

EXCITEMENT FOR THE AGES

Discovering the Diversity of Waters by Cycle Tourism



hsinwen chang

Prof PhD Dean – Head of the department of Leisure and Recreation Planning, Chung Hua University, Hsin Hsu



中華大學
Chung Hua University



giulia cortesi

Regione Autonoma Friuli-Venezia-Giulia – presenter
MedCycleTour Project, Technical consultant and adviser



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FRIULI VENEZIA GIULIA

manfred neun

Fusion Mobility Memmingen Institute, Principal
Honorary President of the European Cyclists' Federation



Interreg 
Mediterranean

 MEDCYCLETOUR

Velo-City 2019 – Cycling for the Ages – Dublin, Wednesday, 26 June

Session: Standing out from the crowd: Developing new cycling tourism products and concepts

CONTENTS

Diversity of waters



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diversity of waters:
impressions,
associations ...



2 []

framing the subject
and
inherent values for
transformation



3 []

best practice exchange
Taiwan, Japan, Italy and Germany.
evaluations & study tours

4 [workshop
economy
+ concepts]

DIVERSITY OF WATERS

impressions – and great ideas



1 []

diversity of waters:
attractiveness,
impressions,
associations ...



The 'father' of Fusion Mobility, Prof Jason Chang, the 'mother' of cycling & waters, Prof Hsin-wen Chang, and the 'gardener' of both ideas, ECF Hon. Pres Manfred Neun.









