

Integrated mobility planning in Sweden

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presenting the joint Swedish Transport Authority and Dalarna University case



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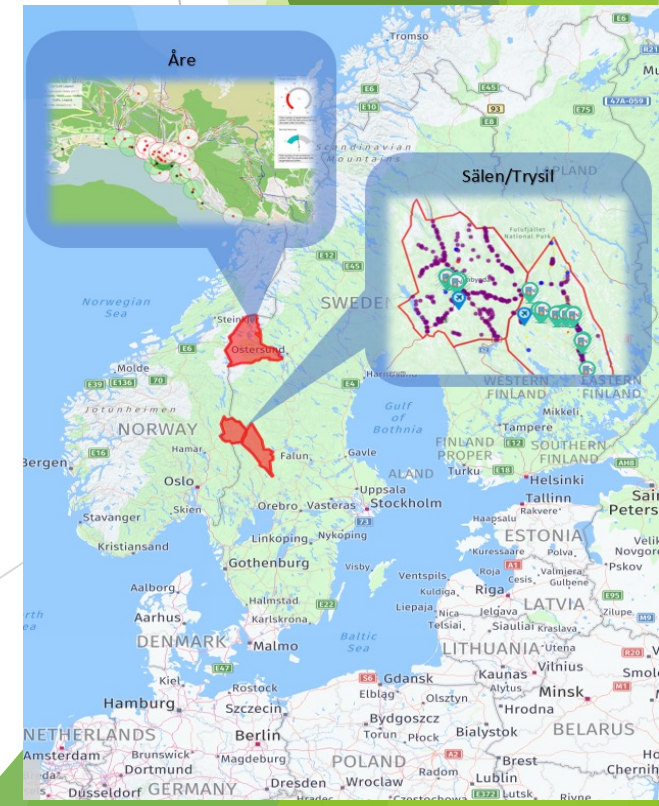


The Swedish case in the MARA project

- ▶ Point of departure
- ▶ The Swedish Transport Administration's (Trafikverket) needs for improving methods, models and processes in the early phase of infrastructure planning for remote areas with an extensive tourism industry
- ▶ The Swedish case consisted of two parts
 - ▶ improving integrated mobility planning for the boarder region Sälen in Sweden and Trysil in Norway - Åre as a follow up case
 - ▶ to develop GIS based maps and to assist in transport planning

(Sälenfjällen - biggest winter tourism in Nordic countries)

Malung-Sälen municipality has just over 10,000 inhabitants - 50,000 visitors in peak)



Interview study to arrive at key words for improving integrated mobility planning

► Main stakeholders

- The Malung/Sälen municipality,
- Business Association Destination Sälenfjällen, SITE
- Region Dalarna,
- Local and non-local residents

► Data collection methods

- Interviews (N:30)

Key words

- Identify stakeholders
- Gender
- Culture clash
- Scan the surroundings
- Chain of command
- Choose meeting models
- Continuity and knowledge perspectives

Case area Sälenfjällen

- mobility challenges and needs

► Sälenfjällen challenges

- Crowded roads in the destination as well as on main access roads during peak days when “change of lodging” takes place
- Car dependent for travel to and within the destination
- Sustainable destination development -
- more sustainable travel
- Models and processes in the early phase of infrastructure planning are weak

► Needs

- To develop a dynamic planning process involving relevant stakeholders
- Visitor surveys to assess the need



63% Small group (3-5)
23% Medium group (6-10)
10% Couple/ Pair
3% Big group (> 10)
1% No company



89% Family/ relatives and friends
9% Friends
1% No company
1% Other

Disparities between the current mobility needs and the existing mobility offers (D.U.GIS GAP analysis tool)

