

Sustainable Tourism in the metropolitan SUMP

A winning pairing

- What is the metropolitan SUMP?
- The SUMP in pills
- Strategies for sustainable tourism
- Estimated benefits

Ph.D. Elena Colli (GO-Mobility)



What is the metropolitan SUMP?

- 1.** Planning tools
- 2.** A wide-area plan
- 3.** A participated plan
- 4.** A process-plan



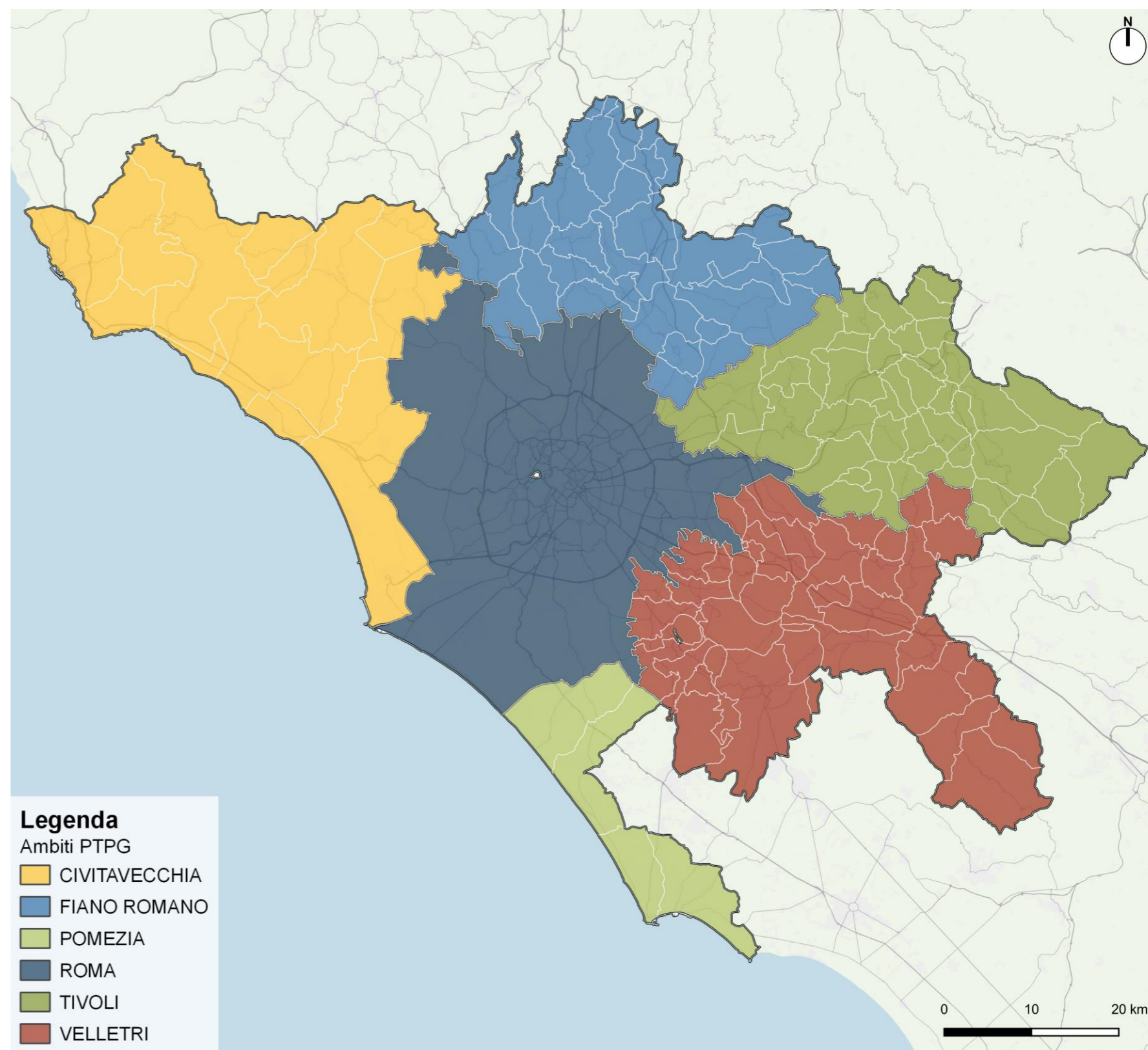
What is the metropolitan SUMP?

A wide-area plan

120+1 municipalities

+4 million inhabitants



5.352 km² of extension



What is the metropolitan SUMP?

Planning tools

The **metropolitan SUMP** was developed in parallel with the **Sector Plans**, which address specific areas of the mobility of people and goods:

-  **Sustainable Urban Mobility Plan (SUMP)**
-  **Public transport plan**
-  **Biciplan**
-  **Mobility Plan for people with disabilities (PMPD)**
-  **Sustainable Logistics Plan (PMLS)**

