

ACCESS 2 MOUNTAIN Newsletter No.3

Capitalisation of research results and mobility concepts

In the last few months the two major best practice collections along with some other national best practice studies have been finished and made available for the public via www.access2mountain.eu. Regional and cross-border concepts tackling the individual problems of accessibility by considering multi-modal mobility and visitor packages are under development. The challenge is now to **capitalise** on these findings and newly developed products by addressing the intended stakeholders in the right way. For this purpose, first **regional communication strategies** reveal useful information on how to raise awareness among regional stakeholders and different target groups. These regional preparations will lead into a **transnational communication strategy** to foster the impact on transnational level.



Mid-term Conference: Profitable impulses for the regions

Organized by the Rzeszow Regional Development Agency, the mid-term Conference in Kosice (SK) during 16-18 October 2012 drew over 50 participants from all over Europe. The Conference highlighted best practice sustainable transport solutions in tourism such as the Vinschgau railway (IT), the narrow gauge railway Borzhavska Vuzkokoliyka in Ukraine, the „Alpentaxi“ information platform (CH) or the exemplary eco-mobility management solution in the Neusiedl national park (AT). From the manifold **exchanges of experiences** with experts and political representatives, project partners received new impulses for the implementation of their ongoing pilot activities as well as for future mobility projects. On the last conference day the participants took the chance to visit the **Tatra tramline** and catch a glimpse of the splendid mountain landscapes of the High Tatras.



First draft of Transport Protocol the Carpathian Convention

In cooperation with the Interim Secretariat of the Carpathian Convention (ISCC) and the UNEP Office in Vienna, EURAC coordinates and contributes to the drafting of the **Transport Protocol of the Carpathian Convention**, which will form the basis for future cooperation and specific activities in the Carpathian area. The Working Group on Sustainable Industry, Energy, Transport and Infrastructure of the Carpathian Convention held its meeting from 18-19 October in Kosice. The aim of this strategically important meeting was to facilitate the preparation of a draft text for the Protocol on Sustainable Transport and Infrastructure to the Carpathian Convention.





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Pilot activities are gathering speed

From the finalization of necessary feasibility studies, calls for external experts, cross-border workshops to the opening of brand new bike tracks – there is something going on in the partner regions! As definite highlights, first soft mobility packages were developed in the National Park Gesäuse (e-scooter rental including regional culinary packages) and in the Mostviertel (**e-bike and train package** in cooperation with the Mariazell railway). Further stakeholder workshops will foster the future cooperation of tourism and railway operators, which will lead to further attractive soft mobility offers. Meanwhile, **Marmamures** is preparing for the next bike season to implement new services in combination with public transport.

A feasibility study on the integration of **railway connections between Poland and Slovakia** is under preparation. As an important first step in the strategic involvement of stakeholders to promote the **re-use of abandoned railway lines for tourism** in the Kosice region (SK) and North Hungary, a regional railway inventory is being developed. Regarding the planned **cross-border intermodal routes** between North Hungary and the Kosice region, progress could be achieved by an agreement on the planned target areas.

South Tyrol: Highly visited region in the heart of Europe

The Autonomous Province Bolzano - South Tyrol, Italy's northernmost province, combines the Alpine with the Mediterranean way of life, as well as their landscapes. With its high cultural diversity and broad variety of leisure time activities, it attracts numerous tourists every summer and winter. Nearly 5.9 million tourists and more than 29 million overnight stays were registered in the tourism year 2010/11.

Bolzano, the province's capital, is an important meeting point for German-Austrian and Italian culture and their economies. The city is also known as the Gate to the Dolomites, the massive mountain range of north-eastern Italy which was declared a **UNESCO World Heritage Site** in 2009. At the fourth partner meeting held in Bolzano (17-19 September 2012), the consortium had the opportunity to take in the Dolomites' breath-taking landscape and experience South Tyrolean hospitality and cuisine.

The **Institute for Regional Development and Location Management** of the European Academy Bolzano focuses on the sustainable development of mountain regions. In ACCESS2MOUNTAIN EURAC analyzes the possibilities and limits of innovative sustainable offers in mountain tourism using the municipality of Corvara and its surroundings as example. For this area, a strongly frequented tourism resort in the Dolomites, EURAC is developing strategies for sustainable mobility.





ACCESS 2 MOUNTAIN Newsletter No.3

Success Criteria for Multimodal Transport in Tourism

An examination of 51 good-practice examples has revealed that sustainable multimodal transport solutions build on cooperations of proactive partners and need **strong intersectoral networks** including transport providers, tourist associations, regional authorities and the local community.

Among the core success criteria are also **sound financing, community involvement** (in the development process but also as potential users), easily understandable and **seamless connections**, intensive **marketing and promotion**, as well as a regular **evaluation**. Offering sustainable and soft mobility also means to **re-use abandoned structures** of transportation and combine them with each other.

Enriched with lessons learned from the pilot area activities, a synthesis report (2014) will include revised general recommendations for multimodal transport solutions.

