Tourism and sustainable mobility in cities
Lesson learnt and new challenges
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AGENDA

1. Tourism and Mobility:
   - Two rising markets
   - Macro trends
   - Tourism in the Global Development Agenda
   - Tourism value chain
   - Mobility value chain

2. The CIVITAS DESTINATIONS project:
   - Overview
   - Aims:
     - Aim 1: Measures implementations at touristic destinations
     - Aim 2: Understanding tourists’ profile and mobility patterns
   - Lessons Learnt
   - Challenges

3. Future of mobility and tourism
TOURISM AND MOBILITY
Two rising markets

Increase of mobility needs due to…

Rising of Urbanization
By 2050, more than 82% of people in Europe will live in cities, compared to 75% now.

Rising of Tourism
13 million more tourists will visit Europe every year between 2018 and 2030.

More efforts are needed to increase the sustainability of transport at local level because there’s still a high dependence on private car and individual mobility options.

New trends…
- Digital Era → growth of ITC solutions & apps
- Shared mobility options
- Attractive Public Transport options
- Exclusively EV in European urban centers by 2050?
TOURISM AND MOBILITY

Macro trends

WORLD TOURISM INCREASING

Mobility for the “masses”?

INTERNATIONAL ARRIVALS DISTRIBUTION

Peak / Off-peak management is essential
UNWTO KEY macro tourism figures

57% of all international tourist arrivals travelled by plane

4 of 5 tourists travel within their own region

How do we drive tourists to sustainable mobility options at origin?

How do we drive tourists to sustainable mobility options in our cities/regions?

Can tourism be the “clean” engine of local economies in Europe?
130. We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities (…)

131. We encourage the promotion of investment in sustainable tourism….which may include creating small and medium sized enterprises and facilitating access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities (…)

TOURISM AND MOBILITY
Tourism in the Global Development Agenda
TOURISM AND MOBILITY
Tourism value chain

Support Institutions: Ministry of Tourism, Trade, Commerce, Transport, Culture, Interior, Environment etc…
Trade Promotion Organization, Chamber of Commerce; Banks, Licensing, Standards, etc

Supplies – Indirect economic impacts
Goods and services related to promotion
Promotional activities, ICT, banking, insurance
Communication, press & media

Direct economic impacts
Travel organisation and booking
Goods and Services related to promotion
Promotional activities, ICT, banking, insurance
Communication, press & media

Transportation
Accommodation
Food & Beverage
Creative Industries
Tourism assets in destination
Leisure, excursions and tours
Support services

Tourism industries
Supplies, utilities (PPP)
Goods and services supplies
Tourism industries
Policies, Planning

Support services
Trade Companies
Wholesalers and single suppliers
Technology shops/imports
Industrial factories

Cultural assets: archaeology, communities, ethnic, museums, tourism attractions, intangible cultural assets (music, dance, legends, etc.), festivals, etc.
Natural assets: lakes, rivers, reefs and mountains, forests, species of flora & fauna, etc.
Involves Ministries and National institutions for management of all assets

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In origin and in transit on the way to and from the final destination(s)
From origin to destination
In the destination

Internet
Travel Agent
Call centres
Airline Companies
Tour Operators & Wholesaler

Cars, boats, bikes rental
Bus CO, trains, tramways
Taxi Companies
Seas and River Ferry
Informal transportation

Hotels
Apartments
Guesthouses
Youth hostels

Bars & Restaurants
Night clubs
Restaurants
Food markets
Food souvenirs

Handicrafts suppliers, Books, CD's and DVD
Handicrafts and Arts shops
Creative industries, music, dance
Artists, performers etc

Site signals
Equipment and services for wellness
Restoration
Management
Goods and services for guides
Maintenance
Brochures production
Oil Station

Support services
Information centres
Tourist guides organizations
Independent tourist guides
Transports guides and escorts
Wellness and SPAS
Grocery shops/retail outlet
Laundry
Internet cafes
Security and bank services

Construction Material
Energy
Water
Waste
Education
Communications
Public security and health

Construction & Real Estate
Customs Office
Port Authority
Ministry of Transport
Immigration Agency
Cars, bikes, buses, boats
Marketing & Sales
ICT
Consumables
Food factories, producers-rural areas
Manufactures, cottage industries suppliers
Storage & Distribution
Food and drinks suppliers
Handicrafts suppliers, Books, CD's and DVD

Trade Companies
Wholesalers and single suppliers
Technology shops/imports
Industrial factories

Shows
Tourist guides organizations
Independent tourist guides
Transports guides and escorts
Wellness and SPAS
Grocery shops/retail outlet
Laundry
Internet cafes
Security and bank services

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TOURISM AND MOBILITY
Mobility value chain

**Things that move**
- People
- Goods

**Networks**
- Transport
- ICT
- Smart Grid

**Customers**
- People
- Business
- Government

**Vehicles**
- Land
- Sea
- Air

**Service Provider**
- Valued
- Integrated
- Trusted
CIVITAS DESTINATIONS
The project in a nutshell

- Implements a set of mutually reinforcing innovative mobility solutions in six urban / regional laboratory areas.
- Gathers 29 partners from 12 European countries, plus China.
- From 1st September 2016 to 31st August 2020 (48 months).
- Total budget of 19.9 M€ of which 17.8M € of EC Contribution.
CIVITAS DESTINATIONS

Aims

1. ... aims to address the **challenges** of tourism and mobility in touristic destinations ...

   ... by promoting **innovative mobility solutions**

2. ... aims to assess **tourists’ profile** and understand their mobility patterns ...

