

Mobility – Course 3

MOOC

TRAVELLING DIFFERENTLY



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ECHO-Tourism

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ECHO-Tourism

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INTRODUCTION

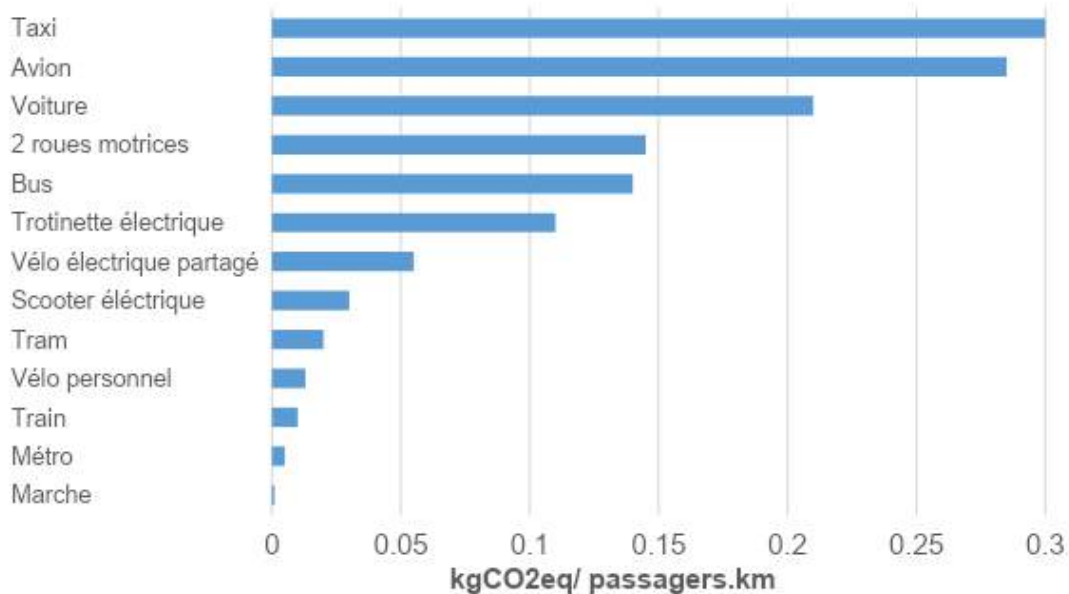
As we mentioned the subject of travelling differently in the previous course, it can be sometimes limiting to do without a personal vehicle. This is even more true for tourists staying for a few days in unfamiliar places. Indeed, it is sometimes difficult to be motivate to take or rent a bicycle to go shopping at the market when the distance and the location is unknown. Without mentioning the variation in outdoor conditions, heat, cold or humidity when you are not used to the local climate.

The alternatives to the car in the field of tourist transport are relatively similar to those that tourists may encounter in their everyday life. A person who is used to taking the bus or train on a daily basis will be more likely to reproduce responsible practices during a holiday stay or weekend break. That is why this person will be more sensitive to express the need for it.

It is important for tourist establishments to be receptive to these issues of accompanying tourists towards more sustainable and environmentally virtuous mobility systems. Both tourists and host establishments have an advantage in turning to this type of eco-responsible approach.

As far as the tourists who are least informed or sensitive to the question of ecomobility are concerned, they may be concerned by other criteria such as respect for the environment. The use of alternative, soft or common modes of travel may also be a financial or practical interest. It is also an opportunity to discover or present the local territory from another point of view, as we will see in lesson 4 of this course.

THE CARBON IMPACT OF DIFFERENT TRANSPORT MODES





1. Lesson 1 - No longer taking your car alone

As we have seen previously, apart from its practicality aspect, the personal vehicle is a luxury that is becoming less and less easy to justify from an environmental but also a financial perspective. As the price of fuel and energy is constantly rising, it is important today to question some of our consumption habits in order to adapt to future changes in our societies and indirectly in the tourism sector. The transition to be initiated in the years to come will be all the smoother as a result.

CAR SHARING

Today, the good practice of car sharing is widely democratised, whether for short or long journeys. Numerous reservation sites, mobile applications, etc... offer platforms for connecting people to share their journeys, both as drivers and as passengers. It's easy to join. All you have to do is register on the tool, and fill in some personal data and information about the journeys you want to do!

This shared means of transport encourages exchanges and discussion. It's an opportunity for tourists to meet and exchange ideas while on holiday. This win-win solution has the advantage of reducing everyone's travel costs and reducing the overall carbon footprint of the trip. The difficulty for tourists may be that they do not know or succeed in using these means of dissemination. Why not guide and help them in this direction?

