The role of transport in sustainable tourism growth

Hall 3, Level +1

Wednesday, May 27, 2015, 11:00 - 12:30

This session explored the role of sustainable transport in sustainable tourism growth. Today, there are over one billion international tourist arrivals worldwide per year, forecast to rise to 1.5 billion per year by 2020. Growth will come especially from developing economies with the increase in disposable incomes of their populations. Transport is an essential component of tourism by definition, providing connections between regions, domestically and internationally, and connecting attractions, accommodation and commercial services at destinations. Tourism is a key element in promoting national and regional economies but it can put pressure on existing transport services and infrastructure. Cities and regions are faced with absorbing seasonal tourist flows while delivering adequate transport network performance.

The location, capacity, efficiency and connectivity of transport can therefore play a significant role in how a destination develops. At the same time the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, intermodality, information for travellers and inter-operability of technologies with tourism service providers.

This growth will require close coordination between the different sectors involved in the tourism activities. Making public transport easier to use by tourists and encouraging them to walk or cycle more frequently can help to mitigate negative environmental impacts and manage seasonal peaks. However, the environmental impact of long distance transport remains a significant challenge.

The nature of tourism has been evolving lately, moving from simply recreation to “self-fulfilment”. This has an impact on the type of destinations sought and the activities engaged in, often involving more travel. Transport systems and services themselves can be at the heart of tourist activities. This includes sustainable tourism based around walking and cycling. In this context, Switzerland and Germany have become international references for promoting cycling and hiking. This rediscovered form of tourism is growing significantly and shifting tourism from traditional urban locations to natural sites. The promotion of this new form of tourism requires close collaboration between local and regional authorities to provide infrastructure, services and information. Ensuring good linkage (information and physical connections) with traditional transport services for intercity travel is fundamental to encouraging a sustainable and also a pleasant experience.

Travel management companies, especially in the business sector, are trying to bring forward the concept of smart travel in order to reconcile sustainability and customer
satisfaction. This concept includes, for example, trip avoidance through the promotion of video-conferencing solutions or reducing the stress of travelling when not strictly required. It also includes awareness and information provision of sustainable transport solutions in both ends for business travellers.

Quotes:

44% of hikers in Switzerland use public transport to get to their walks (Lukas Stadtherr)

The Swiss are the world champions of federalism but communities do cooperate to co-finance green infrastructure (Lukas Stadtherr) the Germans are the vice-champions of federalism but municipalities are left to finance cycle ways etc. alone, which is not sustainable (Raimund Jennert)

5 million Germans took cycling holidays last year (Raimund Jennert)

There is no alternative to being sustainable (Dirk Glaesser)

And its not just about your carbon footprint. Local engagement in sustainable jobs and safe and environmentally sustainable transport is the key to resilient tourism (Dirk Glaesser)

Transport and tourism are Siamese twins (World Bank representative)

The biggest threat to tourists is death or injury as a result of a road crash (Andrew McKellar FIA)

In looking after road safety for tourists “Kiwis” do things pretty well (Andrew McKellar)

Don’t “educate” tourists to be environmentally responsible, make concrete green business options to be green (Lukas Stadtherr)

Walking is central to all tourism experience (Andrew McKellar)

(Provisional summary)

Staff Contact:

Luis Martinez
luis.martinez@oecd.org
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.
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.

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.

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.
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).