

Smart Transport for Sustainable Tourism

NECTAR Cluster 5 (Leisure, Recreation and Tourism) international workshop

University of Évora, Portugal

March 23-25, 2022

Call for papers

It is our pleasure to invite you to join the workshop organized by NECTAR Cluster 5 (Leisure, Recreation and Tourism) and CEFAGE (Centre for Advanced Studies in Management and Economics) which will be held at the University of Évora, Portugal, on March 23-25, 2022.

Main topic

Tourists looking for destinations in less urbanized areas are often attracted by the ecological and cultural features of rural regions and landscapes. It is also documented that these tourists tend to be highly sensitive to environmental problems, to the need to protect local ecosystems, and to prevent global impacts of CO₂ emissions. However, when visiting these areas with relatively low population density, they also have to face a relative scarcity of public transport, which constitutes a high incentive for the utilization of private forms of transportation.

Although bicycles tend to be increasingly popular, they require a physical effort that is not always compatible with the characteristics of travelers (mostly for small children or older visitors) and with the morphology of many rural destinations. On the other hand, attractive tourism resources in these areas are often dispersed along the territory, implying movements with relatively long distances. In this context, private cars may appear as the only effective solution to ensure the mobility of tourists.

Assuming the importance of reducing the utilization of private cars and related problems of traffic congestion and CO₂ emissions, this workshop aims at discussing the problems caused to tourism activities by the lack of public transport in less urbanized areas, along with potential solutions and alternatives, keeping in mind the importance of ensuring an enjoyable, satisfactory and memorable experience, that mobilizes the diversity of territorial resources existing in these areas.

Topics of interest

The workshop will focus on the following specific topics:

- Transport modes for tourism in areas of low population density;
- Public transports and satisfaction with rural tourism experiences;
- Transports and territorial dispersion of tourism attractions in non-urban areas;
- Sustainable tourism and sustainable transports in non-urban territories;
- Sustainable transports for touristic routes and networks in non-urban areas;
- Use of "soft modes" of transportation to differentiate a tourism area as an "eco-friendly" destination.

The organizing committee may also consider contributions focused on other aspects of the relation between tourism dynamics and smart or sustainable forms of transportation. However, priority will be given to works addressing the specific problems of non-metropolitan areas.

The workshop will ideally comprise 15 paper presentations, with appropriate time for comments and discussion (3 papers per session).

Publishing opportunities

A book for the “NECTAR Series on Transportation and Communications Networks Research” (Edward Elgar Publishing) or a special issue for a journal can be considered, depending on the scope and quality of the presentations.

Venue

The workshop will take place at the University of Évora (Portugal) on March 23-25, 2022.

Participation and fees

This workshop is funded by the University of Évora and NECTAR. With this co-funding, we will be able to fund accommodation for two nights, meals (two dinners and one lunch) and the social events during the event (one author per paper).

NECTAR membership for the year 2022 (€70 or, for those under the age of 30, €40) is required in order to attend the meeting. Non-members can find details on how to join the association on the ‘Membership’ page of NECTAR’s website: <http://www.nectar-eu.eu/membership/>.

Preliminary program:

	March 23 Wednesday	March 24 Thursday	March 25 Friday
Morning		Session 2	Session 5
		Session 3	Closing session
Afternoon	Opening session	Session 4	
	Session 1	Panel discussion	
Evening	Social event and dinner	Social event and dinner	

The **opening** and **closing sessions** will include a guest speaker and members of the organizing committee from NECTAR and CEFAGE. The **Panel Discussion** will also involve a representative of a regional authority and contributions from all the participants.

3 papers will be presented in each of the 5 regular sessions.

Social events consist of wine tasting and a visit to the historical center of Évora.

The costs of all the activities in the program are covered by the organization.



