

COOL CLASSIC CARS

HANBOOK

COOL CLASSIC CARS



PR.N.2021-1-IT02-KA220-ADU-000035147



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

TABLE OF CONTENTS

Introduction.....	pag.1
1 – Climate and Tourism: Holidays and Challenges in the Light of Climate Change.....	pag.4
2 – Consumers and Sustainability: What Consumers Want.....	pag.10
3 – Sustainable Tourism: Concrete Steps Towards a Greener, Aware, and Enjoyable Tourism.....	pag.15
4 – From Past to future: The industrial heritage tourism as sustainable solution.....	pag.21
5 – The vintage car market and the potential of industrial tourism.....	pag.36
Conclusion.....	pag.47
Glossary.....	pag.49

PARTNERS



Vallelunga



ecc

COOL CLASSIC CARS

INTRODUCTION

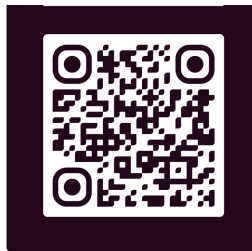
THE GUIDE FOR THE COOL CLASSIC CARS PROJECT, FUNDED BY THE ERASMUS+ PROGRAM, IS DEDICATED TO THE STILL RELATIVELY UNEXPLORED INTERSECTION BETWEEN VINTAGE CARS, SUSTAINABLE TOURISM, AND INDUSTRIAL HERITAGE AWARENESS. THIS MANUAL AIMS TO RAISE AWARENESS OF THE CRUCIAL CONNECTIONS BETWEEN EMERGING TECHNOLOGIES AND THE KNOWLEDGE REQUIRED TO EMBRACE SUSTAINABLE RECREATIONAL PRACTICES, PROMOTING ENVIRONMENTALLY CONSCIOUS TOURISM.



The Cool Classic Cars project develops four interconnected products:

- **Educational Kit (Result 1):** a free online course providing basic information on ecological footprint, the impact of tourism and transportation, and the sustainable exploitation of technical heritage.
- **Best Practices Manual (Result 2):** exploring ecological tourism, industrial tourism, and the sustainable use of classic cars.
- **Curriculum for Teachers and Adult Trainers (Result 3):** available for free on the dedicated platform.
- **Handbook for Stakeholders (Result 4),** communicating valuable information about the values and treasures of European cultural and technical heritage.

Through the QR code you can access the official website and enjoy all the products.



www.coolclassiccars.info

The primary goal of the Cool Classic Cars project is to explore the potential of the vintage car market within the context of sustainable tourist development, addressing the challenges of climate change. The tourism sector, a significant contributor to global greenhouse gas emissions, requires an innovative approach to mitigate negative impacts.

This project aims to unite the passion for classic cars with a focus on territories affected by mass tourism, promoting alternatives that prioritize closer, sustainable, and community-respecting experiences.

In this context, the Cool Classic Cars project focuses on two converging themes: vintage cars as a resource and industrial archaeology sites. When utilized properly, the growing vintage car market can contribute to a circular economy, offering new possibilities in the tourism sector and supporting sustainable mobility initiatives.

We combine the passion for classic cars with the desire for a more sustainable future, encouraging innovation and inspiration among all stakeholders.



CLIMATE AND TOURISM

HOLIDAYS AND CHALLENGES IN THE LIGHT OF CLIMATE CHANGE

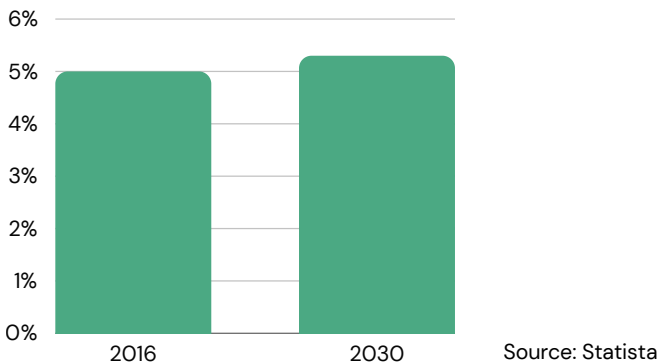
1



According to UNWTO (World Tourism Organization) data, the tourism sector contributes a significant 5 to 8 % to total greenhouse gas emissions. Transforming the tourism industry from a negatively perceived and highly impactful "dirty business" remains largely unexplored and overlooked in active policies by both industry operators and governments.

Despite tourism's clear dependence on the consequences imposed by climate change, such as ecosystem erosion, social repercussions of environmental upheavals, desertification, and the increase in extreme weather events, there is a lack of a valid industry strategy to align with the goals of the Paris Agreements.

Share of carbon dioxide emissions from tourism-related transport worldwide in 2016, with a forecast for 2030



