EXCITEMENT FOR THE AGES
Discovering the Diversity of Waters by Cycle Tourism

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Regione Autonoma Friuli-Venezia-Giulia – presenter
MedCycleTour Project, Technical consultant and adviser
Fusion Mobility Memmingen Institute, Principal
Honorary President of the European Cyclists’ Federation

Velo-City 2019 – Cycling for the Ages – Dublin, Wednesday, 26 June
Session: Standing out from the crowd: Developing new cycling tourism products and concepts
Diversity of waters

1. [ ] 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

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.

diversity of waters: attractiveness, impressions, associations …
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
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

FRAMING THE SUBJECT
triggers for the economy

2.2
hsinwen chang giulia cortesi manfred neun
Respectful of the planet, social benefits societies and local communities: sustainable growth

2.3

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FRAMING THE SUBJECT
trigger for sustainability

THE GLOBAL GOALS
For Sustainable Development

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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.

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.
BEST PRACTICE EXCHANGE

study tours report

Taiwan, Japan, Italy and Germany.

evaluations & study tours

diversity of waters
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.
Cycle Tourism Projects
TAIWAN + JAPAN

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

3.1+2
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Cycle Tourism Projects
JAPAN – Province Shiga – Lake Biwa

3.2 > BIWAICHI
Cycle Tourism Projects

JAPAN – Province Shiga – Lake Biwa

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&Courseld=99c8cf50-d7e-42a1-aaf5-2794b99fd203
## Cycle Tourism Projects
### JAPAN – Province Shiga – Lake Biwa

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

### 1. Evaluation and Advises Intentions

<table>
<thead>
<tr>
<th>Category</th>
<th>Intentions</th>
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| Sharing expertise         | - Learning from each other  
- Interactivity/Interactivity in a future global context  
- No confrontation with the global cycling community |
| Long-term development     | - Cycle tourism is a “good way” for cycling integration into Europe  
- Infrastructure in cycle tourism is a challenge for regional cultural development  
- Multi-cycling to promote the local area |
| Sustainable development   | - Linking cycling organizations according to UN SDGs, the Global Goals  
- Multi-cycling to promote the local area |
| New target groups         | - To stimulate the already existing collaboration with Taiwan |

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*Image of cyclists near Lake Biwa.*
Study Tour in GERMANY
Bavaria/Baden-Württemberg

and in ITALY
Friuli-Venezia-Giulia

3.3+4

Hotspots of our European study tours
Cycle Tourism Projects

GERMANY – the South (Bavaria/Baden-Württemberg)
Cycle Tourism Projects
GERMANY – the South – Bavaria & Baden-Württemberg
Cycle Tourism Projects
GERMANY – the South – Bavaria & Baden-Württemberg
Cycle Tourism Projects
between GERMANY and ITALY lies transalpine pleasure: AUSTRIA
Palmanova

Aquileia

Grado

Miramare

Trieste

Golfo di Trieste

3.4

EuroVelo 8

Mediterranean Route
Cycle Tourism Projects
ITALY – Friuli Venezia Giulia
Cycle Tourism Projects
ITALY – Friuli Venezia Giulia

3.4

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Cycle Tourism Projects
ITALY – Friuli Venezia Giulia

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Waters as part of their own ecosystems, the diversity of waters is embedded in the diversity of ecosystems.
TRIESTE WORKSHOP
Cycle Tourism – Infrastructure – Intermodality – economic benefits for Sustainability & Fusion Mobility

Infrastructure:
Breaking Barriers by ...
Active Mobility Bridges, may-be Tunnels
Destination Management
Breaking Barriers by ... 
On-demand-Bridges 
AI innovations on the move
TRIESTE WORKSHOP

How can we, and why must we foster Intermodality
TRIESTE WORKSHOP

How can we, and why must we foster Intermodality

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4.2
Green Growth > bridging to sustainable growth.

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

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how intermodality works

fusion mobility

Active Mobility
Connected Mobility
Future Vehicles and Infrastructure
Public Space
Public and Shared Mobility
Social, Environmental and Economic factors
how intermodality works

fusion mobility

Active Mobility
Connected Mobility
Future Vehicles and Infrastructure
Social, Environmental and Economic factors
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
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!

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