Guest speakers:

Janne Liburd

Director of the Centre for Tourism, Innovation and Culture, University of Southern Denmark

Driving Sustainable Futures through Rural Tourism Transport

Tourism transport is an enabler and exemplar of global human movement, which provides an excellent lens through which one can critically understand contemporary society and begin to imagine more sustainable futures. I will argue that sustainable transport should be regarded as a normative and dynamic concept considered in the context of the given society, its standards, and aspirations for development. The UN 2030 Sustainable Development Goals (SDGs) captures the insufficiency of more sustainable accomplishments for people, planet, peace and prosperity. I criticize the UN 2030 Agenda for Sustainable Development for reverting to static notions of achieving sustainability through economic growth and partnerships, which reveal systemic lock-ins. These are easily maintained behind discourses of growth, developed and developing regions, notions of partnerships, smart planning and 'green' policymaking. Challenging these lock-ins, tourism transport exposes fundamental interdependences between human behaviour, regions, socio-economic activities, as well as academic knowledge production.

I will briefly illustrate how sustainable transport can be developed for others in the rural West Balatan Region of Hungary through an original, adapted urban planning tool. Next, I will introduce the concept of collaboration to argue that fuzzy problems, namely sustainable transport and the SDGs, cannot be solved by business-as-usual, or relying on governments, single organisations, or academics to save the (tourism) world as we know it. Collaboration hinges on aspects of stewardship and 'other-regarding' ethics. I will propose a transformative role for sustainable tourism collaborative design with others, with latent potentials for rural tourism transport as a driver of more sustainable futures.

Janne Liburd is Professor and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. She is a cultural anthropologist. Her research interests are sustainable tourism development, collaboration, national parks, open innovation, higher education, and the being of the university. By two ministerial appointments, Janne is the Chairman of the UNESCO World Heritage Wadden Sea National Park (2015-2022). She served on the National Tourism Forum charged with developing the first strategy for tourism in Denmark (2015-2018). She has published more than 120 peer reviewed articles and book chapters
<https://orcid.org/0000-0002-3884-6728>.

Suggested readings:

Becken, S. (2019). Decarbonising tourism: mission impossible?, *Tourism Recreation Research*, Vol. 44(4), 419-433, DOI: 10.1080/02508281.2019.1598042

Liburd, J., Duedahl, E. & Heape, J. (2020). Co-designing Tourism for Sustainable Development, *Journal of Sustainable Tourism* DOI: <https://doi.org/10.1080/09669582.2020.1839473>.

Liburd, J., T. Nielsen, C. Heape (2017). Co-Designing Smart Tourism, *European Journal of Tourism Research* Vol. 17, 28-42.

Liburd, J. & Edwards, D. (Eds.) (2018). *Collaboration for Sustainable Tourism Development*. Oxford: Goodfellow Publishers Ltd.

Liburd, J.J. & Becken, S. (2017). Values in nature conservation, tourism and UNESCO World Heritage Site stewardship. *Journal of Sustainable Tourism* DOI:10.1080/09669582.2017.1293067

Tomej, K. & Liburd, J.J. (2019). Sustainable accessibility in rural destinations: a public transport network approach, *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2019.1607359

Tribe, J. & Liburd, J.J. (2016). The Tourism Knowledge System, *Annals of Tourism Research* Vol. 57: 44-61.



Lucie Kirstein

Transport research analyst - International Transport Forum / OECD (www.itf-oecd.org)

Promoting sustainable and innovative mobility for tourism promotion – a review of international best practice

Rural areas across the globe struggle with population aging, outmigration and the loss of economic opportunities due to international industrial competition (e.g. OECD, 2020). Sustainable tourism is often part of a larger strategy to revive or maintain the rural economy. At the same time, Covid-19 and travel restrictions have led to both instances of decline and growth of local tourism. While some rural and mountainous areas in Europe have struggled with increased car influx from city dwellers escaping lockdown, faced congested villages and ecosystem impacts, other areas have lost out due to less international visitors. Further, the climate crisis is a major argument for many to rethink their travel behavior and future carbon taxes may discourage flights and car trips, making rail access more important in the future.

