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## SWOMM 2013

### *"Sustainable tourism and accessibility in mountains areas"*

The 9<sup>th</sup> edition of the Scientific Workshop on Mountain Mobility and Transport (SWOMM) will be held on December 11<sup>th</sup> in Vienna at the Vienna International Center (Wagramer Strasse, 5). The SWOMM 2013 is promoted by the Italian Ministry for the Environment and the Italian Presidency of the Alpine Convention, organized with the support of the University of Camerino, Eurac Research, the Environmental Agency Austria and the hosting partner UNEP.

The event is organized in the frame of Access2Mountain, the project co-financed by the European Regional Development Fund through the Programme "South-East Europe". With a partnership of twelve partners coming from Austria, Italy, Poland, Serbia, Slovakia, Slovenia, Ukraine and Hungary, Access2Mountain aims at promoting sustainable eco-tourism and to ensure effective connectivity and accessibility to the sensitive regions of the Alps and the Carpathians.

Sustainable tourism represents a major challenge for today's rural and urban environments - particularly in mountain regions of the Alps and the Carpathians. Underdeveloped and insufficient sustainable transport facilities, paired with growing motorization, generally create significant negative ecological impacts, such as pollution and congestion. Meanwhile, several areas located in the Alps and Carpathians are characterized by scarce accessibility to most important urban areas and bottom valleys. Limited (or even absent) public transport offers are therefore registered. Often, this is the cause of negative consequences for those isolated areas such as job scarcity, decreasing of population, migratory fluxes, lack of essential services etc.

Inspired by the topics of the Access2Mountain project, the SWOMM 2013 aims at focusing on the role and the relationship between sustainable accessibility and sustainable tourism, as a mean to increase the attractiveness of mountain areas (particularly mostly isolated ones), improving the quality of life both of



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residents and tourists, preserving the natural habitat and cultural assets. Experts coming from research centres and involved public administrations will discuss jointly in a round table the topics highlighted in the panel sessions, dedicated to technical aspects.

The SWOMM represents since 2005 an international occasion of exchange on themes related to transport in mountain areas. As every year, the event is organized in December to mark the celebration of the International Mountain Day (11<sup>th</sup> December) designated by the United Nations General Assembly.

#### Credits:

SWOMM is promoted by: Italian Ministry of the Environment, Land and Sea

The 2013 edition is organized by: University of Camerino in the framework of the Access2Mountain project

With the support of: UNEP, Eurac Research, Alpine Convention, Carpathian Convention, Environment Agency Austria, Austrian federal Ministry for Transport

#### **Contacts**

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**SWOMM 2013**



## “Sustainable tourism and accessibility in mountains areas”

Wednesday 11<sup>th</sup> December 2013

Vienna International Center  
Wagramer Strasse 5, Vienna, AUSTRIA

*Room C-C4 (C-Building, 7<sup>th</sup> floor)*

<b>09.30</b>	<i>Registration and Welcome</i>
<b>09:45</b>	<b>Welcome:</b> Harald Egerer, <i>UNEP Vienna – Interim Secretariat of the Carpathian Convention (ISCC)</i>
<b>09:55</b>	<b>Opening:</b> <i>Representative of the Italian Ministry for the Environment, Land and Sea</i>
<b>10:05</b>	<b>Morning session</b> <b>1<sup>st</sup> panel: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians – The challenge</b>
	Introduction: the importance of sustainability in transport in mountain regions <i>Robert Thaler, Austrian Ministry of Environment, Chairman of THE PEP</i>  Aims, expectations and state-of-the-art of the Access2Mountain project <i>Günther Lichtblau, Environment Agency Austria</i>



	Working Group Transport of the Carpathians: the institutional experience <i>Representative of the WG on Transport of the Carpathian Convention*</i>
	Working Group Transport of the Alpine Convention: history and the institutional experience <i>Thierry Louis, President of the WG on Transport of the Alpine Convention</i>
<b>11:10</b>	<i>Coffee break</i>
<b>11:30</b>	<b>2<sup>nd</sup> panel: Experiences and on-going studies and projects related to sustainable tourism and accessibility</b>
	GSEISPUR Mobility Platform – performing a complete soft mobility chain with a stakeholder cooperation scheme <i>David Osebik, National Park Gesäuse Ltd.</i>
	The importance of travel information for tourists and residents in the Alps: the AlpInfoNet project <i>Harry Seybert, Bavarian Ministry of the Interior, Building and Transport</i>
	Balancing summer and winter tourism in a one planet mountain world <i>Carmen de Jong, Mountain Centre, University of Savoy</i>
	How to manage mobility policies in mountain and rural regions: overview on the Sustainability Model "Decision Support System" <i>Massimo Sargolini, University of Camerino</i>



<b>13:00</b>	<i>Lunch</i>
<b>14:00</b>	<p><b>3<sup>rd</sup> panel: Experience exchange , lessons learned in sustainable tourism and accessibility in the Alps and the Carpathians</b>  <i>Lessons learned from Project partners of Access2Mountain</i>            (by EURAC Research)</p>
	<p>Product development for narrow gauge railways. Developing narrow gauge railways as a product. Illustrated on the example of the Mariazellerbahn railway line.  <i>Michael Gansch, Mostviertel Tourismus, Naturpark Ötscher - Tormäuer</i></p>
	<p>Experience gained on sustainable accessibility to mountain areas in Eastern Slovakia.  <i>Henrieta Kiralvargova, Agency for the Support of Regional Development Kosice (ARR-KE)</i></p>
	<p>Maramures - Travel Green  <i>Rada Pavel, MaramuresInfoTurism</i></p>
	<p>Success factors for multimodal transport solutions in mountain regions  <i>Miriam L. Weiß, Eurac Research</i></p>
	<p>Policy development and cooperation: the process towards the adoption of the Carpathian Convention Transport Protocol  <i>Matthias Jurek, UNEP Vienna/ISCC</i></p>



<b>15:30</b>	<b>Public Round Table<sup>1</sup></b> <b>The contribution of sustainable tourism and transport to the development of green economy in mountain areas: Future challenges, initiatives and policy actions.</b> <b>Moderator:</b> <i>Christian Baumgartner</i> , NFI - Naturefriends International
	Panellist: UNEP WG Transport of the Alpine Convention WG Transport of the Carpathians Italian Ministry of the Environment, Land and Sea Austrian Ministry of Environment
	Previous speakers, A2M partners and the audience are invited to be involved during the moderated discussion with open questions and remarks
<b>17:15</b>	Conclusions <i>Moderator, Christian Baumgartner</i> , NFI - Naturefriends International

\* Titles and speakers will be confirmed soon.

The event will be held in English language.

<sup>1</sup> Questions from the audience and other participants may be included. Moderated session.