



Conference Environmentally Friendly Travelling in Europe

Thematic working group „Destinations“

Vienna, 31 January 2006, 09.00 – 11.00

Agenda

(Working group 1C (destination))



1. What are the adjuvant forces driving eco-friendly measures in destinations which can be utilised? Plan estimate?
2. What are the arrestive forces inhibiting eco-friendly measures in destinations which have to be deminished? Plan estimate?
3. Thinking in multi-stakeholder approaches: What is the specific contribution of the destination and what are the demands from other stakeholders? Are there expected difficulties for cooperation?
4. Under which circumstances destinations could create economical successful profiles by focusing on eco-friendly mobility?

Possible contributions coming from Destinations



journey	local traffic management	marketing	culture & strategy
eco-friendly transport networks based on strategic partnerships between tourism economy and transport enterprises, tourism destinations and origin regions, in order to be able to jointly offer attractive eco-friendly offers	encouraging non-polluting forms of travelling like cycling, walking, horseriding, modern forms of rickshaws	creation of special offers under consideration of car-free-travel to and car-free stays	promotion of awareness raising for sustainable tourism
provision and management of access infrastructure and services (avoiding congestion)	creation of traffic-calming and car-free zones	modifying the seasonality of the tourism offer (low and shoulder season)	forcing and supporting processes for a sustainable regional development with the civil society being involved
	skibus, shuttle-services,...	product packaging in order to extend the duration stays	eco-friendly branding and positioning (specific target groups)
	abundant rental services, suitable signposting	guest cards	force an all-year-tourism
	information for the tourists about the availability of such facilities and services	sensitize visitors and create incentives for an increased use of public transportation	monitoring: gain reliable environmental data (emission, ...)
		marketing-cooperation (Alpine Pearls, Walk of Silk, cross-boarder trekking,...)	
		international labelling	

„Destination“

(WTO working group on destination)



"A local tourism destination is a physical space in which a visitor spends at least one overnight.

It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time.

It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness.

Local destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations”