

ENCOURAGING BEHAVIOURAL CHANGE TOWARDS SUSTAINABLE TOURISM: A GERMAN APPROACH TO FREE PUBLIC TRANSPORT FOR TOURISTS

Webinar #2

Influencing travel and transport behaviour
for more sustainable tourism practices

Practices STRALSUND 13TH OF MARCH 2025 10:00-12:00

Agenda

1. Tourists versus locals?
2. Product Design - Merging Transport Demand
3. Tarif Design – Guest Pass (Gästeticket)
4. Outlook

1. Tourists versus locals?

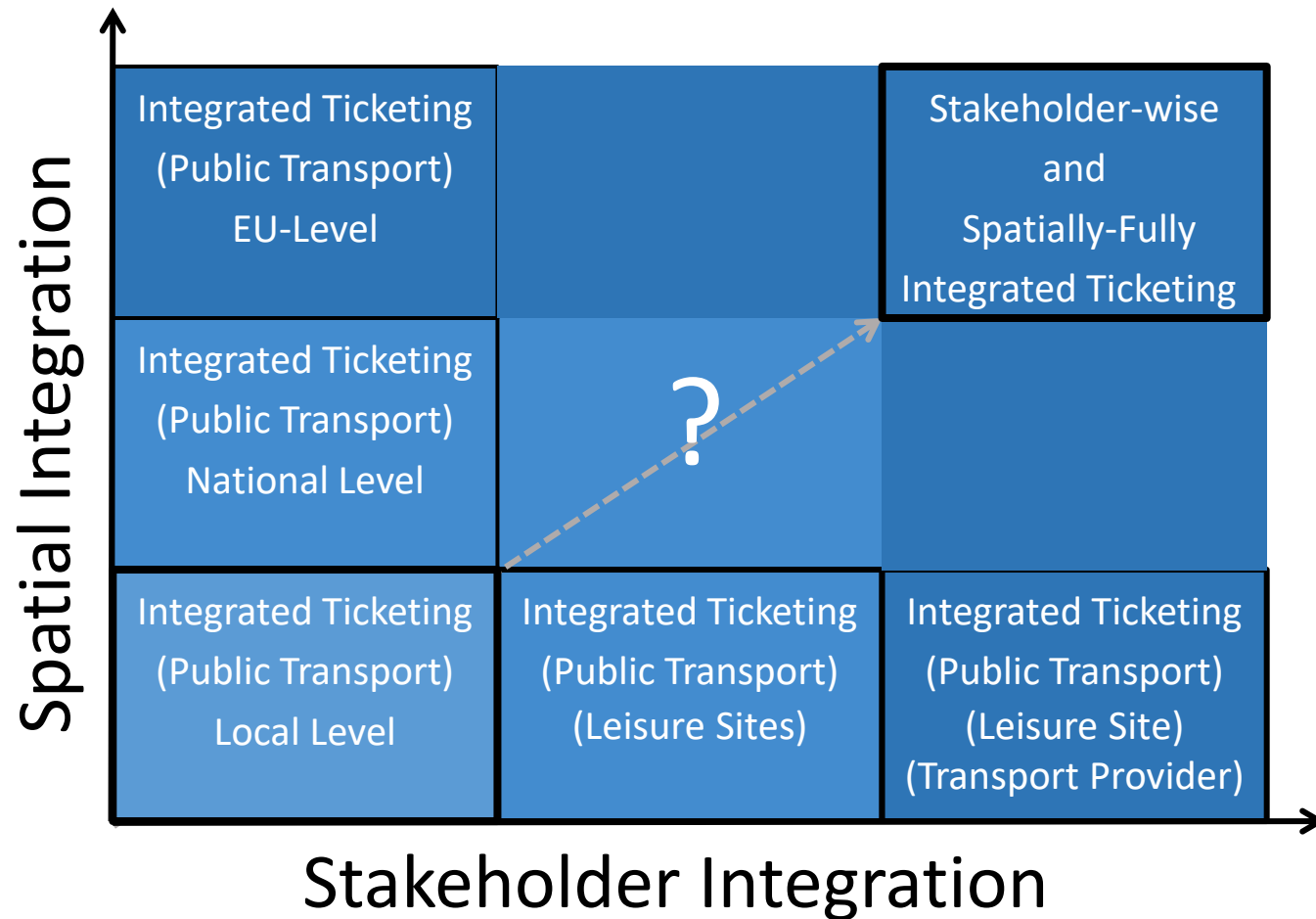
Negotiating identities and transport needs



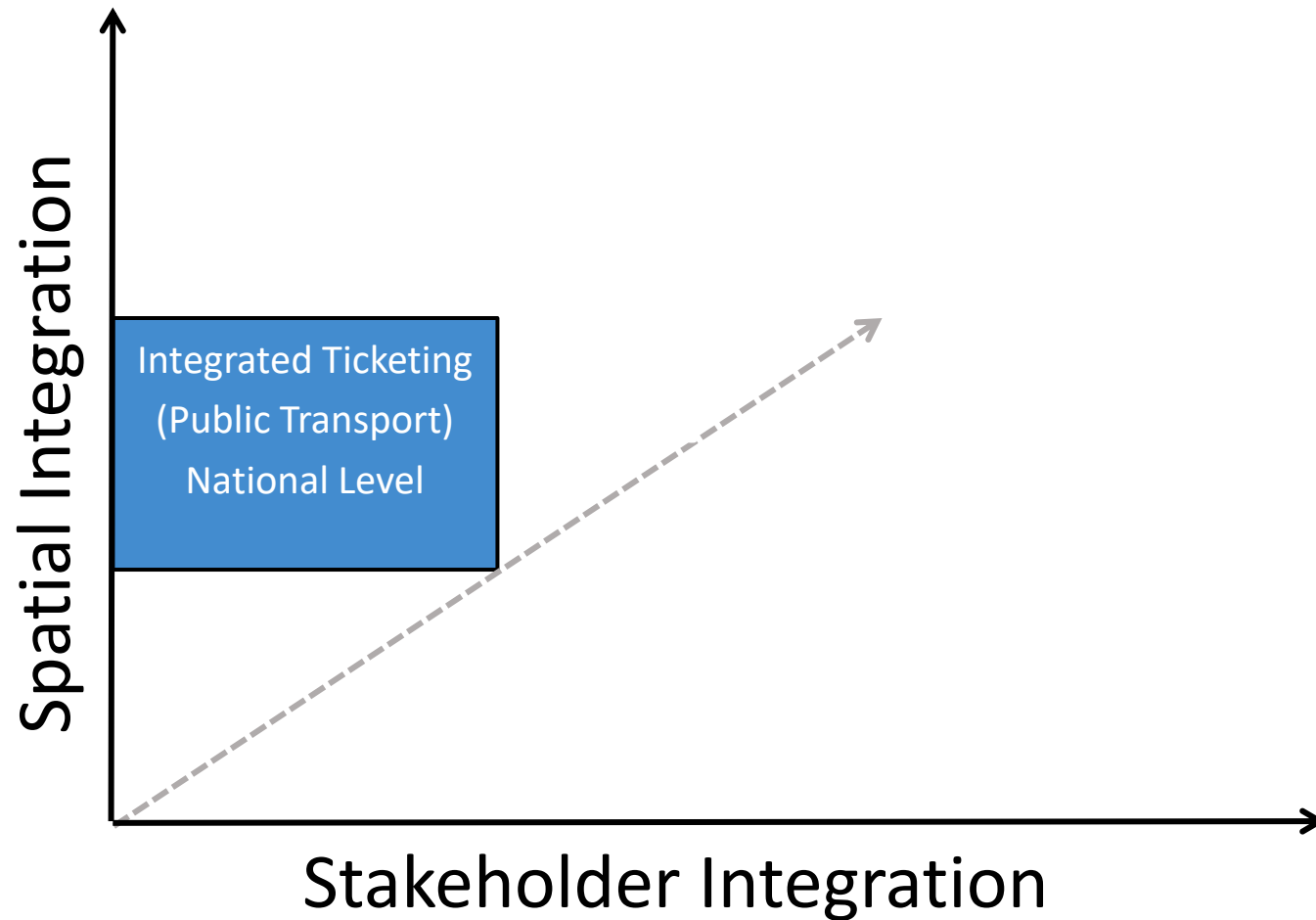
Is a differentiation in tourists and locals still adequate?

- “Global citizenship”, “New mobility-turn”, etc.
- An important research topic in tourism is that of “how tourists negotiate their identities and their notions of citizenship in the so-called contact zones”. (Hannman 2009, p. 108)
- We need...”new models of citizenship that recognize different patterns of obligations and responsibilities”. (Moscardo et al., 2013)

Transport Product and Tarif Integration Scenarios



Scenario 1



The „GeneralAbo“ travelcard (Switzerland)

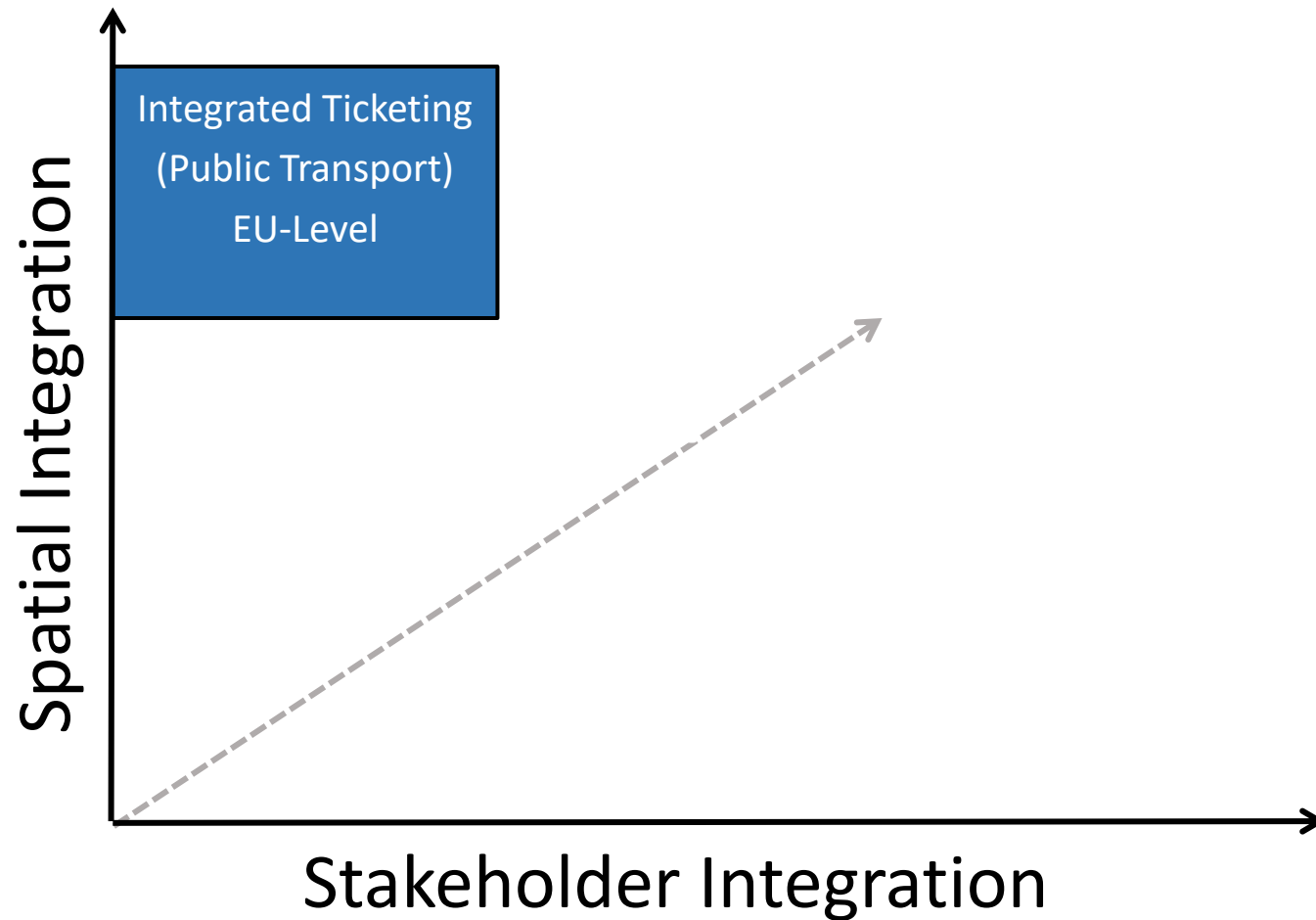
- Throughout its period of validity, you enjoy free travel on all SBB routes, and also those of most private rail companies, throughout Switzerland.
- The GA travel card is also valid for post buses and boats, as well as for short-distance public transport services like trams and buses in most cities and urban areas.
- National Level, specific target group (nationals)
=> Successful product!



