

The role of biking for a sustainable tourism mobility paradigm in the alps

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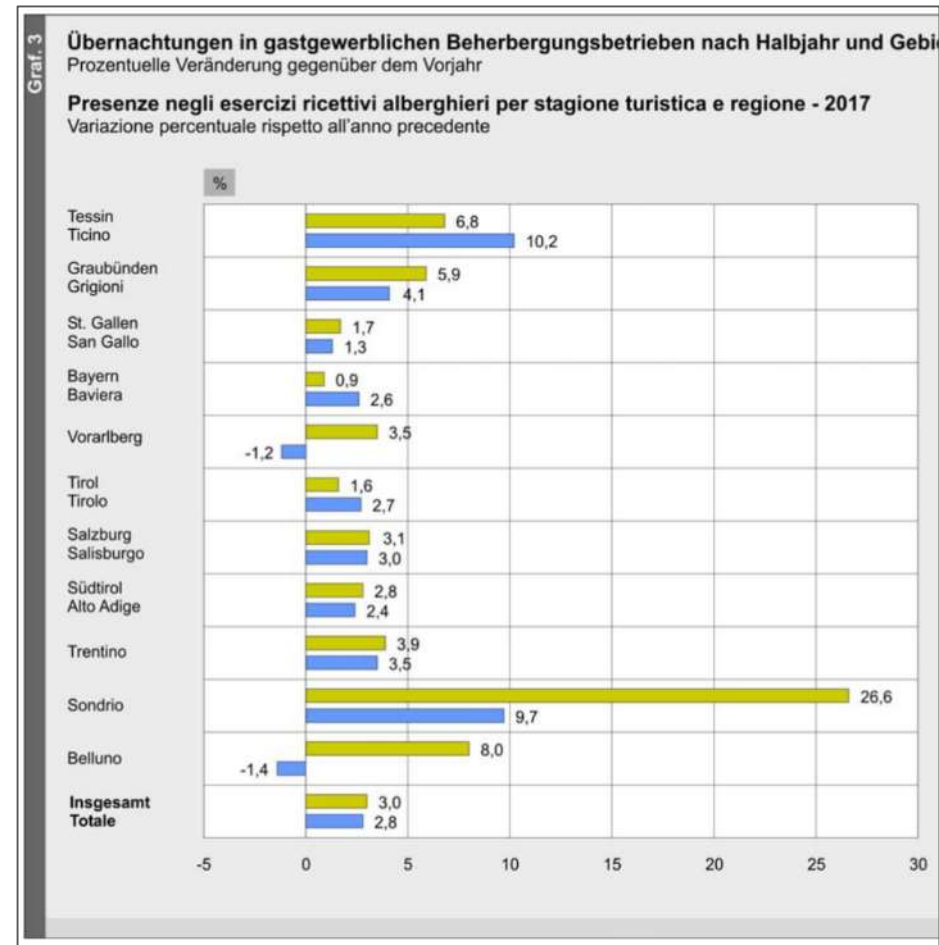
Starting point

Why do we need cycling for a more sustainable tourism mobility?