CO-SHARING

If some of your establishment's vehicles have been parked in the garage for a long time because they are no longer in use, you can register them on a car-sharing site. If someone has the use of it nearby, he can reserve the vehicle for use according to his needs. This is the principle of car-sharing: making available means of transport that you don't have immediate use for. Some companies have made this service their main economic activity. Other companies or local authorities offer this service internally for their employees or constituents. There are also self-service systems in big cities. You can move from one drop-off point to another, or return the borrowed vehicle to the same location after use. Self-service hire is an advantage developed for soft means of transport such as bicycles or scooters.

POOLING TRANSPORT COSTS

Last tip, more common. Why not pool the cost of booking a rental car or taxi for trips to areas of shared interest such as museums?

A FEW TIPS TO ENCOURAGE THIS APPROACH

Promote carpooling by reserving or making available parking spaces for car-poolers. In this way, you allow tourists easier access to your infrastructures. You also indirectly attract passing customers or promote your establishment by displaying your approach to a large public. If you do not serve foreign or local tourists, these places can be used by the establishment's employees. You may also offer a contact service for car-poolers during organised visits or events.

Propose an information point on matching supply and demand for a car-sharing service

In order to share transport between tourists, you can also offer grouped rental services. This can be organised and thought out in partnership with local transport companies: taxis, tourist guides, rental agencies... For regular and local travel, why not create a shuttle bus at regular times.

2. Lesson 2 - Doing without the car for short trips



As we have seen, the best way to avoid being tempted to use a car too much is simply not to own one. You have to get rid of the car as an addiction so that you are no longer tempted by its advantages. When you can't use your own car, you can rent one, borrow one or even share it for one or more journeys. Once the car is rented, it must be used. Then you fall back again into the usual scheme.

Yes, but how can you do without the car?! Why not take advantage of the spirit of freedom provided by soft modes of transport? Many tourist routes have been developed for this purpose: greenways (towpaths, old railways, etc.), cycle paths, cycle routes (European routes). Unfortunately, these routes sometimes go unnoticed in the face of the multitude of roads.

As a tourist, if you don't own a bike or scooter, self-service rental systems have become more and more popular in cities. It is even possible to hire soft modes of transport equipped with electrically assisted systems for longer journeys. These are all means of transport that make it possible to get to your destination.

IN THE CITY

Walking can be preferred for short journeys of less than 2 km; it is more practical for visiting the city and enjoying its advantages. Walking is both a free means of locomotion and an opportunity to do sports to maintain good health. The World Health Organization (WHO) recommends a 30-minute walk every day for an adult and an hour for a child. You can do your daily sports session while going to work!

There are 6 other gentle means of locomotion that are easy to transport and can be equipped with electrical assistance equipment for slightly longer journeys.

	Electric bike	Electric scooter	Gyropod (Mini Segway)	Hoverboard (Twin board)	Electric skateboard	Single wheel (gyro-wheel)
Charging time (h):	5	5	3 - 5	1 - 2	3 - 5	3 - 5
Autonomy (km):	50 - 100	25 - 40	20 - 30	20 - 30	20 - 30	35 - 120
Speed (km/h):	20 - 45	25 - 35	18 - 30	15	20 - 45	18 - 45
Weight (kg):	24	8 - 20	12 - 20	10 - 15	5 - 8	11 - 18

Trams, metro and buses also have an important place in the cities.

IN RURAL AREAS

In rural areas, it is sometimes difficult to access public transport. These less densely populated areas are often poorly served. There are usually only bus lines. Some local authorities offer on-demand bus services on reservation conditions for the most remote areas. Similar citizens' initiatives are also being developed. A volunteer or employee of an association becomes a taxi or bus driver to provide shuttle services.

A FEW TIPS TO ENCOURAGE THIS APPROACH

Here are a few good practices to know in order to encourage the use of soft modes of transport within a tourist establishment:

- Propose a self-service rental offer for soft means of locomotion such as bicycles and scooters.**
Self-service has the advantage of making users more autonomous and thus encouraging the use of the service. Use of the service can be charged by the day, by the week, etc. or offered free of charge as part of a more comprehensive service package. Consideration should be given to the distribution of safety kits for tourists or employees travelling by bicycle (Helmets, yellow jackets, inflation and repair equipment, etc.).
- Invest in the rental of equipment with electrical assistance.**
Why not offering products with electrical assistance? This allows you to reach a more varied public. Tourists are fond of new high-tech means of transport and leisure activities such as hoverboards or single-wheelers. To take things one step further, unused equipment can be recharged during the day using a small photovoltaic solar system. This is a profitable way for an establishment to invest in a renewable energy production facility. Energy that is not directly self-consumed by the establishment's activities is stored in the battery of the rented means of transport.
- Provide suitable storage space** for these soft means of locomotion. Bicycle garages must be secure. Changing rooms with showers can be provided to encourage the effort.
- Set up a partnership** with a bicycle repair association for coaching or "getting back on the saddle" sessions. Offering a free personal bike maintenance service. The more the equipment is maintained, the more it is used and profitable in the long term.

