



Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians

Jointly for our common future



The project

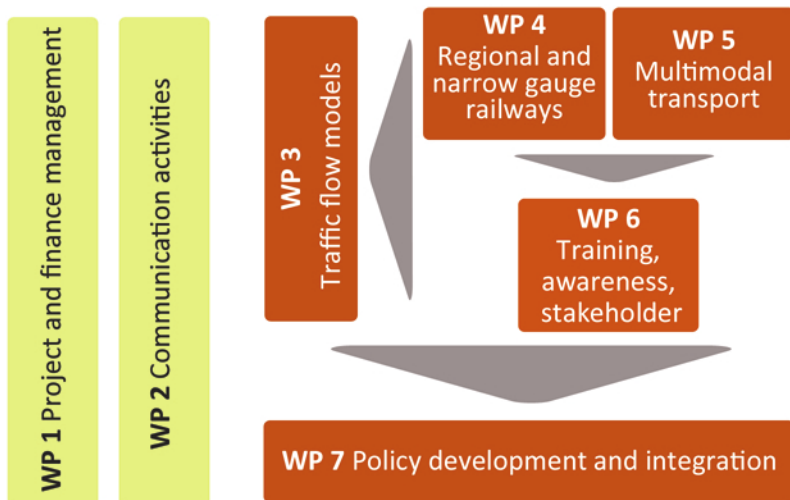
Access2Mountain aims at developing appropriate conditions to increase the accessibility of mountain regions in the Alps and the Carpathians by sustainable transport and support the development of a high potential for sustainable tourism. Access2Mountain aims at setting up pilot projects to access tourist areas and to ensure sustainable local mobility at destinations. Furthermore, the experiences gained in this exercise and the experiences from other mountain tourist regions will be shared in order to enhance the regional and local knowledge and introduce further sustainable mobility services.

Financed under the SEE Programme, Access2Mountain is a transnational project with more than 30 partners and observers from 17 countries in the Alps and the Carpathians at the regional and (inter)national level, having on board players from transport, tourism and environment. It is led by the Austrian Environmental Agency

Background

Tourism increasingly involves the use of private cars which cause negative ecological effects – especially in sensitive mountain areas. Accessibility to and within these areas by sustainable public transport and non-motorized mobility is often limited. Therefore, there is room for further enhancing the tourist potential of these regions by improving sustainable accessibility to mountain destinations

Both the major European regional mountain agreements, the Alpine and the Carpathian Convention, recognize that sustainable tourism, growing together with sustainable mobility services, is a key-element for regional economic development and a source of income and wellbeing.



Aims and Objectives

The overall objective of the project is to increase sustainable accessibility and connections to, between and within sensitive mountain regions, which should benefit all users. Specific objectives include:

- Raising knowledge and awareness of, and developing capacities for mountain mobility challenges, as well as designing soft mobility schemes in mountain regions, on different levels
- Developing soft tourist mobility in sensitive pilot regions through competitive small railways and intermodal transport, mainly aimed at tourist development
- Strengthening peripheral regions through innovative tourist offers, increased accessibility, new investment
- Improving the quality of the environment, reducing greenhouse gases and polluting emissions from transport in sensitive areas
- Strengthening policy dialogue at transnational and EU level, developing novel policies for the Carpathians, strengthening the strategic cooperation between the Alpine and Carpathian regions and Conventions

Main outputs

- Collection of best practices in railway operations and multi-modal transport in tourist regions
- Studies on the feasibility of intermodal routes, possible new offers and ticketing services, new integrated transport-tourist packages in model-regions
- Development of soft mobility measures and first steps towards implementation
- Development of communication strategies, marketing and awareness raising activities for sustainable tourist & mobility offers
- Policy support for the definition of a Protocol on Transport to the Carpathian Convention

Overall project budget: 2.222.412 EUR
ERDF contribution: 1.889.050 EUR
Project duration: 2011-05 2014-04

<http://www.access2mountain.eu>

Project Partners

U-AT - Environment Agency Austria (Austria)

BMVIT - Federal Ministry for Transport, Innovation and Technology (Austria)

Gesäuse - National Park Gesäuse (Austria)

MOSTVIERTEL - Mostviertel Tourism Ltd. (Austria)

NORDA - NORDA Regional Development Agency of North Hungary Nonprofit Ltd. (Hungary)
(Until June 2012)

MISKOLC HOLDING - Miskolc Holding Local Government Asset Management Corporation
(Hungary) (From June 2012)

UNICAM - University of Camerino (Italy)

EURAC research - European Academy (Italy)

CJIT Maramures - County Center for Tourism Information MARAMURESINFOTURISM (Romania)

ARR-KE - Agency for the Support of Regional Development Kosice (Slovakia)

RARR-PL - Rzeszow Regional Development Agency (Poland)

TIMOK - Timok Club (Serbia)

CFUA - Carpathian Foundation Ukraine (Ukraine)

The project enjoys widespread support at transnational, national and regional level: Permanent Secretariat of the Alpine Convention, Focal Points of the Carpathian Convention, the European Federation of Museum and Tourist Railways, Ministries of Environment of Austria and Italy, Ministries of Transport of Slovenia and Poland, Office for Sustainable Development Montenegro, Serbian Chamber of Commerce and observers at the regional level of the project partners.



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