What is the metropolitan SUMP? A participated plan

38

Meetings
A total of more than **1200** attendees

24

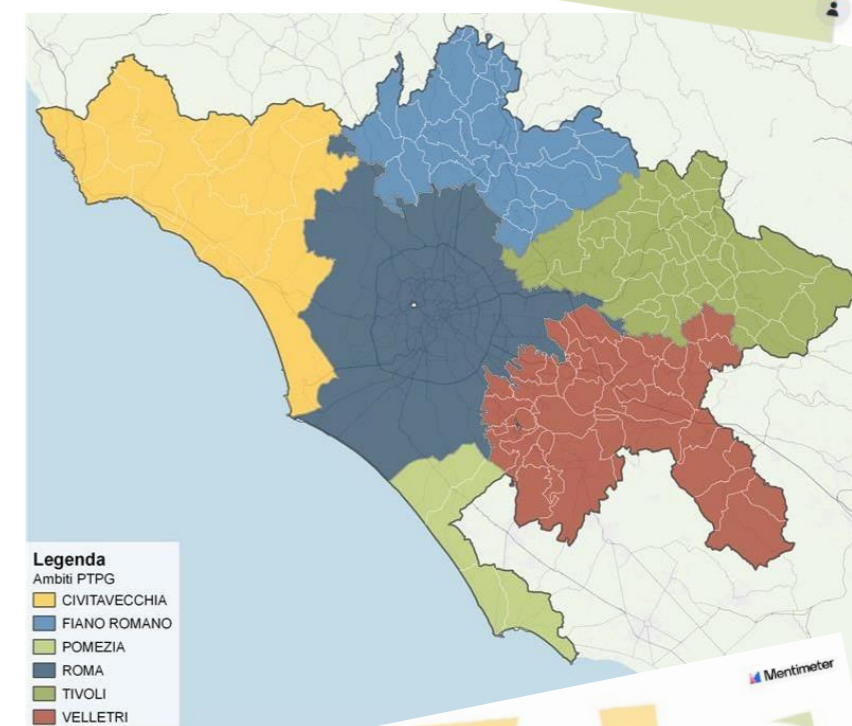
Macro-objectives set
From which derive: **33** strategies
e **106** type-actions

111

Action proposals
From **34** entities

148

Comments to the plan(s)
From **46** entities

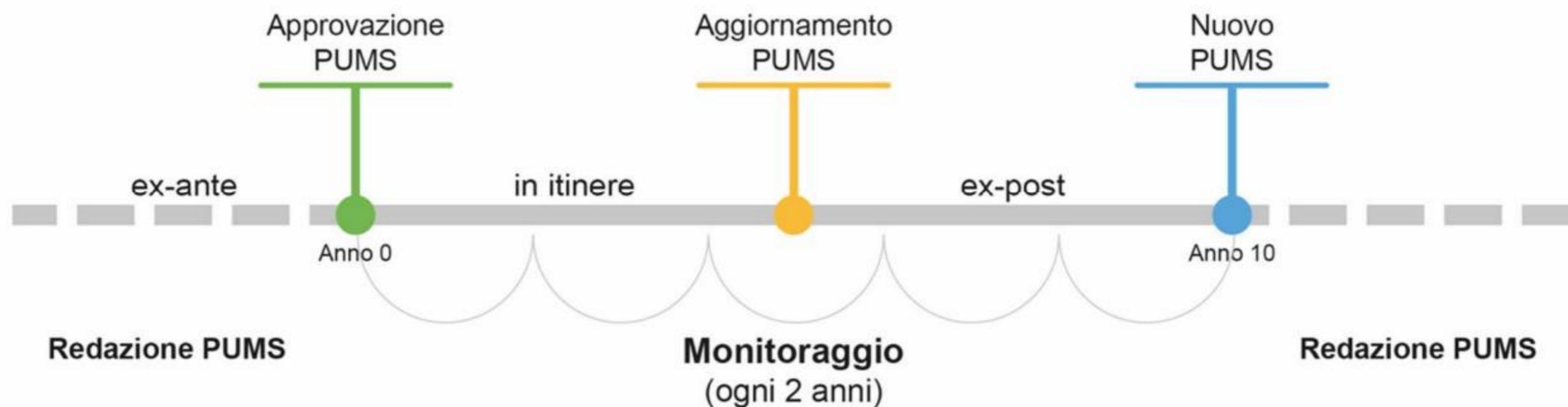


What is the metropolitan SUMP?

A process-plan

The SUMP is a **10 years** plan. The draft has been adopted in December 2022 and is currently being finalised for the final approval.

It will be monitored every **2 years** and updated after **5 years**.



The SUMP in pills

- 1.** The principles that guided the SUMP
- 2.** The flagship interventions of the SUMP
- 3.** Their relationship with sustainable tourism



The principles that guided the SUMP



Not adding new infrastructure, but trying to make more efficient and improve what is already there and planned

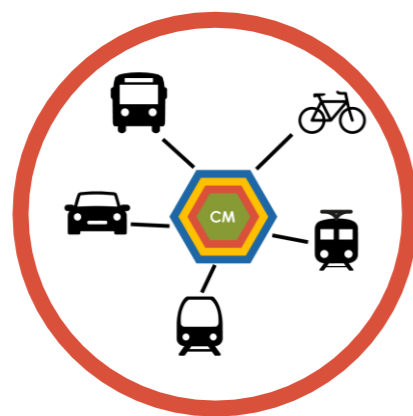


The focus is **not on adding new investments** but on making the most efficient use of those already planned

The flagship interventions of the SUMP



Reorganisation of the **Metropolitan Railway Service (SFM)** and **harmonisation** of the various transport systems of the area



