



# PEDALING PATH TO FUTURE

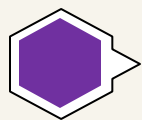
## Sustainability Factors

Sustainability covers different aspects such as environmental sustainability, social justice and economic sustainability. In cycling tourism, sustainable development means the promotion of environmentally friendly movement and the integration of green practices into the tourism industry.

It can also mean, for example, following ecologically sustainable practices, such as sparing use of natural resources and reducing carbon dioxide emissions, as well as respecting local culture and communities. Additionally, it may involve efforts to promote the local economy and ensure that the benefits and opportunities of cycling tourism are fairly distributed among different communities and demographic groups.

# Sustainability factors

Sustainable development factors play a central role in ensuring the long-term viability and environmental responsibility of cycling tourism. By prioritizing these factors, the industry can minimise its ecological footprint, promote social well-being, and enhance the overall image of the sector



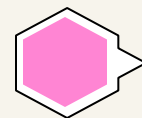
## Environmentally Friendly Infrastructure

Ensure that cycling routes and related infrastructure are designed and built according to the principles of sustainable development. Use environmentally friendly building materials and energy-efficient premises. Implement efficient waste management practices along the routes and encourage recycling. Promote sustainable transport options to reach cycling destinations, such as public transport or bike-friendly transport services.



## Responsible Promotion

Educate and encourage cyclists to follow sustainable and responsible tourism practices, such as respecting local nature and conserving resources. Sustainability also requires ensuring safety. This may include maintaining cycling routes and informing about potential risks and safety practices. Continuously monitor the environmental impact of cycle tourism activities and report on progress towards sustainability goals to stakeholders and the public.



## Social Responsibility

Clusters can organise training programs and workshops among their members to improve entrepreneurial skills and service quality. Bicycle tourism can support local communities, for example by providing employment opportunities, promoting cultural exchange and respecting local traditions and values. Encourage tourists to interact with local communities in a way that supports the preservation of cultural heritage.



## Economic Sustainability

The development of bicycle tourism can bring economic benefits to regions, but it must be done in a sustainable manner. This may include investing in cycling infrastructure, developing marketing and supporting local businesses



## Environmental Awareness

Provide information and educational material to cyclists about the natural environment, local conservation efforts and sustainable practices. Seek and promote related sustainability labels and certifications that demonstrate your commitment to environmentally friendly practices. Implement measures to protect and preserve the natural environment, including wildlife habitats and sensitive ecosystems along cycling routes.



## Community Engagement

Get involved in local communities, partner with local businesses and support community initiatives that promote sustainability. In promoting sustainable cycling tourism, it is important to involve different stakeholders, such as local authorities, companies, organisations and tourists themselves. Collaboration ensures that the development of cycling tourism is comprehensive and takes into account various perspectives.

# Rust in Chains & Recommendations

## Description of the Challenge

## Recommendation

### Environmental impact

Wear and tear on nature due to badly planned cycling routes can limit the environmental sustainability of cycling tourism, especially in sensitive nature areas

#### Regional developers

- Conduct a thorough ecological assessment together with local research institutions and experts. before planning and constructing new cycling routes in sensitive natural areas.
- Route cycling paths to bypass sensitive natural areas and protected habitats.
- Ensure regular maintenance and monitoring of cycling routes to keep them sustainable and environmentally friendly.

#### Tourism and regional developers

- Organise training sessions and information campaigns for cyclists on environmentally friendly cycling behavior and its impact on nature as widely as possible.

### Seasonality and weather

The challenges include the short cycling season and unpredictable weather conditions such as rain, wind and snow, which affect the cycling experience and require careful planning

#### Entrepreneurs

- Develop tourism services that attract cyclists even outside of the peak season.
- Offer flexible cancellation policies for cycling tourists, allowing them to change plans in case of sudden weather changes.

#### Regional developers

- Develop illuminated cycling routes that enable safe cycling even during nighttime.

### Sharing the roads with motorised vehicles

Challenges in sustainable cycle tourism include a lack of cycle lanes outside urban areas, forcing cyclists to share the road with motor vehicles, increasing safety risks.

#### Regional developers

- Improve cycling safety by implementing traffic arrangements such as speed limits and cyclist warning signs to alert other road users of cyclists.
- Support the sustainability shift in traffic culture by promoting biking.

#### Tourism and regional developers

- Provide education on safe cycling and share information about traffic rules and regulations.
- Participate in traffic planning and cycling infrastructure design to ensure that the needs of cyclists are properly addressed.
- Explore international best practices for enhancing cycling safety and apply them in your own operations
- Organise safety campaigns and provide cycling education for both cyclists and motorists.

### Lack of cycling infrastructure

Cyclists do not have enough safe and user-friendly routes, which limits their mobility and increases the risk of accidents. This challenge hinders the utilisation of cycling as a form of transport and as a recreational activity.