   ... by collecting **relevant cross-sectional information**, making **surveys** (questionnaires, interviews, etc.) to tourists and key stakeholders
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Aim 1 – Innovative mobility solutions in Rethymno (GR)

MAIN FIGURES

- 40k (Rethymno) / 630k (Crete)
- 1.5 M visitors/year (day tours and cruises)
- No previous SUMP

MEASURE

- Mobility planning
- Improvement public spaces
- Shared mobility services
- Urban freight
- Mobility demand management
- Public transport

Improvement of the walking and cycling infrastructure:

→ Enlargement of the cycling network
→ Reallocation of urban space
→ Integration of the walking and cycling paths with the public transport network.
→ Improvement of the physical accessibility to the main touristic hotspots (beaches, promenade, etc.).
CIVITAS DESTINATIONS
Aim 1 – Innovative mobility solutions in Elba (IT)

MAIN FIGURES

32k (Elba island)
2.8 M visitors/year (63% Italians)

No previous SUMP

MEASURE

Mobility planning  Improvement public spaces  Shared mobility services  Urban freight  Mobility demand management  Public transport

The Elba Sharing project builds up an innovative approach to address mobility and tourism, integrating shared mobility services with local PT:

→ Journey planner & In-app payment
→ Provides services to facilitate multimodal travel
→ Single access point ridesharing services and rental operators
→ Combines PT with all other mobility services.
Green Mobility Hotel Award

→ Raising awareness among tourist operators.

→ Encourage the tourist sector to implement sustainable mobility measures with their guests, the business community, employees and the general public.

→ Stakeholder involvement: meetings, focus groups, co-creation, etc.
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Aim 1 – Innovative mobility solutions in Las Palmas de Gran Canaria (ES)

MAIN FIGURES

New bike sharing scheme
→ 42 new stations / 520 bike racks.
→ 375 smart bikes / 20 e-bikes.
→ Key figures:
  ✓ Almost 24,000 users in one year (45% active users).
  ✓ High acceptance amongst tourists: 27% of the users are tourists.
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Aim 1 – Innovative mobility solutions in Limassol (CY)

MAIN FIGURES

240k (Limassol) / 1.2 M (Cyprus)
4.2 M visitors/year (island)

MEASURE

Mobility planning
Improvement public spaces
Shared mobility services
Urban freight
Mobility demand management
Public transport

New mobility & tourism app

- Real time information.
- Travel planner with all sustainable mobility options (bus stations, bike rental stations, bike sharing stations, EV chargers).
- Provides options for cycling, walking and hiking, including distance, level of difficulty and other useful information.
- Provides information about physical accessibility to main touristic hotspots (beaches, etc.).
**CIVITAS DESTINATIONS**

Aim 1 – Innovative mobility solutions in Funchal (PT)

**MAIN FIGURES**

<table>
<thead>
<tr>
<th>110k (Funchal) / 250k (Madeira)</th>
<th>1.7 M visitors/year (80% foreigners)</th>
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**MEASURE**

- Mobility planning
- Improvement public spaces
- Shared mobility services
- Urban freight
- Mobility demand management
- Public transport

**Mobility planning for tourism related companies**

- PT drivers and staff are receiving foreign language courses.
- Develop a focus group with tourist operators and provide specific training.
- Partnerships with hotels to promote and sell PT products/tickets (kit tourist).
Constant change in the profile of tourists over the years.

Raise of tourism over the past years.

Local authorities and tourism professionals have to meet new demands.

To assess the overall strategy, specially with regards to transport infrastructures and mobility services.
### Example Madeira (PT): Mobility and Tourism surveys

#### Tourists’ profile...

- **68%** Of tourists used the internet to purchase their travel
- **68%** Of tourists used the smartphone/internet during their stay

#### Tourists’ using PT services...

- **17%** Of public transport users think PT buses are old and full
- **11%** Of public transport users have difficulties to understand the PT information
- **85%** Of public transport users don’t know the PT brochures/leaflets
- **93%** Of public transport users don’t know the PT website and mobile app
- **41%** Of public transport users think there’s a lack of information online/at the bus stops (schedules, prices, routes…)
- **52%** Of the frequent tourists who used PT on their last visit to Madeira, did so again
The Public Transport system is currently attractive only for locals.

Communication and information tools (online, brochures, leaflets, etc.) should deliver attractive results: destinations, prices, offers, etc.

The information should reach the tourists at an earlier stage of their journey.

More cooperation with touristic suppliers is needed.

Clearer advantages are necessary: tour suggestions, special fares, combi-tickets.

It is necessary to improve the quality of the information at the bus stops and information provided by the employees.
Sustainable mobility is achievable at touristic destinations through **integrated packages of measures**.

Implement a solution about something that already exists and has been proven successful, other than developing a solution from scratch.

To ensure **key local stakeholders involvement** and **awareness about tourism and mobility challenges**.

It is important to **involve politicians since the beginning**.

**Tourism value chain**: transport and mobility options and touristic options are strictly linked.

**Local measures to address global problems**: same goal in all destinations (tourist satisfaction).
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Challenges

Insufficient Political and Stakeholders Involvement
It is still a barrier for successful implementation of sustainable strategies.

Technological Complexity
Complexity of some measures makes it difficult to find a capable supplier.

Human Resources
Difficulty to find qualified and capable human resources to design and implement the required solutions.

Legal Framework
Inexistence of legal framework and lack of incentives to encourage companies towards more sustainable options.

Social Resistance
To change mobility behavior among residents and tourists is a difficult task.
Brave and long run **sustainable urban mobility plans (SUMPs)** are the only way forward.

Emergent **new mobility businesses**.

**Electro mobility** is around the corner.

**Integrated, innovative and accessible Public Transport.**

Need for a **clear regulation framework** with enforcement.

**Excellence** as a strong driver for the **“hosting culture”**.

More **livable cities / less cars**.

**Common stakeholder strategy** based on results (communication strategy).
Thank you!

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