

kapcsolunk, újítunk, formálunk

Rural Transformation through
sustainable mobility & low emission
zones in coastal areas

Siggiewi, Malta
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Sustainable tourism development solutions in rural context

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The Story of

Amazon of Europe Bike Trail

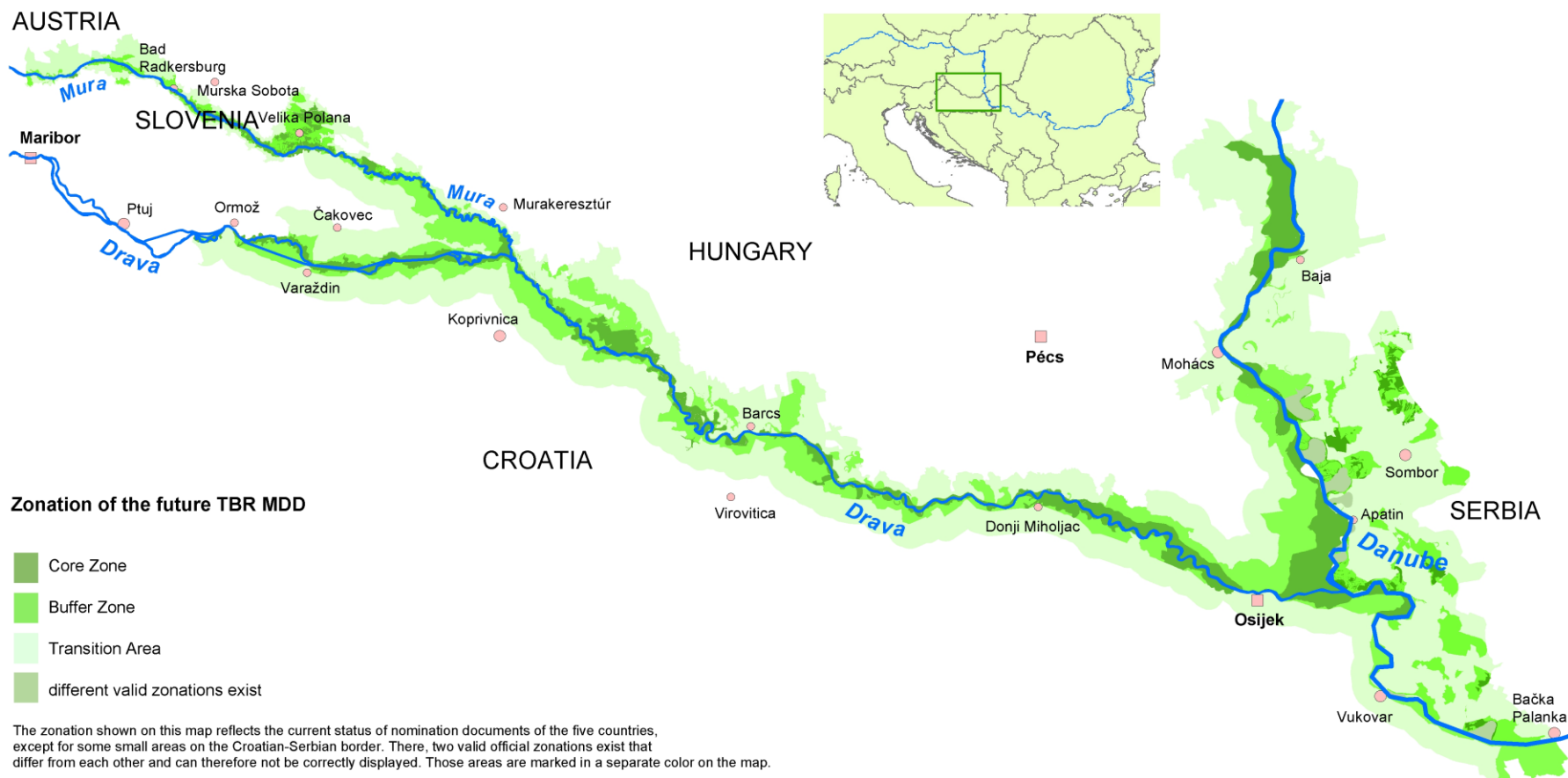
EuroVelo 13 - Iron Curtain Trail

The birth of the AoE story

1. WWF Austria with other professional institutions started to work on a sustainable concept for nature and economic development of the Amazon of Europe area
2. Coop MDD - nature conservation cooperation
3. Amazon of Europe Bike Trail - development of a cycling trail
4. Amazing AoE -creation of a common tourist destination

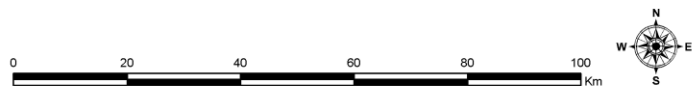
Thanks to Danube Transnational Programme!

Future Transboundary UNESCO Biosphere Reserve „Mura-Drava-Danube“ (TBR MDD)



Hungary, Croatia, Serbia, Slovenia: Existing (Transboundary) Biosphere Reserve

Austria: Nomination for Biosphere Reserve submitted in 2018, decision by UNESCO expected in June 2019



Territorial challenges

- Rural, inner-peripheral areas
- Nature-sensitive areas
- Infrastructure, industry and service-poor areas
- Lack of language skills

But...

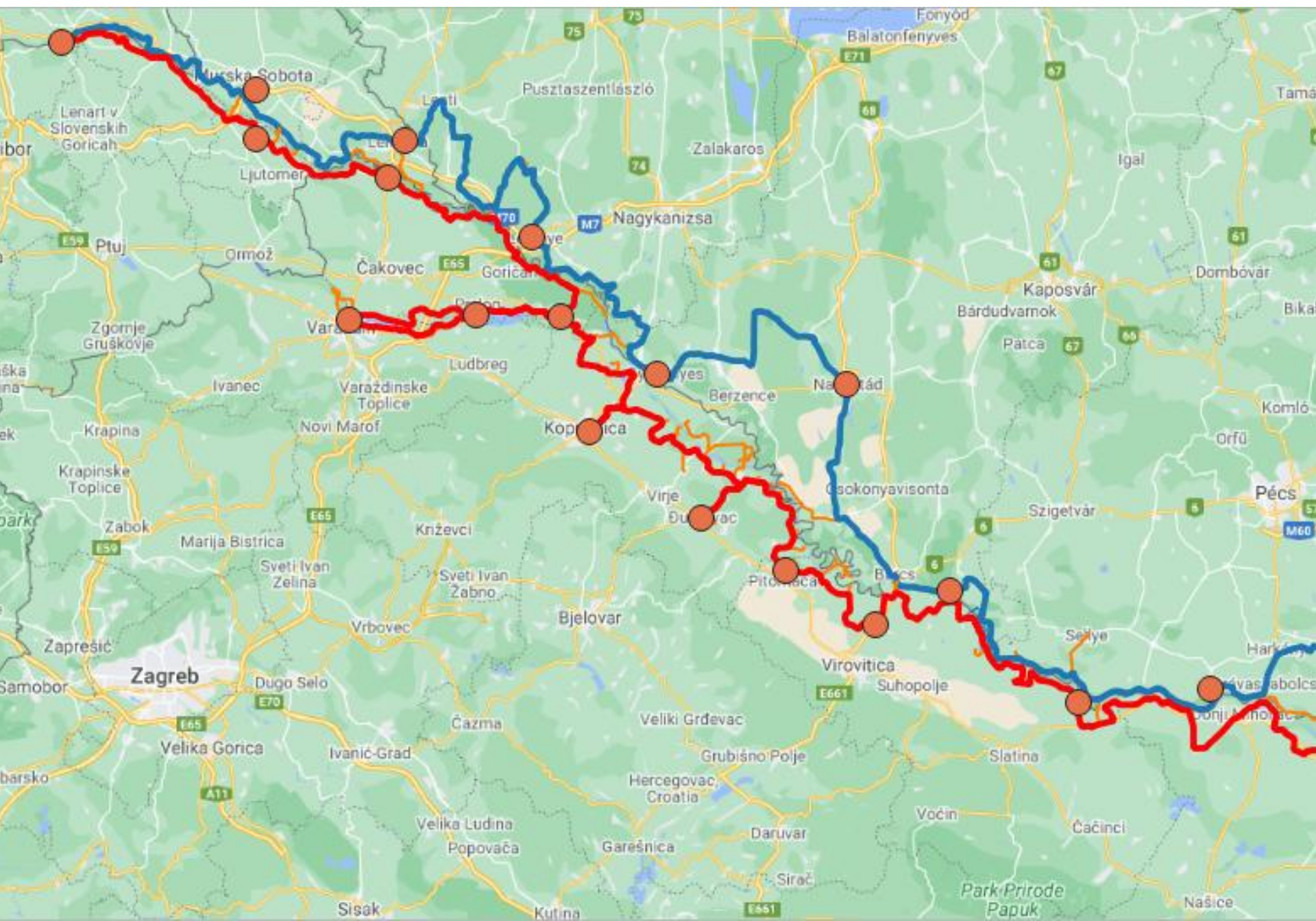
- UNESCO HERITAGE! → unique opportunity!
- Sustainable tourism could boost the regional development!

European Cycling Tourism trends

- ✓ The number of cyclists and the number of trips made by bicycle is growing
- ✓ Average age 53.6 (typically with a partner, alone or with a small group of friends)
- ✓ They are looking for cycling "trails" (71%), one week (7.6 days), 71 km per day
- ✓ Motivation: new experiences, "active ageing", sustainable tourism
- ✓ E-bike use (2017: 18%, 2022: 38%) to explore longer and more adventurous routes
- ✓ Planning - digital tools
- ✓ Importance of multimodality (rail)

The AoE innovative solutions

- Design the route
 - Visitor management concept
 - Branding
 - Set up a booking system - development of standards
 - „Give back to Nature” - valorisation programme
 - capacity building programme
-
- Route: total 1250 km + other roads
 - Bookable product(s) since 2022
 - Goal: to increase the number of tourists (not mass tourism, but conscious and value-oriented)





ICTr-CE project – one step further

- „Once divide, now connects" - Developing a cross-border cycling route
- EuroVelo 13 Longest EuroVelo route (13 000 km +)
- Cultural (Iron Curtain) and natural heritages (2003: European Green Belt)
- 2014: Iron Curtain Trail project
- 2019: Iron Curtain Cycle Route as a "European Cultural Route"
- 2023: The ICTr-CE project



*in accordance with UNSCR 1244 and opinion of ICJ.



Before 1989: Görsdorf with the death strip



After 1989: Nature is back again in Görsdorf

Source: Presentation by Michael Cramer
Szombathely, February 7th, 2013 (ICT project)





ICTr-CE project – one step further

- Developing an innovative, collaborative business and management model
- Developing bookable cycling packages
- Include innovative elements
 - carbon footprint calculator (Carmacal)
 - Impact measurement system (Tailor-made IMS)
 - The Good Impact programme – a valorization programme to lower the negative impact caused by tourists

As a summary

- Rural, peripheral areas → challenges
- Sustainable tourism is key
- Set up a basis for tourists (conscious, sustainable)
 - Involve local actors
 - Build on your USP (stories, local products, experiences)
 - Be unique and innovative
 - Build-up a sustainable business model
- Monitor the results!



westpannon
team

Thanks for your attention!