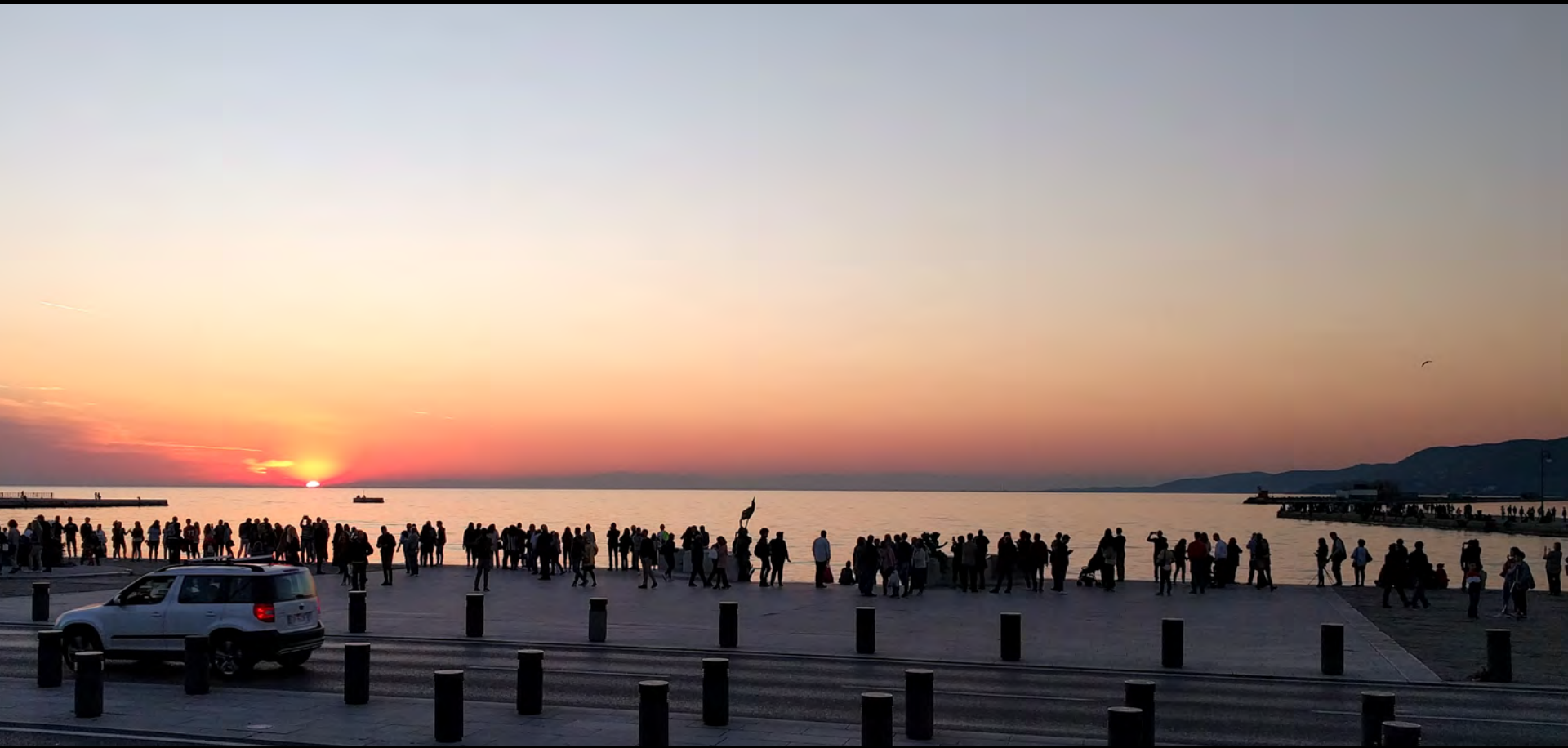


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DIVERSITY OF WATERS

Photo credit: steven-diaz-116136-unsplash



DIVERSITY OF WATERS / CONCLUSION 1

Waters are diverse

In their nature, and how they stimulate our nature and emotions. Waters are excitement, fascinating, desirable, attractive, because water is life:

the transformative power of waters



1

FRAMING THE SUBJECT

triggers from economic and societal aspects



framing the subject
and
inherent values for
transformation

FRAMING THE SUBJECT

challenges from its ambivalence

attraction or risk



the beauty or the barrier



https://www.thehindu.com/news/cities/chennai/nettukuppam-beach-the-allure-of-a-broken-bridge/article5035661_ece

2.1

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FRAMING THE SUBJECT

triggers for the economy



2.2

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FRAMING THE SUBJECT

triggers for growth



[contrast]

Respectful of the planet,
social benefits societies and
local communities:
sustainable growth

2.3