AMOUNT

Alpine tourism is strongly
increasing in overall terms

95 Mio long-stay tourists
and 60 Mio day-trip visitors
per year in main regions



2016→2017

■ Summer season
■ Winter season

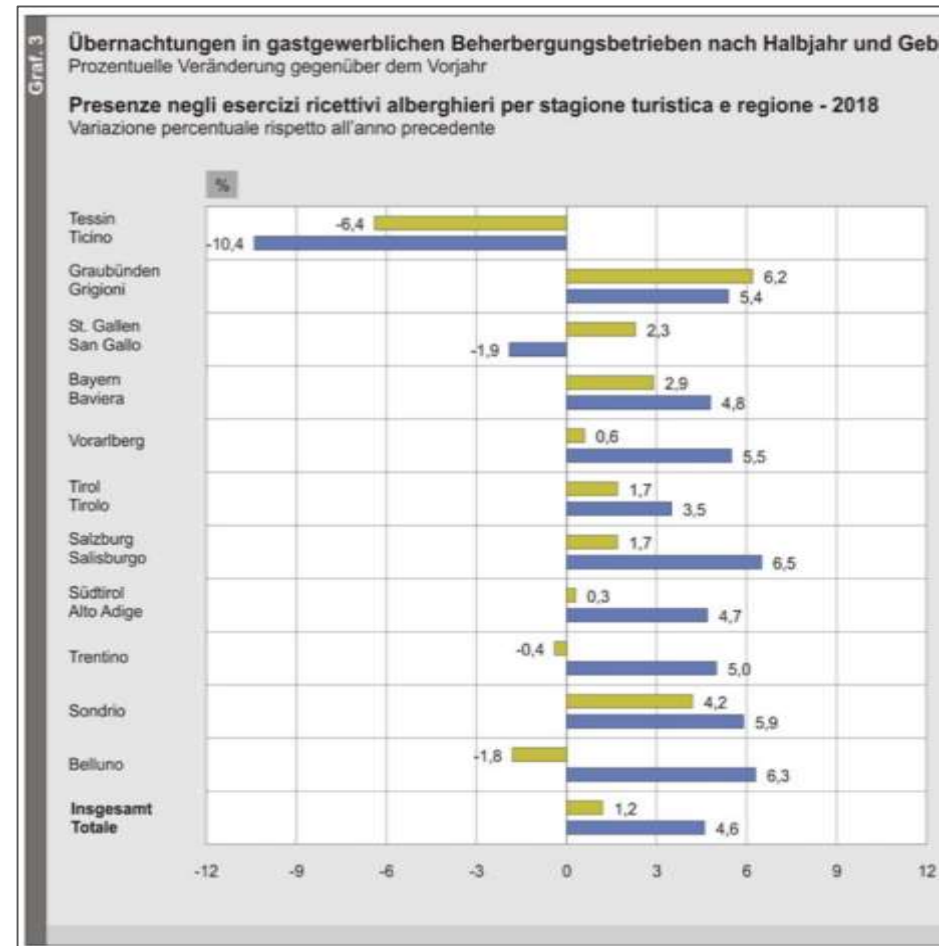
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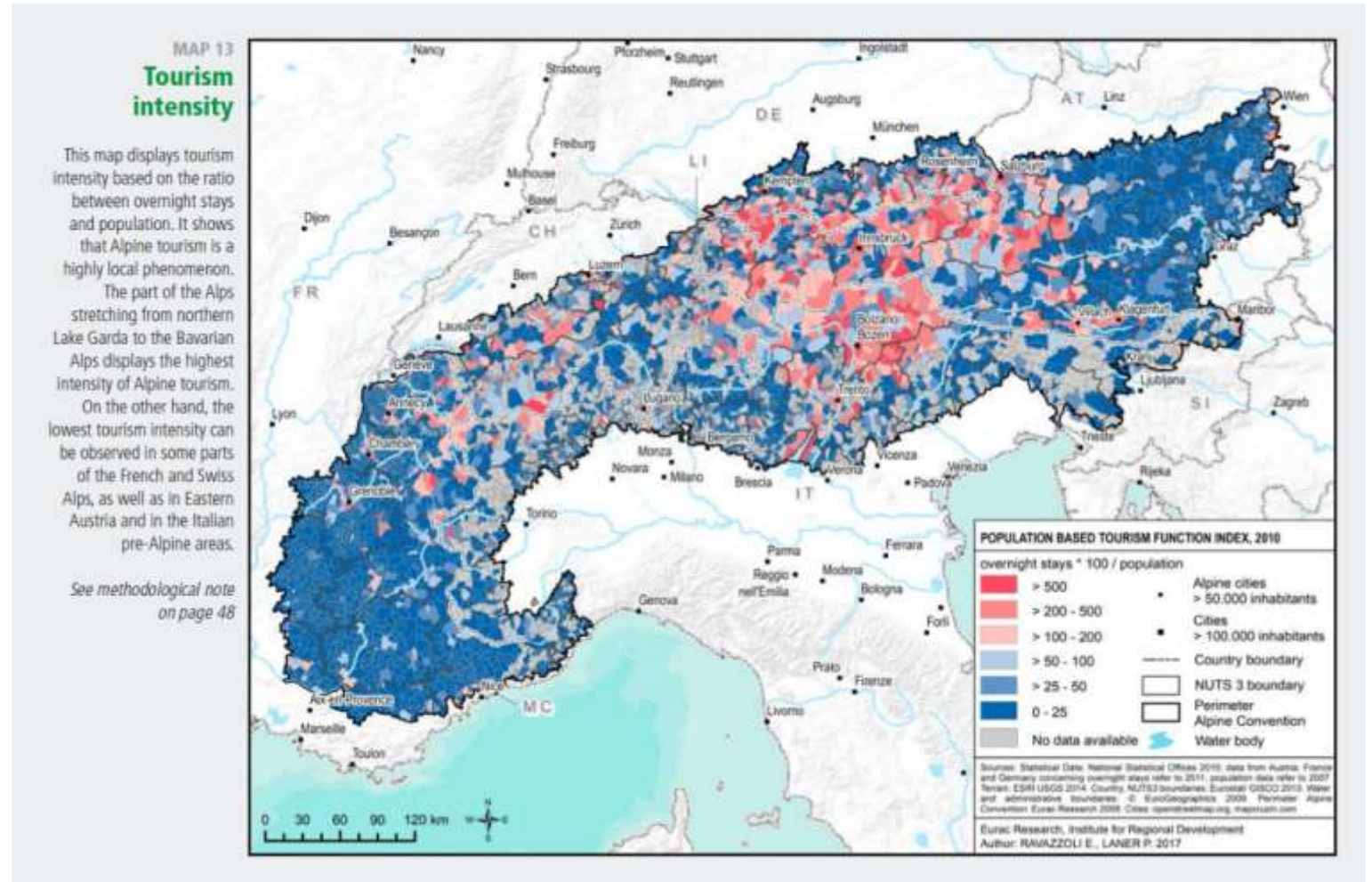
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SPACE

Alpine tourism is strongly concentrated in space



About 5% of all Alpine municipalities offer 46% of all available beds



Starting point

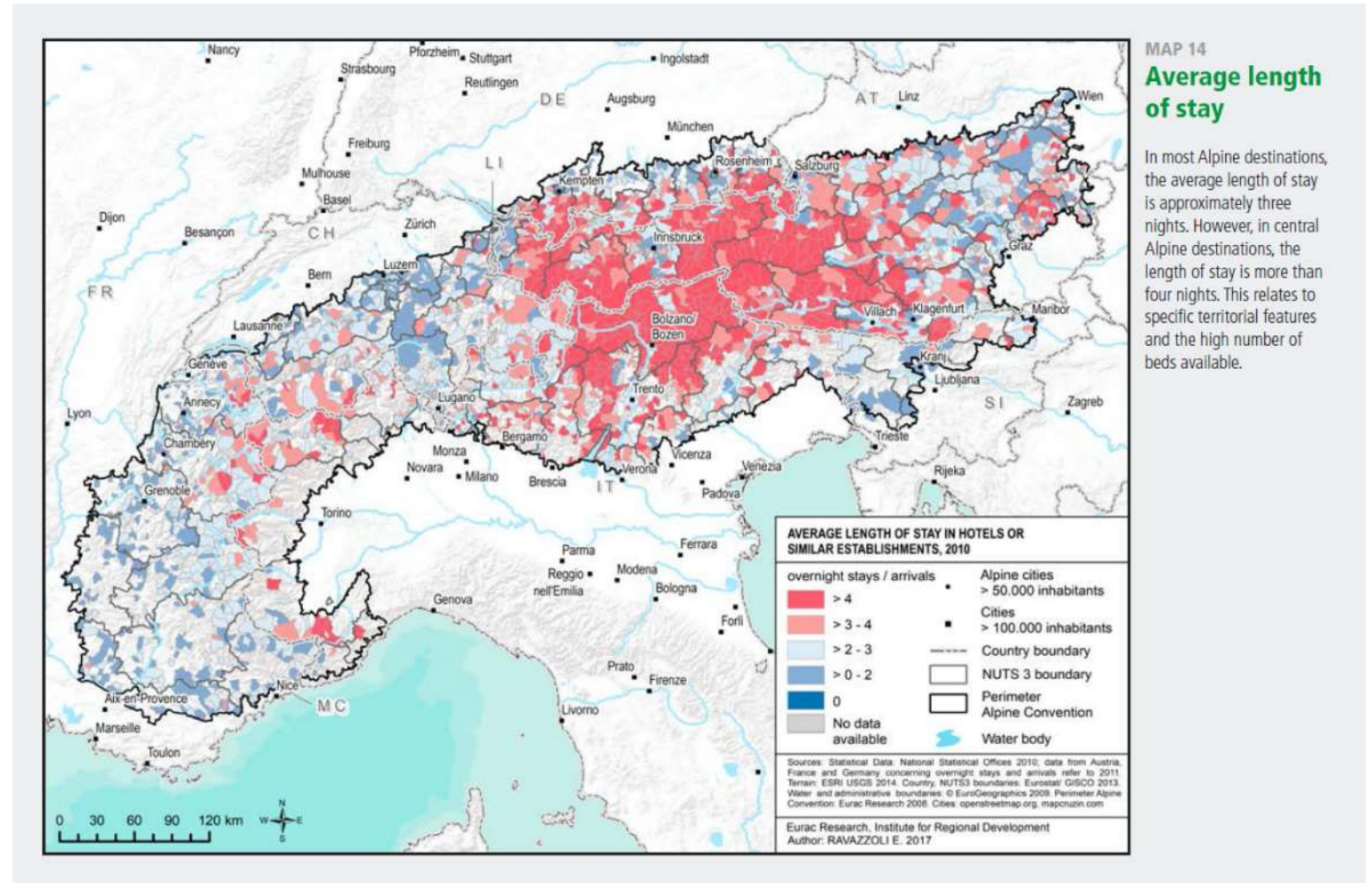
Why do we need cycling for a more sustainable tourism mobility?

