

CYCLING FOR ALL

Developing successful cycle tourism products
for everyone

How to tell European Stories? On Bike-Trails

Mag. Ernst Miglbauer

Invent-Büro OÖ (Austria)

www.invent.or.at



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Ernst Miglbauer | invent Büro OÖ (Austria)

- Consulting in cycle-tourism since the late eighties
- Projects | expertises | studies (Austria, Germany, Belgium, France)
- Key-competencies
 - Strategies
 - Product development
 - Markets
 - Communication
 - Economic impact of cycling
 - Quality management
- Presentations, lectures and workshops in European Countries;
- Publications: travel magazines as scientific literature
- Passionate cyclist



Storytelling

Understanding

Negative definition

- ≠ Pure teaching of history, interpretation of genesis of landscapes etc.
- ≠ Pure telling of fairy tales
- ≠ Only presentation of themes along routes (information boards etc.)

Essential

- Kind of communication with long traditions (seemen, South Africa etc.)
- Dissemination of explicite and implicite knowledge (metaphores) by ...
- ... Involvement of the audience
- Connectability: Stories are connectable for very many people resp. guest and cyclists - regardless their origin;
- Shareability: Stories take reference to experiences of life, wisdoms, wise old sayings, ironies of history;
- Conviviality: creating an atmosphere for exchange between locals, guides and guests;

Structure

- Storyline(s) – Substories (interlinking stories)



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Example Storytelling - Vennbahn

3 Themes for the Storyline

The mutation of a vital nerve

- From the railtrack for hard coal and ores, for commuters and tourists, to the route for cyclists;



The mutation of borders

- From drawing up new borders to their crossover and overcoming



The changing relationship between nature and man

- From the land use by the rail to the discovering of landscape by cyclists



Example Storytelling - Vennbahn

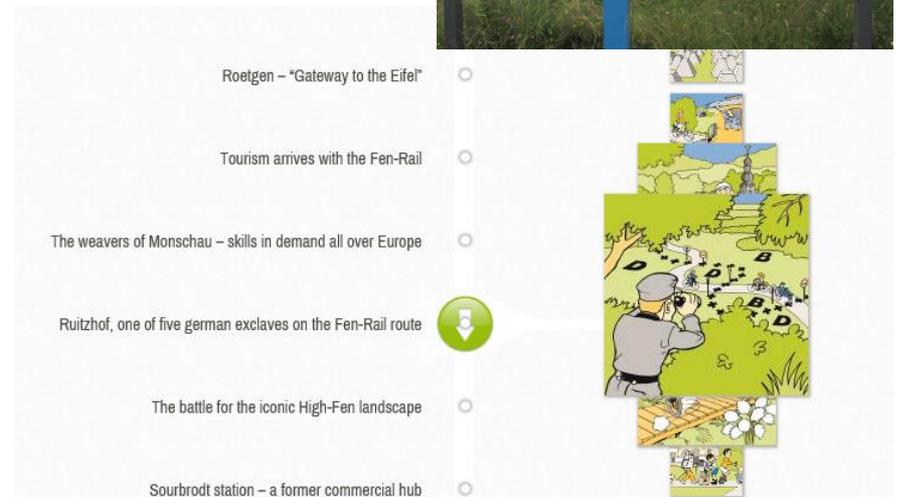
Elaboration and Preparation

Process

- Formulation of key themes and potential storylines
- Interviews, research and workshops with locals, contemporary witnesses, experts and scientists; circular process;
- Definition of media of communication
- Writing and editing (inkl. graphics, photos)
- Identification & commitment by local level
- Realising measures: infrastructure, web content; (training of guides and hosts)

Media of Communication

- Website, apps: storytrack (+ picturetrack)
- Information boards (interlinking contents)
- Telling face to face: member of staff of hotels, guides etc.
- Storypapers for agencies and operators



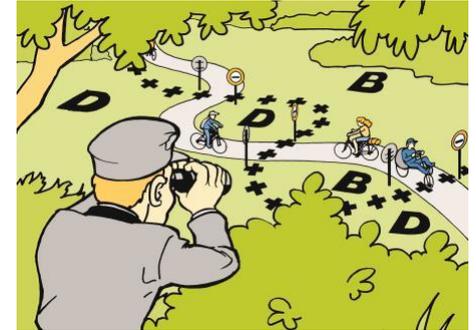
Example Storytelling - Vennbahn

Substories – Content (examples)

Content „Borders“

Living on the border and living in exclaves: customs officers had to take care of avoiding smuggling, incl. through locals; „deal“ in reality: customs officers paid less attention on smuggling through locals ... and too: locals paid no attention on smuggling by customs officers!!

- Experiences of life: „One good turn deserves another“, by taken too reference on former chancellor Adenauer: “One knows each other, one helps each other!”



Content “Railway & Travelling”

1889 - the dominance of faster travelling was secured in a race by the railway after a long era of the stagecoach; a long discussion of the adequate speed of travelling and perception of landscapes followed; now cycling is perceived as an appropriate mode of travelling for the “true” experience of landscapes, regions etc. ... as once argued in the 19th century;

- Experiences of mankind: the come back of well known arguments in long term historical view (from acceleration of traveling by train to its slowing down by bike);



European Features

Stoytelling along Cycling Routes

What are the keyfeatures of Europe?

- Great cultural variety
- Christianity (extension, defencing)
- Wars, changing borders and migrations;
- Process of unification, its throwbacks and failures;
- Pacemaker in inportant technologies
- Prosperity over long periods

Who are it's protagonists?

- Danube (10 countries, unique worldwide)
- Alps, Caprathian and Balkan Mountains
- East and West, Norh and South (seas)
- Routes (salt, pilgrims etc.)
- Inventions (letterpress printing etc. bicycle?)
- Eurocentricity?



Storytelling - European Features

EuroVelo 13

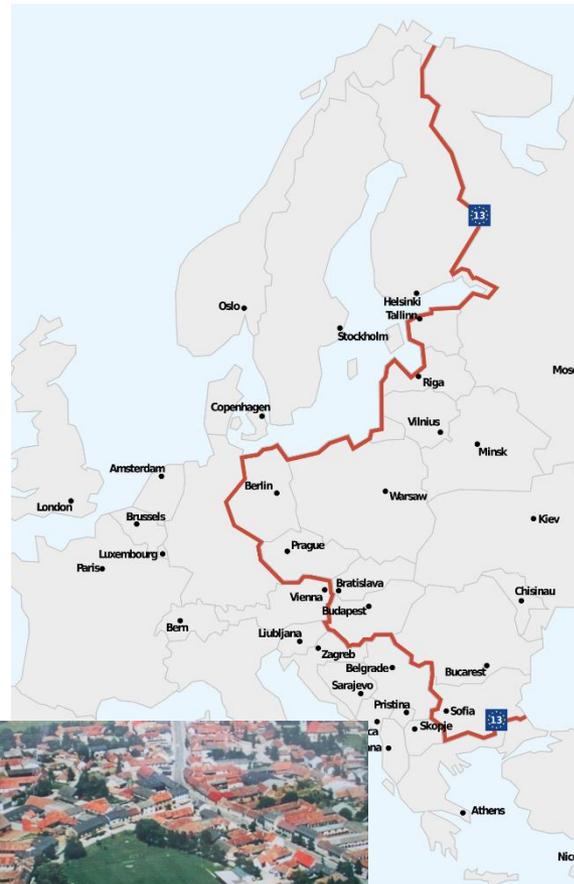
Focus: Czech Republic & Austria

Borders & Iron Curtain

- Old frontiers (Franks, Slavs) and changing borderlines
- Cold war - Iron Curtain
- New relations between neighbours

Culture – commons and distinctions

- Changing territories and interfaces (Bohemia, Moravia, Hapsburgs etc.)
- Line of Castles and palaces along the border resp. Thaya
- Villages – example round villages around a green (Hanftal, *Hitzacker, Elbe*)



European Features

EuroVelo 13

Focus Czech Republic & Austria

Landscapes

- Abrupt change from forest to wine
- Interface of Alps and Carpatian Mountains
- Bohemia - European watershed („roof of Europe“)
- Lakes and ponds (> Finland)

Regional Cuisine and Specialties - Common Traditions and Distinctions

- Example pastries - Bohemian-Austrian pastries (dalken etc.);
Finnish-East European pastries – (pirogues etc.);



Thanks for your Attention!