- **Improving access** to buildings and leisure facilities for pedestrians. It may be appropriate to provide access maps when tourists arrive, or when booking the service offered by your establishment.



- **Offer information services on existing public transport networks or sharing services.**

As mentioned above, new arrivals are likely to be misinformed about the existing service offers in the area. They will probably be in demand for this type of information. To take the lead, educational and regularly updated documents can be offered to tourists by default. These informative documents could include certain eco-actions to make tourists aware of their mobility. It is up to you, the tourism professionals, to inform your customers about the means of public transport available. Don't forget to indicate the prices!

- **Offer free or discounted tickets to newcomers.** This promotes the use of public transport before even thinking about switching to the car.
- **Offering local housing for employees of the establishment.** This enables employees to limit the distance of their daily trips.

3. Lesson 3 - Doing without the car for long journeys: alternative journey



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For long journeys, it is also possible to do without the car! The means of travel can also be seen as a travel experience. An ordinary means of locomotion can result in a rewarding and satisfying travel experience. This can take many forms, such as bicycle tourism, horse riding, night train travel, the car train to take your car, the sleeper bus, or even a cruise, and more ... So why continue to favour the aeroplane?

Numerous initiatives, travel stories and testimonials prove that more responsible tourism is possible. Even on long journeys!

The choice of the means of travel and transport used can just as well be part of the travel experience. What is the point of moving quickly from one place to another without enjoying the journey? Why do we travel? What is the process?



It's a question of re-examining the very essence of the need to travel.



The train, a virtuous transport means
In addition to being energy efficient, the train emits few pollutants along its route when it is powered only by electricity. It generates between 3 and 5 times less CO₂ emissions than a car (per person transported) and 7 to 10 times less CO₂ than a plane. Trains contribute to sustainable regional development: a railway takes up two to three times less space than a road. A high-speed line takes up 35% less space than a road for two-track motorised vehicles. Not to mention that it is possible to transport more passengers!

REDISCOVERING LOCAL HERITAGE - TRAVELLING WITHOUT MOVING AROUND

Travelling near home, why not after all? Today, we tend to escape by going far away to enjoy the exoticism of foreign landscapes and cultures. However, in this era of globalisation, the effect of mass tourism is increasingly weighing on cultural diversity, so much that it is sometimes more exotic to travel close to home than in a tourist hotel on the other side of the world.

Finally, are you familiar with the heritage, history and culture of your own territory? What are you looking for in a trip? A taste for adventure, the unknown, the exhilaration of change? What makes us want to go far from home?

This is a question that more and more people are asking themselves today in the midst of the COVID-19 epidemic. In the end, one can just as easily be disorientated by staying close to home just by changing one's habits. Proximity tourism is one of the playing cards for tourism professionals who want to maintain the attractiveness of their territory and their activities. Low-cast and mass tourism have only had the effect until today of running out of steam and eroding the cultural fabric of countries. We can see today in the midst of the pandemic that resilient alternatives can enable all the actors of a territory to continue their activity.

RETHINKING MOBILITY

Walking or cycling remain good ways to discover or rediscover places nearby. Some travellers are very fond of that. It's a different way to travel.

For the more adventurous, those who are not afraid, there are fewer common modes of locomotion such as hitchhiking. It is a very good way to discover the local culture and meet the natives of the territory. Be careful however, in some countries, hitchhiking is not democratized, or can be badly seen, even dangerous. In Italy, for example, hitchhiking is forbidden in some places.

PUBLIC TRANSPORT RATHER THAN AIR TRAVEL

For those who are sometimes looking for unusual ways to travel, the bus is also a good way to be in contact with the local population and to travel in peace and quiet. Of course, it requires more investment, but it is all the more exotic, although taking a 24-hour bus ride to avoid taking the plane is not necessarily economically profitable. Long-distance buses exist, as do night trains. One example is the European Paris/Belgrade line.



Travelling without flying is possible! And what's more, it's often cheaper and more fun. With a good dose of courage and madness, the adventure is all the more beautiful.

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