TIME

Alpine tourism is strongly concentrated in time



The average length of holidays is constantly decreasing



Starting point

Why do we need cycling for a more sustainable tourism mobility?

MODAL SPLIT

Alpine tourists are strongly car-dependent (both to reach the destination and move within it)



**more than 84% of tourists
use a private car in the Alps**



Starting point

Why do we need cycling for a more sustainable tourism mobility?

Increase of
traffic flows to
and in



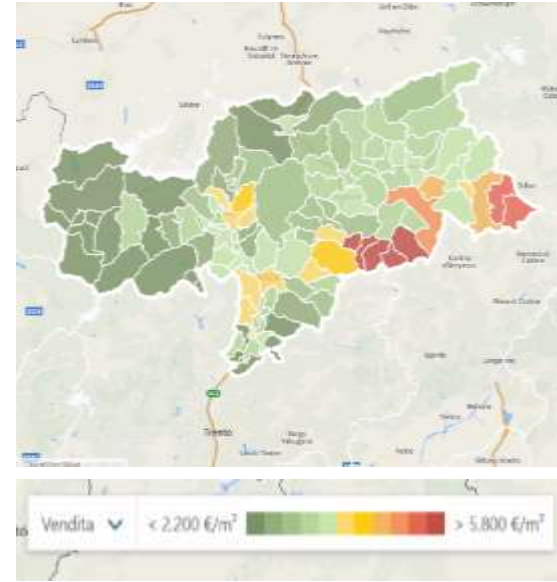
The crowd of tourists at the Braies Lake

Considerable
increase of
pollution



The loss of glaciers due to global warming

Negative impact
on local
population



Prices of houses in South Tyrol in the areas close to the Dolomites

Diminishment
of tourist
satisfaction



The queue in front of the Ötzi museum during a rainy day of summer in Bolzano

Starting point

Why do we need cycling for a more sustainable tourism mobility?

Main current trends

*High increase of **tourism flows***

*High **spatial and temporal** concentration*

*High share of **private vehicles***

Main effects

*Increase of **traffic flows***

*Considerable increase of **pollution***

*Negative impact on **local population***

*Diminishment of **tourist satisfaction***

Cycling could offer an alternative form of **to/intra-destination tourism mobility**, with great potentials to **reduce the negative impacts** of tourism mobility



Cycle tourism: features and numbers

Some features of cycle tourism

To-destination cycle tourism



A peculiar experience for a specific target group and with several cross-border challenges

Intra-destination cycle tourism



An activity for all, for some hours or a whole day, with a likely daily return to the accommodation

Cycle tourism: features and numbers

Some features of cycle tourism

Intra-destination cycling as tourism occasion to:

