



SMARTA-NET

Guidance on Sustainable Mobility in rural tourism, best practices and experiences from SMARTA initiative of the European Commission



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The SMARTA-NET project in a nutshell

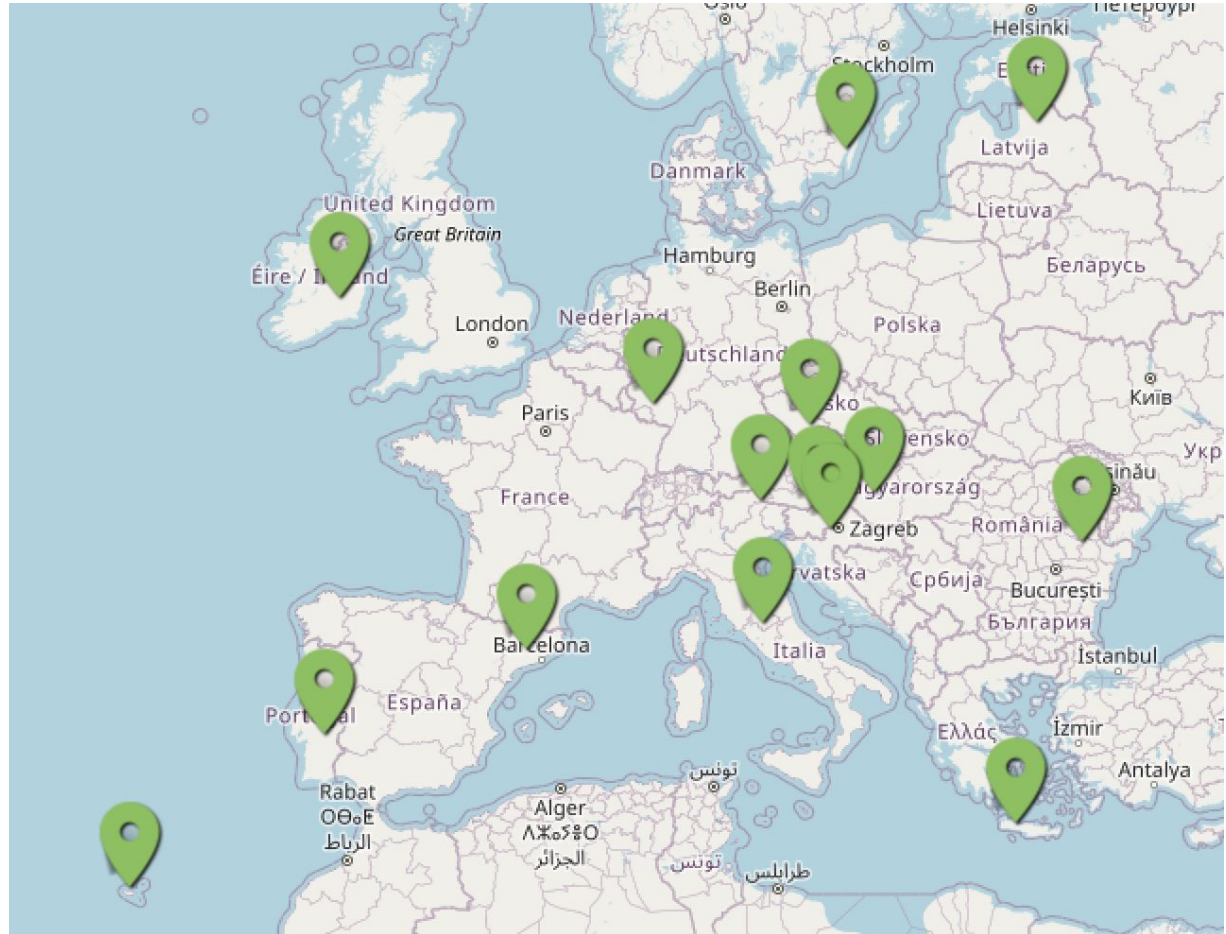
- SMARTA-NET is an initiative of the European Commission, under DG MOVE, aiming to promote sustainable and resilient mobility connections between rural areas, and between remote rural areas and urban areas, taking into account the need to support eco-tourism.
- The outcome of the project is the establishment of a European Rural Mobility Network (ERMN) to engage rural municipalities and other European actors in capacity-building and exchanging knowledge and experience.