Is it a tourism or a transport product?

What is relevant? The product or the way it is used?

Scenario 2



The „Interrail“-Ticket

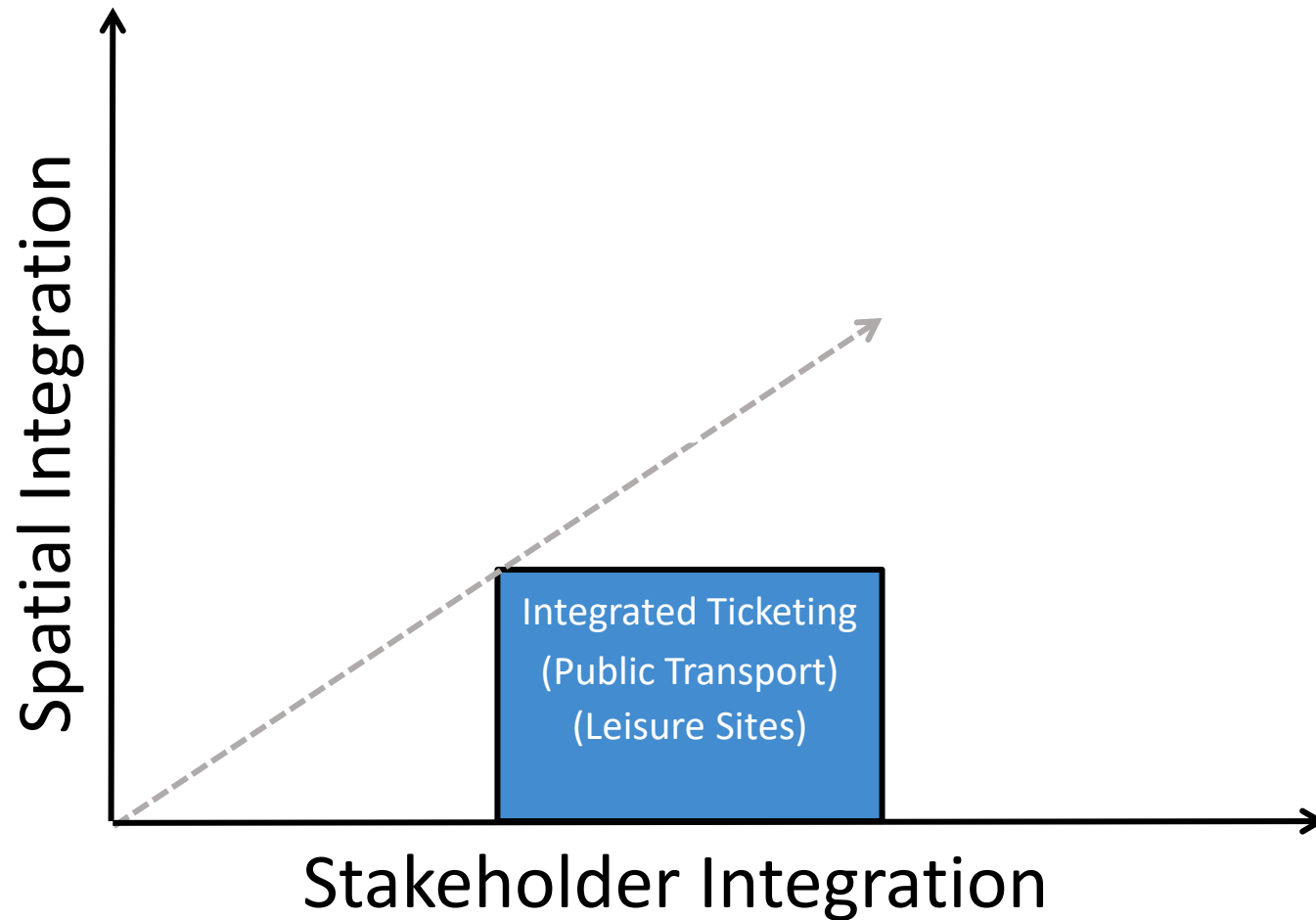
- Throughout its period of validity, you enjoy free travel on almost the entire railroad-network of Europe.
- International Level, specific target group (travelers)
=> Successful product, celebrating its 40th anniversary!



Is it a tourism or a transport product?

What is relevant? The product or the way it is used?

Scenario 3



Local „Tourist Tickets“

- Local Tourist Tickets offer unlimited travel within the public transport network for a certain period, allow free or discounted entrance to tourist attractions and cultural highlights.

- IAmsterdam City Card
- Berlin Welcome Card , etc.
- Local Level, specific target group (tourists)
=> Successful Product!



Is it a tourism or a transport product?

What is relevant? The product or the way it is used?