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FRAMING THE SUBJECT

trigger for sustainability



2.3

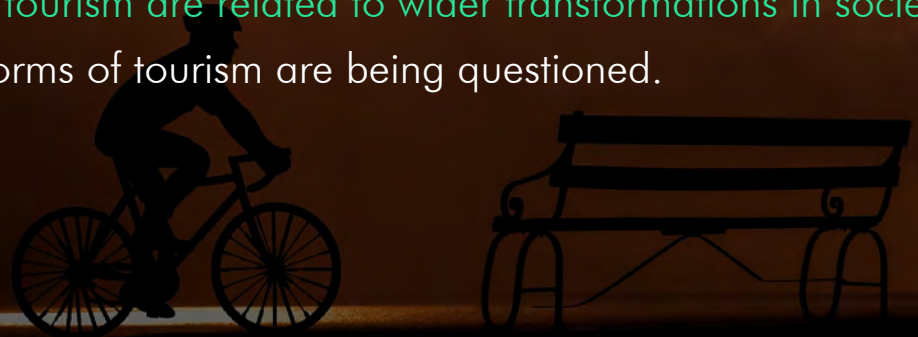
FRAMING THE SUBJECT

John Urry



- Urry analyses the exponential growth of tourism, which became a defining aspect of Western societies. Like them, tourism was and is dominated by the **preminence of vision**. “The centrality of the visual in contemporary culture is mirrored in tourism”.
- **Changes in tourism are related to wider transformations in society.**
- Dominant forms of tourism are being questioned.

[cycling for society]



Source: Caletrio, J. 2019. “The Tourist Gaze, by John Urry”. Mobile Lives Forum article, 25 March 2019. Available at: <https://bit.ly/2UWkFXa> [accessed 5 April 2019].

2.4

FRAMING THE SUBJECT

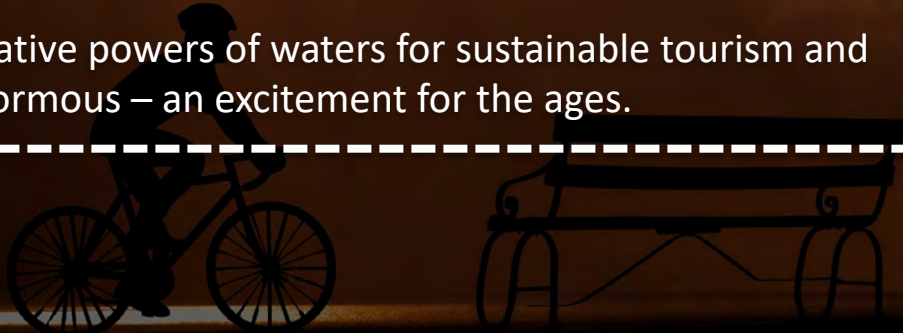
triggers for societal transformation



DIVERSITY OF WATERS / CONCLUSION 2

Wider transformation in society can be triggered by changes in tourism?
The tourist gaze: best companion of the transformative powers of waters
to pursue sustainability, for the ages.

The transformative powers of waters for sustainable tourism and
societies is enormous – an excitement for the ages.



2

BEST PRACTICE EXCHANGE

study tours report

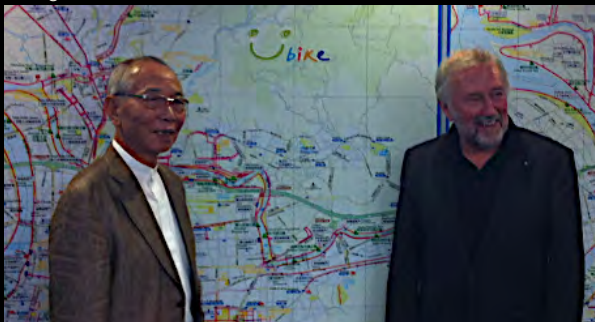


best practice exchange
Taiwan, Japan, Italy and Germany.
evaluations & study tours

diversity
of waters



3



Cycle Tourism Projects TAIWAN



EVOLUTION OF CYCLING



K. Mayne - idonotdespair.com

3.1

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Cycle Tourism Projects TAIWAN



Prof SK Jason Chang is Head of the Transport Faculty
at the National Taiwan University (NTU) – Taipei,
Member of the Scientists-For-Cycling Advisory Board



Scientists
for cycling

8th International Symposium on Travel Demand Management

September 27-29, 2017 | GIS NTU Convention Center, Taipei
集思台大會議中心



3.1

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臺大先進公共運輸研究中心
Advanced Public Transportation Research Center

Cycle Tourism Projects TAIWAN + JAPAN

Welcome to APTRC > [hots](#) >

Introducing "Fusion Mobility" in Taiwan and Discovering Japan by Bike: ECF President Manfred Neun's Trip to Asia

張貼者：2017年11月18日 上午8:36 鐘坤如



Dean Chang, Pres. Cheng, Dean Su, Nao Yaganaga



3.1+2

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臺大先進公共運輸研究中心
Advanced Public Transportation Research Center

Cycle Tourism Projects

JAPAN – Province Shiga – Lake Biwa



3.2 > BIWAICHI

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Cycle Tourism Projects

JAPAN – Province Shiga –



A 235km cycle tour:

Screenshots of the video 'Cycling in Biwako, the Mother Lake of Japan.'

http://ecampus.chu.edu.tw/eCampus3P/Learn/common_get_content_media_attach_file.ashx?AttachMediaId=56483f24-2188-4e24-9f59-5bc8df170e01&CourseId=99c8cf50-df7e-42a1-aaf5-2794b99fd203



3.2

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Cycle Tourism Projects

JAPAN – Province Shiga – Lake Biwa



ECF
EUROPEAN CYCLISTS' FEDERATION

Evaluation overview from Tour Biwako Lake Biwa, Prefecture Siga (Japan), Cycle ride

European Cyclists' Federation
Marked Man, manfred@ecf.eu.net
B.L.T. Coimbra, 2017

1. Evaluation and Advises Intentions

1. Sharing expertise	<ul style="list-style-type: none">• "Learning from each other"• Bilaterally/trilaterally, in a future global context.• Via conferences with the global cycling community.	
2. Long-term development	<ul style="list-style-type: none">• Cycle tourism is a "gateway drug" for cycling overall; let's use this opportunity.• Investments in cycle tourism e.g. in infrastructure and access to regional cultures is a multi-faceted investment with best ROI.	
3. Sustainable development	<ul style="list-style-type: none">• Unleashing cycling potentials according to UN SDGs, the Global Goals.	
4. New target groups	<ul style="list-style-type: none">• To strengthen the already started collaborations with Taiwan;	