300m GAP_analysis - 64% coverage

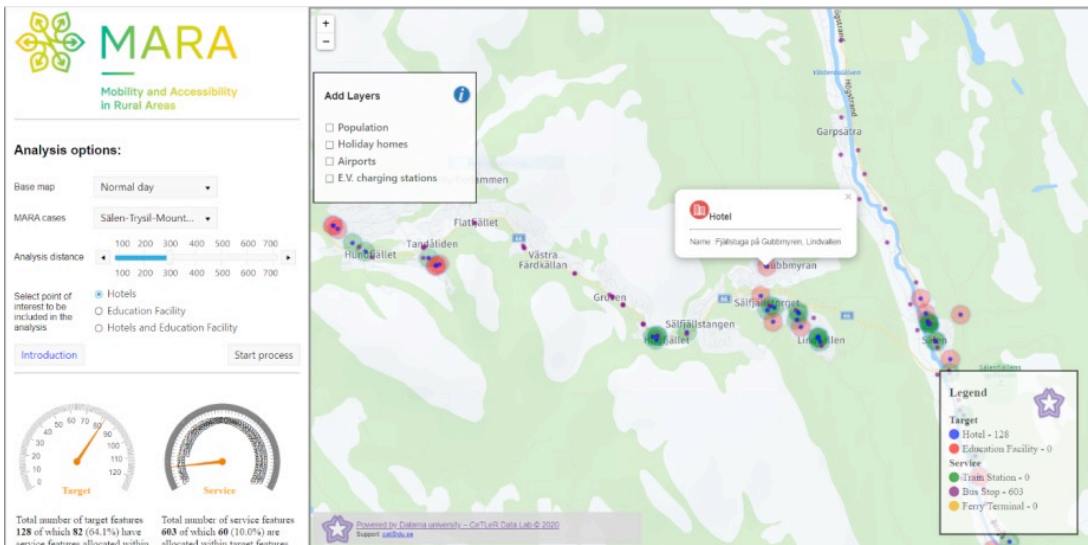


Figure 13. Mobility GAP_analysis 300 m Sälen area

500m GAP_analysis - 81,3 % coverage

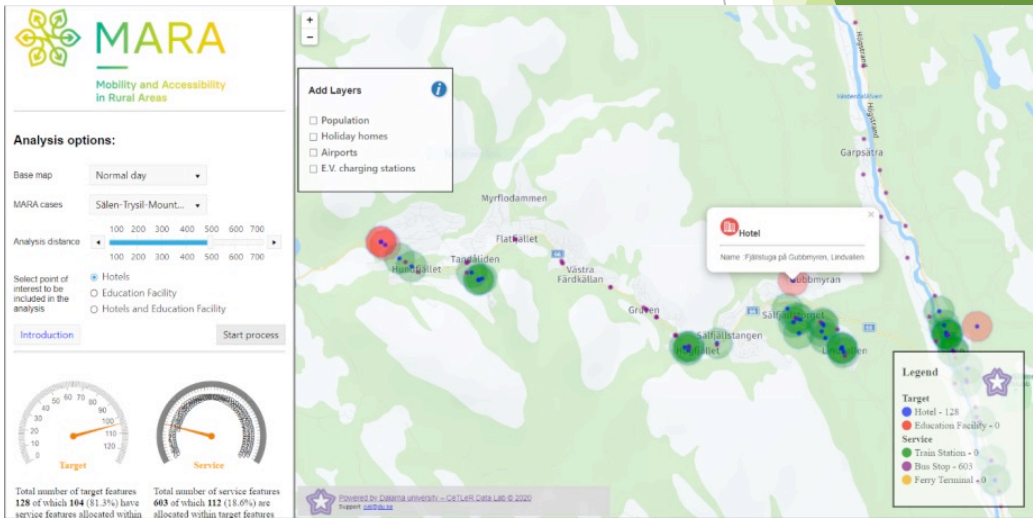


Figure 14. Mobility GAP_analysis 500 m Sälen area

Innovative solutions to improve Planning processes at early stages

- Results from PPGIS study

PPGIS a method to collect data on preferences, perceptions and location

** mapping questions - mark places in need of improvement and suggest the type of improvement to be made*

Heat maps show results

