



Escaping the summer heat – revival potential and challenge of near- metropolitan tourism areas

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The effects of Climate Change in Austria



Retreat of glaciers



Lack of snow



Altered plant development



Local heavy precipitation



Flood



Heat

Consequences for the Alpine area and tourism

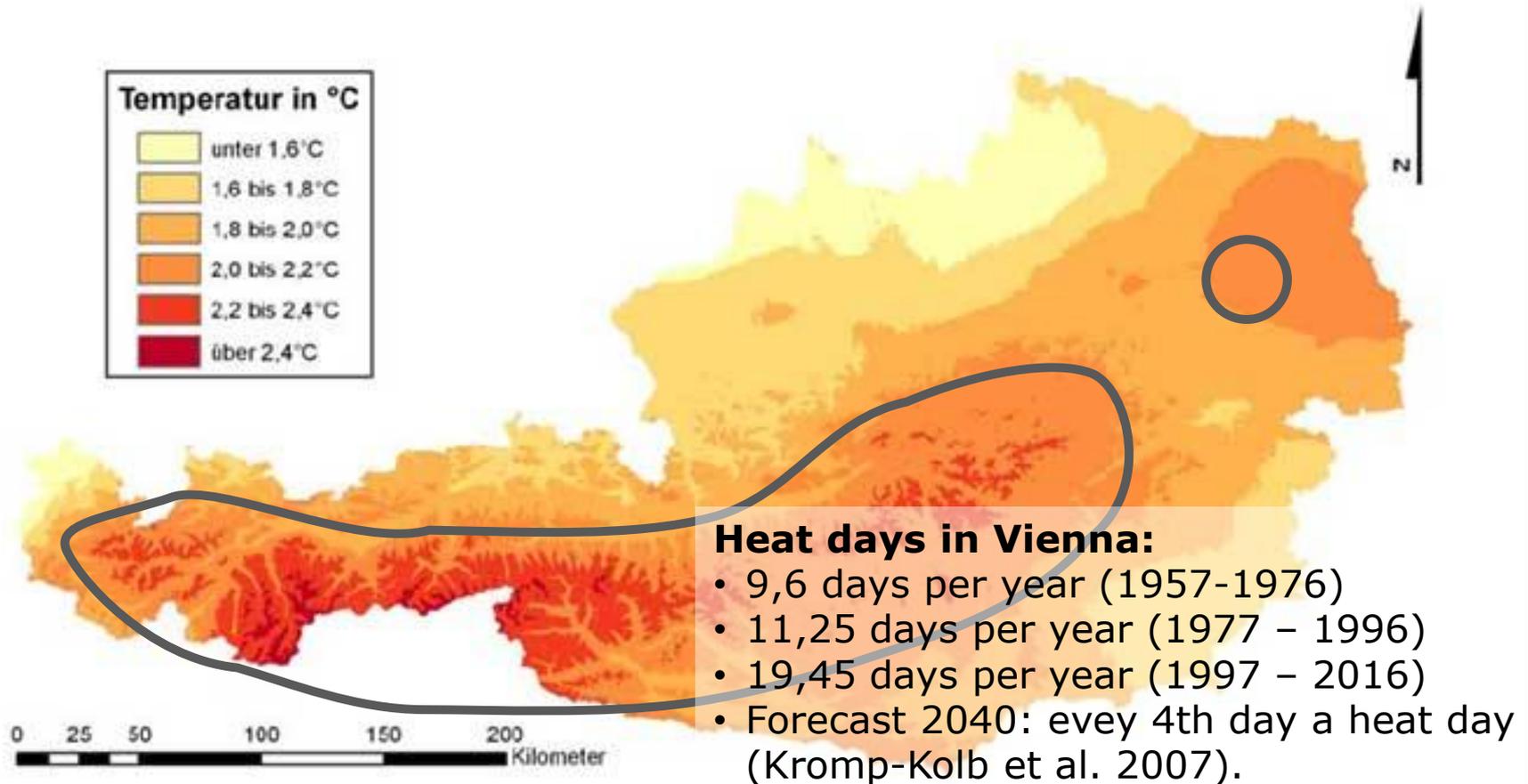
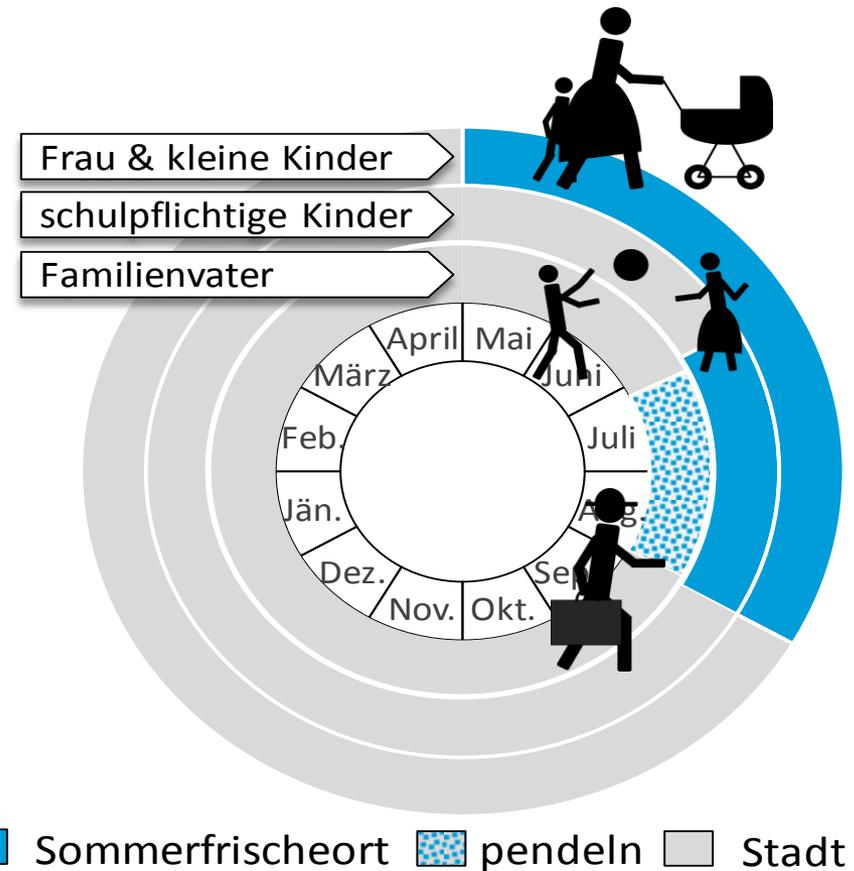