Liaising with several rural stakeholders

Lighthouse Sites – representing both municipalities as well as higher level local entities / multipliers (e.g. LAGs and regional authorities) - core members of the ERMN

- Interest in developing tourism in their area
- Presence of an active rural mobility scheme, or willingness to develop one
- Ready to contribute with their practical experience
- Support the SMARTA-NET team in reaching out and engaging rural municipalities

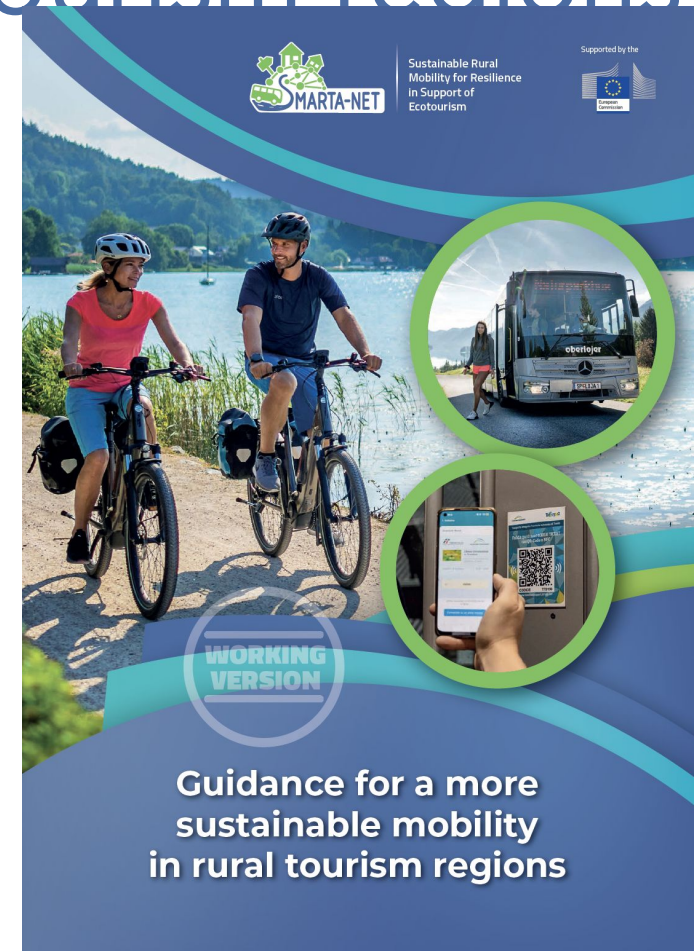


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The SMARTA-NET Guidance No. 2: Sustainable mobility in rural tourism regions

- Purpose:
 - to inform about how to connect tourist destinations to showcase resilient sustainable mobility networks and
 - to adapt mobility offers to tourists needs
- Main target groups: local authorities and rural tourism providers





