Contribution des transports au développement du tourisme écologiquement viable

Hall 3, Level +1
Mercredi, Mai 27, 2015, 11h00 - 12h30

Le tourisme peut être un puissant moteur pour les économies nationales et régionales mais il est susceptible également mettre sous pression les services, les réseaux et les infrastructures de transport.

Les villes et les régions doivent faire face à des flux touristiques saisonniers tout en veillant à ce que les réseaux de transports puissent assurer des services de qualité adéquate. La croissance du tourisme ne sera viable que si les déplacements qui y sont associés, sont eux-mêmes écologiquement durables. Rendre l'utilisation des transports publics plus facile pour les touristes et encourager ceux-ci à pratiquer davantage la marche ou à se déplacer à vélo peut aider à surmonter les effets négatifs du tourisme sur l’environnement et à mieux gérer les pointes saisonnières. Les conséquences sur l’environnement du transport à longue distance demeurent néanmoins un défi important.

Les systèmes et services de transport peuvent eux-mêmes être au cœur des activités touristiques et notamment du tourisme écologiquement viable : par exemple les formules touristiques reposant sur l’utilisation du chemin de fer ou le tourisme régional à bicyclette. Le développement de stratégies visant à promouvoir le tourisme durable peut également stimuler les investissements dans les infrastructures de transport en augmentant leur rentabilité.

Cette session examinera la manière dont les pays peuvent assurer une croissance écologiquement durable du tourisme grâce à des politiques de transport spécifiques. A cette fin elle se penchera notamment sur les questions suivantes :

- Les autorités devraient-elles investir dans des capacités supplémentaires ou, plutôt, mettre l’accent sur la diffusion de meilleures informations pour absorber les flux touristiques saisonniers ? Comment de telles actions peuvent-elles être financées ?
- Quels enseignements tirer des expériences visant à utiliser pour les déplacements touristiques les capacités ferroviaires disponibles globalement ou en dehors des périodes de pointe ?
- Quels liens peut-on créer entre les réseaux régionaux et urbains de pistes cyclables ? Le développement de ce type de liaisons peut-il faciliter l’utilisation par les touristes des transports à motricité humaine ?
- Existe-t-il une contradiction fondamentale entre les politiques nationales qui visent à réduire les effets des transports sur l’environnement et celles qui s’efforcent de
promouvoir le tourisme, notamment le tourisme international ? Comment résoudre une telle contradiction ?

Information connexe:

Tourism Facilitation as part of Transport Policy, a joint ITF-OECD Study, 2015

Capitalising on the Grey-haired Globetrotters, ITF, 2015

Transport and Long-distance Tourism (ITF Annual Consultation Day with International Organisations 2015)

Green Innovation in Tourism Services, OECD, 2013

Sustainable Tourism and Local Development in Apulia Region, OECD, 2011

Policies to Promote Competitive and Sustainable Tourism, in OECD Tourism Trends and Policies 2010, OECD, 2010

Services Trade Liberalisation and Tourism Development, OECD, 2007

Transport and Leisure, ECMT, 2000

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Speaker

Martina Eggler
Vice President Global Strategic Accounts
Carlson Wagonlit Travel

In her current position, Martina Eggler is responsible for maintaining and growing a portfolio of customers in Germany, Austria, Switzerland and Eastern Europe. She is also press and company speaker for Carlson Wagonlit Germany. Prior to this position, Eggler was Vice President, Strategic Sales and Program Management, Marketing Central and Eastern Europe from 2007 to 2011. She has been a member of the Leadership Team since 2002, when she was made Vice President, Sales and Program Management, Marketing for Germany, Austria and Switzerland. Responsibility for Eastern Europe was added to her role in 2004.
Speaker

Alain Dupeyras
Head of Tourism
OECD

As Head of Tourism at the OECD (Organisation for Economic Co-operation and Development), Alain Dupeyras manages, with the support of governments, the work of the Tourism Committee. The OECD Tourism Committee helps member and partner countries develop policies that address major challenges faced by the industry (e.g. competitiveness, quality jobs and skills, innovation, travel facilitation, taxation), promotes an integrated governmental approach to tourism, contributes to improved measurement and analysis of tourism services (e.g. Tourism Satellite Account, competitiveness, impacts of tourism at regional level), and enhances international co-operation in tourism. Before joining the OECD, Dupeyras held a post at the French bank for the development of small and medium-sized enterprises. He is a visiting professor in tourism policy and tourism economics in various universities, notably Paris I Panthéon Sorbonne in France.

Speaker

Dirk Glaesser
Director of Sustainable Development of Tourism
World Tourism Organization (UNWTO)

Dirk Glaesser is Director for Sustainable Development of Tourism Department at the World Tourism Organization (UNWTO). The department deals with the different challenges and opportunities of tourism development, among them environment and planning, investment and finance, risk and crisis management. He supervises the Consulting Unit on Biodiversity and Tourism of the Organization based in Bonn, Germany. Glaesser won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.

Speaker

Raimund Jennert
Deputy National Chairman
German Cyclist’s Association (ADFC)

Since November 2012, Raimund Jennert has been Deputy National Chairman of the German Cyclist’s Association (Allgemeiner Deutscher Fahrrad-Club (ADFC)), responsible for cycling tourism. He has been active in the association since 1992, particularly in the development of tourism products “Explore Germany by Bicycle”, “Cyclenet-Germany” and “ADFC quality cycle routes”. Since 2004, Jennert has been chairman of the Sustainable Tourism Committee of the German Tourism Association DTV. Prior to this, Jennert was CEO of the Brandenburg tourist board, developing tourist infrastructure and mechanisms for quality assurance.
Speaker

Andrew McKellar
Secretary General for Mobility
Fédération Internationale de l'Automobile (FIA)

Andrew McKellar is the Secretary General for Mobility with the FIA, based in Paris. The FIA is the body representing the world’s leading motoring organisations. It brings together 237 national motoring and sporting organisations from 142 countries. Its member clubs represent more than 60 million individual members and their families. Through the FIA, McKellar is an advocate for the interests of motorists and road users around the world. His key priorities are to promote better access to affordable and sustainable transport solutions and to advance efforts to achieve improved road safety outcomes around the world. Prior to joining the FIA, Andrew was Chief Executive of the Australian Automobile Association.

Speaker

Lukas Stadtherr
Project management board member
SwitzerlandMobility Foundation

Since 2003, Lukas Stadtherr has been a co-owner of the company Velobüro and a project management board member of the SwitzerlandMobility Foundation. He is a member of the ECF (European Cyclists’ Federation) EuroVelo Council in Brussels, has managed several tourism projects in Austria, France, Switzerland and the Czech Republic and held keynote presentations in more than 10 European countries as well as overseas. Stadtherr has worked for several years as a director of a company managing projects in town and country planning, traffic planning and tourism.

Moderator

Axel Threlfall
Moderator
Editor-at-Large for Reuters Television

Axel Threlfall is a lead anchor for Reuters Television, based in London. He also presents special reports for Reuters from events such as the World Economic Forum in Davos. Prior to joining Reuters, he spent four years as one of business news channel CNBC’s main presenters in London. Before that, he was a news reporter and editor with The Wall Street Journal in New York and Bloomberg in London. He has also advised businesses and non-government organisations on their dealings with the international media. Threlfall is frequently asked to moderate events for international organisations, including the United Nations and the Organisations for Economic Co-operation and Development (OECD).