Abbildung 1: Temperaturveränderung von Dekade 1990 bis 2000 zur Dekade 2040 bis 2050 (Klimamodell MM5).

The „old“ Sommerfrische

- > A **move** of some weeks or months away from the **heat** of the town to the recreating country side in summertime.
- > A longer stationary stay in a close circle of family, relatives and friends rather at a **regularly visited** places than alternating places during the summer month“ (Schmidt-Lauber 2014, 21)





Research questions

- > The role of urban heat waves for tourism?
- > Adaptation towards a „new“ Sommerfrische?
- > Potential for Sommerfrische destinations?
- > Possible adaptation strategies for destinations?



A strategy of „new“ Sommerfrische?

Supply Side:

- Sommerfrische already a strategy?
- Possible/necessary actions to tap the potential of Sommerfrische?
- Development of strategies for resilient sustainable and climate friendly tourism?



Demand Side

- Adaptation on heat waves?
- Sommerfrische as an adaptation strategy?
- To what extension?
- Preferences in transportation, travel and activity demand?
- Visitor segments?

Methods applied



- > Literature Analysis
- > Focus Groups (Experts & Citizens)



- > Telephonic Pre-Screening (n=100)
- > Main Survey in Vienna (n=800)



- > Qualitative Analysis of Focus Group results (Mayring)
- > Survey results: descriptive Analysis, structural equation models on Sommerfrische intension, Factor & Cluster Analyses



- > Future Workshops with 2 Case Study Destinations

Results I - Associations with Sommerfrische

- > Focus Groups: „outdated“ versus „very positive image“
- > Picture Analysis: Positively associated pictures displayed mainly landscapes & activities (accommodation, mobility, food etc. less strongly associated)
- > Pre-test open associations: rather „conservative“ word associations towards „nature“, „relaxation“ and „water“

Childhood Countryside
 Water Lake
 Mon Good
 Village temperatures
 Spring Ice air Sun Tue
 Fri Carinthia Wed Family
 Drinks
 Relaxation
 Pleasant Sea Coziness Hiking
 The Fun Italy Cream
 Enjoyment
 Nature Germans Mountain
 Vacations

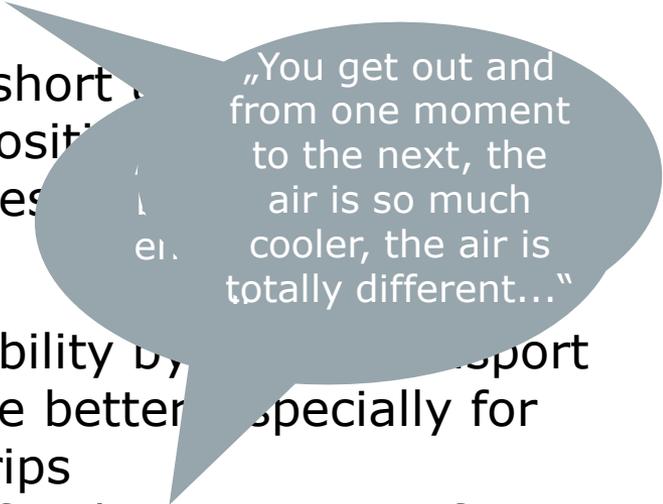
Results II – Drivers & Obstacles

Experts

Citizens

Drivers

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Generally: rather low potential, outdated concept • Trend towards active vacations close to nature | <ul style="list-style-type: none"> • Heat is perceived as a burden by many • Better short trips, more positive latter des |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|



Obstacles

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Many attractions are only attractive with good weather • The desire for more pleasant temperatures are not a travel motive | <ul style="list-style-type: none"> • Accessibility by transport could be better especially for short trips • Desire for diverse types of vacations, not only in Austria |
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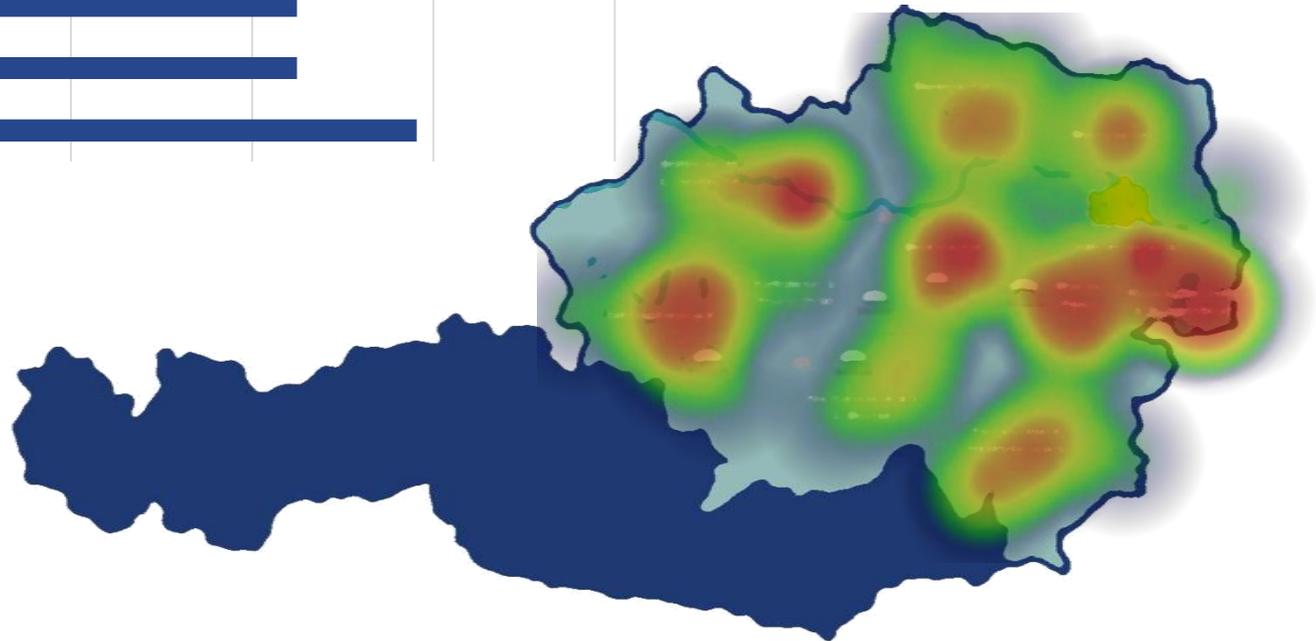
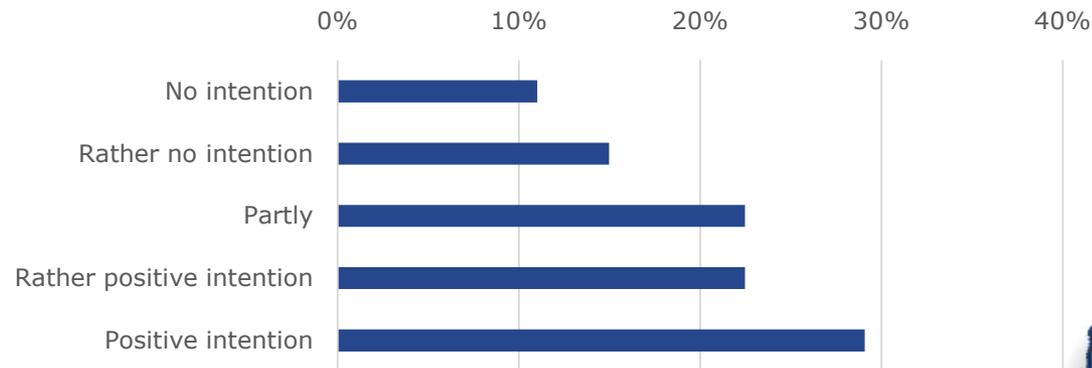
Results III – Sommerfrische prospectives