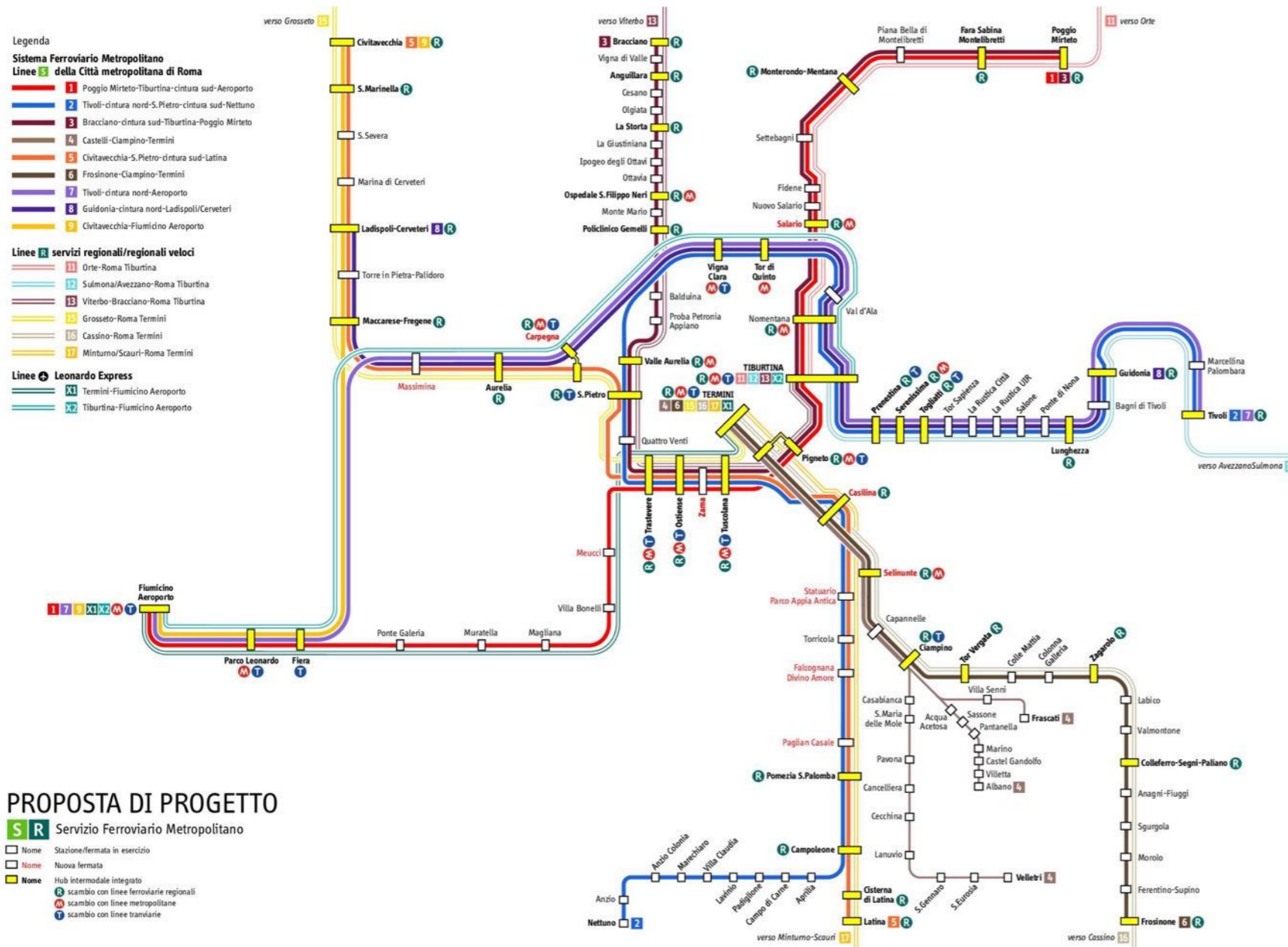
The introduction of the **Mobility Centres** in the main nodes, places thought to improve the experience of multi-modality in a comfortable and accessible way, with all modes and personal abilities



The design of the **Metropolitan Biciplan**

The SUMP in pills

Reorganisation of the Metropolitan Railway Service (SFM)



9

Suburban trains »S«
(not passing by Termini)



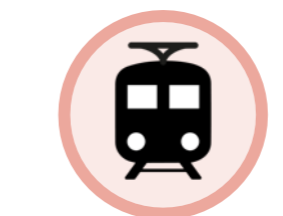
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Rapid regional trains
(directed to Termini)



+23%

Yearly supply



+58k

Additional daily trips
on rail

... all this mainly without adding new infrastructure,
but only **improving** the existing ones

The harmonisation of public transport systems

Priority: to **create a synergy** among the various mobility systems (especially PT) to answer one of the biggest claims of stakeholders and citizens: a better public transport



Rail services



Main PT network of Rome



Extraurban PT corridors



Mobility Centres

Transportation infrastructure can change the **hierarchical relationships** among territories and boost the **integration** of cities and rural regions

