World Conference on Transport Research - WCTR 2016 Shanghai. 10-15 July 2016

Users’ needs and business models for a sustainable mobility information network in the Alpine Space

Cristina Pronello a*, Cristian Camusso a

 a Interuniversity Department of Regional and Urban Studies and Planning, Politecnico di Torino, Viale Mattioli, 39, Torino 10125, Italy

Abstract

The paper investigates what are the possible business models allowing to maintain a “Sustainable Mobility Information Network for the Alpine Space”. The starting point was the lack of an integrative door-to-door information system in the Alpine regions and the project aimed at providing travellers with comprehensive information about sustainable transport modes beyond regional and national borders. To this end a survey has been designed using a quali-quantitative method (web-questionnaire and focus groups) to investigate the needs of the tourist and transport operators. The sample included all the main actors in the transport and tourism field active in the territory of the five pilot regions: Piemonte (Italy), Rhone Alpes-Paca (France), Lake Constance and Lake Chiemsee (Germany), Gorizia (Italy) and Nova Gorica (Slovenia).

The research has showed that there is not a single solution to define a unique business model for the tools developed by AlpInfoNet and has, likewise, developed specific actions and approaches according to the target users.

© 2017 The Authors. Published by Elsevier B.V.
Peer-review under responsibility of WORLD CONFERENCE ON TRANSPORT RESEARCH SOCIETY.

Keywords: Advanced Travellers Information Systems; sustainable mobility, Alpin Space.

* Corresponding author. Tel.: +39.011.0905613; fax: +39 011 090 7499
E-mail address: cristina.pronello@polito.it
1. Introduction

Transport is responsible for around a quarter of EU greenhouse gases emissions, making it the second biggest greenhouse gases emitting sector after energy (Hill et al., 2012). Furthermore, the rise of people mobility, capital availability and low cost vehicles favour an increase of trips by private car (The New Climate Economy, 2014) with a related emission growth.

How to reach the target of low transport emissions is an issue spanning many aspects; it cannot be dealt with only adopting technological solutions for the vehicles (Anable and Boardman, 2005), but it requires to pay attention to behavioural issues (Chapman, 2007). This last aspect is very crucial because it implies the change of personal rules of individuals, depending on many factors like personal attitudes, transport supply availability, mobility purpose and social change (Button and Nijkamp, 1997). While these factors have been mainly studied for work travel and mobility of commuters, they have been understudied for leisure-related travels (Holden, 2007), even if they represent an important segment of mobility demand. The World Tourism Organization (UNWTO) shows that, in the 2013, 1087 million of international tourists have been recorded and they expect an increase by 3.3% per year from 2010 to 2030, reaching 1.8 billion by 2030 (UNWTO, 2014). It is clear that, while more attention is paid to the overall emission reduction, there is an important increase of emissions caused by tourism (Tight et al., 2005, Anderson et al., 2006; Pang et al., 2012). This phenomenon could be related to different industrial development of countries where tourism is considered an important source of revenue (Dubois et al., 2011); in fact, more and more cities base their economy on tourism, so the matter of sustainable tourism is becoming increasingly important from different points of view (EU Commision, 2010).

The relationship between tourism and transport is addressed in some studies (Peeters and Landré, 2012; Scutarri et al., 2013; Duval, 2013) and, notably in rural areas, tourism is perceived as a main cause of mobility problems (Hall, 1999; Dickinson et al., 2009) with important effects on health (WHO, 2000). In some cases, it was showed that 40-50% of environmental loads related to tourism are caused by transport of tourists from their home to the destination (Lange, 1995).

Sustainability ranks high among key issues in transport, more so in a sensitive environment as the Alpine Space, where tourist mobility is an important market asset. The Convention on the Protection of the Alps (Alpine Convention) is a binding international agreement between the Alpine countries and the EU whereby the contracting parties commit to adopting measures to protect the Alps and make environmentally compatible use of resources. Instrument like Alpine Space Programme (http://www.alpine-space.eu/) and European Grouping of Territorial Cooperation-EGTC promote the transnational cooperation involving local, regional and national stakeholders (Ruffini et al., 2010).

Alpine regions need to capture the growing tourist demand and to stimulate a more sustainable mobility, adopting specific tools and solutions. Thus, integrated information systems become crucial in the sector, both locally and across national borders, enabling tourists to plan their travels using transport modes alternative to the private car, with special emphasis to the “last mile”.

The attainment of the stated goals demands the participation of different actors involved in the tourism industry: hotels, public transport companies, cities and regions (Hoyer, 2010). Those actors are using more and more the new technologies – together with new tourism organisational process, like hotel chains – to contribute to the improvement of services’ and reduction of travel costs (Hall and Williams, 2008, Shanker, 2008) and they are adding to the pre-trip information (most used for business travels) those related to the characteristics of individuals rather than to the trip itself (Farag and Lyons, 2012).

The Flash Eurobarometer (EU Commission, 2015) shows how internet is the most used instrument for organising the holidays. The use of social networks and the diffusion of applications based on Global Positioning System (GPS) offer new tools, like navigators, to enrich tourism experience and activities (Hannan et al., 2014), promoting dissemination of information (Litvin et al., 2008) and influencing tourism mobility at destination (Tussyadiah, 2012; Brown et al., 2013). This information could influence and prompt people to divert towards more sustainable modes of transport, changing their mobility patterns (Chorus et al., 2006). An estimation of potential global value of smart routing, in the form of time and fuel saving, will be about 500 billion dollars by 2020; this amount is equivalent to save 10-15 hours every year for each traveller with a positive effect on pollutant emissions (Manyika et al., 2011).
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات