

# Sustainable Urban Mobility Plan (SUMP) for residents and tourists: keys elements to consider

Integrated  
tourism and  
mobility  
planning




## IN BRIEF

The CIVITAS DESTINATIONS project implemented a set of mutually reinforcing and integrated innovative mobility solutions in six medium small urban piloting insular areas in order to demonstrate how to address the lack of a seamless mobility offer in tourist destinations. One of the operational goals of the project was to develop a Sustainable Urban Mobility Plan (SUMP) for residents and tourists focusing on the integrated planning process that forms the basis of a successful urban mobility policy.

### For who is this article intended?

 This article highlights the key elements identified by the CIVITAS DESTINATIONS sites in developing Sustainable Urban Mobility Plan (SUMP). It presents some recommendations that could be useful for a high touristic destination's municipalities interested in developing a SUMP.



## The Sustainable Urban Mobility Plan (SUMP)

The Sustainable Urban Mobility Plans (SUMP) foresee cooperation across different policy areas, across different levels of government, and with local residents and other principal stakeholders to define sustainable transport solution with all due consideration for residents and the urban environment. It determines the principles governing the organization of peoples and goods transportation, traffic and parking in the territory.

It allows to plan, through a global, coherent and integrated approach, the organization of a variety of sustainable transport options for the safe, healthy and fluid passage of people and goods considering the whole functional urban area.

## Some keys elements to consider when developing a SUMP for residents and tourists

Local mobility planners in tourist areas are struggling with seasonality in traffic demand but, in many cases, have not included visitors as main target group in their Sustainable Urban Mobility Plans. The dynamics caused by tourism can sometimes lead to negative impacts on the daily life of the residents of tourist destinations. For territories highly affected by and dependent on high tourism inflows, a balance between good accessibility and an attractive natural environment must be found. The Sustainable Mobility Plans developed as part of DESTINATIONS have been conceived to fully take tourism flows, impacts, threats and opportunities into account. Based on its experience, the project wanted to point out two main elements to be considered when developing such a document.

### 1. Identify the modalities and habits of both residents and tourists

Through a mix of desktop investigation (literature research, canvassing own data etc) and qualitative research (interviews with key players and stakeholders in the region), the first recommendation is to **build a comprehensive baseline that will help:**

- **to understand the mobility usages on the territory.**
- **to identify the functional area of the territory and understand the urban interactions at supra-municipal level, if relevant.**
- **to assess how existing solutions are working, identifying the positive and negative aspects impacting them.**
- **to identify the points to be controlled.**

Then, the **analysis of how tourism activity influences this baseline is central to identify:**

- mobility flows generated at main entrance gates and locations of points of interest.

- trends and preferences in tourist mobility usages (Public Transport, chartered buses, rented car...)

It is important to diagnose problems and/or challenges associated with tourism activities and combine them with local challenges for citizens to:

- Better understand the seasonality systems.
- Quantify the problems and set goals that are realistic, achievable, and sustainable.
- Identify the best ways to inform citizens and tourists on mobility options and choices taking into account that most visitors have no knowledge of the local situation upon arrival.

## 2. Benefit from the integrated approach of the SUMP to bring tourism and mobility together

The SUMP is built on a collaborative working process. It brings together key stakeholders to initiate dialogue across institutional and geographic boundaries, regarding the region's common mobility challenges to create common ground and vision. For cities and regions with high touristic activities, tourism stakeholders should not be forgotten.

One of the lessons learned in DESTINATIONS, is the importance to **involve tourism stakeholders early in the SUMP process, to bring the tourism and mobility sectors to work closely together on a strategic vision for the destination.** Co-operation between the local tourism and mobility sectors lead to positive impacts on both the branding of the destination and the use of sustainable transport modes. The measures and solutions envisaged are also more relevant to the target groups. Indeed, 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.

Many destinations aim to market themselves as sustainable destinations but have not yet integrated sustainable mobility in their tourism (promotional) strategies. Destinations should promote these services to travellers to enhance their holiday experience and use these sustainable measures to position and brand themselves.

**The involvement of tourism stakeholders in SUMP development will support the promotion of sustainable mobility solutions.** It is interesting to note that tourist stakeholders have the power to promote and develop information hubs providing (web) electronic and print information about sustainable mobility options. They are also reaching the customer before and during the journey. With the tourism and mobility sectors working together, a better diffusion of the information

regarding alternative sustainable mobility solutions could be made, allowing in some cases to reach the visitors even before their travel begins.

Find more inspiring mobility measures at the following [CIVITAS DESTINATIONS sites](#)

*Luisa Bouzoubaa, CPMR & Willem Buijs, LuxMobility, July 2020*



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