Роль транспорта в экологически устойчивом росте туризма

Hall 3, Level +1
среда, мая 27, 2015, 11:00 - 12:30

Туризм в состоянии стать мощным двигателем для национальной и региональной экономики, но он может также оказывать давление на существующие транспортные услуги, сети и инфраструктуру.

Обеспечивая необходимое качество работы транспортных сетей, города и регионы сталкиваются с всепоглощающими сезонными туристическими потоками. Рост туризма может быть экологически устойчивым только при условии экологической устойчивости связанных с ним перевозок. Снизить негативное экологическое воздействие и управлять сезонными пиками можно, если облегчить пользование общественным транспортом для туристов и стимулировать их более активное перемещение пешком или на велосипеде. Однако экологическое воздействие от перевозок на дальние расстояния остается серьезной проблемой.

Транспортные системы и услуги сами могут стать центром туристической деятельности, в особенности экологически устойчивого туризма. Например, комплексные железнодорожные туры или региональный велосипедный туризм. Стратегии по популяризации экологически устойчивого туризма помогут задействовать инвестиции в транспортную инфраструктуру для обеспечения более широкой отдачи.

На этом заседании будут обсуждаться пути, позволяющие странам достичь экологически устойчивого роста туризма в рамках специальных мер транспортной политики:

- Должны ли власти вкладывать средства в дополнительную пропускную способность или в более качественную информацию о сезонных туристических потоках, и как финансировать эти вложения?
- Что показывает опыт использования железнодорожного транспорта в период непиковой нагрузки или задействования свободных мощностей для туристических перевозок?
- Какие связи можно создать между региональными и городскими велосипедными сетями и сможет ли это повысить использование активного транспорта туристами?
- Нет ли фундаментального противоречия между национальной политикой, направленной на снижение экологического воздействия от транспорта, и национальной политикой популяризации туризма, особенно международного туризма? Как устранить это противоречие?
Дополнительная информация:

**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


**Services Trade Liberalisation and Tourism Development**, OECD, 2007

**Transport and Leisure**, ECMT, 2000

**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.
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.

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).