

Green and Inclusive Regional Mobility Solutions – 7 March 2024

The **Good-Go platform** : serving tourists and residents in low-density regions



Irene Nicotra and Massimiliano Petri

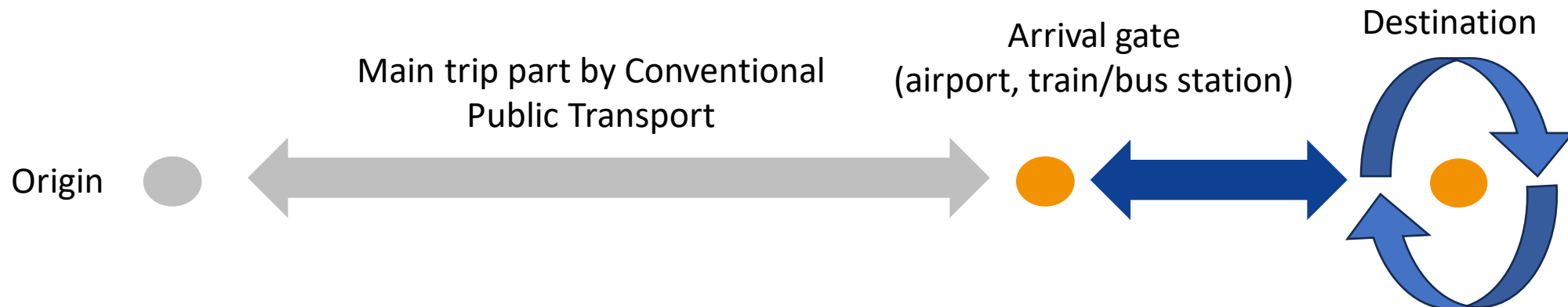
Province of Livorno



Province of Livorno – MISSION

Use the tourism lever to have resources to economically support local transport services in rural areas and to allow sustainable mobility able to complete residents and tourists trips chain

If I know that, at destination local level, there are last mile transport services allowing to arrive to your requested destination you probably can think to leave your car at home

