

# Holidays in alpine areas without a car - the last mile from the point of view of our guests

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The most popular means of transport in alpine tourism is still the car which has negative effects on environment (Zöll, 2018). Tourism accounts for around five percent of global emissions, with mobility accounting for 75% (Jurik, 2018). Therefore, the public transportation becomes more and more important. The last mile is the route from the train station to the hotel in the resort and the so-called “bottleneck” of public transport. If the offer is not geared to the travelers needs its use is usually dispensed with. (Zech et al., 2013)

In addition, the phenomenon of the "first and last mile" is decisive for the choice of means of transport along the entire mobility chain. The study is part of a sustainable tourism project on the Last Mile carried out in the European Alpine region in 2018/2019. Figure 1 shows an overview about the project phases.

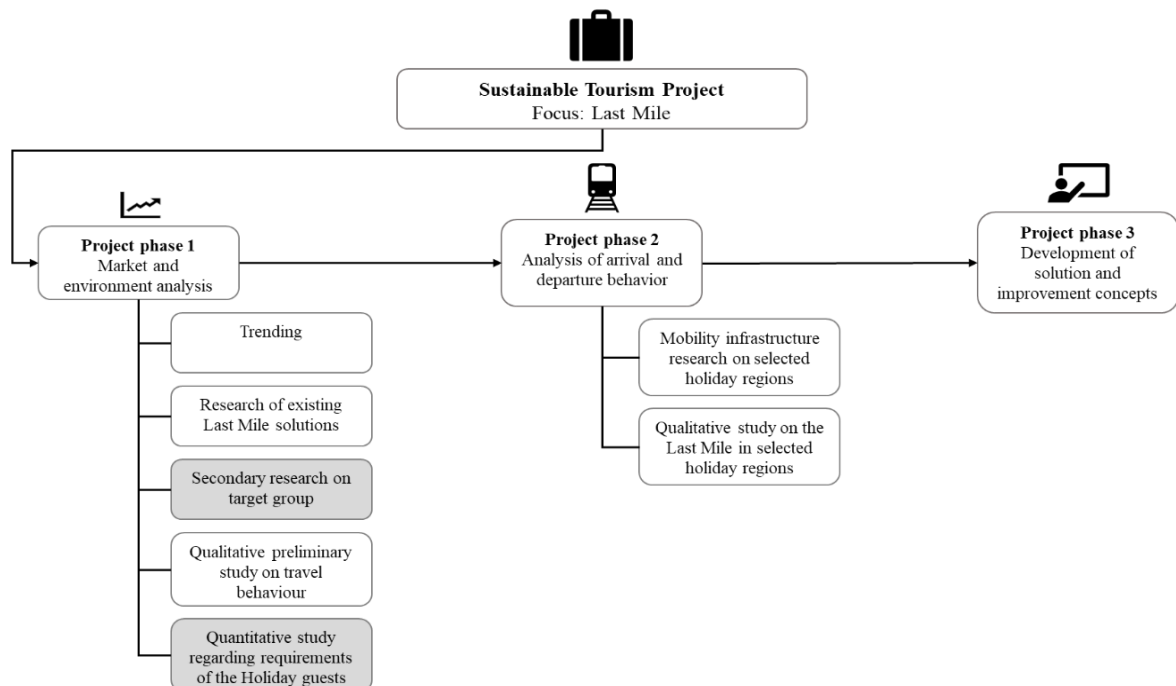


Figure 1: Overview about the project phases.

The aim of the project was therefore to develop improvement and solution concepts for the last mile. The gray colored fields in project phase 1 are covered in this paper.

According to the secondary research, green tourists expect an intact nature on site from the chosen holiday destination. Furthermore, this target group demands a good mobility connection as well as a certain comfort factor. (Solér, Sonderegger & Arx, 2013, p. 9).

The quantitative study consists of 34 questions and the demographics. Figure 2 shows the different thematically areas of the questionnaire.

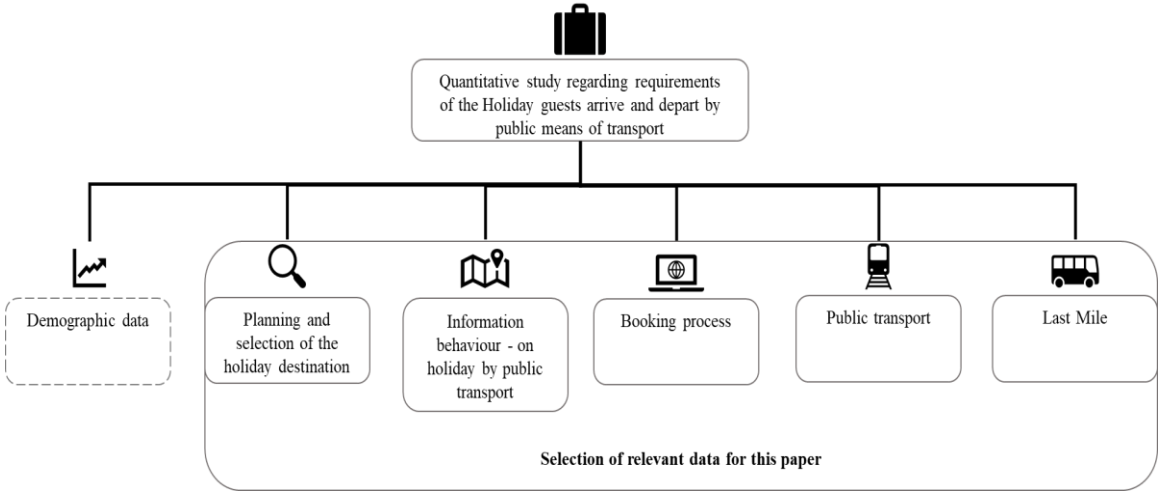


Figure 2: Overview about the different fields of the questionnaire

Results show that if the consumer is planning his holiday in alpine tourist areas and wants to find out more about the handling of the Last Mile, the Information by the Internet plays an essential role. But also, the information directly by the transport service providers, such as the railway or the bus company, is perceived as preferred.

The study carried out that most of the respondents have no problems coping with the Last Mile, or that they are solvable if they occur. Passengers also accept short walking distances and a short wait for a transfer from the train station to the accommodation. Green tourist destinations and transportation service providers have to take care that waiting time does not come over the accepted waiting time of the travelers. Otherwise travelling by public transportation could be not preferred by travelers.

The transfer should preferably be made by environmentally friendly E-taxis or share taxis. Travelers identify challenges and problems, in particular in the lack of information or the service is negatively evaluated because waiting times or departure intervals are too long. The price is also perceived by many travelers as too high.

Green tourist destinations and transportation service providers must adapt to the needs of travelers to the Last Mile. Because it's the bottleneck. If there is no information about the Last Mile, there is a risk that the trip will not be started in the first place by public transportation. Total packages for the hole journey at an acceptable price must be adapted to the needs of the "green travelers".

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