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Study Tour in
GERMANY

Bavaria/Baden-
Württemberg

and in **ITALY**
Friuli-Venezia-
Giulia



Hotspots
of our
European
study tours

3.3+4

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Cycle Tourism Projects

GERMANY – the South (Bavaria/Baden-Württemberg)



3.3

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Cycle Tourism Projects

GERMANY – the South – Bavaria & Baden-Württemberg



3.3

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GERMANY – the South – Bavaria & Baden-Württemberg



3.3

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Cycle Tourism Projects

GERMANY – the South – Bavaria + Baden-Württemberg)



3.3

Cycle Tourism Projects

between GERMANY and ITALY lies transalpine pleasure: AUSTRIA



3.3-4

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Palmanova



Aquileia

Grado

Miramare



Trieste

Golfo di Trieste

3.4



EuroVelo 8
Mediterranean Route



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ITALY – Friuli Venezia Giulia



3.4



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ITALY – Friuli Venezia Giulia



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Cycle Tourism Projects ITALY – Friuli Venezia Giulia



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Cycle Tourism Projects

EXCHANGE – study tour report



DIVERSITY OF WATERS / CONCLUSION 3

Waters as part of their own ecosystems, the diversity of waters is embedded in the diversity of ecosystems.

3

TRIESTE WORKSHOP

Cycle Tourism – Infrastructure – Intermodality – economic benefits for Sustainability
& Fusion Mobility



Infrastructure:
Breaking Barriers by ...
Active Mobility Bridges,
may-be Tunnels
Destination Management



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4

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Mediterranean

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TRIESTE WORKSHOP

Infrastructure



4.



TRIESTE WORKSHOP

Infrastructure

Breaking Barriers by ...
On-demand-Bridges
AI innovations on the move

4.1

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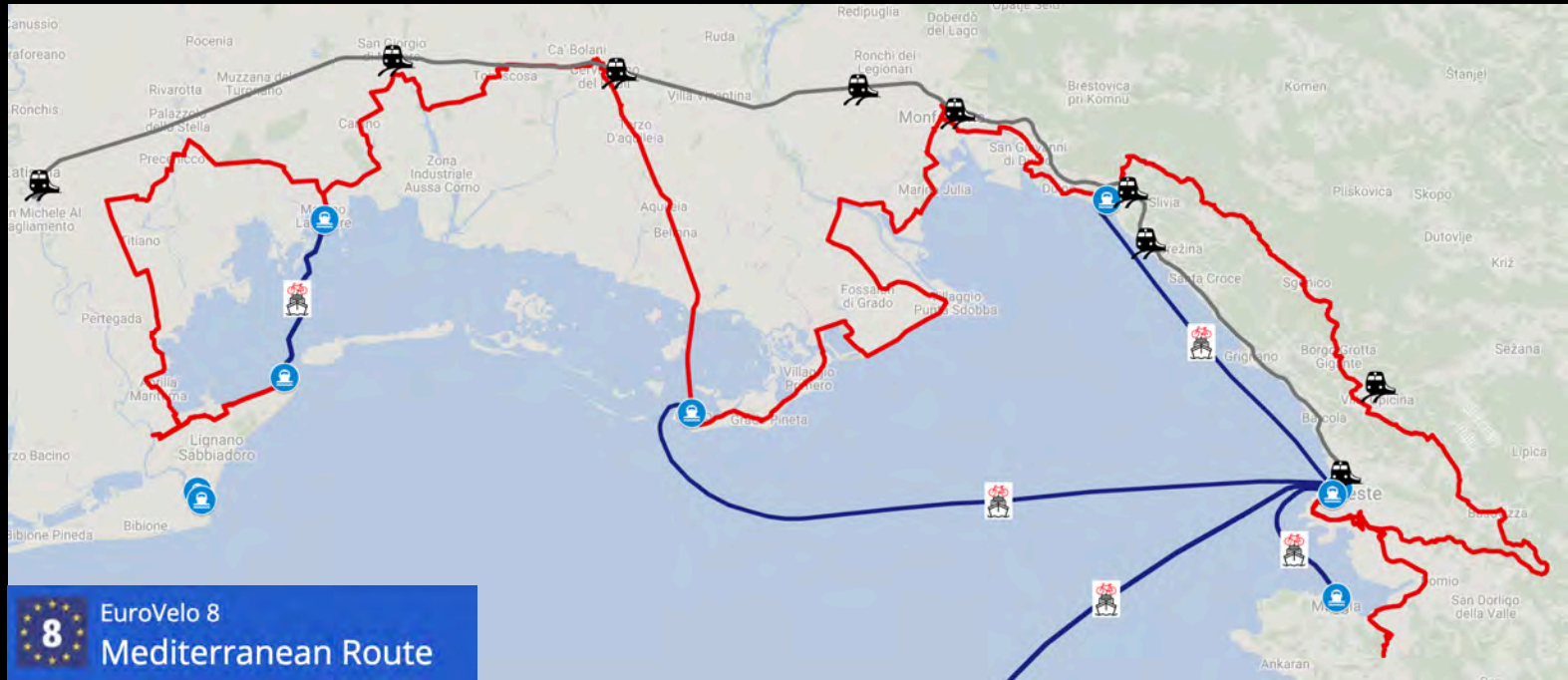


Photo credit: copyright by MIT/AMS Institute




TRIESTE WORKSHOP

How can we, and why must we foster Intermodality



4.2

 EuroVelo 8
Mediterranean Route



ta Verde

FRIULI-VENEZIA GIULIA
VENETO

Fiume Tagliamento

Lignano
Riviera

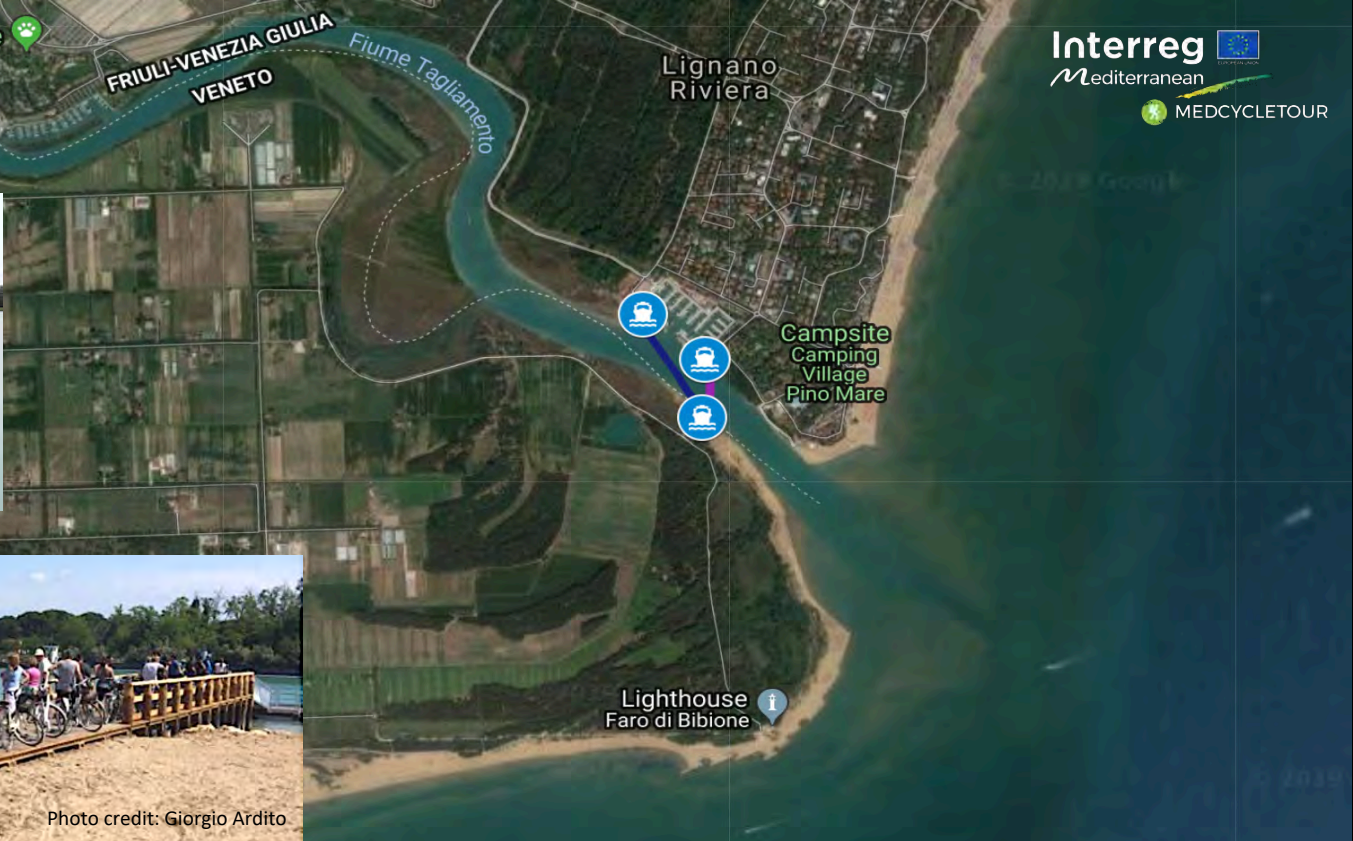


Photo credit: Giorgio Ardito

4.2

TRIESTE WORKSHOP

Cycle Tourism – the socio-economic scale of cycle tourism



Green Growth > bridging to sustainable growth.

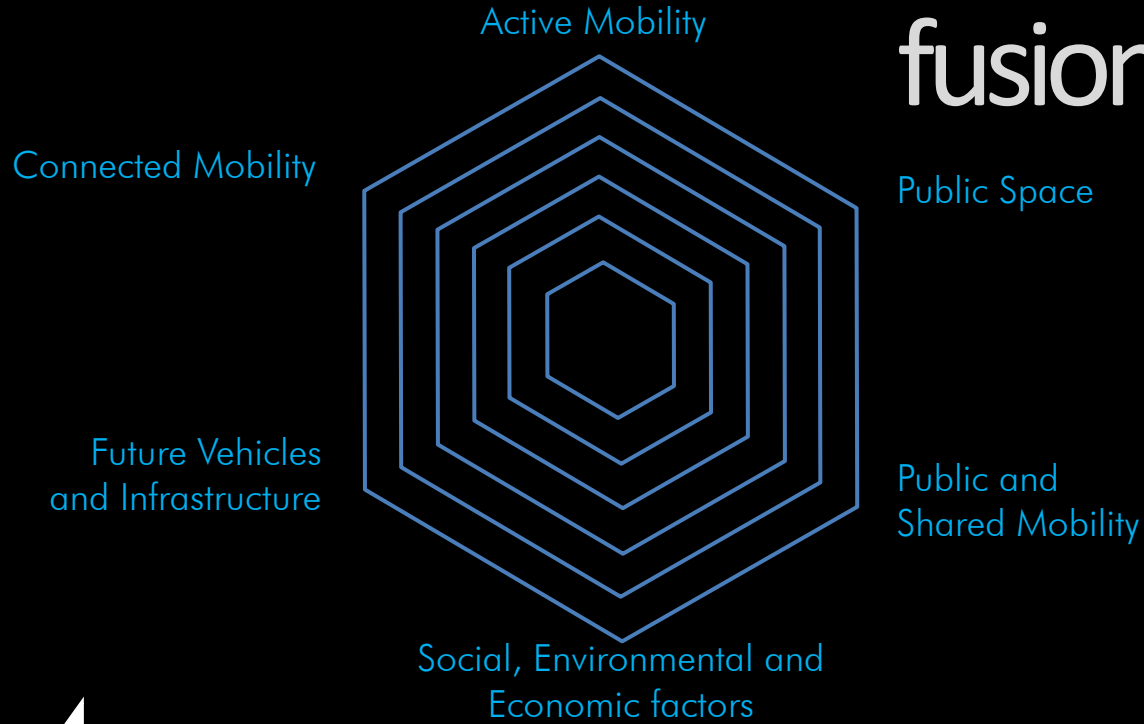
The Global Goals are perfect guidelines: Cycling delivers to 14 of the 17 SDGs.

4.3

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⁵ Neun, M. 2018. "Framing sustainable mobility in practice and research – and rethinking 'Reverse Innovation' in the case of Active Mobility". In: Grafl et al. (Eds.). "Framing the Third Cycling Century – Bridging the Gap between Research and Practice." Published by UBA German Environment Agency / ECF European Cyclist Federation. Dessau-Roßlau/Brussels, November 2018. Available also in: bit.ly/2dowYYI > "Framing .46"

how future works fusion mobility



4.4

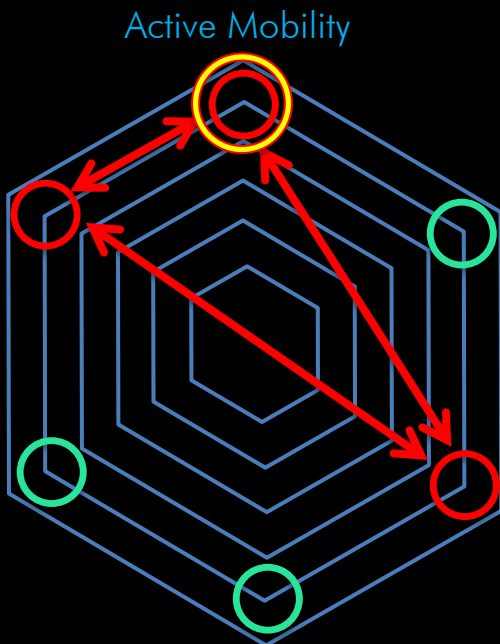
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Neun, M. 2018. "Fusion Mobility – Discovering the Mobility-DNA of Inclusive Cities". Technical paper delivered to Scientist for Cycling Sessions at Velo-city 2018, Rio de Janeiro. Available at: https://ecf.com/sites/ecf.com/files/180615_MNeun_FM4VC.pdf

how intermodality works

fusion mobility

Connected Mobility



Active Mobility

Public Space

Future Vehicles
and Infrastructure

Public and
Shared Mobility

Social, Environmental and
Economic factors



Photo credit: Giorgio Ardito

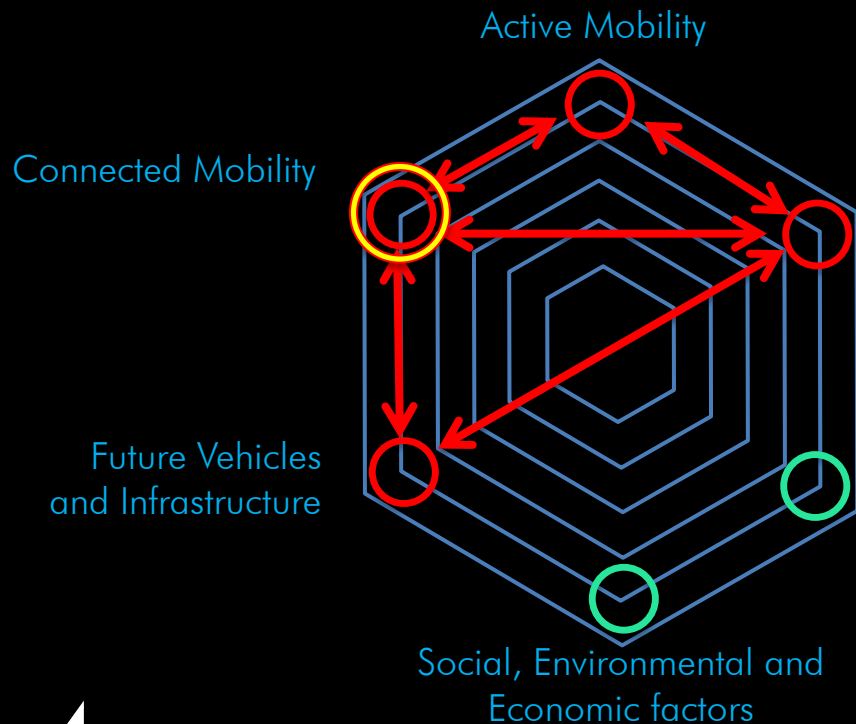
Breaking Barriers by Fusion Mobility
Waiting for the FERRYBOAT

Traditional intermodality of PT in interaction with
Active Mobility and other Building Blocks

