

Delivering **E**fficient **S**ustainable **T**ourism with low-carbon transport **I**nnovations:
Sustainable **M**obility, **A**ccessibility and **R**esponsible **T**ravel



DESTI-SMART
Interreg Europe



European Union
European Regional
Development Fund

Purpose of Thematic Workshop B

‘Intermodality for visitors at tourist destinations’

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BREMERHAVEN
MEER ERLEBEN!

**Finalist for EU Smart
Tourism Capital 2020 !**

DESTI-SMART

Overall Objective

- to improve the transport and tourism policies of EU destinations,
- by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development,
- for transition to a low-carbon economy,
- through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, **Intermodality for visitors**
- with implementation innovations, policy learning and capacity building

Sub-Objectives

1. To exchange experience on methods and measures for shifting tourism travel demand to low-carbon transport modes, for control and reduction of CO2 emissions, through incentives, awareness raising, travel behaviour change, promotion of Comodality, ElectroMobility, Responsible Travel for access to destinations, Accessibility for all to tourist sites and Sustainable Mobility within destinations.
2. To capitalise, share and build on best practices and proven measures for 'soft mobility' and 'green mobility' in destinations, exploiting the results of previous actions that have proven successful in sustainable tourism mobility and accessibility.
3. To carry out investigation and analyses of innovative low-carbon, sustainable multimodal mobility measures and systems within tourist destinations, by **Intermodality improvements for enhanced connectivity and seamless travel** between long distance access to destinations and mobility within destinations, inc. electric vehicles, light rail transit, active transport modes of cycling and walking.
4. To facilitate the introduction of policies and measures for accessible tourism in all forms.
5. To improve policy instruments and mainstream into ESIF programmes.
6. To support the investment preparation for introduction of measures and systems for low-carbon sustainable mobility in destinations.
7. To link up with RIS3 in destinations.
8. To disseminate the findings and results through a wider network of destination and transport authorities.

DESTI-SMART 4 Themes

- A. Investments in and provision of low-carbon transport systems, with the needs of visitors explicitly taken into consideration, including internalisation and reduction of external costs of transport by mode shift to low-carbon travel solutions and E-Mobility. (Hastings, UK)
- B. Interchange between long-distance travel and local transport services, including Intermodality facilities for visitors, multimodal connectivity improvements that would shift travel demand to low-carbon transport. (Bremerhaven DE)**
- C. Accessible tourism facilities for visitors with mobility difficulties (disabled, elderly, families with young children, etc). (Mallorca ES)**
- D. Cycling & Walking for Tourists, Cycling routes provision, Shared bikes, CycloTourism, integration of cycling in tourism mobility strategies, promoting 'Greenways'. (Vidzeme, LV)**

DESTI-SMART Partnership



DESTI-SMART Partnership

- **2 Regional Authorities: Sardinia, Mallorca**
- **2 Development Agencies: Thessaloniki, Lake Balaton**
- **2 Tourism Boards: Bremerhaven, Pafos**
- **1 Local Authority: Hastings**
- **1 Public Transport Operator: Funchal, Madeira**
- **1 Association: Latvian Greenways**
- **1 University: Bournemouth (advisory partner)**

Policy Instruments:

- **3 ROPs: Sardinia, Bremerhaven, Madeira**
- **2 NOPs: Hungary, Cyprus**
- **4 own Strategies: Thessaloniki, Hastings, Mallorca, Vidzeme**



1st UNWTO World Conference on Smart Destinations

Murcia 15 - 17 February 2017

OUTCOME DOCUMENT



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Smart solutions enable destinations and companies to better respond to changing travel behaviours and needs of the more informed, hyper-connected and multi-channeled tourist by offering more relevant, integrated services (e.g. from door to door) and incorporating fast adaptation processes in individual business models as well as in destinations themselves.

“...smart systems shall be encouraged that serve to improve accessibility for people with different disabilities, ensuring that destinations and travellers’ journeys are barrier-free and accessible for all...”