Tourism & metropolitan Public Transport

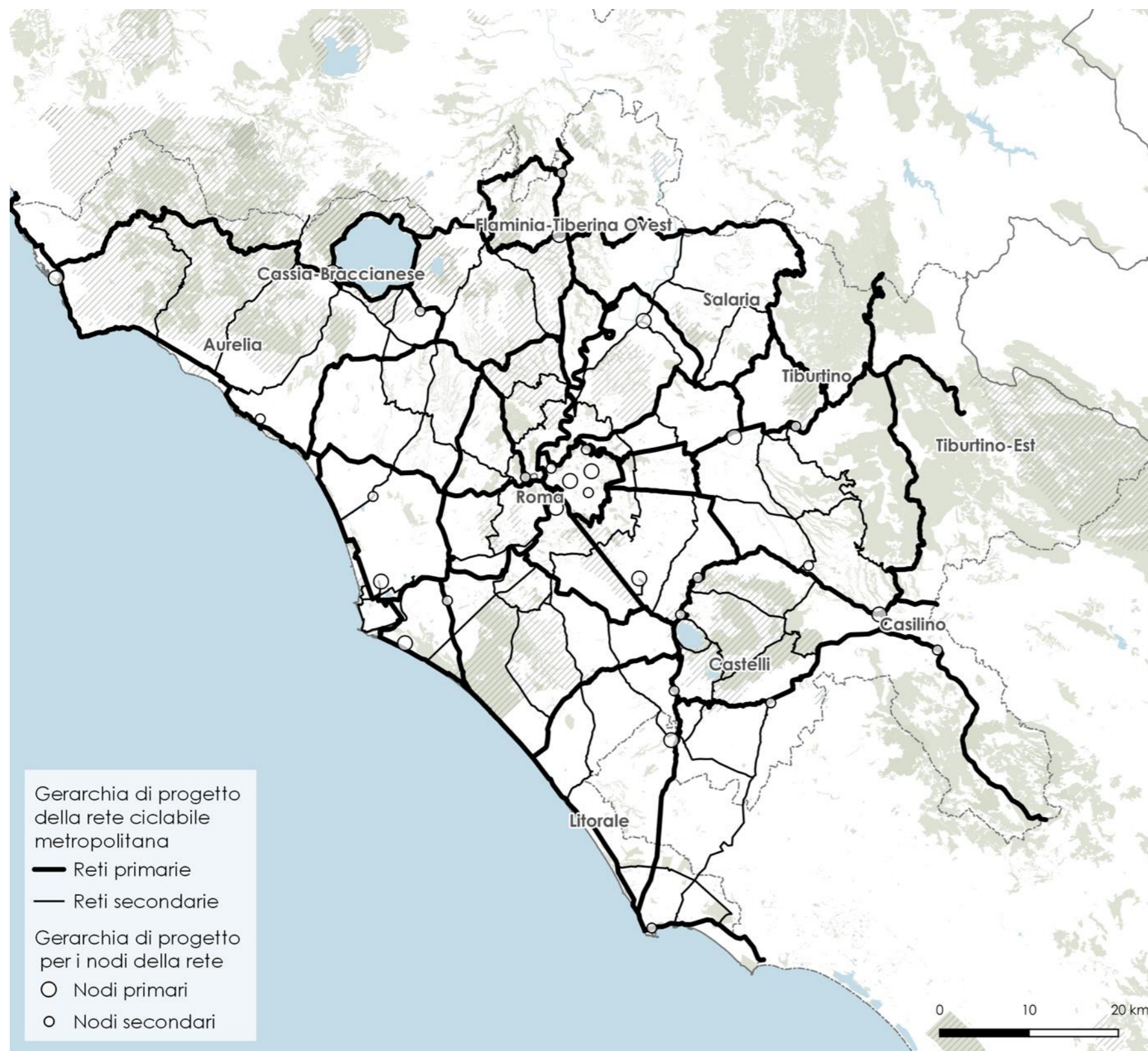
The national Extraordinary Plan for Touristic Mobility 2017-2022 recognise on PT the key to:

Improve	The accessibility of tourist sites to boost their competitiveness
Enhance	Transportation infrastructure as an element of touristic interest
Digitalise	The tourism industry starting with mobility
Promote	Environmentally sustainable and safe models of touristic mobility

The tourist attractiveness of an area depends on a fundamental requirement: **accessibility**. An inaccessible place will always be distant and remote, be it a city or a small town!

The SUMP in pills

The metropolitan Biciplan



520km

of new cycle tracks



2,7mln

Inhabitants with a cycle tracks within 1 km



84%

Railway stations with a cycle tracks within 1 km



5

UNESCO sites connected to the cycle network

The metropolitan Biciplan



BICIPOLITANA

- 20 main corridors and 29 secondary corridors
- **cycle parking services** at the main interchange nodes

GUIDELINES

- Planning and management **standards** for cycling mobility
- Infrastructure supply and services dedicated to **cycle tourism**
- Promotion of the **cycling culture**

Tourism & the metropolitan Biciplan

The Metropolitan Biciplan embraces the principles of the General Plan for Cycling Mobility:

"Making cycling a driver of **sustainable** local mobility and local **tourism**, as well as a relevant economic agent for the production of **green services**, also in a perspective of **industrial reshoring**."



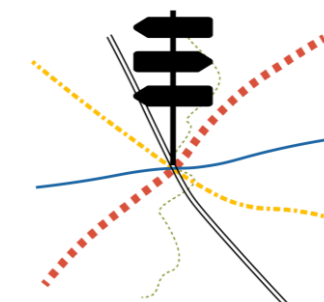
Local development

Promoting cycling tourism as a tool for local development (e.g. new infrastructure for greenways)



Bikenomics

Involving associations, companies, public entities to promote services for cycling



Local promotion

Improving and promoting the access to rural towns and the natural and cultural heritage of the area




Strategies for sustainable tourism

- 1.** An objective “from below”
- 2.** Why is it important?
- 3.** General strategies
- 4.** Specific strategies



An objective «from below»

The "**development of slow tourism**" is one of the specific objectives which have been added to the mandatory ones set by the Ministry, as a result of the consultation with the territory

Area di interesse	Icona	Obiettivo generale PUMS	Codice obiettivo	Macro-obiettivo
		Accessibilità	a.10	<i>Sviluppo della smart mobility*</i>
		Efficienza	a.11	<i>Aumento della sostenibilità diffusa*</i>
		Sviluppo	a.12	<i>Sviluppo del turismo lento*</i>

The **huge weight** that the tourist flows gravitating to Rome has on the mobility system raises the need to deal with **the issue of tourist mobility** and accessibility to places of interest from a sustainable perspective, dedicating to it a **specific** strategy within the PUMS

Why is it important?

Slow tourism (walking, biking, horseback riding) has the following consequences...



Access to remote locations

Not directly connected to **main hubs** of national and international significance



Infrastructural improvement

Increased and **improved infrastructure** dedicated to these forms of travel: cycleways, bridleways, trails

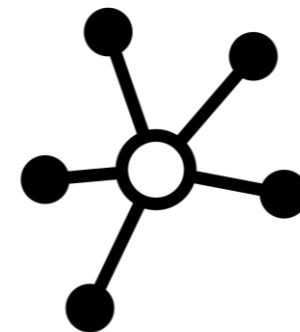


Territorial promotion

In an **inclusive and equitable way**, developing the tourism-induced income even in small municipalities and rural areas, boosting places that are currently economic and demographic decline

Sustainable tourism: general strategies

The SUMP strategy for promoting sustainable tourism tends to strengthen and support with targeted actions the **quantity** and **quality** of tourist-oriented transportation services, in particular by providing:



Equal access to the main nodes

Strengthen the connections between airports, ports and High Speed Train stations **and the metropolitan area**, with an emphasis on tourist places **outside Rome**, which are currently neglected

Last mile reinforcement

Strengthen the mobility services that connect the **last tourist mile** (e.g., between the port/airport and the city or place of tourist interest)

Sustainable and smart tourist mobility

Dedicated tourist LPT services, deployment of **trip planning** platforms and integrated purchase of **tickets** for wide area LPT and access to places

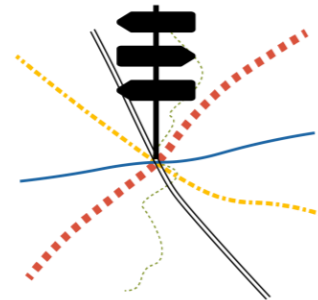
Sustainable tourism: general strategies

Elevate the attractiveness of places and the ways to reach them



Infrastructure

- Implementation and improvement of pathways
- Digital tools (smartphone apps, digital panels...)



Road signs

- Publication of maps and information portals
- Dissemination of tourist information offices

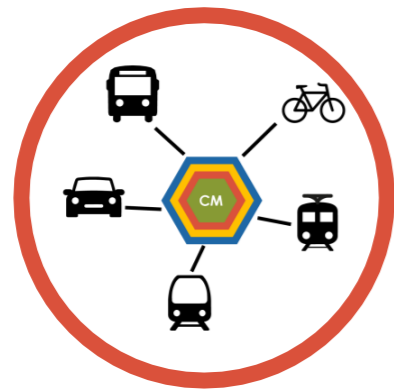


Services*

- Cycle shops and repair stations
- E-bike charging stations
- Refreshment points
- Equipped hotels/B&B etc.

Specific strategies: infrastructure

Starting from the **existing supply** to ensure effective infrastructure development **harmonised** with:



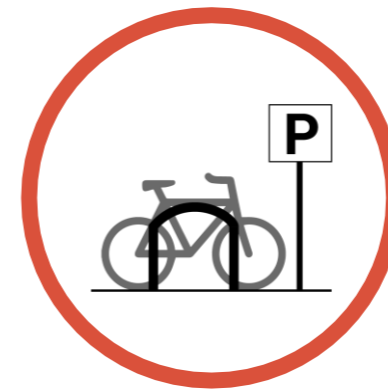
Private & public mobility systems

Enhancement, integration, harmonisation of **existing bicycle lanes** especially in connection with other mobility services connected with major poles



National and regional cycleways

Integration of the metropolitan bicycle network with **national and regional** bicycle routes for tourism/recreational use



Auxiliary services

Implementation of stalls and **auxiliary services** for this type of mobility at major interchanges, points of interest, urban centers



Shared use of public space

Enhancement of cycling and walking also through **urban space redesign** and traffic calming interventions that promote the safe sharing of space

Specific strategies: infrastructure



Az.064: to implement «Isole Ambientali»



Az.079: to implement school streets



Az.065: to implement reduced speed zones



Az.070: to implement the metropolitan cycle network



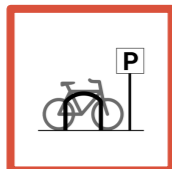
Az.075: to enhance charging stations for bicycles, scooters, and devices for the motor disabled



Az.085: to implement protected and accessible pedestrian paths (esp. old towns & places of interest)



Az.013: to implement bicycle facilities at interchange nodes with TPL, at least the ones of hierarchy A and B



Az.020: to implement auxiliary services for cycling (bike stalls, bike hotels, repair stations, etc.)



Specific strategies: wayfinding & road signs

S.24: To improve addressing road signs systems to enhance the area's natural and cultural heritage

Characteristics:

- **Widespread** and standardised
- **Intelligible** to all
- **Smart**

To guide tourists and city users in route planning in a simple, clear, effective and accessible way (e.g. tactile urbanism)



Specific strategies: wayfinding & road signs

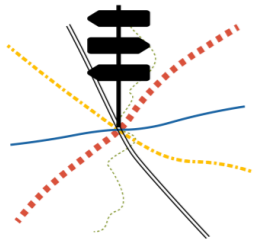
Actions associated with the strategy S.24:



Azione 086: Wayfinding implementation towards areas of high cultural and naturalistic value in the metropolitan area

Clear, accessible and recognizable information, especially at mobility nodes, about:

- places of interest and attractions
- distances and route times



Azione 087: implementation of a dedicated road sign system for the development of bicycle tourism

Study and analysis of all naturalistic and cultural cycle routes to harmonise and promote them with dedicated road signs

The Biciplan guidelines for urban design

When urban design meets slow tourism:



Figura 3.54 BiciGrill del Parco Naturale Sangone a Rivalta (TO)



Figura 3.55 Bike Break, Cadino (TN)



The Biciplan guidelines for urban design

When urban design meets slow tourism:



The pathway become itself a touristic attraction, is it an **art installation** or a particular **experience**, attracting people to experiment and visit that specific path, also guaranteeing a **stable presence** of people and vibrancy on rural lands

The importance of communication practices

A specific strategy of the Biciplan is the communication addressed to tourists, aimed at promoting the metropolitan area and its attractions, suggesting:



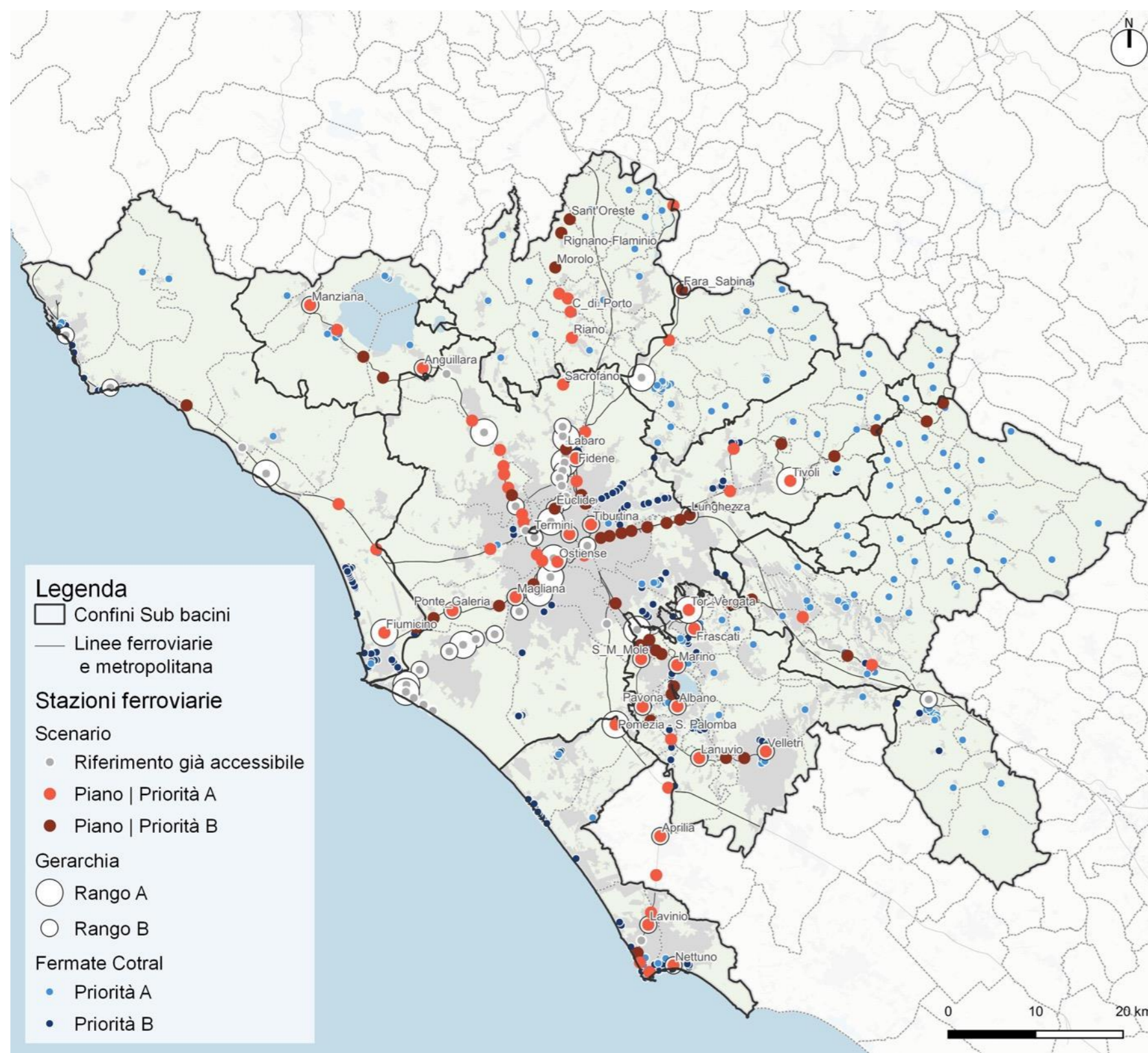
Ways and means to **attract** tourists and **inform** them about the features, attractions, events, and resources available (road signs, digital maps, totems, QR codes, etc.)



Initiatives to enable a **network** among different local players (businesses, services, consortiums, sport organizations) in order to support local tourism and promote **Bikenomics** (local economic growth related to cycling)

Az.076: Organizing local thematic initiatives and events that include the active participation of citizens

Guidelines: urban design for people with disabilities



Sector Plan: Plan for the mobility of people with disabilities

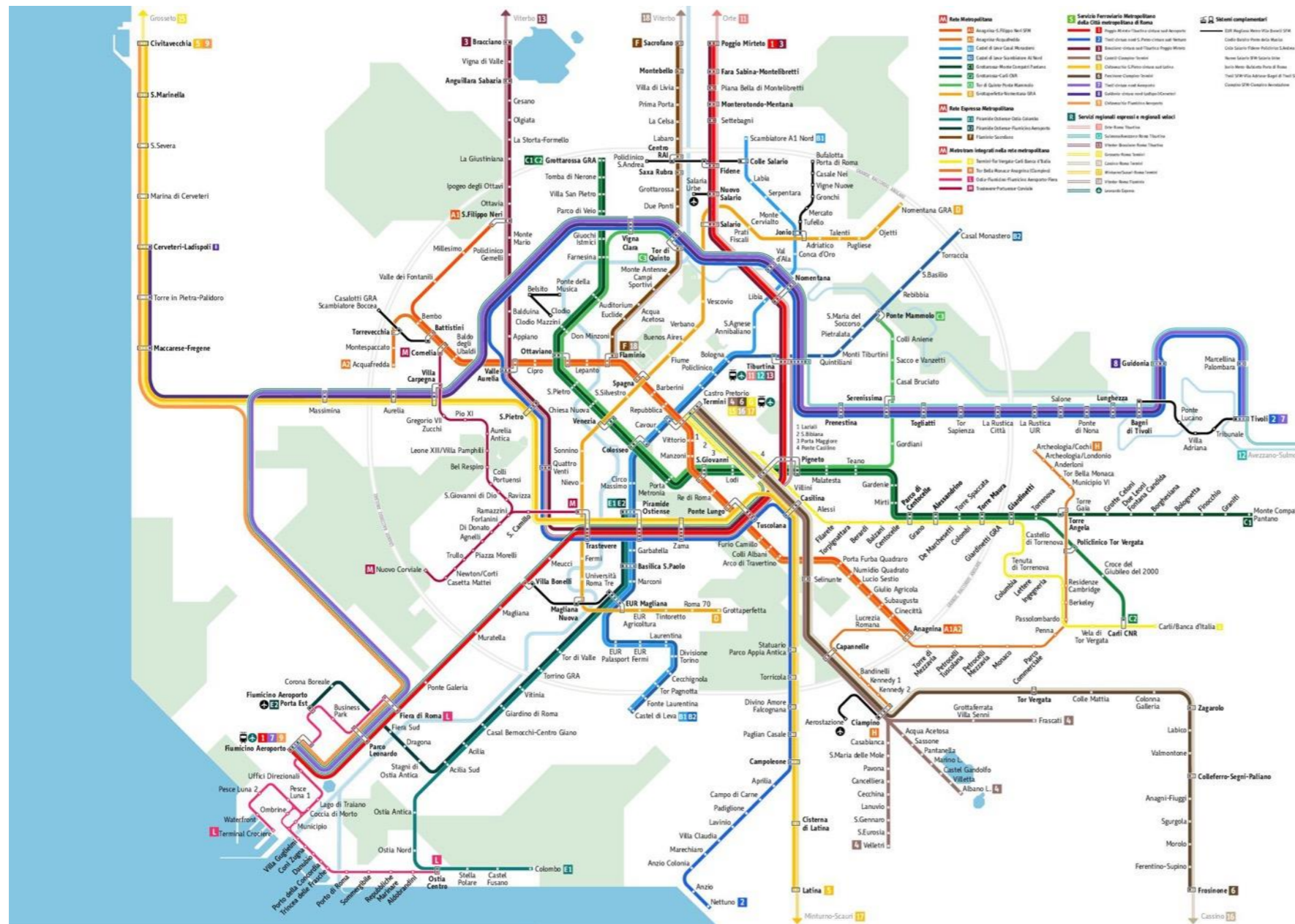
- Guidelines on how to design and improve the user-friendliness of spaces following the principle of **universal accessibility**
- Identify the **nodes** where the guidelines have to be applied (addressed to municipalities, stakeholders, professionals)
- Guidelines on how to draft the PEBA (Plans to remove arch. barriers) for the metropolitan municipalities with a **unique metropolitan standard**

Estimated benefits

As the whole the plan implies investments for **15 billions** (most of which has already been allocated) we estimated that...

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Estimated benefits (1)



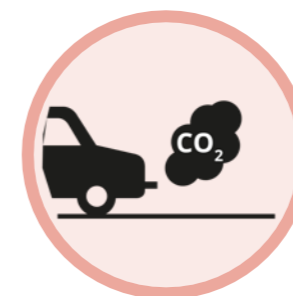
15bln€

Estimated investments



1 bln€/year

Estimated for time savings



-7%

CO2 emissions**



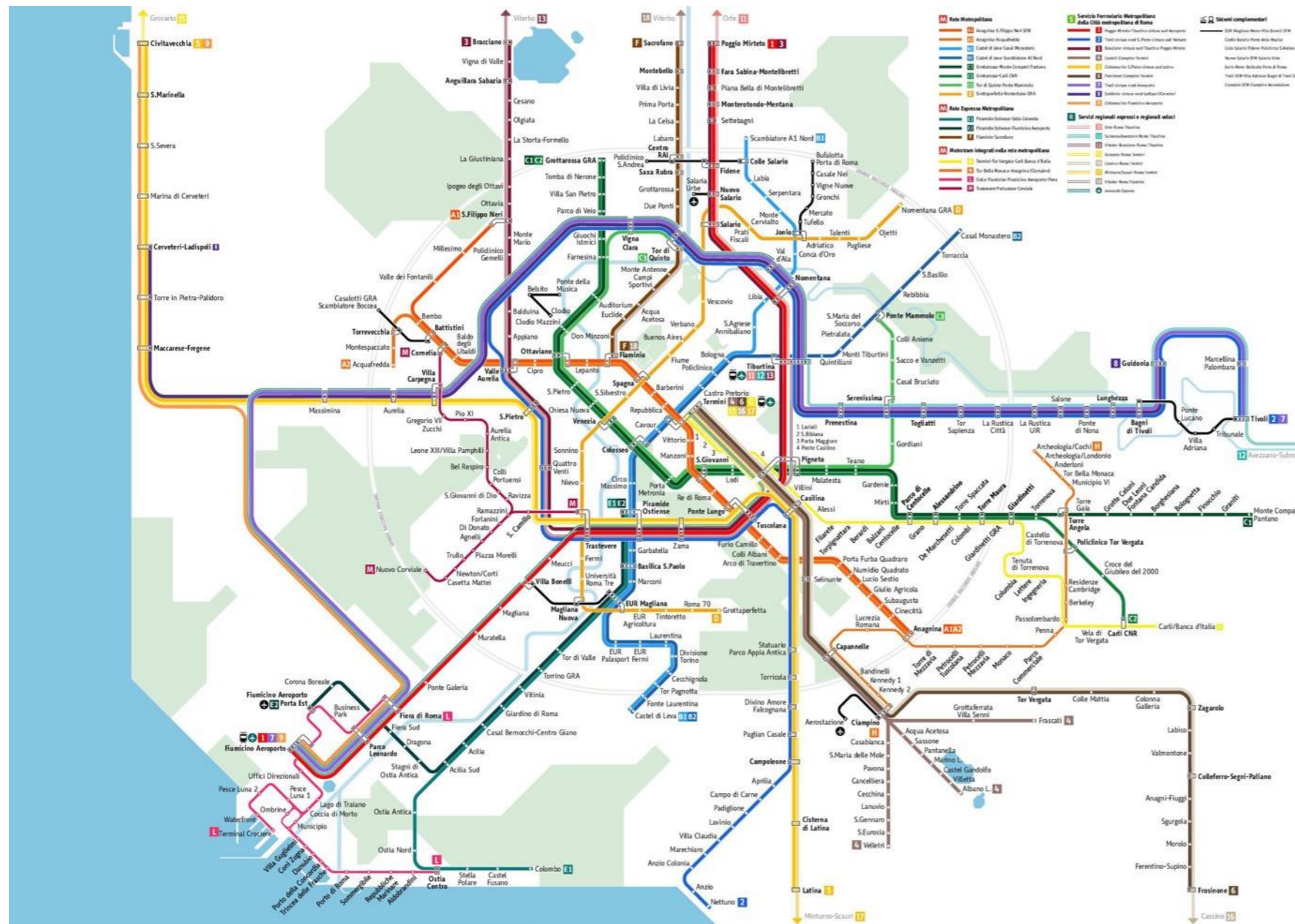
+1,6mln

Daily mileage on PT

* Evaluating time 12€/h

** Not considering the evolution of the fleet over time

Estimated benefits (2)



-575k

Daily trips by car



+300k

Daily trips by PT



+275k

Daily trips on active modes



-27%

In the n° of mode transfers

Thanks!

Do you want to know more?

Visit the official **website** dedicated to the SUMP!

Full documents available at: <https://pums.cittametropolitanaroma.it/>



Vi diamo il benvenuto nel sito del PUMS metropolitano

Il Piano Urbano della Mobilità Sostenibile (PUMS) è un piano strategico volto a migliorare la **mobilità** delle persone e delle merci in un'ottica di sostenibilità ambientale, sociale ed economica. Il PUMS metropolitano, in particolare, adotta una prospettiva di **area vasta**: esso coinvolge infatti tutto il territorio della Città metropolitana di Roma Capitale, mettendo a sistema il capoluogo con i 120 comuni metropolitani, in un'ottica di **sostenibilità diffusa**.

I **documenti** relativi al PUMS e ai Piani di Settore della Città metropolitana sono consultabili nella [sezione dedicata](#).

Vuoi presentare osservazioni ai documenti di Piano? [Clicca qui!](#)