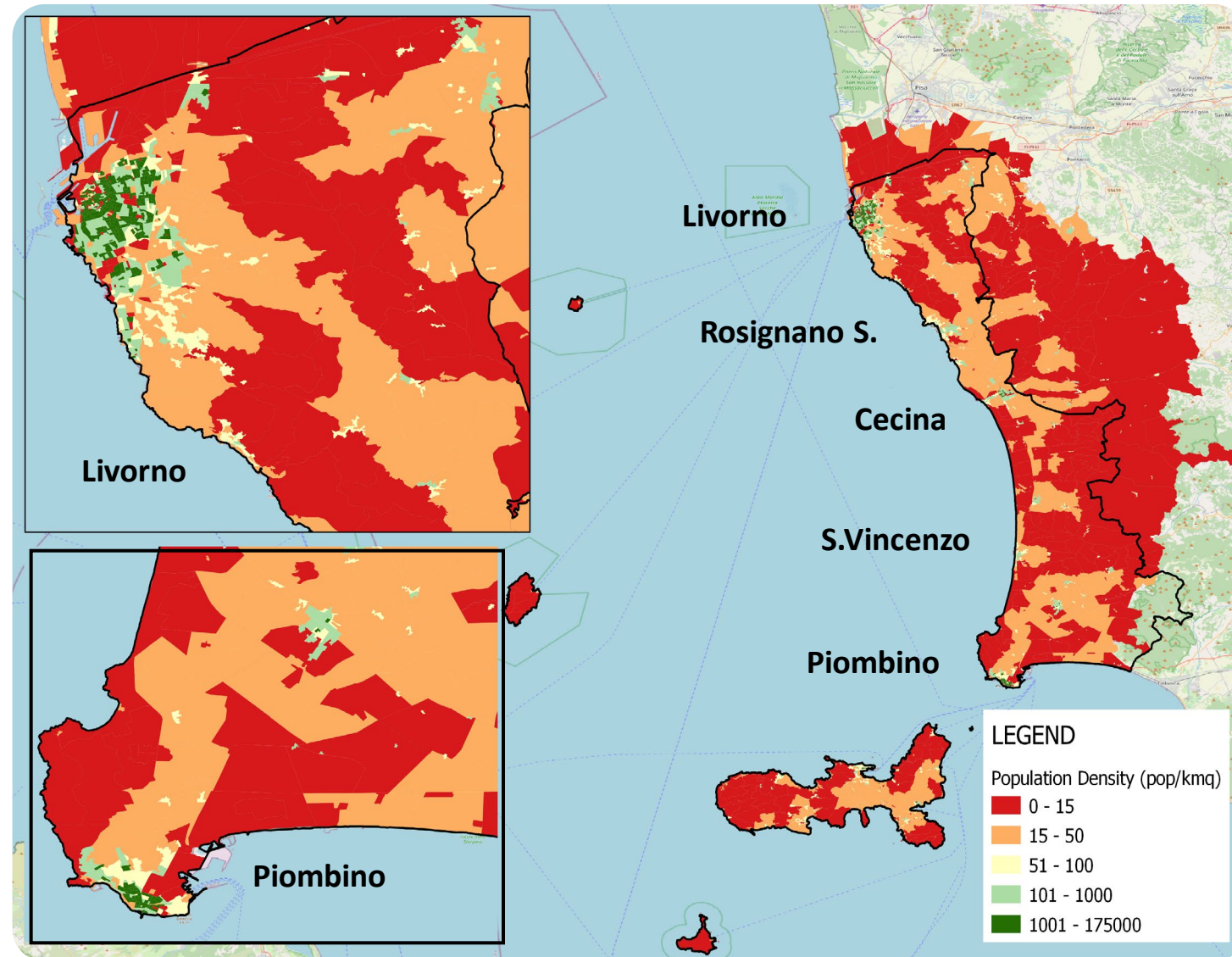


Province of Livorno – Population density

Few urban centers along the coast with higher density:

- Livorno (154,500 residents)
- Piombino (32,300 res.)
- Rosignano Solvay (30,100 res.)
- Cecina (27,800 res.)
- San Vincenzo (6,500 res.)

Densities below 50 inhabitants per square kilometer in almost all other areas, with **low level of infrastructure and public services**



Province of Livorno – Morphological features

Very different types of low-density areas



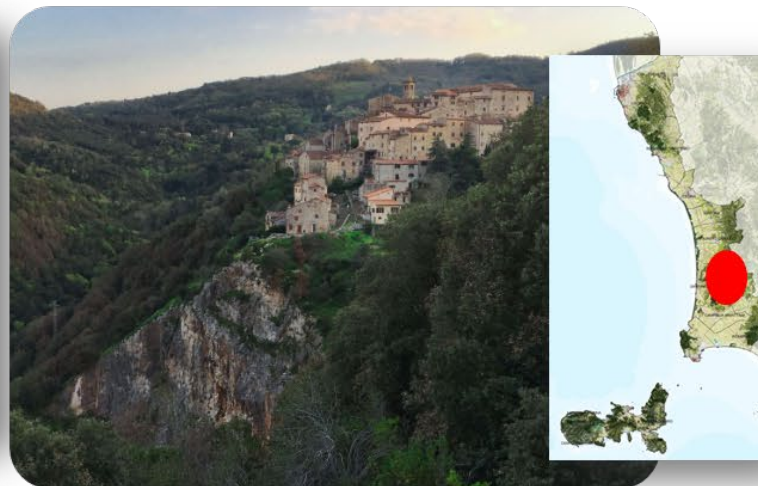
Hilly areas in the north: altitude of 450 mt above sea



Presence of long roads with isolated rural little area (1-5 buildings)



Flat terrain covering around 55% of the provincial territory surface



Highest point, in the south, reaches 450 mt above sea level



The highest peak is in the Elba Island which reaches a height of 1.000 mt above sea level