DESTI-SMART Mission

- To include smart mobility aspects into ‘Smart Destinations’ concepts, initiatives and actions
- Focus on low-carbon transport systems and policies
- Including Intermodality, Cycling and Walking

UNWTO Definition

A **smart destination** is one with a strategy for technology, innovation, **sustainability**, **sustainable and smart mobility**, **accessibility** and **inclusivity** along the entire tourism cycle: before, during and after the trip

Interregional Thematic Workshop B

'Intermodality facilities for visitors, multimodal connectivity improvements, interchange facilities between long distance travel and local transport systems, including multilingual travel information provision, integrated e-ticketing for tourism sites and public transport, CycloTourism interchanges with public transport, awareness-raising, promotion of low-carbon modes of travel, ICT & mobile applications, Mobility as a Service (MaaS).'



Purpose of the Workshop

- To exchange experience between the 9 partner tourist destinations
- To review the State of the Art (by advisory partner BU)
- To examine available solutions and their relative advantages and disadvantages
- To set up the respective Webinar B
- To organise the staff exchanges (Activity 6)
- To conclude and analyse the joint survey (Activity 7)
- To coordinate the feasibility studies (Activity 8) identify costs and benefits - methodology
- To arrange peer reviews (Activity 9)

Intermodality for visitors at tourist destinations

- ❑ Multimodal connectivity improvements
- ❑ Interchange facilities between long distance travel and local transport systems, including multilingual travel information provision
- ❑ Integrated e-ticketing for tourism sites and public transport,
- ❑ CycloTourism interchanges with public transport,
- ❑ Awareness-raising,
- ❑ Promotion of low-carbon modes of travel
- ❑ ICT & mobile applications,
- ❑ Mobility as a Service (MaaS)

Adapt and customise to tourism mobility

Only the tourism aspects are relevant

Exchange of Experience

Each partner destination to present:

- **local/regional issues and priorities and**
- **plans on Intermodality facilities and systems for sustainable tourism mobility (potentially to be included in the action plans)**

To focus on one specific system investment to be included in the feasibility study (if Intermodality included)

Options for accessibility, cycling and walking at partner destinations will be the topics of subsequent Workshops C & D

Exchange of Experience

Good practices and results from other projects and initiatives on Intermodality at tourist destinations

- **InnovaSUMP** Interreg Europe Project,
(Good Practices from Exeter, Ravenna & Viseu)
- **DESTINATIONS** Horizon2020 Project
- **SEEMORE** Project
- **LAST MILE** Interreg Europe project
- **MaaS4EU** Horizon 2020 project
- **Other Relevant Projects and Initiatives**

Group Discussion

- 1. Implementation of Intermodality facilities for visitors** How can we introduce low-carbon transport systems for visitors at tourist destinations?
- 2. Joint Surveys** Preliminary results (Activity 7)
- 3. Feasibility Studies**, Methodology, Costs and Benefits (Activity 8)
- 4. Policy Change, Potential Actions for the Action Plans:** How can we improve policy instruments with Intermodality for visitors in the **Action Plans**?

