

Inspiration Document Sustainable Tourism Mobility

Symposium on „Sustainable Tourism Mobility“

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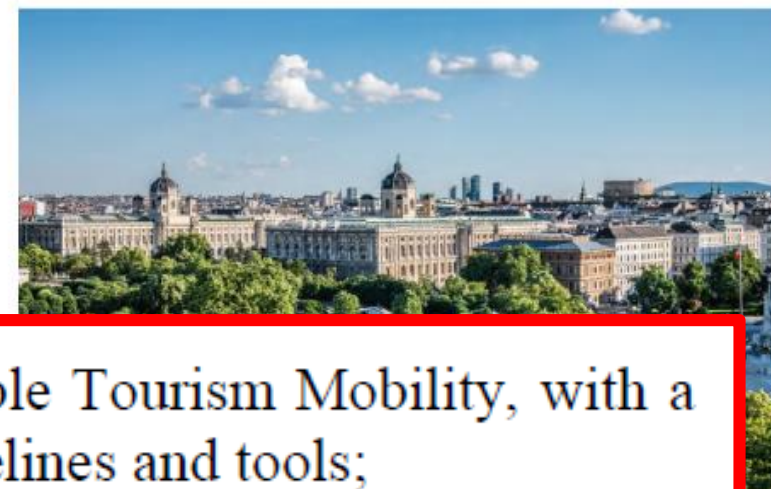


Transport Health Environment Pan-European Programme

- Supported by the secretariats of the United Nations Economic Commission for Europe (**UNECE**) and the World Health Organization Regional Office for Europe (**WHO/Europe**)
- Unique **tripartite policy platform** that seeks to encourage transport policymakers and urban planners to consider the health and environmental impacts of transport and address them through shared policy approaches.
- **Vienna Declaration:** strategic focus until 2026+, adopted by 46 Ministers, 41 Countries

Vienna Declaration

Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport



(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;

THE PEP

Transport, Health
and Environment
Pan-European Programme



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and Environment
Pan-European Programme





Joint effort



1. Austria – Lead Partner
2. Azerbaijan
3. Croatia
4. Cyprus
5. Czechia
6. France
7. Germany
8. Hungary
9. Netherlands
10. Portugal
11. Serbia
12. Slovenia
13. Spain
14. Sweden
15. Switzerland
16. European Cyclists' Federation ECF
17. UNECE / WHO

15
countries
involved

Sustainable Tourism Mobility

Inspiration for the countries of the pan-European Region

Structure of the document

- Overarching actions
 - Facilitate institutional capacity and cooperation
 - Provide the strategic framework by integrating sustainable tourism mobility in the national transport and tourism strategies
- Seven fields of action
 - NL** Understanding mobility requirements of different touristic groups
 - SI** Mobility management at destinations
 - AT** Long distance travel options
 - AT** Flexible transport systems
 - ES** Cycling & walking as part of the tourism experience
 - CH** Multimodal travel information (systems) - requirements of tourists
 - HU** Integration of sustainable mobility services in tourism packages, marketing and communication



Logic behind

1. **Field of action (FoA):** general description incl. definition of scope & general introduction of actions within the FoA
2. **Actions:** description of challenges addressed with this action
3. **Recommendations:** suggestions what the national level could do to tackle the challenges
4. **Case studies (added in final publication):** description of existing examples how the national level came up with a solution for one of the challenges

1 Understanding mobility requirements of different tourist groups

Leveraging data on different tourist groups and their mobility needs is of paramount importance for national authorities aiming to develop tailored mobility solutions.

Informed by comprehensive research, understanding the behaviours of various demographics becomes essential. This approach empowers authorities to tailor strategies ensuring that they align with specific needs, thereby increasing satisfaction for diverse tourist groups. Examples include flexible ticketing, style, destinations and accommodation, price sensitivity, ticket flexibility and language type. Authorities can develop aligning initiatives. By prioritizing evidence-based approaches, authorities can support stakeholders at the destination in providing effective tourism mobility-related services.

Figure 2 Photo: Umweltbundesamt/B.Gröger



Sustainable Tourism Mobility

1.1 Action 1: Facilitate and finance research

This action recognizes the need for research initiatives that consider evolving trends in mobility and tourism. It addresses the challenge of tailoring mobility solutions to the specific needs and unique characteristics of various tourist groups. The objective is to optimize the use of sustainable means of transport, offer solutions through targeted investments, and focus on personalized mobility services for different segments of tourists. It is recommended to:

- Establish financial support for research activities on the requirements and needs of different tourist groups and trends of future tourism mobility;
- Encourage the transport and tourism sectors (e.g., transport service provider, mobility service provider, tourism association) to engage in research activities, and work together to build on existing transport research to include the tourism mobility perspective;
- Contribute to and be involved in relevant studies, projects and networks (e.g., THE PEP) in international frameworks by providing expertise and sharing best practices;
- Support regular exchange (e.g., through working groups, workshops, online seminars) among the national and international actors responsible for tourism/mobility/climate, in order to exchange verified data, analyses and trend forecasts.

Case study 5 FoA 1: Miranda tool, Sweden

The Miranda tool has been developed to support planners at all levels involved in planning and decision-making for sustainable tourism mobility in Sweden. The Swedish Transport Agency and The Swedish Agency for Economic and Regional Growth initiated the project in cooperation with expertise at the Centre for Tourism and Leisure Research at Dalarna University who developed the tool.

Case study 6 FoA 1: Kalmar as Miranda showcase, Sweden

In this case study the Miranda tool is showcased for the destination of Kalmar including the Island of Öland, Sweden, in supporting planning for sustainable tourism mobility. The showcasing region was decided on jointly between the Swedish Transport Agency and the Region of Kalmar County.

Case studies

More than 80 case studies from the countries of the pan-European region highlighting possible solutions to overcome existing challenges

Factsheets: In addition to short description in main text, more detailed information is provided in the annex

Case study 15 FoA 2: Sustainable Tourism Mobility guideline, Austria

This guideline published by the Austrian Federal Ministry of Climate Action in cooperation with the Austrian Federal Ministry of Labour and Economy intended to show practitioners and stakeholders from the tourism and leisure industry how to deal with the challenges concerning mobility in Tourism and the changing mobility behaviours including concrete instructions for further action.

FS 15 Sustainable tourism destinations guideline, AT



Image: BMK

To support tourism destinations in sustainable mobility the Austrian Federal Ministries responsible for tourism, transport, the environment and climate action published a guideline outlining possible fields of action, important steps and ideas.

In this guideline, practitioners from the tourism regions will find specific instructions to implement climate-friendly mobility solutions by answering the following questions: Climate-friendly mobility is important, but why exactly? / What influences people's travel behavior? / Where to start if I want to implement sustainable mobility measures? / Which successful practical examples already exist? / How do I develop sustainable mobility projects? / Who can help me with this?

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You would like to know more about our work?
You would like your country to get involved?

THE PEP Partnership Sustainable Tourism Mobility:
<https://unece.org/thepep/tourism>

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