

CIVITAS DESTINATIONS

Practical guidance to implement sustainable mobility solutions in touristic destinations



THE CIVITAS INITIATIVE
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The CIVITAS DESTINATIONS project is a European project co-financed by the European Union under the Horizon 2020 programme aiming at building up an integrated approach to address mobility and tourism, testing balanced strategies to face the rising challenges of these two growing sectors and to achieve sustainable development and a better quality of life. The project has been developed in six European destinations from six different EU member states: Funchal (Madeira, Portugal), Limassol (Cyprus), Rethymno (Crete, Greece), Elba (Tuscany, Italy), Las Palmas de Gran Canaria (Canary Islands, Spain) and Valletta (Malta).

A set of innovative actions and sustainable mobility measures are implemented in the six destinations with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation with all major stakeholders. These solutions aim to improve urban accessibility, the cost effectiveness and the integration of transport services, to increase the attractiveness of sustainable mobility modes and to reduce emissions and energy consumption.

Collaboration with the tourism sector

As part of their activities, the project partners have developed close relations with tourism stakeholders on their territories to implement the measures. At project level, a collaboration was set up with NECSTouR (the Network of European Regions for Competitive and Sustainable Tourism) and its academic member NIT (research institute for tourism) to complement and create reflections, share knowledge, collect the point of view of some of their members and promote initiatives on how to improve the governance and the integration of sustainable and smart mobility measures in tourism. The main objective was to better understand how the two sectors – transport and tourism – can work better together in order to transfer practical recommendations to other EU cities sharing similar challenges.

Using their expertise on the subject, the Limassol Tourism Board and the Conference of Peripheral Maritime Regions (CPMR) have formulated below a practical guidance targeting transport and tourism authorities and stakeholders aiming to improve tourism governance, customer journey (including product development) and reduce CO2 emissions through smart and sustainable mobility.

1. Cooperate: Bring the tourism and mobility sectors to work closely together

- Ensure that stakeholders of both - tourism and transport – sectors meet and are commonly involved in building a strategic vision for the destination.
- A smooth collaboration between stakeholders should be set up as a “win-win relation”: mobility policies, plans and systems can serve the tourism sector development as better/cleaner mobility and add value to a visitor’s experience.

2. Enrich the tourism product: Promote mobility solutions as a benefit for enhancing the tourist product

- Sustainable mobility improves the attractiveness of the destination, reduces noise and air pollution and improves safety. It provides a competitive advantage for a city or region. Destinations should promote these services to their travellers to enhance their holiday experience and use these sustainable measures to position and brand their destination

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- Raise awareness of the tourism stakeholders to adopt sustainable mobility by presenting the added value it brings to the sector, decreasing transportation costs, ensuring a healthier and more comfortable way for tourists to move around. sustainable mobility can improve the tourist offer/product and open niche markets - i.e. travellers looking for “climate-friendly solutions” will keep increasing in the coming years.

3. **Generate experiences:** Design tourist experiences combining sustainable mobility modes i.e. cycling/pilgrimage, walking/architecture

- Use existing products, such as religious monuments, sites of architectural interest etc. and combine them with walking or cycling. Encourage professionals to organise and promote guided tours for these new products.
- Provide mobile applications and other electronic material to enable tourists to easily find information and follow these routes independently.

4. **Create an information hub:** Provide (web) electronic and print information about sustainable mobility options (before and during the journey)

- Simple and readily available information can influence the decision of the tourist to select green destinations with more sustainable mobility solutions.
- Provide necessary information and tools to assist the travel planning process with the use of sustainable mobility modes.
- Use technologies to support the public transport system and improve the number of users - i.e. arrival bus info at stops/app, journey planner, service info, mobile payment, integrated ticketing, virtual ticketing selling points, multi modal app with information of main services not only transport, etc. Look for best practices in other CIVITAS cities.
- International booking including local mobility may be a future trend to anticipate.

5. **Upgrade rural public transport services:** Encourage public transport operators to improve and promote their rural services to the tourist market: upgrade the experience and provide optional journeys

- Improve the options for the tourist to use public transport in rural areas
- Provide itineraries for rural destinations with timetables answering tourist needs and multimodal options, including bike racks or bike trailers on rural buses that travel to areas suitable for cycling.

6. **Involve Tourism stakeholders:** Train hotel front office staff and other hospitality professionals to provide primarily sustainable travel solutions to their guests

- Organise training sessions for the hotel front office staff as well as other hospitality professionals.
- Encourage procedures to be put in place by the hotel management to provide – primarily - sustainable travel solutions to hotel staff and guests (bikes rental, travel cards, apps) while answering their needs and queries.

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7. Combine transport modes: Create synergies between sustainable mobility modes i.e. on PT card offer discount for bike sharing, on bike sharing card offer discount for electric car rental

- Point out to the relevant stakeholders that there is an opportunity for cross-selling between sustainable mobility modes, that do not compete with one another.
- Encourage tourist professionals to promote such incentives to their customers (especially hotel guests).

8. Gather, Share and Use Data: Collect and share data between tourism and transport operators.

- Information is essential to plan and know the profiles of tourists, their mobility trends and travel behaviour.
- Collect information in order to provide tailor-made solutions and services which satisfy customer needs.
- Monitor and promote behavioural changes based on the data collected.

9. Develop Sustainable Mobility Inclusive Strategic Planning: Include the upgrading of sustainable mobility modes and infrastructures in the destination strategic planning

- Invest in safe walking and cycling infrastructures with an on-going upgrading plan.
- Include tourism activities in the mobility vision and strategic planning
- Integrate tourism in the Sustainable Urban Mobility Plan (SUMP), an important coordination effort that must be made early in the process.

10. Recognise good practices: Reward tourism businesses for promoting green solutions, including sustainable mobility solutions

- Design rewarding schemes such as the 'Green Label Award' to provide incentives to tourism professionals to become more involved and become part of a broader "green solutions" network.
- Utilise such recognition/accomplishment schemes that can be used as a publicity and promotional tool for the tourist businesses, especially taking into consideration the trend for greener tourism.

Useful Links

www.civitas.eu

www.civitas.eu/destinations

www.destinationsplatform.eu