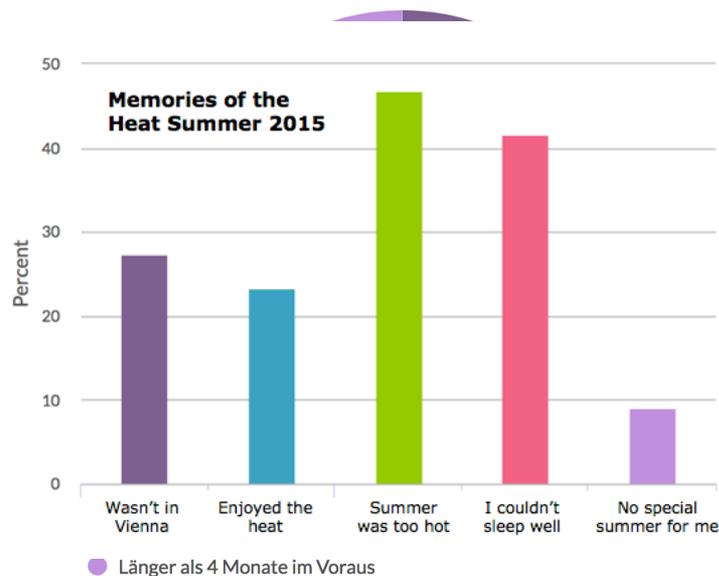
	„old“ Sommerfrische	„new“ Sommerfrische
Duration	Usually several weeks	Also short trips, day trips
Place	Normally always the same place	Different destinations
Accommodation	Mostly private properties	Hotels, holiday homes, second homes, etc.
Accessibility	Long travel distances	Much shorter travel durations
Activities	Mainly relaxation	Outdoor activities, sport, hiking, cycling, biking etc.
Group	Whole family including domestic	Families, couples, single travellers, etc.