The guidance

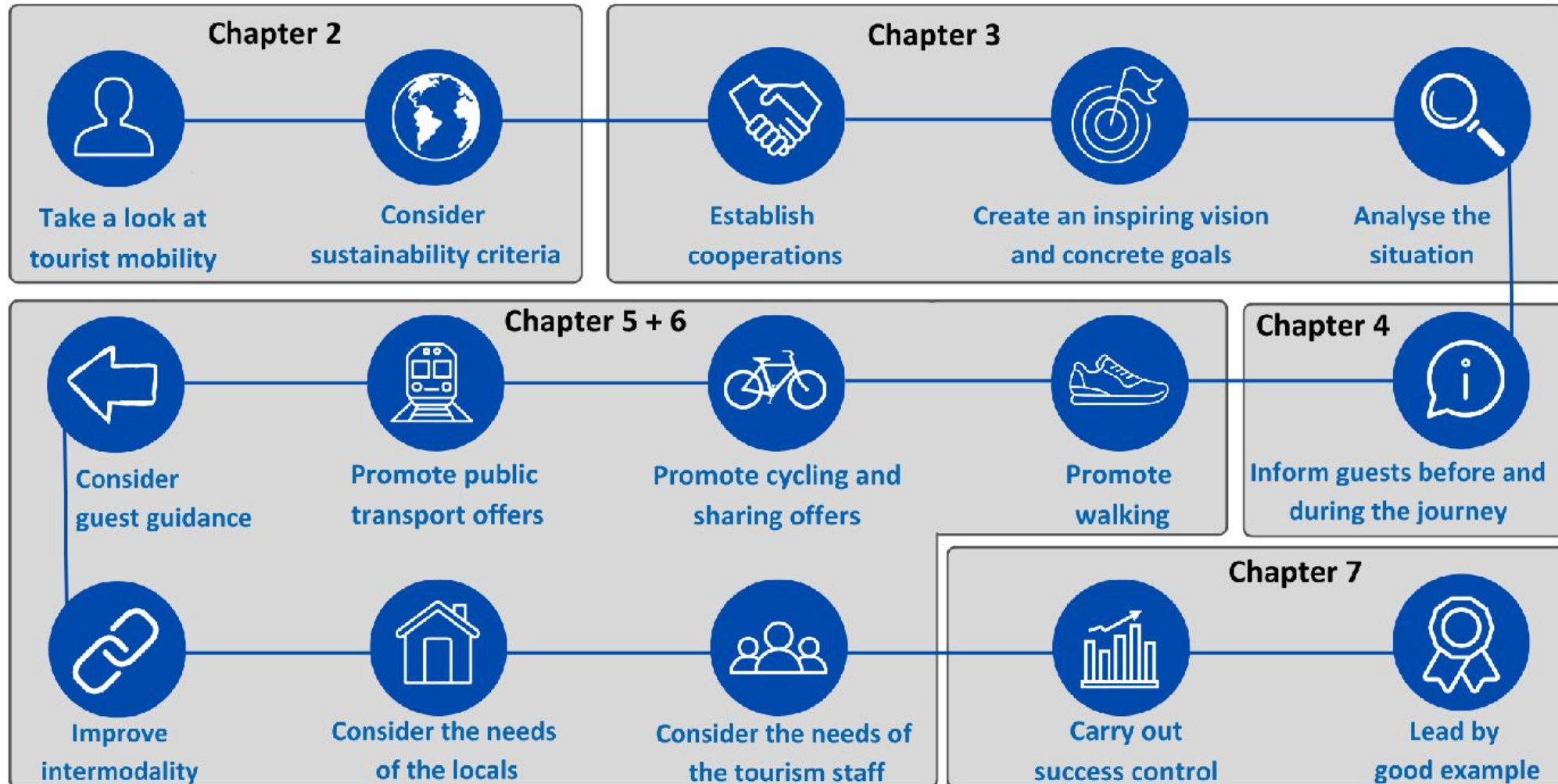
- Helps users to gain knowledge of sustainable mobility in rural tourism communities,
- Gives good practice examples of inspiring and sustainable touristic mobility offers and
- Provides guidance on how to implement sustainable mobility solutions in their regions.

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How to make mobility more sustainable in rural tourism regions



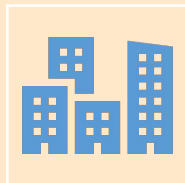
Key messages



High share of tourists in rural regions arrive by car



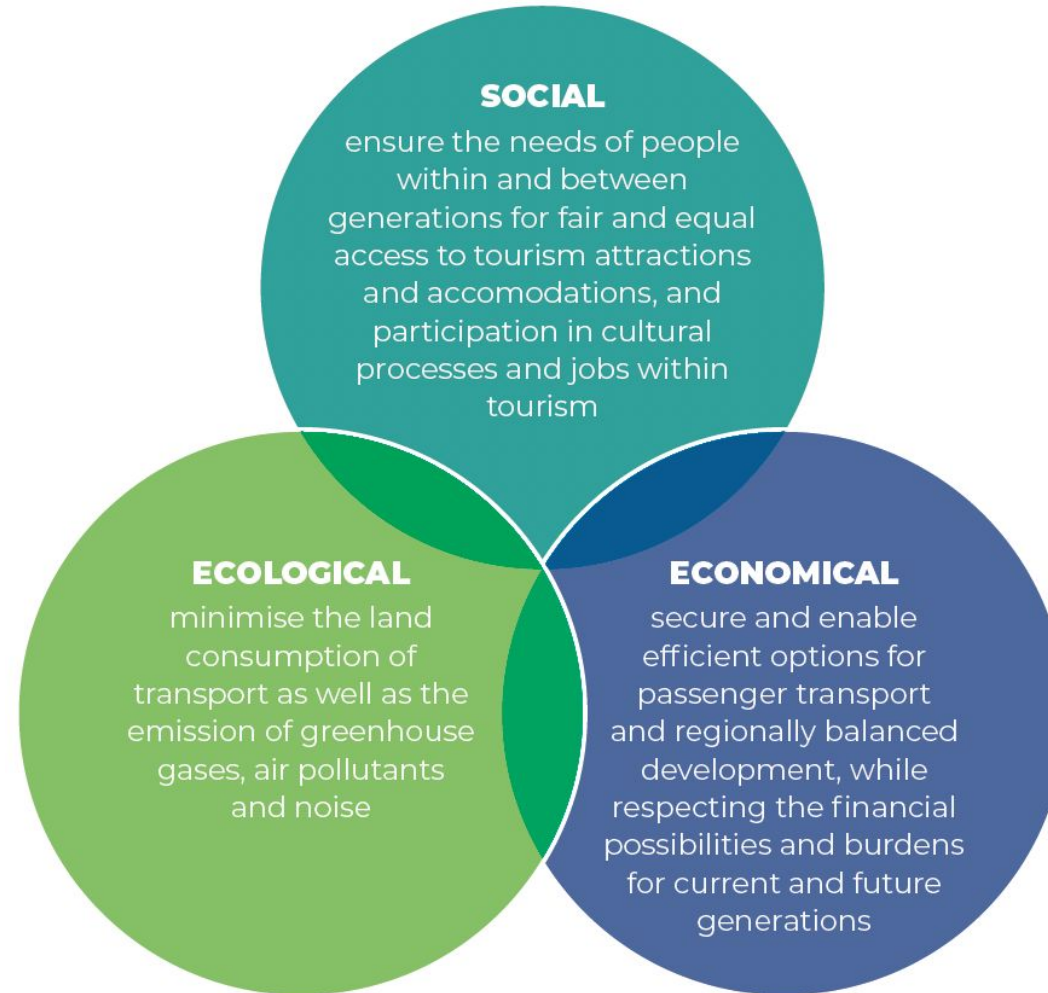
In terms of sustainability, the aim is to increase the share of tourists in rural areas who are walking, using bike, train and bus



Rural regions are quite heterogeneous and urban mobility solutions often don't fit

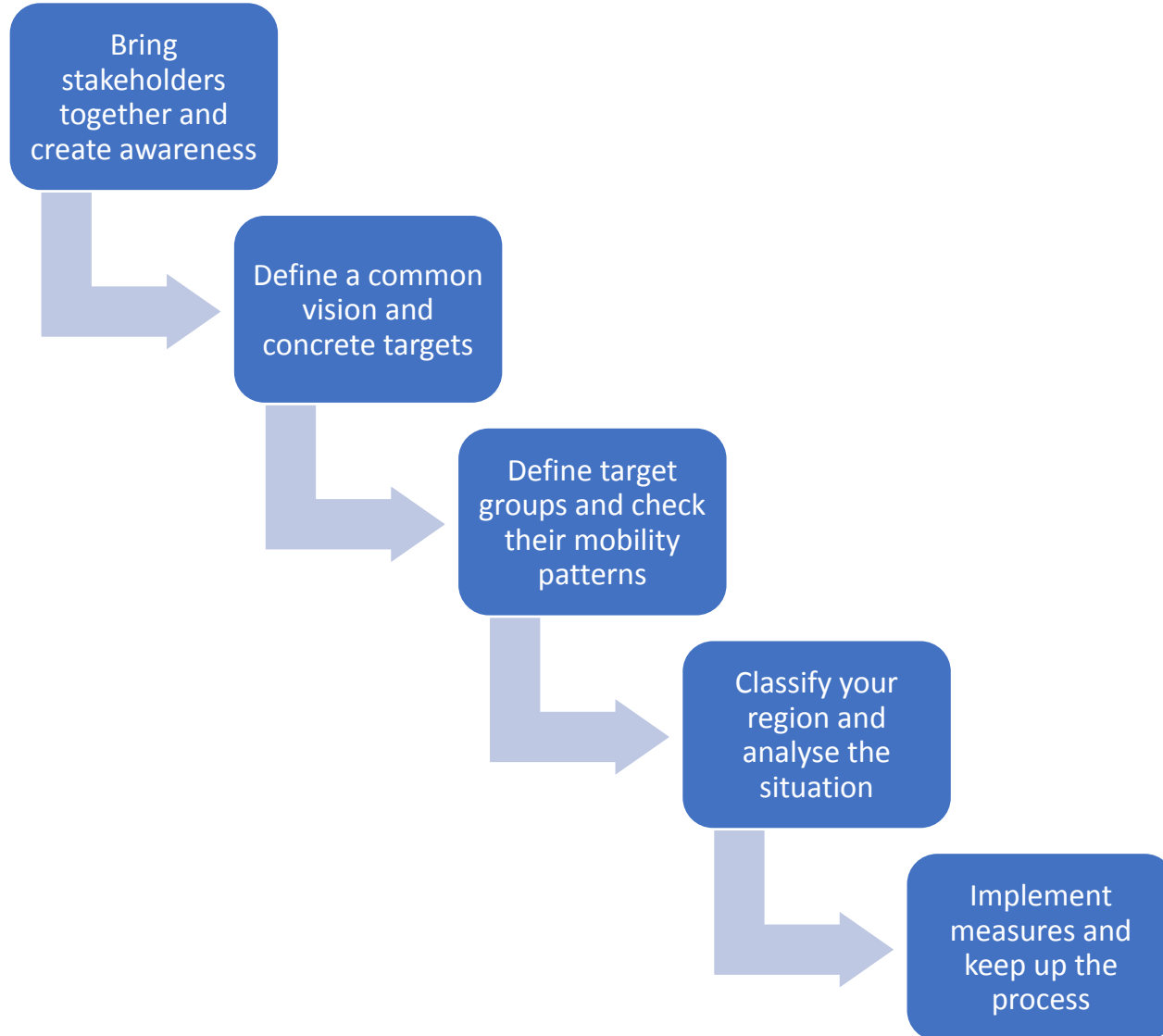


Criteria of sustainable tourist mobility



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

The importance of cooperation



Success factors for cooperations



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

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.