Visit attractions



Bike tours of city centers and other similar attractions

Cover the first/last mile



From the train station to the final destination/attraction/accommodation

Take daily excursions



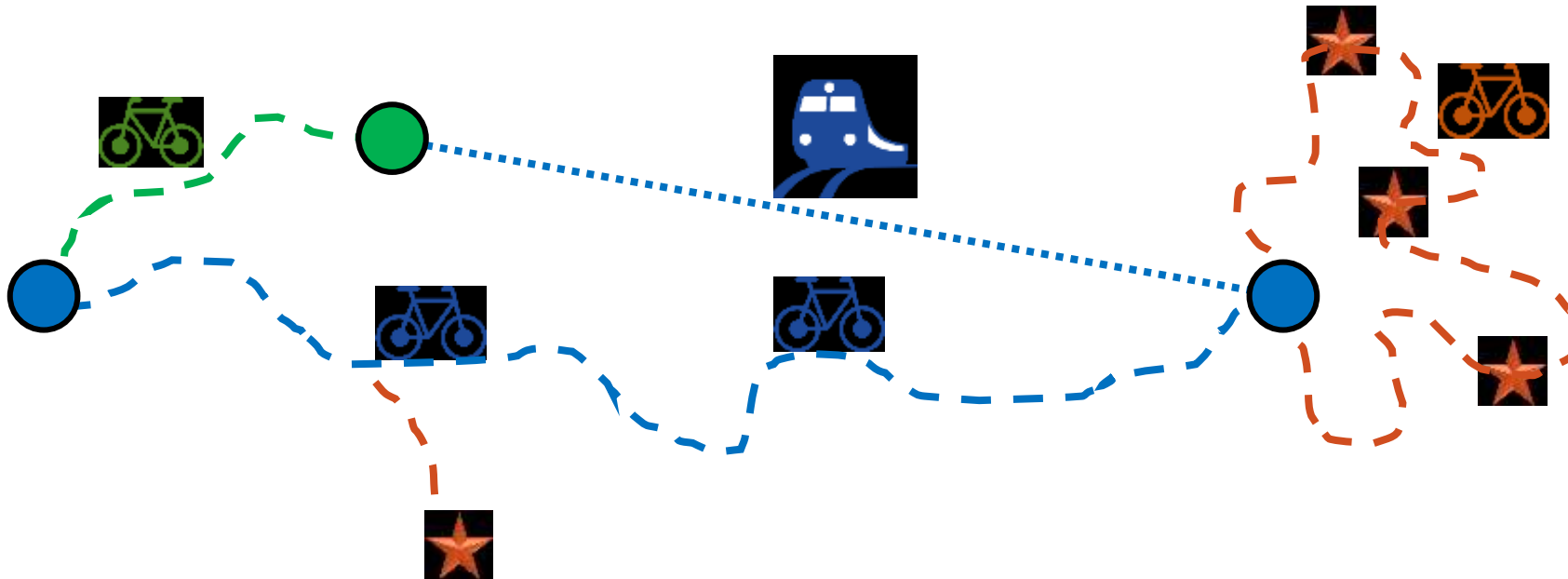
From the accommodation to the main town in its surroundings and back

Cycle tourism: features and numbers

Some *features* of cycle tourism

Intra-destination cycling as tourism occasion to:

Visit attractions ↔ *Cover the first/last mile* ↔ *Take daily excursions*



Cycle tourism: features and numbers

Some *numbers* of cycle tourism

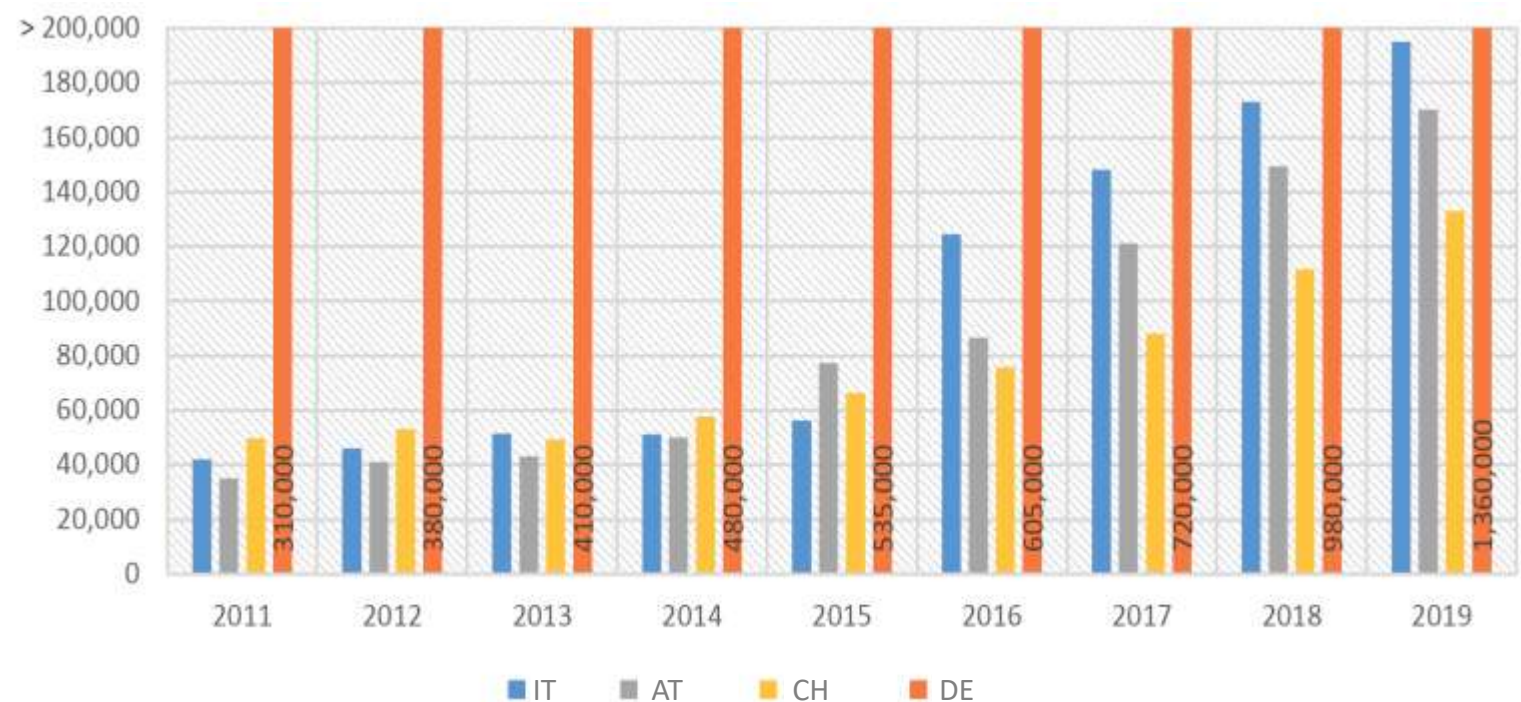
Ca 2.3 billion cycle tourism trips per year in EU, most of them with overnight stays



