

Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:

Sustainable Mobility, **Accessibility** and Responsible Travel

DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Purpose of Thematic Workshop C

‘Accessible Tourism: Accessibility for visitors with mobility problems

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Departament de
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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,
- 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
- **Accessibility already a main component of Smart Destinations**

UNWTO Definition

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

Accessible Tourism: Accessibility for tourists with mobility problems (disabled, elderly, families, etc)



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 identify relevant good practices
- To examine available solutions and their relative advantages and disadvantages
- To set up the respective Webinar C
- To organise the staff exchanges (Activity 6)
- To arrange the peer reviews (Activity 9)

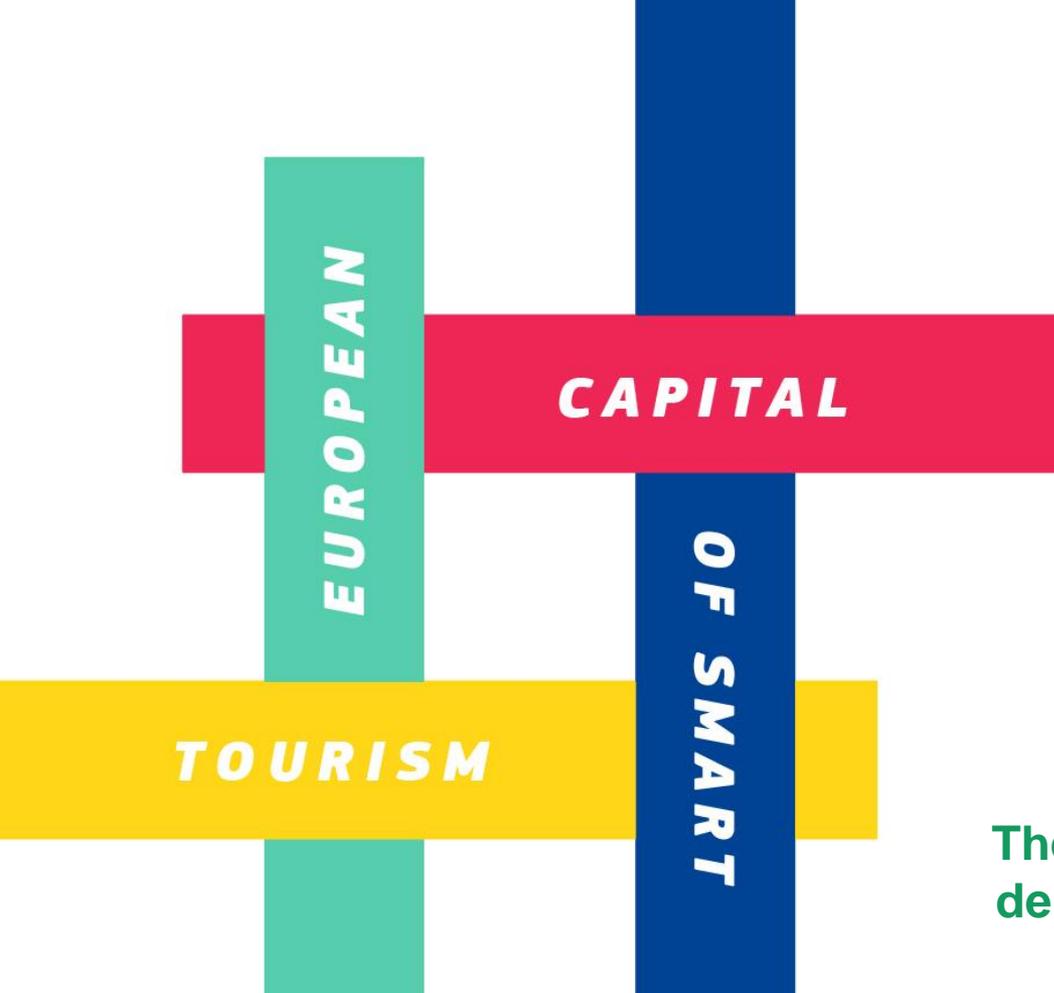
Exchange of Experience

Each partner destination to present:

- **local/regional issues and priorities and**
- **plans on Accessible Tourism facilities and systems for accessible tourism mobility (potentially to be included as specific actions in the action plans)**

To focus on one specific system investment to be included in the feasibility study (with Accessibility included throughout, as in the case of the completed Hastings BC Study)

Options for cycling and walking at partner destinations will be the topics of subsequent Workshop D



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



Sustainability

36. Support the concept of tourism as a right for everybody. Give a chance to every European citizen to travel, including those with low income or **disabilities**.

Connectivity

42. Encourage **better accessibility** and in-destination facilities near tourist attractions to facilitate access and minimize disruption, as well as to eliminate language barriers.

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



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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Thank you!



Management & Coordination Unit



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Questions welcome



Projects media