Several Points of
Interest located in
coastal and internal
areas

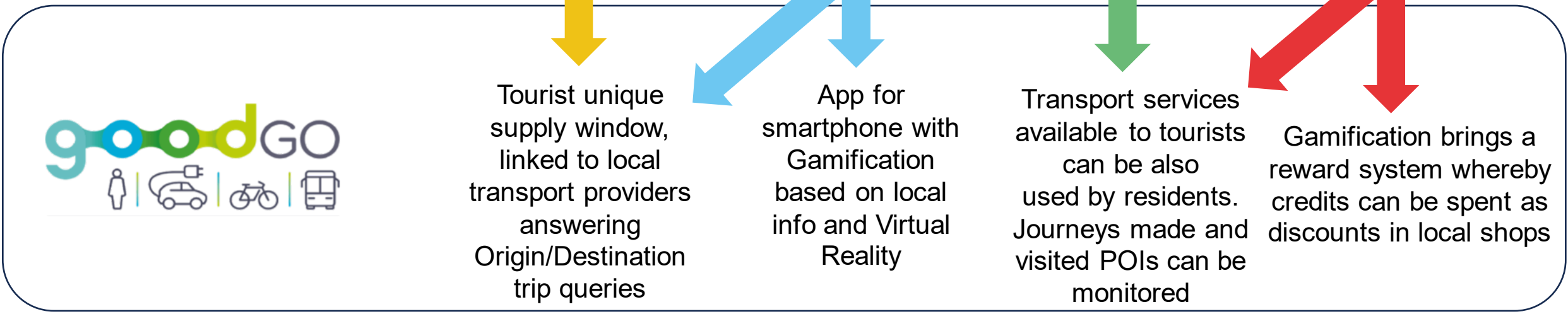
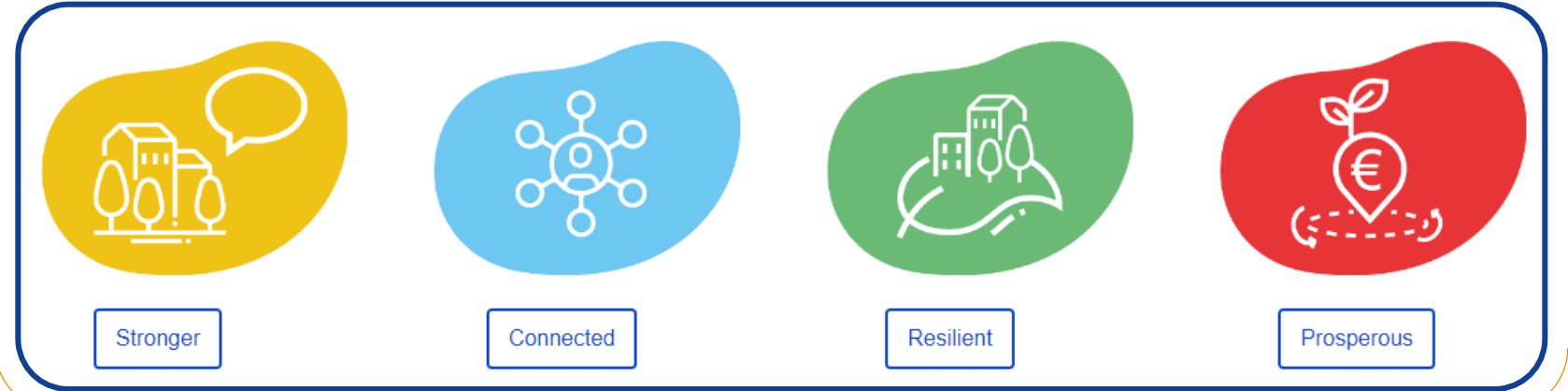


During summer, the number of citizens in coastal towns increases by more than 100% (San Vincenzo, for example, from 6.500 to 70.000 citizens → 1,000% plus)