€ 40 billion
VS
€ 44 billion



Sold e-bikes between 2011 and 2019



Increase (%) between 2011 and 2019 ca: **+475%** **+460%** **+270%** **+440%**

Cycle tourism and the cycle tourist

Specificities of the segment



Buhalis, 2000

THE “NORMAL TOURIST”

Attractions: Natural, man-made, artificial, purpose built, heritage, special events

Accessibility: Entire transportation system with routes, terminals and vehicles

Amenities: Accommodation and catering facilities, retailing, other tourist services

Available packages: Pre-arranged by intermediaries and principals

Activities: All those available at the destination and what people actually do

Ancillary services: Used services as banks, post, newsagents, hospitals, etc.

THE CYCLE TOURIST

➔ While experiencing the physical activity, or stop and visit them

➔ Dedicated lanes, connection, multimodality, bicycle transport

➔ One-night accommodation, refill and food along the route

➔ Bookable tours, including mobility services

➔ Different sports, sportive and non-sportive events

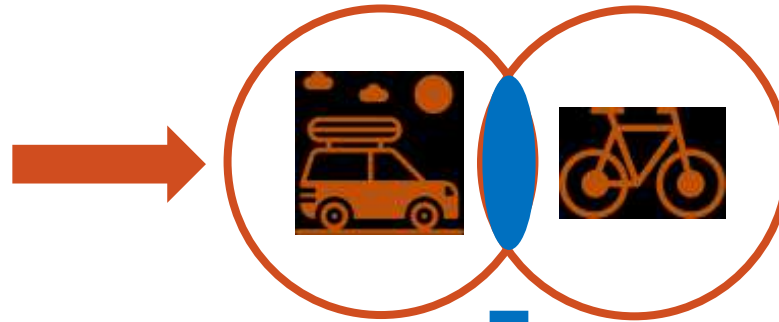
➔ Safety & Security (personal and equipment), tailored info + serv.

Cycle tourism and the cycle tourist

Specificities of the segment

The “Normal” Tourist

With high car dependency for intra-destination mobility



The Cycle Tourist

With the bike as core of his/her experience

„Tourist cyclers“

With the bike and its combination with public transport as main intra-destination mobility option

Barriers of bicycle usage on **destination level**:

- Insufficient public/alternative transport connections
- Insufficient cycling infrastructure
- Insufficient information regarding ancillary services connected to biking activities

Barriers of bicycle usage on **individual level**:

- Habitualness of using the car or other individual means of transport
- Insufficient (perceived) fitness level
- Safety and security (perception) issues

Eurac project in cycle tourism

Some examples

MUCVCE Cyclroute Partner Network-Management
(Post-Interreg Management | 2015-2018)



VALBELLUNA CYCLING
(Local commission – external expert | 2016-2017)



EMOTIONWAY
(Interreg IT/AT – project partner | 2018-2021)



E-BIKE
(Interreg IT/CH – external expert | 2020-2022)



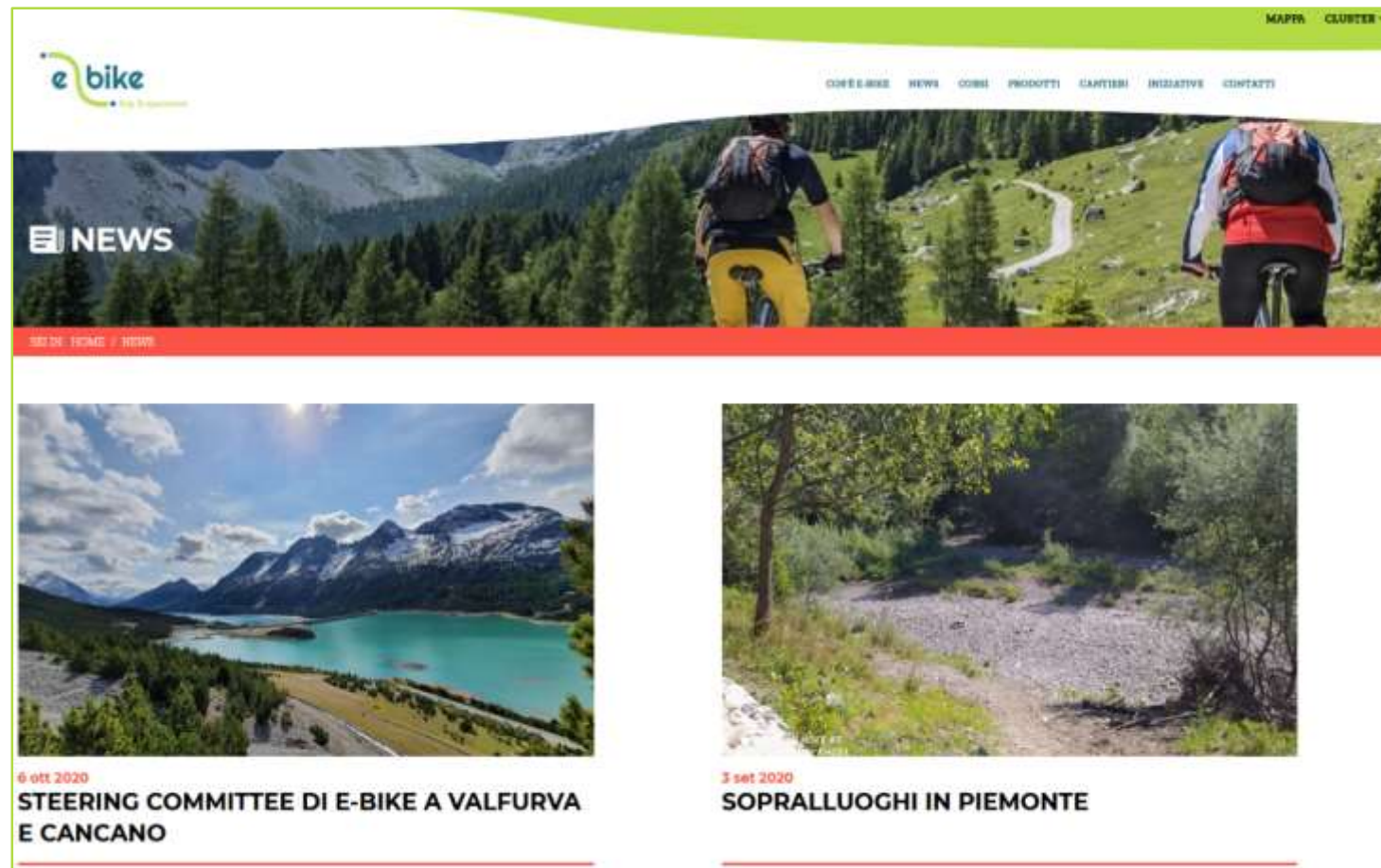
E-BIKE

Strengthening cycling as sustainable form of transport

Eurac specific objectives:

- Strengthening the E-bike as **long-distance cycle product**
- Improving **cyclability & intermodal transport** in the tourism systems
- Identifying an **optimal governance model** in order to guarantee a coherent cycle tourism product