Podkarpackie Region: Hidden wonder of nature

Situated in the south-east of **Poland**, the Podkarpackie Region borders Ukraine to the east and Slovakia to the south. The regional capital **Rzeszow** is situated at the Wislok River, at the crosspoint of the northern borders of the Carpathian Mountains and the Sandomierska Basin. Besides the Magura and the Bieszczady National Park (part of the **UNESCO East Carpathian Biosphere Reserve**), the region comprises ten landscape parks, almost 100 nature reserves and about 17 areas of protected landscapes with unique species of plants and animals.

Despite its natural capital, the **scarcely populated** Podkarpackie Region does not yet belong to the widely known tourist destinations in Europe, although regional tourism provides interesting recreational offers with great opportunities for hiking, sailing (at the heart of Bieszczady Mountains there is the Solina Lake - the biggest artificial lake in Poland), horse riding, cycling, skiing, air tourism and extreme sports.

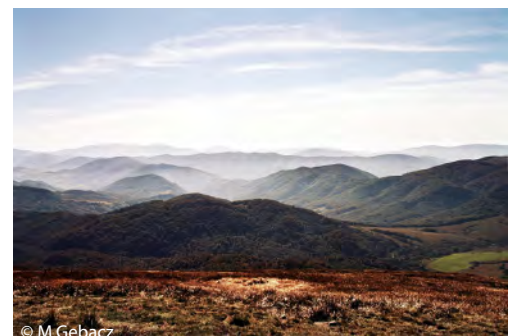
The **Rzeszow Regional Development Agency** joined ACCESS2MOUNTAIN to identify new possibilities for **soft mobility** in mountain regions and to find solutions for the provision of **accessibility to tourism attractions**, especially from the perspective of **cross-border cooperation** and its development, and of tourist movements between Poland and Slovakia. The activities concentrate mostly on feasibility studies and the analysis of cross-border regions in the field of transport & tourism and routes which will be used for further development and collaboration.



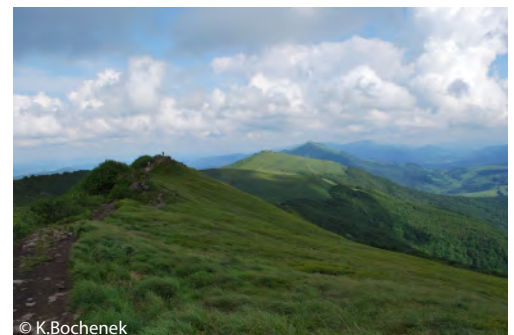
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ACCESS 2 MOUNTAIN Newsletter No.3

Project Partners

- Lead partner U-AT - Environment Agency Austria, AT
- ERDF partner bmvit- Federal Ministry of Transport, Innovation and Technology, AT
- ERDF partner Gesäuse - National Park Gesäuse, AT
- ERDF partner Mostviertel - Mostviertel-Tourism Ltd., AT
- ERDF partner Miskolc Holding - Miskolc Holding Local Government Asset Management Corporation, HU
- ERDF partner UNICAM - University of Camerino, IT
- ERDF partner EURAC research – European Academy of Bozen/Bolzano, IT
- ERDF partner CJIT Maramures - County Center for Tourism Information, RO
- ERDF partner ARR-KE - Agency for the Support of Regional Development Kosice, SK
- 20% ERDF partner RARR-PL - Rzeszow Regional Development Agency, PL
- 10% partner TIMOK -Timok Club, RS
- 10% partner CFUA - Carpathian Foundation Ukraine, UA

The project enjoys widespread support at transnational, national and regional level: the Permanent Secretariat of the Alpine Convention, Focal Points of the Carpathian Convention, European Federation of Museum and Tourist Railways, Ministries of Environment (AT, IT), Ministries of Transport(SI, PL) and other observers at the regional level of the project partners.

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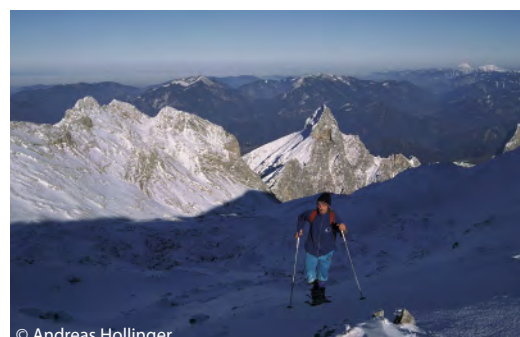
Upcoming Highlight(s)

- 14th-15th May 2013:
- 5th Partner meeting in Maramures/RO

All about ACCESS 2 MOUNTAIN at
www.access2mountain.eu

Downloads

- Midterm Conference Proceedings *NEW!*
- Multimodal Transport Study *NEW!*
- Best practice study on railways in Podkarpackie and Presov region *NEW!*
- Regional communication strategy Nationalpark Gesäuse *NEW!*



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