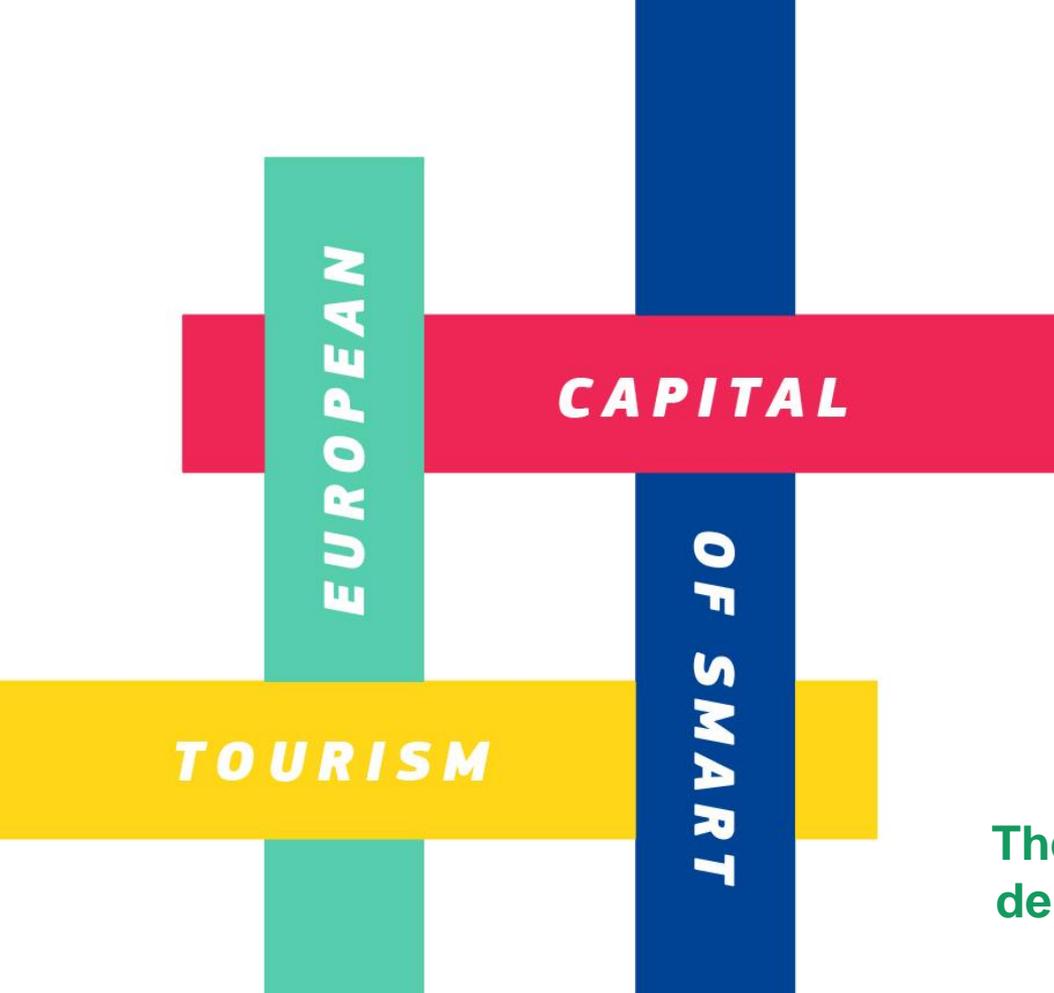
'Overtourism' by UNWTO

Strategy 8

Improve city infrastructure and facilities

- Create a city-wide plan for a well-balanced, sustainable traffic management
- Ensure that major routes are suitable for extensive tourism activity and that secondary routes are available at peak times
- **Make public transport better suited for visitors**
- **Set up specific transport facilities for visitors during peak periods**
- Provide adequate public facilities
- **Create safe cycling routes and stimulate bicycle rentals**
- **Set up specific safe and attractive walking routes**
- **Ensure that routes are suitable for the physically impaired or elderly visitors in line with accessible tourism principles**





**Bremerhaven selected
as a finalist for 2020!**



INITIATIVE OF
THE EUROPEAN UNION 

www.SmartTourismCapital.eu

Thessaloniki, Cagliari, Funchal, Palma
de Mallorca eligible to apply next year

Accessibility (inc. strong transport system)

Sustainability (inc. climate change)

Digitalisation (inc. public transport info)

Cultural Heritage & Creativity

PUBLIC CONSULTATION

Urban Mobility in the EU

https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2018-5942636/public-consultation_en

Feedback period

11 September 2019 - 4 December 2019 (midnight Brussels time)

Target audience

The main stakeholders identified include cities and their networks, stakeholders active in urban mobility, national and local administrations, citizens living in cities

Why consulting

Enhancing urban mobility while reducing congestion and pollution is a common challenge to all major cities. The Commission supports these goals through the 2013 Urban Mobility Package by providing targeted financial support through the EU funds and by providing financial support for research and innovation. There have been important developments with impact on urban mobility, such as the growing importance of cities, disruptive changes in transport and mobility of both technological and societal nature, as well as rising mobility (congestion), health (air pollution) and climate (emissions) challenges. It is therefore appropriate to examine whether this framework is fit for purpose and delivers as intended.

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Lead Partner



Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU

Improving transport and tourism policies at destinations by integrating strategies for sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel transport systems, cycling and walking for visitors.



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Interreg Europe



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Thank you!

Management & Coordination Unit



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Questions welcome



Projects media