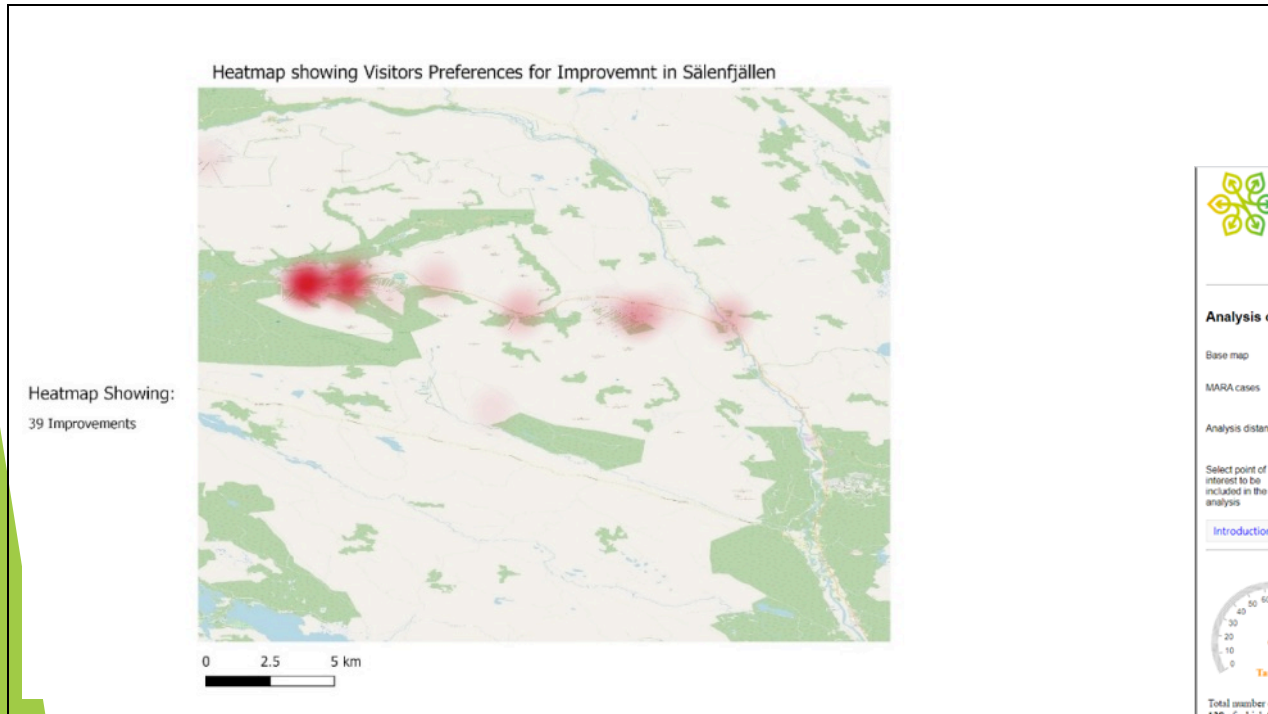


Figure 16. Places suggested for Improvements Source: Waleghwa and Heldt (2020)

That interestingly, coincide with results from GAP analysis

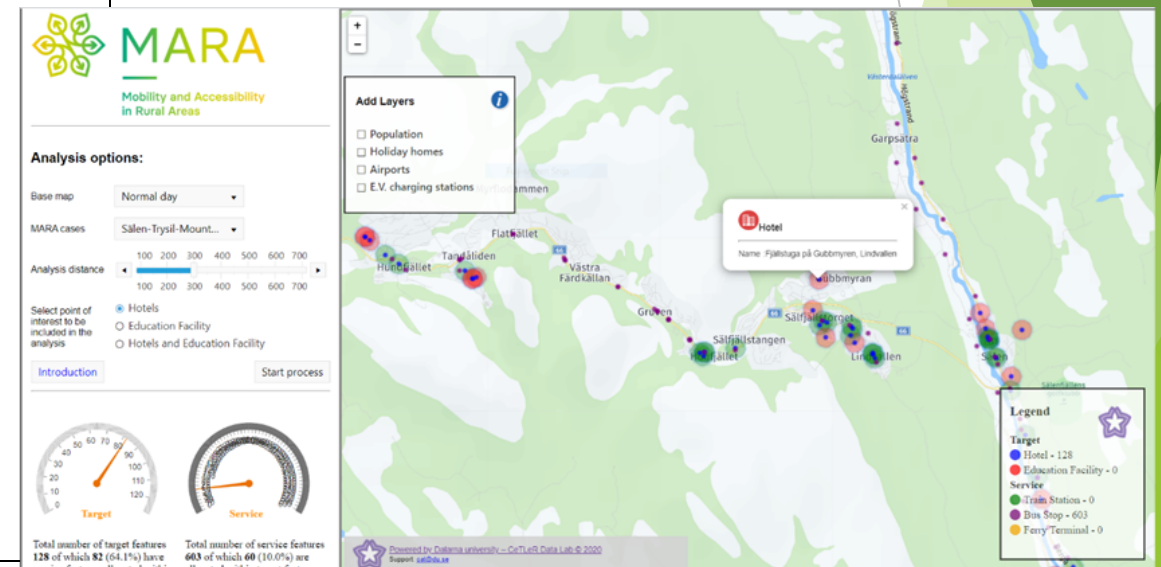


Figure 13. Mobility GAP_analysis 300 m Sälen area

Summarizing key finding from the Swedish case in the MARA project

Improving the planning process

GIS maps as analytical support

The value of Exchange of knowledge and learning in EU/InterReg projects



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Thank you!

A short film on the Swedish case to follow