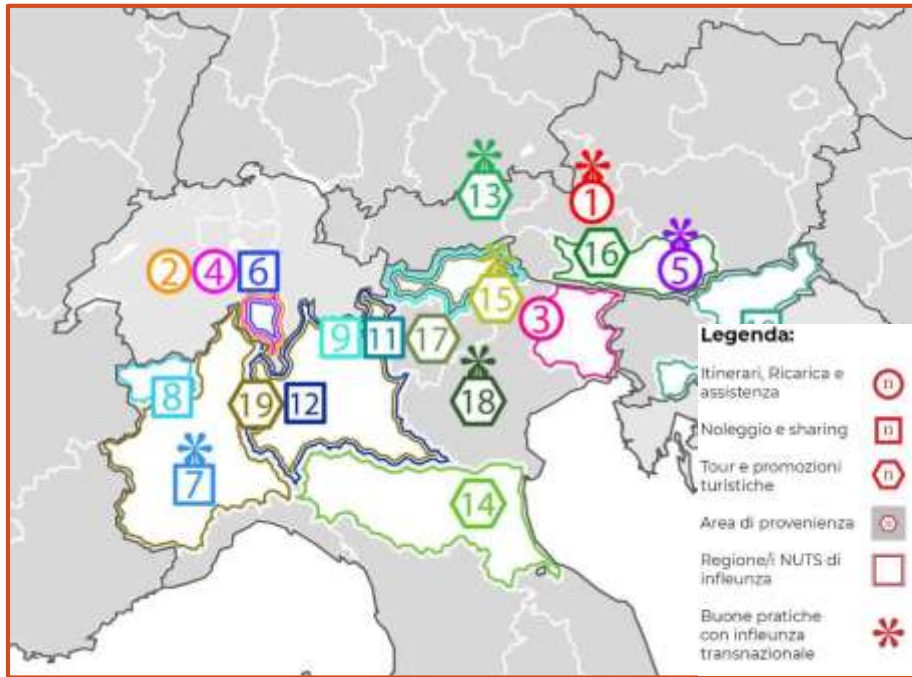
E-BIKE: the new long-distance cycleway through the Italian-Swiss Alps



E-BIKE

Strengthening cycling as sustainable form of transport

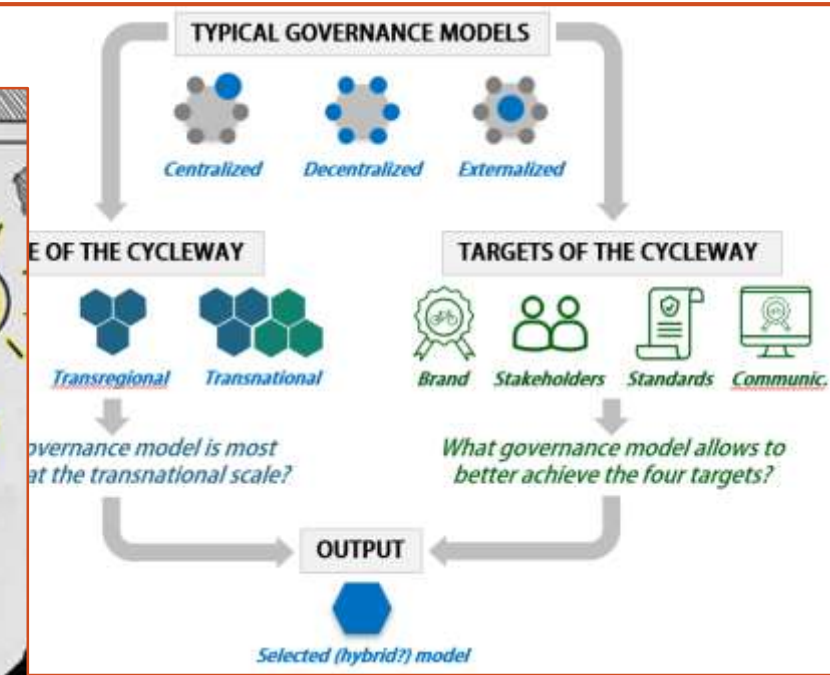
Research main tasks:



A_Identification of the **territorial potentials** and analysis of **good practices** in the E-BIKE sector



B_Involvement of different **stakeholders** in the project (“ciclo-atelier”)



C_Development of an optimal **governance model** for the E-BIKE project

**Thank you very much for
your attention!**

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