

# EuroVelo

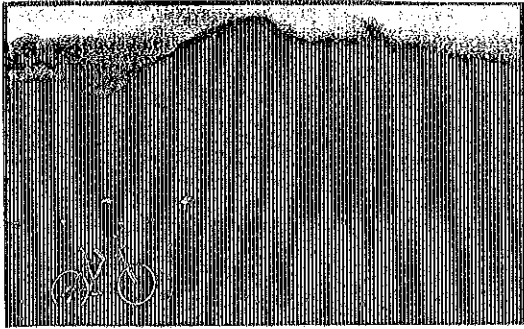
Between 1995 and 1997, a working group of the European Cyclists' Federation developed plans for a Europe-wide network of cycle routes, now known as EuroVelo. The Czech Republic was represented on this working group by the Transport Research Center.

The project is to develop 12 Trans-European cycle routes linking all countries of Europe, largely based on existing and planned routes at a national, regional and local level.

The aim of EuroVelo is twofold: to encourage cycling as a mode of transport and to promote cycle-tourism.

Encouragement of cycling as transport will work in three ways:

- most journeys on long-distance routes will in fact be local trips
- the introduction to cycling while on holiday should encourage people to cycle more at home
- the development of the network and the publicity surrounding it can raise the profile of cycling in countries where it has been forced into decline by past policies



Cycle Tourism offers the chance to develop a completely new market sector. In economic terms, long distance cycle routes have shown themselves to be a great success. The C2C route in northern England created a new tourism market worth around 2 million a year in a rural area of high unemployment. Up to 80% of hotel beds on the Danube Cycle Route in Austria are taken by cyclists. The Swiss national cycle routes, opened in 1998, repaid their investment cost in the first year.

Many of the benefits of EuroVelo, such as reductions in pollution and traffic congestion or the encouragement of local traffic calming, will benefit everyone in Europe, not just those who cycle on the routes.

The 12 EuroVelo routes total 61,700 km. Each route has a characteristic theme, be it geographical (rivers, the Mediterranean), cultural (capital cities, wine and food) or history and heritage (the amber trade, historic pilgrimages). Not only will these themes be crucially important for tourism marketing, but they also add a valuable element for every kind of traveller and so the journey becomes more than just a way of moving from one place to another.

## Comprehension check

After reading through text A, for questions 1-3 choose letter A, B or C which you think fits best according to the text.

1. What is EuroVelo?
  - A European cycle routes linking all countries of Europe
  - B European Cyclists' Federation
  - C European project for the encouragement of motorcycling
2. C2C is...
  - A National Cycling Federation
  - B Cycle route in northern England
  - C Long distance cycle route in Switzerland
3. The aims of EuroVelo are...
  - A to develop new market sector and to open new cycle routes
  - B to encourage cycling and to promote cycle tourism
  - C to reduce pollution and to encourage local traffic calming

## Vocabulary reference

This section comprises vocabulary related to the main topic in this unit.

**cycle route** [saɪkl ru:t] cyklotrasa, cyklistická stežka  
**network** [netwɜ:k] síť (cyklotras)  
**EuroVelo** [ju:roʊ vɛləʊ] Evropská síť cyklotras  
**to develop** [dɪ'veləp] rozvíjet  
**Trans-European cycle routes** [trænsjuərə'piən saɪkl ru:ts] trans-evropské cyklotrasy  
**to link** [lɪŋk] spojit  
**level** [levl] úroveň  
**bicycle** [baɪsɪkl] kolo (dopravní prostředek)  
**means of transport** [mi:nz əv træns'pɔ:t] forma/druh dopravy  
**environment friendly** [ɪn'velərənmənt frendli] neškodící životnímu prostředí  
**motor transport** [məʊtə træns'pɔ:t] motoristická doprava  
**European Cyclists' Federation** [ju:ərə'piən saɪklɪsts 'fede'reɪʃn] Evropská cyklistická federace  
**public support** [pə'bɪk sə'pɔ:t] veřejná podpora  
**to encourage** [ɪn'kɑ:dʒ] povzbudit  
**cycle tourism** [saɪkl tuə'ɪzəm] cyklistická turistika  
**long/short distance routes** [lɒŋ, ʃɔ:t dɪ'stəns ru:ts] krátké/dlouhé cyklotrasy  
**local time** [ləʊkl taɪm] místní čas

**transport policy** [træns'pɔ:t pə'lɪsi] dopravní politika  
**to decline in** [dɪ'klaɪn] snižít, upadat  
**tourism market** [tuə'ɪzəm mɑ:kɪt] turistický trh  
**rural area** [rʊərəl eəriə] venkovská oblast  
**reduction in pollution** [rɪ'dʌkʃn ɪn pə'lju:ʃən] omezení znečištění  
**traffic congestion** [træfɪk kən'dʒestʃən] hustota dopravy  
**traffic calming** [træfɪk kɑ:mɪŋ] zklidnění dopravy  
**crucially important** [kru:ʃiəli ɪm'pɔ:tənt] rozhodně/velmi důležitý  
**route development** [ru:t dɪ'veləpmənt] rozvoj cyklotras  
**signing system** [saɪnɪŋ sɪstəm] systém značení  
**mapping** [mæpɪŋ] mapování  
**disused** [dɪs'ju:zd] neúživané  
**to persuade** [pə'sweɪd] přesvědčit  
**milepost** [maɪl'pəʊst] mílník  
**carry over** [kæri əvə] přenést, převést  
**pedestrian** [pɪ'destriən] chodce  
**wheelchair** [wi:l'tʃeə] kolečková křeslo  
**to punctuate** [pən'ktʃueɪt] označit  
**route** [ru:t] cyklotrasa

## EXERCISE 2

Match the terms in the left-hand column with their meanings in the column on the right.

- |                          |                                                                |
|--------------------------|----------------------------------------------------------------|
| 1. cycle routes          | A. a person who rides a bicycle                                |
| 2. bicycle               | B. a stone set up to show distances in miles to various places |
| 3. environmental benefit | C. arrangement of notices                                      |
| 4. transport policy      | D. dense transportation                                        |
| 5. traffic congestion    | E. advantages for surrounding conditions                       |
| 6. signing system        | F. a pedal-driven vehicle with two wheels and a seat           |
| 7. milepost              | G. the plan of transporting                                    |
| 8. cyclist               | H. a road used by people going by bicycle                      |

## EXERCISE 3

Translate the following sentences into English.

1. Ve městech podél Dunaje cyklisté naplňují 80% turistických noclehů.
2. Trasa vedoucí přes Brusel může být užívána pracovníky Evropského parlamentu.
3. Růst motorizované dopravy způsobil ve Velké Británii pokles cyklistické i pěší dopravy.
4. EuroVelo bude podporovat cyklistiku jako druh dopravy, který přináší užitek životnímu prostředí a lidskému zdraví.
5. Hlavním cílem EuroVela dnes je dokončit mapování a systém značení.