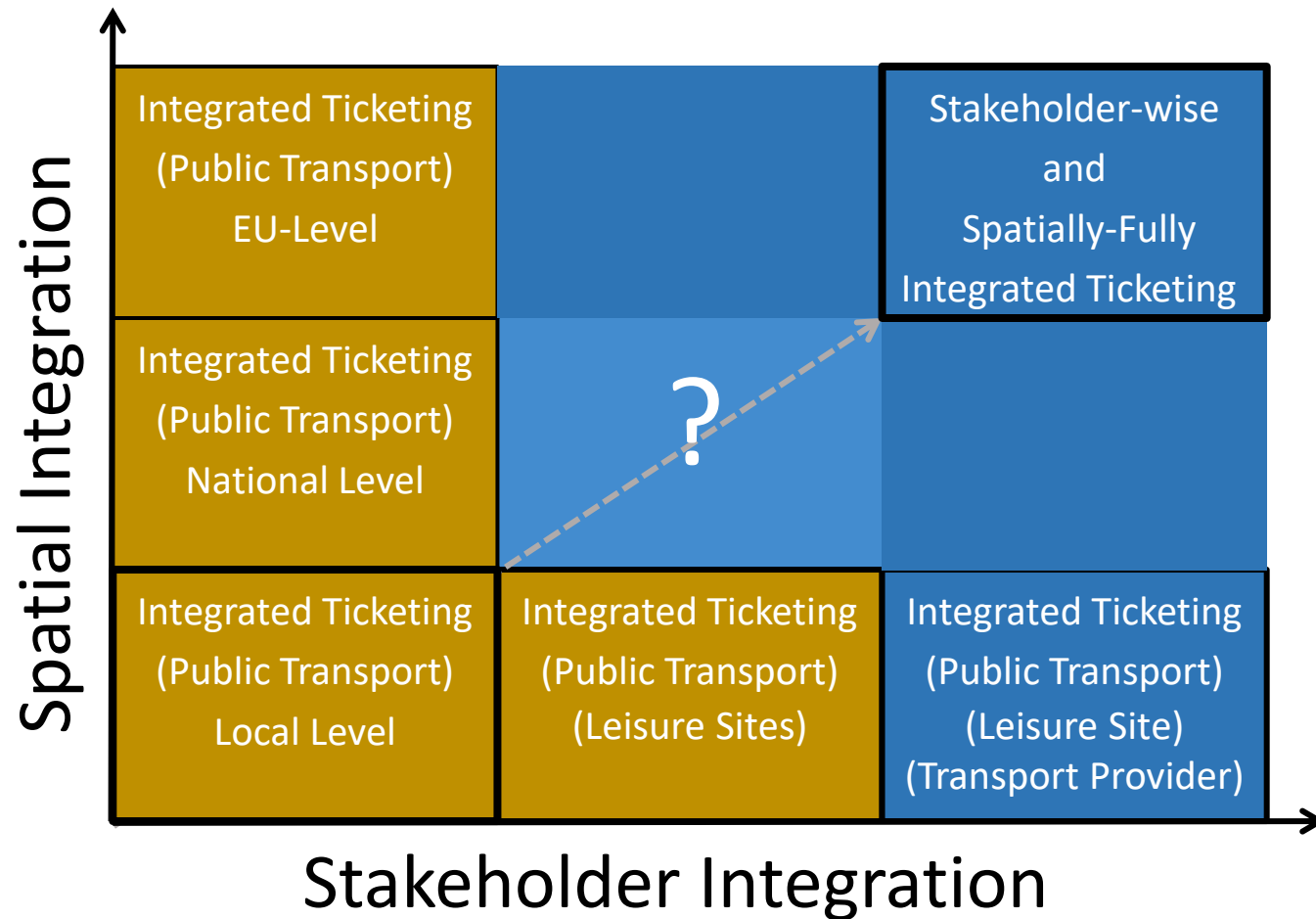
Two sides of the same medal?

- Several studies on customer satisfaction with PT, such as: Tyrinopoulos & Antoniou, Budiono, Cantwell, Caulfield, & O'Mahony, Felleson and Friman, Lai and Chen, Eboli and Mazzula.
=> Functionality , Comfort, Staff, Safety
- Less but descent number of studies on tourist satisfaction with PT, Ruggles-Brise, Gerike/Le-Klähn, etc.
=> Ease of use, better value for money, information, cleanliness

Differences in results => locals versus tourists?

Different people or different attitudes of the same people?

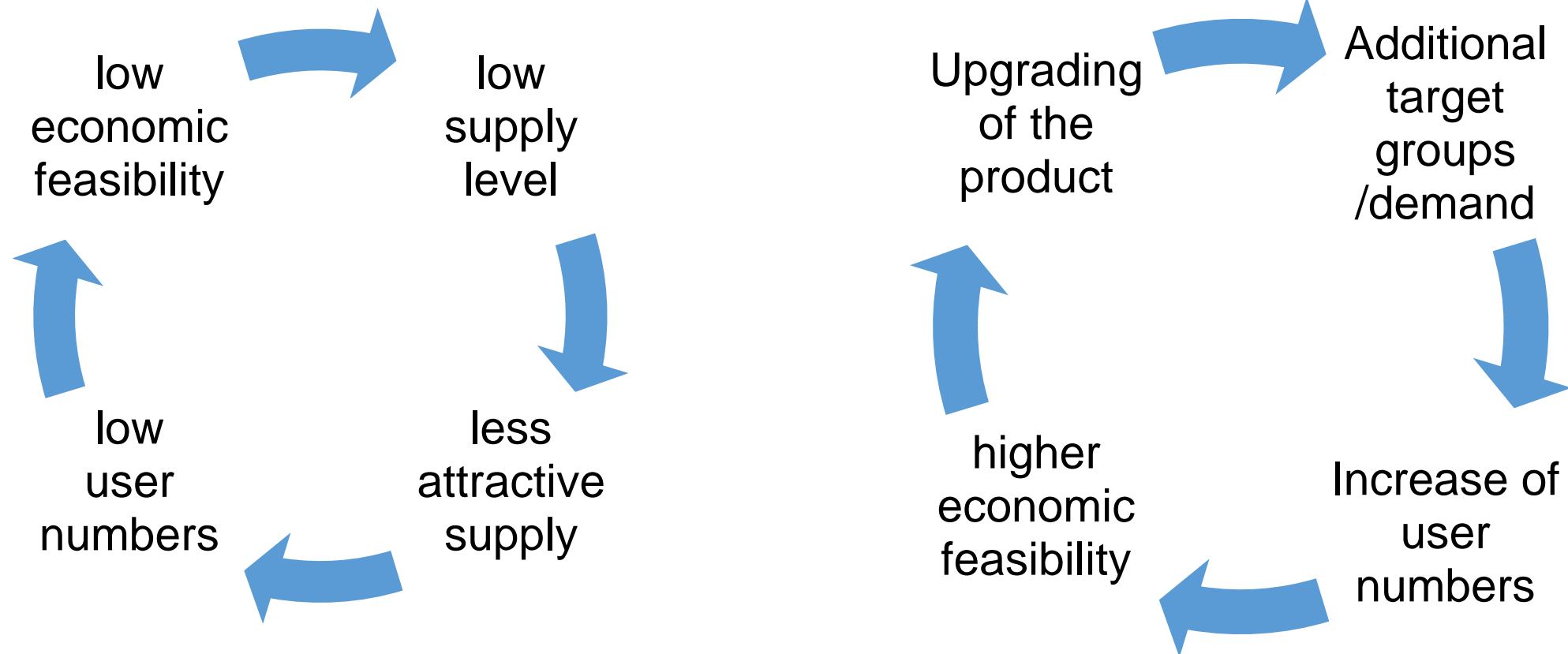
Which is the next integration step?