**HIGH SEASON TOURISTS'
IMPACT ON COASTAL AREAS**

Province of Livorno – GoodGo platform solutions


RURAL DRIVERS FOR 2040 (Com.EC 345/21)




Province of Livorno – GoodGo platform solutions



01 Register on the platform and consult the POI map and their interactive infos



02 Search for available transport modes to get to your favorite POI




Book travel options from home to get to your desired locations and accumulate points and knowledge



GAMIFICATION

- REWARD
- LEARNING
- GOAL
- ACHIEVEMENT
- CHALLENGE
- SKILL
- USER ENGAGEMENT
- ORGANIZATIONAL PRODUCTIVITY



03 Get points for each POI visited and sustainable transport modes used

Province of Livorno – GoodGo platform solutions

Tourist unique supply window



Credits accrued when visiting the POI (it's enough the simple GPS data to give credits)

Credits accrued when ending with success the action

Gamification at the single POI

Treasure hunt to find hidden Bluetooth sensor around the POI

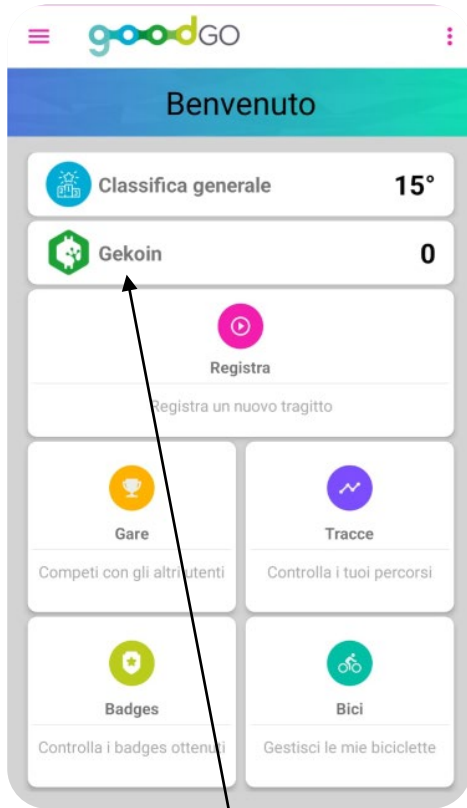


NFC+QR CODE to link a particular POI to view online info-content or to reply to quiz questions regarding it