There is a large scope for shifting travel demand to low-carbon transport solutions in tourism, with significant socio-economic side-benefits, especially for those unable to drive or afford a car. Communities across Europe have tested and promoted the use of bicycles, car-and ridesharing and flexible public transport linked with digital MaaS-type solutions and intermodality improvements (mobility hubs). However, many of these initiatives are small and of a short duration that make it difficult to observe lasting impacts on travel behaviour. Innovative approaches to mobility are also emerging in a broader context of long-standing deficits in rural and regional transport, in relation to policy, service provision, funding, institutional capacity and research. In the absence of target-based policy, legal recognition, structured funding programmes and technical assistance, many rural communities have to rely on private means of transportation, with alternatives available only through isolated local initiatives. Local transport provision is often in the hands of municipalities, some of which face severe financial constraints for transport provision and lack the knowledge and tools to implement novel solutions.

Defining a national or regional sustainable mobility and tourism strategy, based on target-based policy and a financial framework, is therefore key to both manage potential changes, ensure accessibility for all and attract a new class of socially and environmentally conscious travelers. There is also a need for adapting legal systems where non-conventional, innovative mobility solutions are not recognised. In addition, investments in transit-oriented development and provision of low-carbon transport systems outside the big cities should be recognised through their wider social, economic and environmental benefits. More efforts are needed to support communities in collecting information and quantifying these effects to make them part of appraisals and evaluations. The presentation will discuss these and other results and recommendations from the forthcoming ITF report on Rural mobility innovations and link them with sustainable rural development strategies.

Lucie Kirstein is a transport research analyst with several years of experience in policy advice with a focus on regulation, competition and energy. Her most recent projects at the International Transport Forum (OECD) dealt primarily with the questions of how accessibility can be guaranteed in sparsely populated and remote areas and how the legal and planning frameworks will need to adapt in order to allow for the development of cost-effective and sustainable mobility solutions. Her report on Rural Mobility Innovations will be released this autumn. Lucie holds a Master's Degree from Sciences Po Paris, France, with a focus on political economy and international economics. In October 2021, she will start a position as a scientific advisor at the German Academy of Technical Sciences.

Suggested readings:

ITF (2021). Connecting Remote Communities: Summary and Conclusions, ITF Roundtable Reports, No. 179, OECD Publishing, Paris, <https://www.itf-oecd.org/connecting-remote-communities>.

ITF (2021, forthcoming), Rural mobility innovations: Opportunities and policy challenges. OECD, Paris.

OECD (2020) Rural Well-being - Geography of Opportunities. OECD, Paris. DOI: 10.1787/d25cef80-en.

The SMARTA Project, <https://ruralsharedmobility.eu/>.

The MAMBA Project, <https://www.mambaproject.eu/database/>.

Abstract and CV submission:

If you are interested to participate in this workshop, please send an **abstract** of your presentation (about 500 words) including author names and affiliations and keywords, and your **CV** (2-4 pages) in PDF format to joao_romao@me.com before December 15, 2021. The abstracts will be reviewed by the organizing committee. The notification of abstract acceptance will be distributed by January 15, 2022.

Organizing committee

João Romão, Yasuda Women's University and CEFAGE (Cluster 5 co-chair)
Luca Zamparini, University of Salento (Cluster 5 co-chair)
Peter Nijkamp, Tinbergen Institute Amsterdam (Cluster 5 co-chair)
Susana Cró, Universidade de Évora, Sociology Department, CEFAGE
Andreia Dionísio, Universidade de Évora, Management Department, CEFAGE

NECTAR is a European-based scientific association. The primary objective is to foster research collaboration and exchange of information between experts in the field of transport, communication and mobility from all European countries and the rest of the world. It is a multidisciplinary social science network. It brings together a wide variety of perspectives on transport and communication problems and their impacts on society in an international perspective. For further information see: <http://www.nectar-eu.eu>

CEFAGE (Center for Advanced Studies in Management and Economics) was created in 2006, with the aim of promoting research in the areas of Management and Economics. CEFAGE is now a Research Unit that brings together the best researchers in Economics and Management from various institutions. It has a main office at the University of Évora and branches at the University of Algarve, University of Beira Interior, Faculty of Sciences and Technology at the New University of Lisbon and Lisbon Accounting and Business School (ISCAL). The research interests of CEFAGE's members cover, among other fields, agricultural economics, econometrics, environmental resources, finance, industrial organization, innovation and entrepreneurship, international economics, labour economics, operations research, tourism economics, spatial economics and sustainable growth. <http://www.cefage.uevora.pt/en/>