2. Product Design

- Merging Transport Demand

Interdependency of demand and supply; a vicious circle ??



The German Lippe District



- A rural "EU-Leader " region with ~ 260 inhabitants/km² and 3 mid-sized towns (~ 50000 inhabitants)
- Southwest of Hannover, North-west of Kassel and East of the Ruhr-region
- One regional public-transport authority "KVG-Lippe".

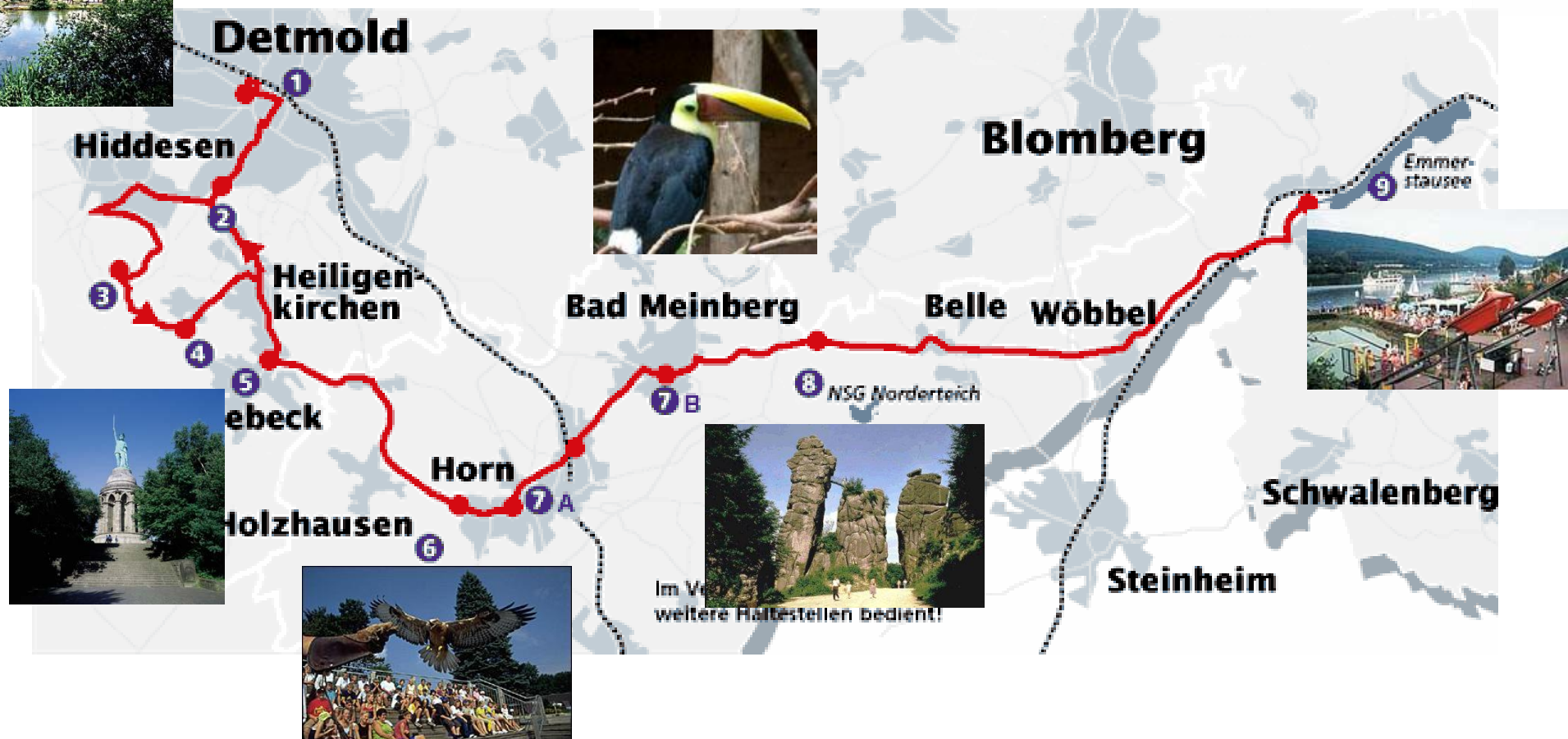
"Naturpark Bus"

The existing regional coach line 792 was transformed to meet needs of tourists and excursionists as well by:

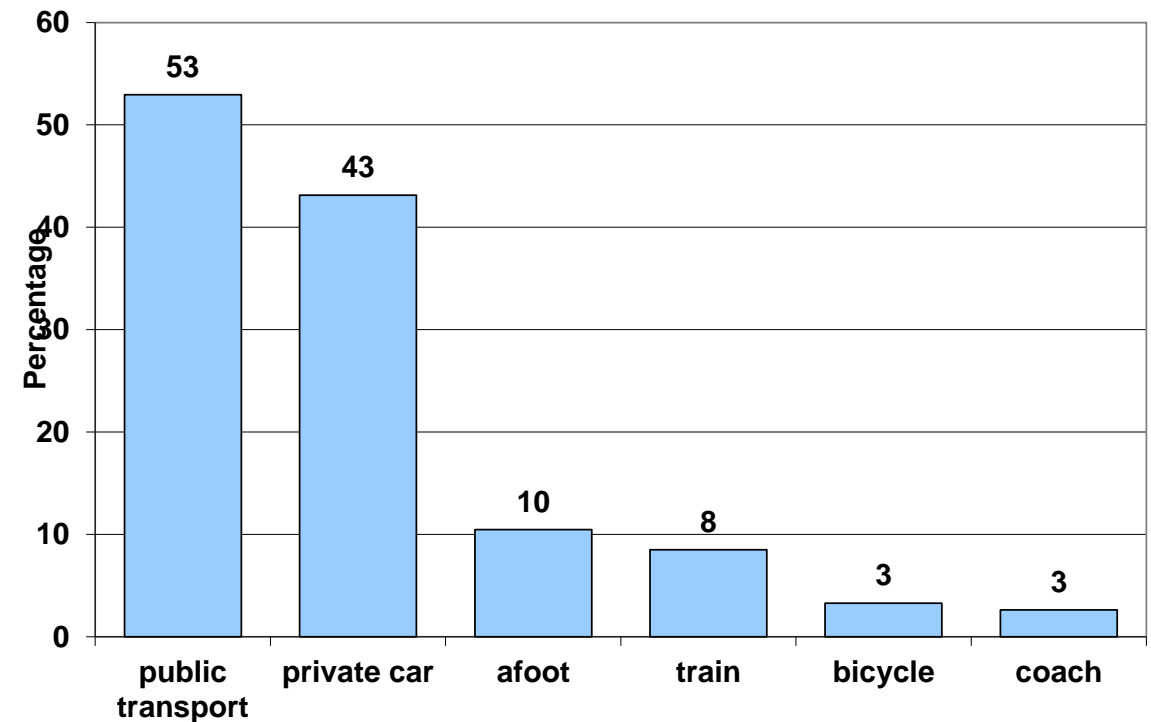
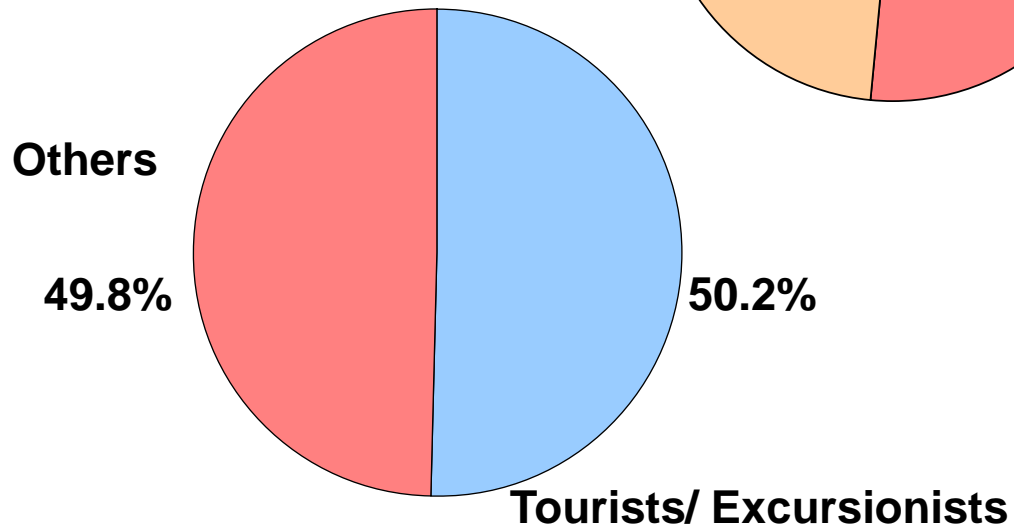
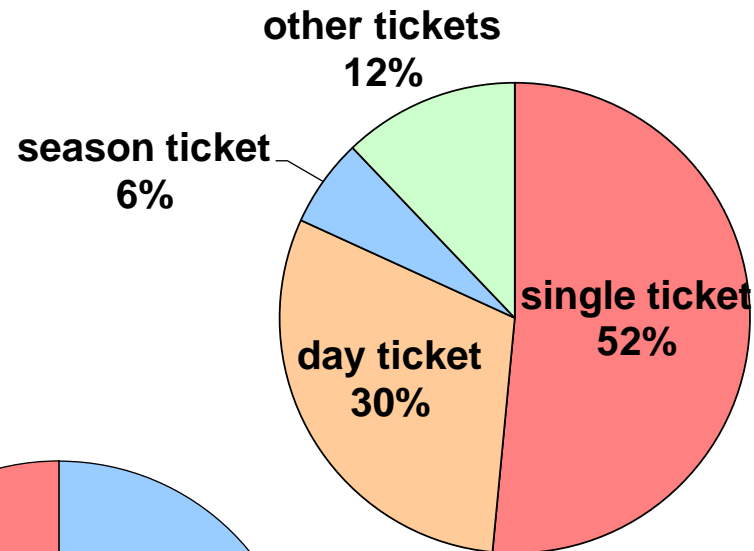
- Adding a few stops at attractions site along the line
- A new marketing approach comprising of a new corporate design and a new tariff system (day/combined ticket)
- summer season (May-October) supply on an hourly basis



"Naturpark Bus"



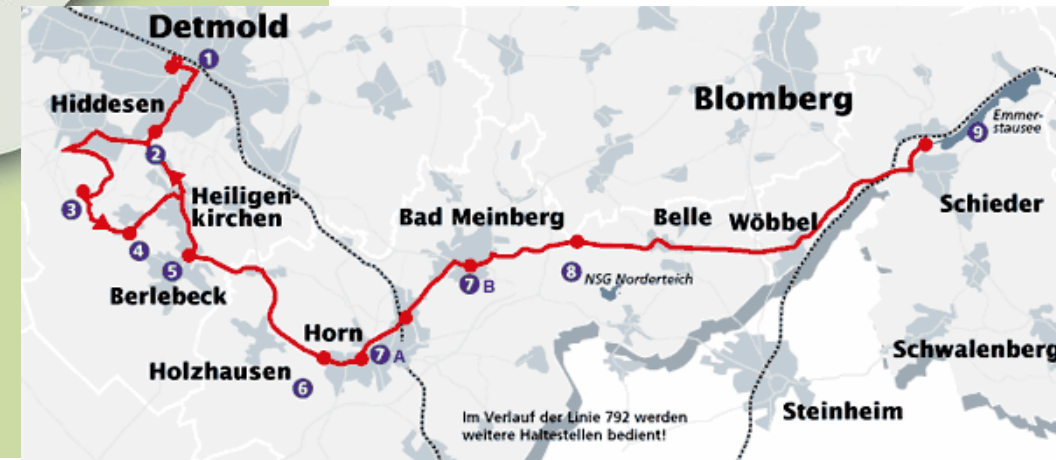
Evaluation of pilot operation



Naturpark Bus/ Tourist Line VI

- User numbers:
50% Tourists and Excursionists => „doubling“ of the operating grade
 - Revenue:
high share of single tickets and day tickets => increased revenue
 - Modal-split:
Shift in modal-split amongst tourists and excursionists,
- ⇒ increase of economic feasibility & sustainable transport
- ⇒ additional revenue invested in further development after the project

Expanding the „Naturpark Bus“



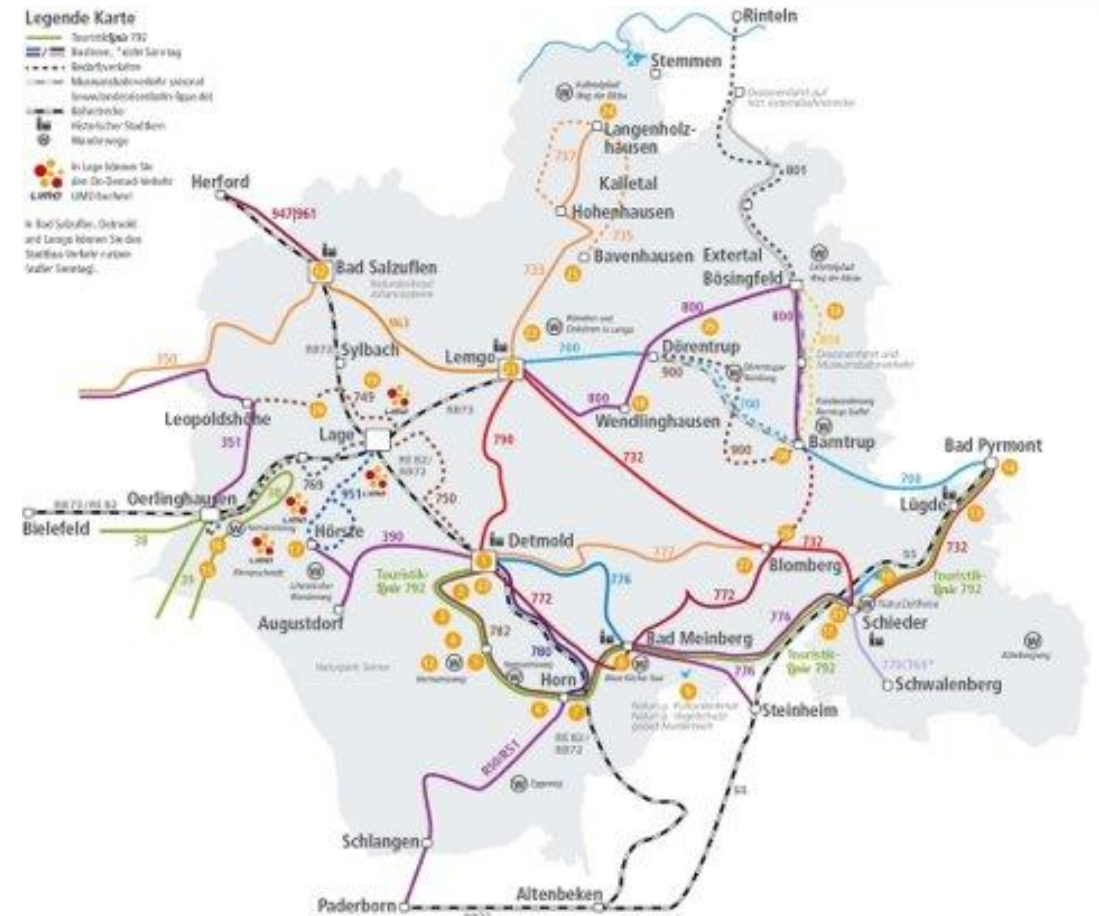
Expanding the „Naturpark Bus“

- Extension of the existing line by another 5 stops
- Introduction of a bicycle trailer
- Additional marketing efforts in cooperation with the “German Hiking Association” & “German Cycling Association” to further increase the number of tourists and excursionists.



Introduction of the „Touristik Linie“

- Rebranding of the product
- Increased capacity with new vehicles
- Increased number of operating days
- Inclusion of other regional coach lines
- Development of a touristic network.



Conclusion

Steady increase of the quality of local public transport in Lippe through continuous

- search for additional funding for pilot projects
- search for new target groups
- marketing efforts
- improvement of the quality level of public transport supply
- political lobbying amongst various stakeholders

3. Tarif Design – Guest Pass (Gästeticket)

Guest Pass (Gästeticket)

- Overnight tourists are allowed free public transport, corresponding in duration to their overnight stays within the region, including all bus and coach networks, as well as local trains.

