect on site.

They will be very pleased to see an indication of the accessibility of the mobility services in a prominent place on your website. In addition, it is

also possible to ensure that people with hearing, visual or learning disabilities can use the existing mobility offers as barrier-free as possible.

Finally, many other population groups also benefit from barrier-free offers, e.g. parents of young children or travellers with a lot of luggage.

Checklist for TOURISM STAKEHOLDERS

▶ Appoint people responsible for sustainable mobility

▶ Introduce tourism mobility issues at the political level

▶ Establish infrastructures at tourist information centres and tourist destinations

▶ Offer excursions/guided tours

▶ Market sustainable mobility in a targeted manner

▶ Initiate projects with interfaces between tourism and sustainable mobility

▶ Rent out bicycles

▶ Actively offer pick-up from the station/stop and other services

▶ Develop packages with mobility offers for guests arriving without a car

▶ Offer a delivery service or a joined trip to the local supermarket

▶ Involve tourists and local stakeholders in gamification

▶ Participate in regional/local events on sustainable mobility

▶ Keep an eye on the mobility needs of your staff and how you can assist (e.g., adjustment of working times, company bikes, bike-leasing, shower, storage possibility for cloths/helmet, mobility budget instead of company car)

Checklist for TRANSPORT STAKEHOLDERS

▶ Develop tourism-oriented public transport services with benefits (e.g. hiking busses with audioguide)

▶ Offer services for cycle tourists

▶ Enable buses and trains to carry bicycles

▶ Offer combined tariffs for transport use plus tourist activities

▶ Develop specific tickets for tourists (e.g., 3-day-ticket, group ticket)

▶ Participate in regional/local tourism events

▶ Consider tourist mobility in all planning activities

Checklist for RURAL MUNICIPALITIES

▶ Appoint persons responsible for tourist mobility

▶ Set up public charging stations and other infrastructure for sustainable mobility

▶ Organise barrier-free transport facilities

▶ Focus on sustainable mobility and consider tourism issues in transport concepts

▶ Promote cycling, including premium routes, signposting and high-quality parking facilities

▶ Promote multimodality, e.g., with the construction of mobility stations

▶ Optimise regional/local public transport for tourism needs and close service gaps

▶ Organise or participate in campaigns/events such as European Mobility Week

▶ Support and promote innovative mobility services and projects

▶ Establish and use funding programmes for sustainable (tourist) mobility

7. Evaluate your efforts and lead by example

Key messages for stakeholders in rural regions
▶ Check your own offer regularly
▶ Find out if your efforts have a positive effect
▶ Conduct surveys with guests

Collect data

For all stakeholders from the fields of politics, administration, tourism and mobility, precise knowledge about tourist mobility along the entire travel chain is important. This is the prerequisite for sound planning, financing and marketing of sustainable tourism mobility offers. It is important to regularly review one's own activities to check whether the measures have the desired effects. Therefore, we would advise to encourage your colleagues to use the available mobility offers and to give constructive feedback with regard to tourist mobility. What about a price for the best idea?

In addition, a regular, comprehensive survey of tourist mobility would create a basis to make it easier for transport planners to integrate the needs from tourism and to make tourism service providers aware of the relevance of the topic of mobility. Tourism managers could also be asked about their needs with regard to the mobility of guests as well as with regard to the employees.

Existing surveys, visitor countings, mobile network data and statistical data can be used and supplemented by additional questions on travel mobility or own surveys can be conducted.

Qualitative surveys or focus groups with tourists on preferences, willingness, deficits and obstacles can be conducted or quantitative calculations based on travel data can be carried out. Market research studies ideally conducted across all modes of transport, and in order to obtain specific additional information for the respective destination, the local area should also play a role.

Context related factors that should be addressed in addition to the mode of transport on arrival and on site are

■ the season,
■ the organisation and duration of the trip,
■ the type of accommodation,
■ the number of travellers,
■ the type of trip (sun & beach, active, culture, ...),
■ visited activities and attractions.

As mobility needs often are based on individual-related factors, information about the age, gender, lifestyle, socio-economic status and origin of participant should be integrated in the analysis as well.

Source: Freepik

Create and capture value

Last but not least: Providing adapted mobility solutions in rural areas represents also the right chance to make money with tourism and transport. What you need, is a well-developed, adapted and innovative business model.

Being innovative does not mean to reinvent the wheel with every project and every challenge.

It's enough, to be inspired by existing solutions and to recombine elements of successful best practices or other business models.

Try to look at other segments/markets and to transfer the ideas to the sector of mobility and tourism. Learn from others and thereby reinvent or recombine your own business model.

The business model navigator

Source: Own illustration according to Gassmann, Oliver; Frankenberger, Karolin & Csik, Michaela (2014): *The Business Model Navigator*.

The essential ingredients to make a big step towards new innovative business models are the following:

- refer to the specific challenges of the region,
- convince municipalities/politicians to moderate the process,
- find people who like your idea and stimulate them and
- lead by good example: Walk, go by bike, share rides and use alternative modes of transport – as often as possible!

Good luck!

Guidance
on Rural Shared
Mobility solutions

You want to see **more examples**
on sustainable mobility solutions for rural areas?

Please have a look at the SMARTA-NET guidance
on "Rural shared mobility solutions".

You want to know more about the integration
of the rural dimension into existing **Sustainable Mobility Plans** (SUMP)?

No problem, there will be a guidance on this topic as well.

You like our ideas, but don't know **how to finance** them?

Just have a look at the SMARTA-NET guidance
on financing options for sustainable mobility in rural regions,
which will be published soon!

https://www.smarta-net.eu/