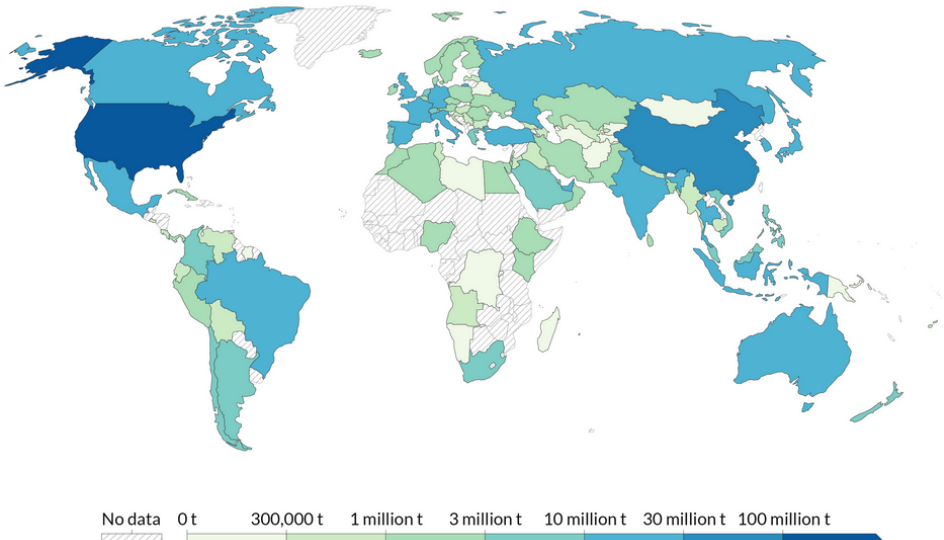
One current approach by major players, as evidenced by the WTTC forum, involves reducing emissions through externalization and the exchange of carbon credits. This long-term strategy is likely to be unsuccessful, considering that the international agreements aim for net-zero emissions by 2050—a challenging target without the development of innovative and sustainable forms of tourism and travel in this decade and the next.

The primary challenge lies in the use of air travel as the primary mode of mass tourism, particularly aviation—one of the most polluting and challenging sectors to innovate in the short term. Public opinion is increasingly hostile towards aviation, as seen in environmental movements against private jets and disinvestment strategies promoted by institutions and governments. In December 2022, France banned national flights under one hour if the destinations were reachable by train, and the European Commission may adopt this policy at the community and continental levels.

In this context, the goal of intermodality, widely pursued in transportation and urban traffic and goods administration, provides an opportunity to reimagine leisure travel towards sustainable and environmentally respectful tourism.

Trends such as "slow" tourism, regenerative tourism, or "pro-poor" tourism align with the redefinition of travel times and, most importantly, the means of transportation.

CO2 emissions from air transport, both domestic and international.



Source: OurWorldinData.org

The opportunity for an intermodal approach, designed to offer consumers context-appropriate and generally sustainable mobility solutions, involves diversifying and articulating projects that encourage moving away from traditional mass tourism circuits. This shift aims towards the valorization of routes, experiences, and less-developed or currently less accessible destinations. The economic and social impact would be significant in safeguarding their environmental and cultural heritage.

Tourism is a large driver of aviation, which creates 2% of global energy-related CO2 emissions.

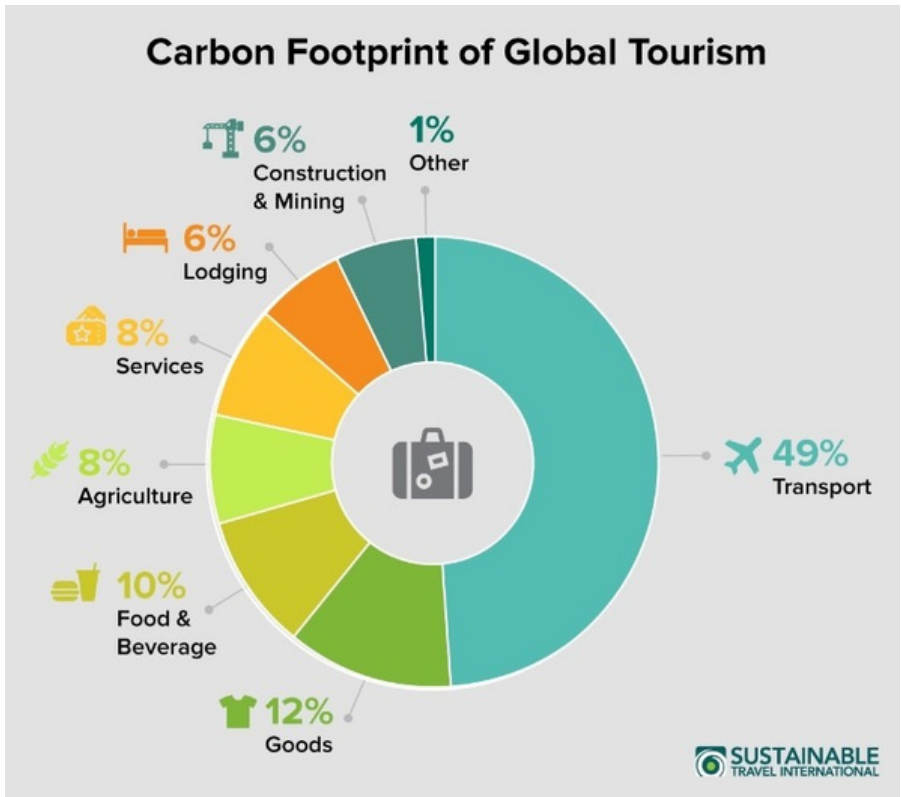


Image: Sustainable Travel International

One of the most interesting aspects of this approach is the valorization of existing resources, a strategy that allows for growth and development without resorting to substantial funding or projects involving large-scale transformation and modernization of infrastructure and regions.

The development of proposals enabling slow and sustainable tourism to reach less connected and less developed areas than major tourism hubs requires a general reconsideration of mobility. While rail connectivity remains central to developing low-emission tourism, intermodal solutions that emphasize rail transport can encourage broader receptivity and accessibility to territories.

From this perspective, "walking" or "bicycle" tourism remains the greenest and most sustainable option. However, exploring modes of transport through tour operators, specialized companies, or micro-businesses in the regions can make destinations and remote locations attractive by discouraging private vehicle use or promoting intermodal and sustainable transport.

In this sense, initiatives focusing on the reuse and value of assets such as vintage cars allow for sustainable development strategies in areas, challenging the notion that renting or using such packages is exclusive to luxury tourism.