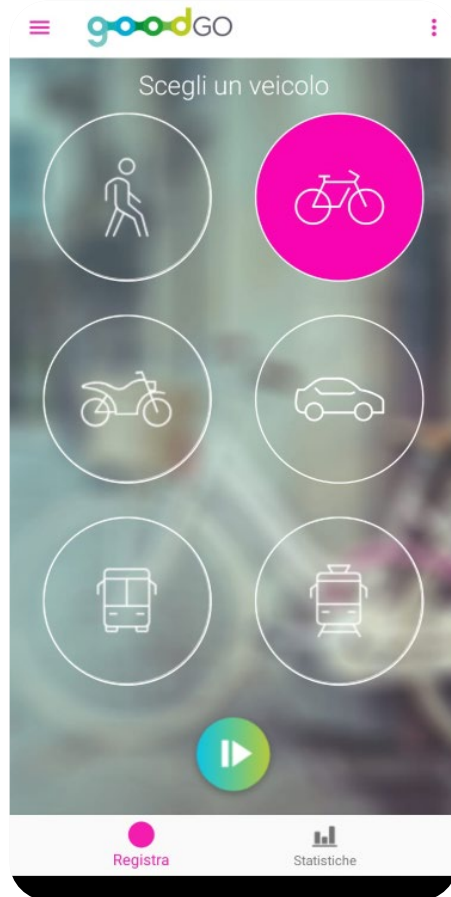


Province of Livorno – GoodGo platform solutions

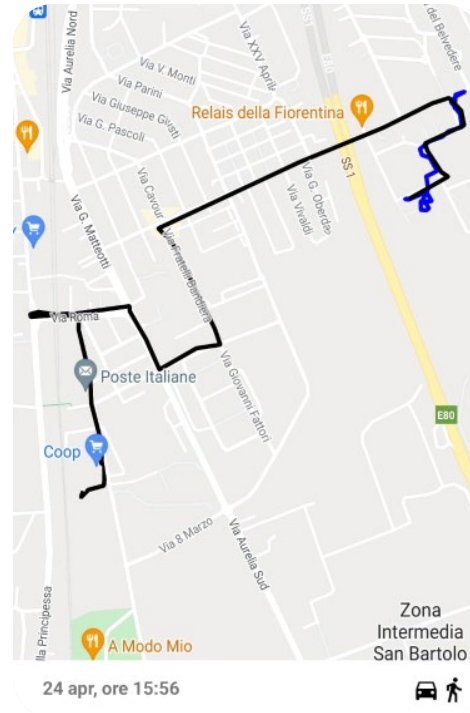
Gamification based on the transport mode used



Total credits



Transport mode used



Journeys tracking



Indices evaluated (avoided emissions, calories burned, transport costs)



Province of Livorno – GoodGo platform impacts

IMPACT TYPE	KPI INDICATOR
Encourages tourism towards seldom-visited locations (against mass tourism locations)	N° of visitors for each POI/locations (from APP)
Increases the level of physical and digital accessibility of the territory	N° of visitors of the tourist windows and its informative contents
Introduces economic benefits for tourists	N° of voucher/discount given to tourists
Promotes the use of sustainable vehicles (rewards) and their integrated use with train and bus	Km of sustainable mobility traced from the App
Develops an innovative Gamification environment	N° of App users participating to the gamification world
Supports the local economy (rewards)	N° of tourist voucher/discount spent in local activities + N° of booked transport services
Monitors tourist flows for future planning	Data coming from the use of all the App sections
Discourages the depopulation of small villages	N° of transport services booked from local residents + n° of residents in small villages
Activates public-private collaboration policies	N° of actions activated and loaded in the platform
Tourism deseasonalization	N° of App users in the not summer period + N° of open hotels/restaurants outside the summer period

Province of Livorno – GoodGo platform participatory phase



At present, only the **Rewarding/Gamification** module and the **Travel Planner** are active while other components are being developed, in collaboration with all local stakeholders:

- *Territorial Planning Entities (Municipalities, Provinces, Region)*
- *Transport and ITS (Intelligent Transport System) Innovation Planning (mainly local consultants)*
- *Bus/rail Transport operating companies (different sizes, from national/regional to local small bus owners)*
- *Local non conventional transport suppliers (bike/car-sharing companies, bike-rent activity owners, etc..)*
- *Tourist Services operators*
- *Tourist marketing companies*
- *Gamification, Rewarding (ICT in general) expertise companies*
- *Software development companies*



Province of Livorno – GoodGo platform costs and management policy

1. It is important that the platform is given in control/management to a **private company** with the necessary human resources (already trained) to manage it
2. The platform will be usable for Public Administration with an initial entry fee to setup the whole system and an **annual subscription** that, with the subscription of local transport companies and local activities (belonging to the rewarding system), will allow the economic balance of the resulting services (validation, update and control of contents, maintenance, advertising and others)
3. Public Administration and Territorial Tourist Associations need only to decide the **tourist/transport management policy** (type of tourists features to incentive/decongest and transport modes to be incentivized):
 - Tourist POI to be inserted (10%) or website from what to load the POI description/location (90%)
 - Local transport services to integrate in the transport side (local bike-rent, bike/car-sharing, local bus companies). Conventional Bus and Rail services will be loaded from website (API services)
 - Type of gamification to be applied (rewarding of sustainable transport modes, rewarding at POI visiting, rewarding at response to cultural questions or other actions that can be monitored with sensors)

Green and Inclusive Regional Mobility Solutions

The **Good-Go platform** : serving tourists and residents in low-density regions



Irene Nicotra and Massimiliano Petri

Province of Livorno

i.nicotra@provincia.livorno.it
petri@tages.it