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/>

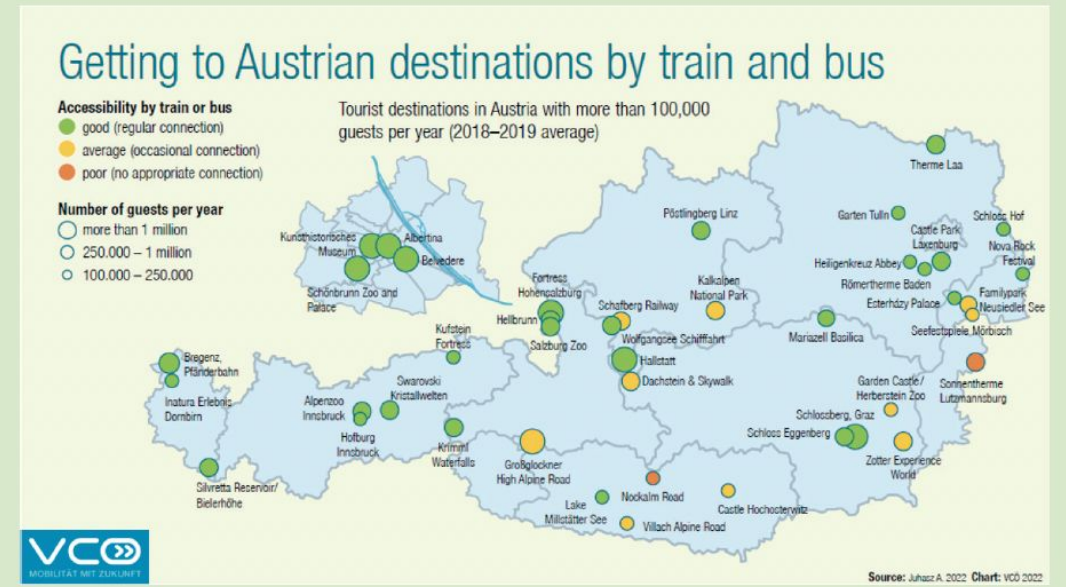
GOOD EXAMPLE

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>



Inspire and inform about mobility options



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 information 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

Ideas for efficient communication



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 that 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.

Recommendation of car-free travel using the example of East Tyrol

Type of region: Inland, alpine

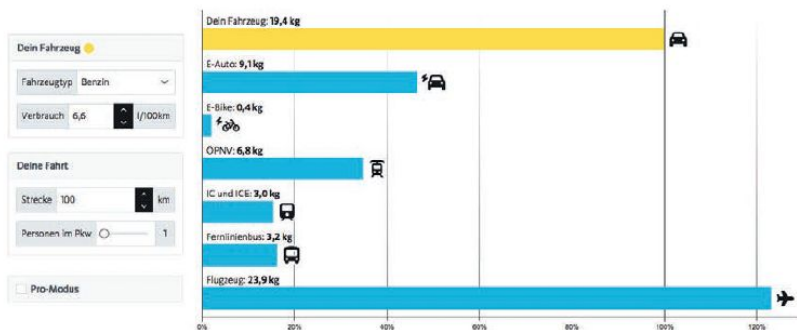
Destination East Tyrol shows how it's done: its own website recommends car-free travel, and there are plenty of options once you're here. Your holiday could begin the minute you close your front door. The 'Getting here by train' section tells you everything you need to know, as well as giving you a few tips on how to get from the train station to your accommodation.

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.

Your journey to Osttirol

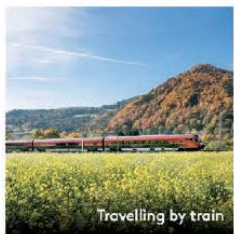
You don't need a car to enjoy Osttirol and you don't need a car to get here either! Our region is easily accessible by public transport, and there are plenty of options once you're here. Your holiday could begin the minute you close your front door. The 'Getting here by train' section tells you everything you need to know, as well as giving you a few tips on how to get from the train station to your accommodation.

Our carbon calculator lets you compare different transport options with each other:



Berechnet wird für alle Transportmittel der CO₂-Ausstoß pro Person. Voreingestellt ist ein Mittelwert beim Spritverbrauch und eine Strecke von 100 Kilometern. Viel Spaß beim Rumklicken – schau gerne auch mal in den Pro-Modus rein! Fragen? Beantworten wir weiter unten.

Source of carbon calculator: www.quarks.de/umwelt/klimawandel/co2-rechner-fuhr-auto-flugzeug-und-co/



Source: Tourismusverband Osttirol



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

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



Source: Caroline Bazin - Normandy Tourism



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

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.

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



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.mobikon.de/praxisbeispiel/biosphaeren-safari-ein-mobilitaets-marketing-produkt>

Improve sustainable mobility options

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

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

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.



www.badhindelang.de/urlaub/emmi-mobil



Source: Bad Hindelang Tourismus/Wolfgang B. Kleiner

Stakeholder checklist

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



Find out more about
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[Guidance!](#)

Thank you!



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