

Issues Of Sustainable Mobility For Alpine Tourism - Summary by Pierre Moreau -

Mobility: a main component for tourism

Mobility offer quality associated with tourist products should quickly become a resort's major component of positioning and attractiveness on the tourism market. From this point of view, the Alps are not favoured. They are certainly well served by the motorway networks. But the access roads to resorts (and in the resorts) are often unsuited to traffic created by tourism. The circulating, but often parked vehicles saturate public spaces, which harms the quality of landscapes and environment.

Tourism and mobility: a new context

The "dreaded" effectiveness of "Mother Nature's" attacks accelerates the awakening of sustainable mobility issues:

- Car does not seem any more "the unique solution" to meet the demand of travelling problems. (cf Houston, New Orleans hurricanes)
- National and international media underlined links between climatic change and greenhouse gases emissions (in particular CO₂).
- The "Peak-oil" crisis (reserves problems, provisioning brittleness, costs increasing...) reinforces uncertainty on the ability of individual transports to satisfy the needs for mobility in the near future.
- Because of difficulties and increasing costs, in urban environment, the households giving up possessing a car, are increasingly numerous.

The mobility argument to gain market shares

The tourist resorts, which carry out a true modal transfer from private motorised traffic towards more sustainable modes of transport, will take advantage on an emerging gap. During their stay, many tourists are "captive" from public transport" and in particular the "long haul" and "medium haul" clients, the urban customers (50% of the Parisian households do not have cars) and the particularly sensitive to the environmental issues customers.

In the Alps, more and more tourists are interested by this kind of offer because of evolution of urban population ratio which owns a car, future difficulties of this transport means, increasing sensitivity to the environmental problems and climatic change.



The remote destinations ("sun" destinations) are (necessarily) organized not to be dependent on the car. This factor will reinforce their attractiveness, which threatens the alpine resorts market

The quality standards of an alternative tourist mobility offer (top-down)

Mobility offers must be effective, comfortable and easily accessible on the tourism market: reducing the numbers of transfers and supporting the inter-modality to obtain trips times and prices comparable with the car. Tickets reservation and purchase should be easily accessible, material and personnel assigned to these services must provide high quality services. Resorts must associate at regional level to influence policies and transport operators, which act at national and international level. European policies, in particular Interreg programs, can help to put forward these stakes and to take innovating actions (best practices).

Success factors of a mobility tourism policy (bottom-up)

As regards mobility, the solutions suggested for the "last travelled kilometer" often fix the selected riding mode. Resorts must implement ambitious development and improvement programmes of mobility services: better offer of public transport (time, stations, correspondences...), integrated tariffing and ticketing systems, personalized travel at fixed price.

Marketing, reception and information systems must be adapted to allow the integration of the factors tourism+mobility in the heart of the offer-product.

It is necessary to make tourism and transport stakeholders aware of adapting to this new reality.

The implementation of a tourism mobility policy

- Supporting the political good will, a diagnosis of networks and infrastructures, organization and governance (management, exploitation of the mobility offer), induced effects and external economies, will be carried out.
- Identifying and planning the means to implement, to organize the dialogue (institutions, operators of transport, shelterers) and to seek crossed profitabilities, an action plan will be worked out
- The offer improvement will relate to services reinforcement and inter-modality organization (access to the destination and displacements during the stay). It will be also necessary to reinforce local competences of the engineering departments and transport operators.
- A Marketing plan will make it possible to organize and spread information: (offer legibility, schedules organization and presentation). It will enhance the modal transfer advantages from the private car towards the sustainable transport means.

A recovering policy for alpine resorts

- Widening such as "ecotourism" targeted customers with strong purchasing power,

- Optimizing use and exploitation of transport infrastructures, used also by the permanent populations,
- Financing by the contractual programs between public authorities and European funds,
- Integrating European resorts networks with strong notoriety.

Conclusion

The combined action of energy increasing prices and awakening of greenhouse gases emissions negative role in the climatic change, makes all the more relevant and productive the steps which will support the modal transfers.

To achieve this goal, the implemented devices will have to fulfil the necessary changes of mentality issues, the budgetary constraints and the quality requirements.