#### Tourism and regional developers

- Establish a network of safe and easily navigable bike paths connecting key tourist destinations, residential areas, and public transport hubs.

#### Regional developers

- Invest in the renovation and maintenance of existing cycling infrastructures.
- Listen to and consider cyclists' opinions and needs in the planning and development of infrastructure.

#### Tourism developers

- Create and distribute cycling maps indicating safe routes and biking opportunities in your area.

## Description of the Challenge

## Recommendation

### Social acceptance and regulations

Conflicts between local residents and landowners, as well as regulatory challenges such as restrictions on land use can prevent the expansion of cycling tourism and hinder the visitor experience in the area.

#### Tourism and regional developers

- Organise open discussions and consultation sessions among local residents, landowners, authorities, and tourism operators.
- Integrate principles of sustainable design into all aspects of cycling tourism development.
- Provide forums and tools for conflict resolution.
- Explore ways to share the benefits brought by cycling tourism.

#### Regional developers

- Collaborate with local authorities to review and, if necessary, update land-use regulations and rules.

#### Tourism developers

- Encourage tourists to respect local traditions and culture, as well as to adhere to local rules and regulations.

### Public transportation

The limitation of public transport and its lack of availability, especially in remote areas, complicates transport logistics.

#### Tourism and regional developers

- Explore opportunities to provide flexible transportation services for cycling tourists, such as on-demand taxi services or carpooling.
- Collaborate with local authorities to improve transportation connections to remote areas.
- Actively gather user feedback from cycling tourists on the availability and quality of public transportation.
- Encourage the use of sustainable modes of transportation at the local level through informational campaigns and events.

#### Regional developers

- Allow the transport of bicycles on trains, buses, and ferries to facilitate sustainable cycling tourism.

### Other industries and trades

Other industries in the area might have mismatching interests in the area of development. There are traditional industries and trades in the area that also have cultural values that need to be considered.

#### Regional and tourism developers

- Collaborate with all other major industries in the area.
- Ensure all interests are considered and taken into consideration in a transparent manner.

#### Entrepreneurs

- Innovate and create new products and services together with other industries.

### Unique cultures

There are unique and indigenous cultures in the area, that need to be considered when planning any tourism activities.

#### Tourism developers and entrepreneurs

- Collaborate with cultural tourism actors and seek for opportunities that are beneficial and sustainable for both.
- Integrate educational content about the local culture to biking related guides and signage.

#### Tourism and regional developers

- Involve representatives of indigenous cultures to planning and decision making.

# B(ik)est Practises

## Regional Greenways

A greenway is a cycling and walking route separate from motorised traffic, known as a "shared path" for cycling and walking. Greenways offer a wide range of green infrastructure benefits, such as facilitating modal shift. The popularity of greenway routes throughout Ireland demonstrates the many advantages they bring to rural areas. The design of these routes has utilised, for example, abandoned railway lines and tow paths. Learn more about the Regional Greenways project as part of County Donegal's sustainable transport program: <https://www.donegalcoco.ie/community/greenways/ourprojects/regionalgreenways/>

## Closed For Maintenance

The Faroe Islands have involved volunteers in the maintenance of their tourist areas. The campaign works with municipalities and tourism offices. In this initiative, local people identify areas that need infrastructure preservation, which would enhance the path towards a sustainable future. Learn more: <https://visitfaroeislands.com/en/closed>

## Closing Remarks & the path forward

Fact sheet is based on the findings of the current state survey conducted within the Sustainable Arctic and Peripheral Biking Tourism (SUB) project. The regions involved are East Lapland - Finland, Region Jämtland Härjedalen - Sweden, Norðurlandi Vestra - Iceland, Donegal County Council - Ireland, and Torshavn, Faroe Islands. The regional data collection included interviews, workshops, and expert knowledge gathering.

Challenges have been identified from the data that emerged from the current state survey. The purpose of the recommendations is to provide ideas that can be further developed for specific purposes. While the state of bicycle tourism varies slightly in each region, this document aims to compile common challenges for all. The recommendations have been compiled by the project's think tank team.

Imagine a future where environmentally friendly practices are at the forefront of cycling tourism. By promoting eco-friendly practices, respecting local cultures, and advancing social and economic equity, we can create a more sustainable and inclusive future for cycling tourism.

Cycling itself embodies a commitment to environmentally friendly travel, but true sustainable development in cycling tourism is about more than just pedaling. It involves fostering a responsible and inclusive initiative that benefits both the environment and the communities it touches.

The path to sustainable development requires collective effort. Stakeholders in the cycling tourism sector can work together to create a more responsible and equitable future. By embracing sustainability in all its forms, we can ensure that cycling tourism continues to develop in a way that benefits all parties involved.

Photos and graphics: Lapland Material Bank & Carva

### More Information

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<https://www.interreg-npa.eu/projects/sub/home/>

Interreg



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