4.4

how intermodality works

fusion mobility



Public Space



Public and Shared Mobility

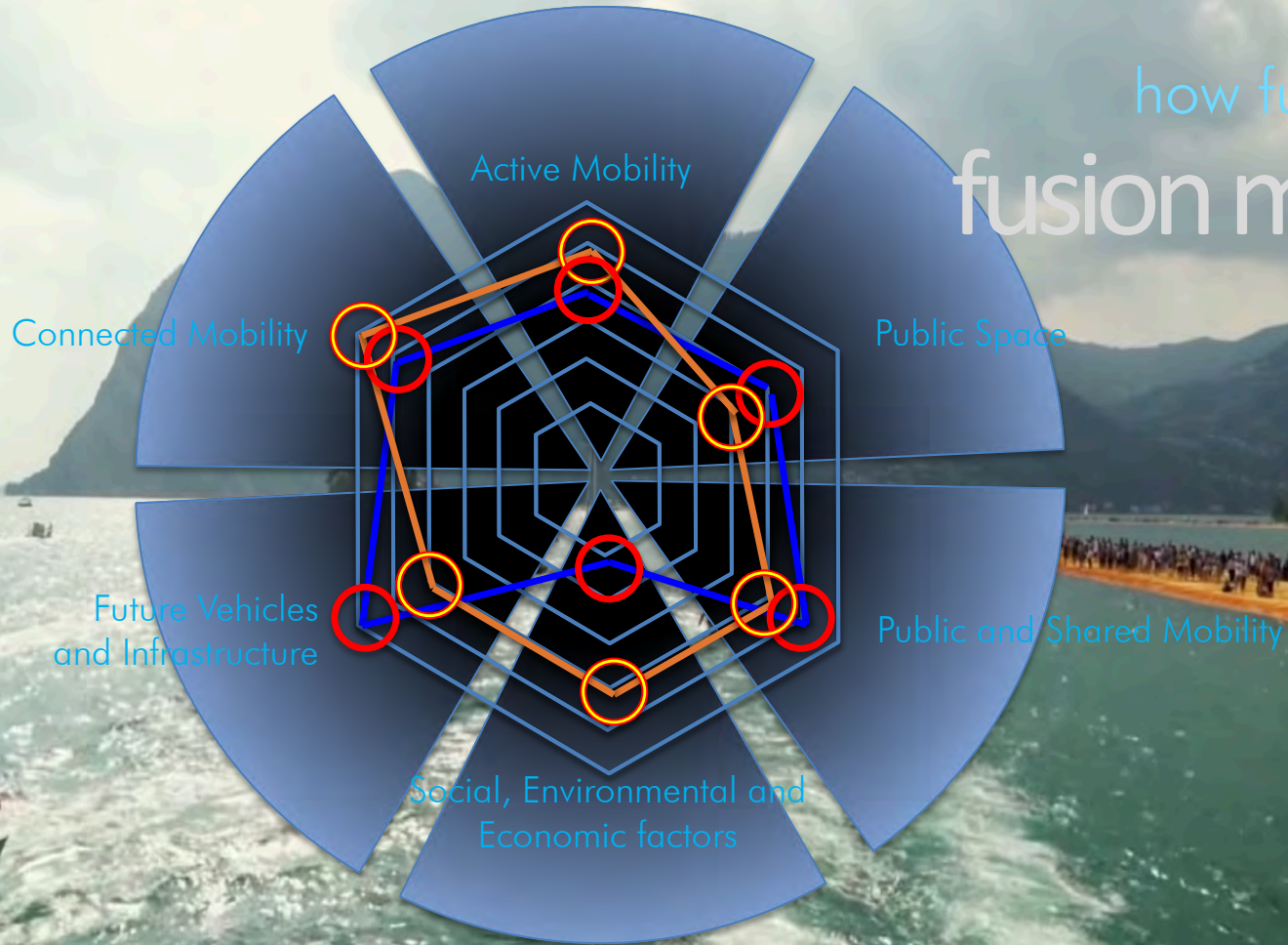
Breaking Barriers by Fusion Mobility
On-demand-Bridges

AI innovations on the move in interaction with Active Mobility and other Building Blocks

4.4

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how future works
fusion mobility



4.4

CONCLUSIONS

Discovering the Diversity + Desirability of Waters by Cycle Tourism

1 international asset development secured,
diversity of waters stimulates all 'The Ages'

2 interdisciplinary
framing is essential



3 intercultural exchange on
diversity of waters for cycle tourism

4 intermodality cons barriers,
Fusion Mobility pays off



diversity of waters
is a gift from heaven

thank you!



hsinwen chang giulia cortesi manfred neun

hwchang@chu.edu.tw

giulia.cortesi@gmail.com

manfred@neun.net



中華大學
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alea



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