Additional Information:

Gronau. W. (2016) Encouraging behavioural change towards sustainable tourism: a German approach to free public transport for tourists. *Journal of Sustainable Tourism* 25(2) pp. 1-11 (DOI: 10.1080/09669582.2016.1198357)

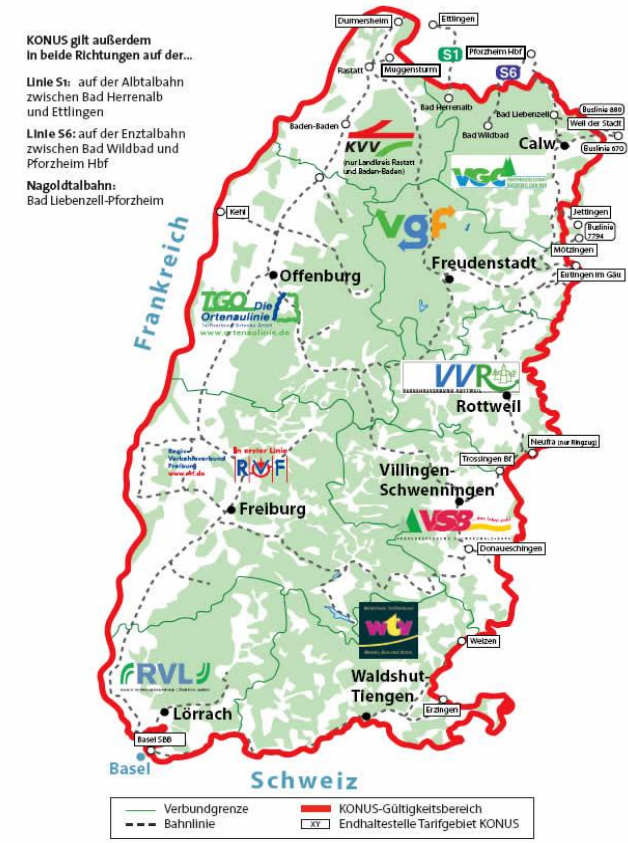
Konus-Card (Black Forest)

(**K**ostenlose **NU**tzung des ÖPNV für **S**chwarzwaldurlauber)

- Free public transport in the entire Black Forest
- 148 Holiday villages/towns connected (11.000 hosts)
- Cost allocation : all overnight tourists pay (per overnight stay 0.35 Euro 2006, 0,50 Euro 2022), also non-users of public transport.



Hier gilt KONUS:

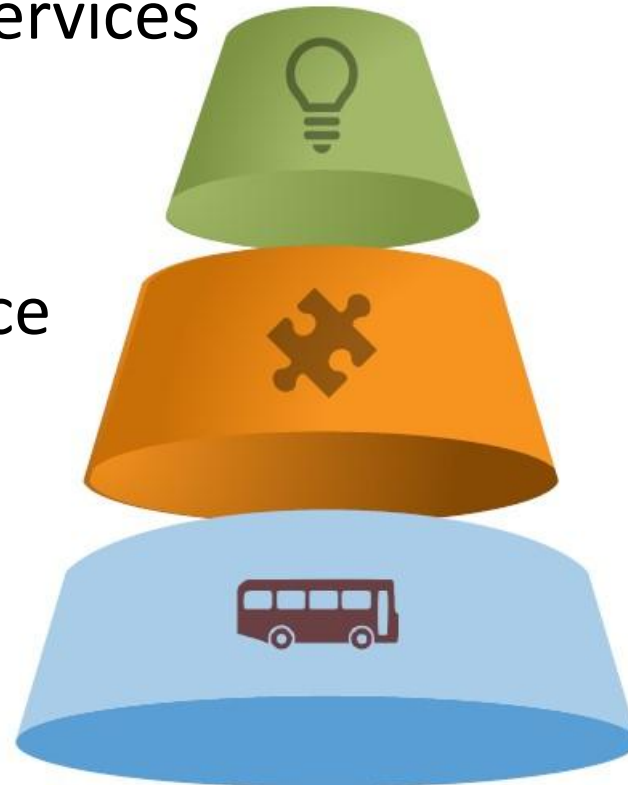


Additional Information:

<https://www.hochschwarzwald.de/en/service/arrival-and-getting-around>

South Tirol Guest Pass

- Purchasable Individual services (Upselling)
- Regional Inclusive Service (Theme Packages)
- Basic Service (Mobility)



Financing:
per every overnight tourists (0,60 Euro -> 0,70 Euro in 2025) are paid to the consortium.

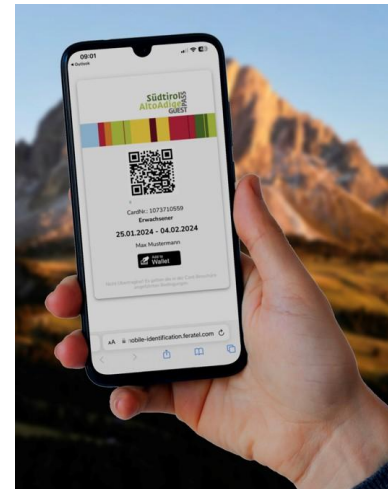


Additional Information:

<https://www.hochschwarzwald.de/en/service/arrival-and-getting-around>

Digitalisation of Guest Passes

- From intra-destination accessibility to inter-destination accessibility
- Through the digitalisation of guest passes also departure and arrival within the destination are included in the guest passes, this differs to before, when they were issued after arrival at the destination.



4. Outlook

Outlook

Despite the challenging situation for green modes there are positive examples even in the leisure and tourism context, but success depends mainly on:

- the existence of a charismatic person with leadership skills to drive the process
- the commitment also financial wise of all stakeholders
- financial support beyond a one-year-pilot-phase
- Patience amongst the political decision-makers

=> In case this all works,
success is possible as illustrated in the Lippe District

Thank you for your attention !!!



... I am looking forward to a lively discussion

Prof. Dr. Werner Gronau

Tourism, Travel & Transport
Department Leisure and Tourism Management
School of Business
Hochschule Stralsund
Zur Schwedenschanze 15 D-18435 Stralsund
Tel. +49 (0)3831 456649 Fax. +49 (0)3831 456790
e-mail: werner.gronau@hochschule-stralsund.de