Results IV - Interest in SF destinations

Intention to visit Sommerfrische destinations this summer



Results V – Development Paths

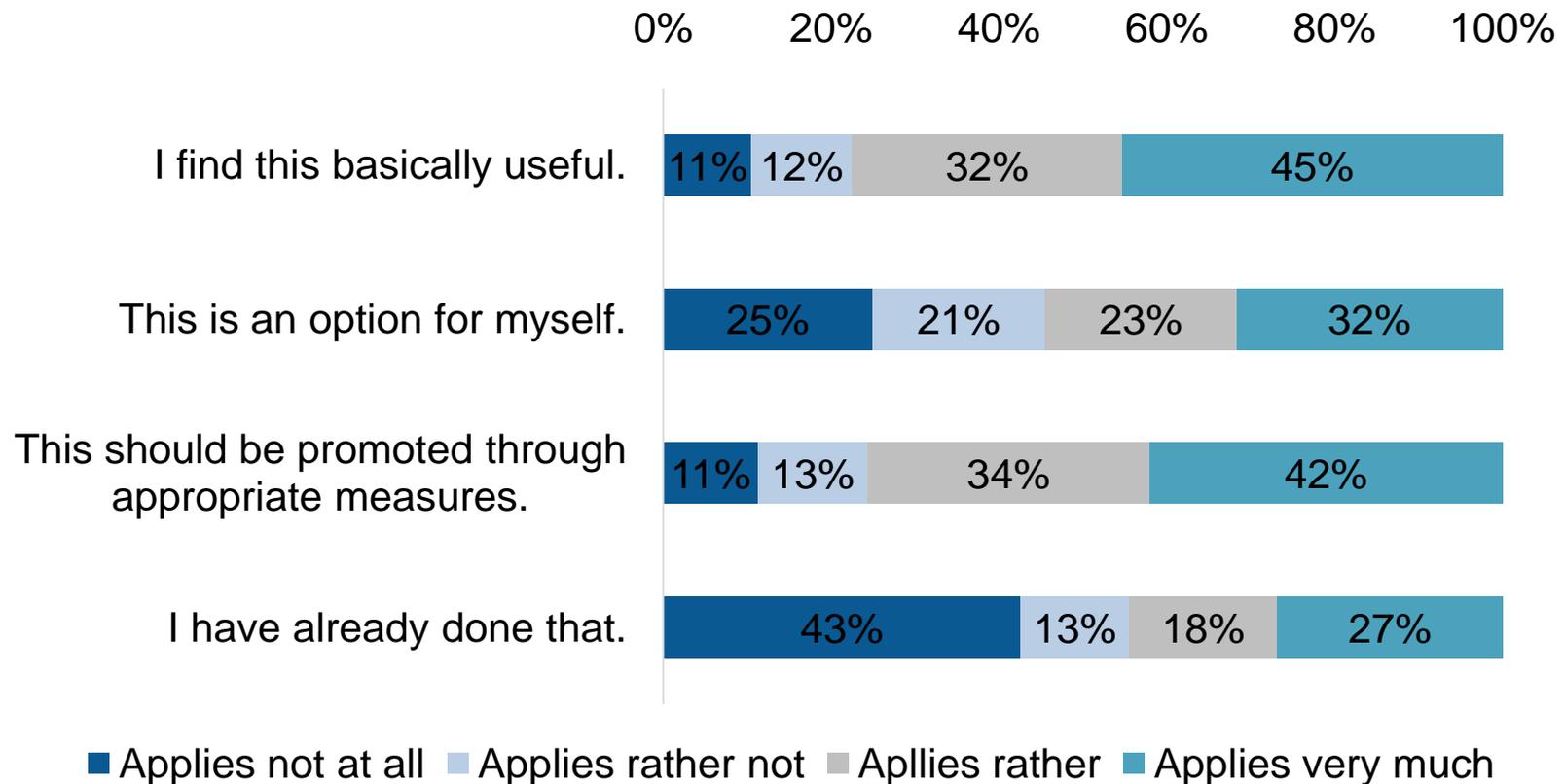


- > Explicitly highlight options for short-term visits in advertising
- > Prompt placement of ads: appeal to the spontaneous travellers
- > Mobility needs in destinations might be less complex than assumed
- > Explicit staging of cooler places (Caves, waterfalls, ravines)
- > Combination with other travel motives (i.e. music, culinary art, sports, handcraft)

Climate friendly tourism - transportation



> Attitudes towards car-free tourism travel



Innovative climate friendly solutions

- > Serfaus & Saas-Fee: car-free Ski Destinations and Dorfbahn (underground driverless cable railway)
- > Alpmobil – sustainable and exciting mobility in tourism (esp. E-mobility)
- > Gesäuse: „Gseisspur“ demand driven Taxi-Services
- > „Alpine Pearls“ – Holidays in Eco-Motion
- > Weissensee – playground of nature
- > “So schmecken die Berge” (The taste of mountains) – local Gastronomy
- > „KlimaTour Eifel“ – Promotion of Bicycle and walking tourism

Conclusions

- > All pre-survey methods, the Pre-test and the first survey results indicate an interest in these destinations & a positive intention to visit them in the foreseeable future
- > The role of climate change / weather for destination choice is still unclear so far
- > Different visitor segments with their expectations have to be a main focus of the analysis
- > There is a potential for car-free tourism development that need to be addressed by destination management

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