High Level Training Courses on Sustainable Mobility

MOBILITY & TOURISM NEXUS

International Perspective of the integration of M&T policies

Barcelona, 12th of June 2019
CONTENTS

• Current state of play
• The tools
• Providing a positive transport experience
• Summary and policy considerations
THE CONTEXT

- Europe, the world’s number 1 tourist destination

“Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe”
COM(2010) 352 final
THE CONTEXT

• **Tourism policies** oriented to increase economic benefits, attract profitable visitors and target tourism market share

• **Current urgent problems** of congestion and over-crowding

  Tourism tends to consume very concrete spots of a city in a concrete time.

  **Example:**
  Barcelona – *Sagrada Familia*
THE CONTEXT

• **Most common reaction** is the deconcentrating tourism flows in the outer edge cities, using “*metropolization*” public schemes:
  
  = Institutional process to develop tourism beyond the city limits

• **Some European cities** are developing sustainable urban tourism policies based on:

  ✓ Land use planning
  ✓ Housing protection
  ✓ Retail regulation
  
  ✓ **Mobility strategies**
THE CONTEXT

New governance approaches that integrate urbanism, housing and mobility measures in tourism strategies.

MOBILITY MEASURES

• To manage over-crowding and gentrification:
  - Urban special mobility plans: pedestrianizing and managing the cars and coaches parking.

• To reduce environmental impact:
  - Sectoral mobility plans for tourism in specific areas, sites and times.
THE CONTEXT

Tourism Strategy 2022 Plan – sustainable policies oriented to clean mobility: use of public transportation, bike use, etc.

Strategic agenda for tourism in the Metropolitan region of Amsterdam

Tourism Mobility Plan of Barcelona
TOOLS

• Understanding **visitor mobility**:
  
  ✓ Destination planning and management
  ✓ Infrastructure and transport development
  ✓ Impact management

• **Technological developments**: Real time visitor flow management taking advantage of **Big Data & IoT**

[MoTIV project](#) – Action project in Sagrada Familia
THE CONTEXT

Advantage of taking a long-term approach to developing transport and tourism policy synergies:

• Environmentally-friendly destination positioning

**Challenge:** Encourage visitors to use more eco-friendly transport options when available.

**Example:**
Copenhagen promoting the use of bikes.
Vienna giving incentives to utilise resources efficient transport modes.
PROVIDING A POSITIVE TRANSPORT EXPERIENCE

From a tourism transport planning perspective,

• The aim is to minimise the connections and where necessary make them as efficient as possible.

In reality:

• Adapting infrastructure, operations, fare structures and payment systems,

• Providing the necessary information to deliver a more convenient travel experience.
PROVIDING A POSITIVE TRANSPORT EXPERIENCE

Information provision:

• Tourist need: convenient user information and signage.
  1) Ticketing and payment options
  2) Way-finding travel guidance
  3) Signage in predictable locations

• Effective 2) and 3) encourages the use of resource-efficient modes

Example: Legible London (city-wide pedestrian way-finding system)
Integrated payment systems:

- **Including electronic** such as smart cards and mobile phone apps. **Major benefits:**
  
  - Where, when and how many people is traveling.
  
  - Promote the use of environmentally friendly modes of transport and reduce congestion.
  
  - For tourists: they simplify the visitors’ experience.
PROVIDING A POSITIVE TRANSPORT EXPERIENCE

Accessibility / universal design:

• Transport systems that accommodate diverse abilities and needs.

• With an ageing global population, public transport terminals need to be carefully designed and operated to cater for customers limited mobility.

• Emerging sector according to recent study commissioned by the EC!
SUMMARY AND POLICY CONSIDERATIONS

• Transport and tourism synergies can:
  - Improve visitor mobility to and within destinations
  - Enhance visitor satisfaction
  - Contribute to secure the viability of local transport services

• If not well synchronised, destinations may not be able to accommodate actual or potential visitors numbers and flows.
  
  ➢ Mobility will be restricted, and the quality of visitor experiences decrease.
SUMMARY AND POLICY CONSIDERATIONS

• **Critical evaluation** of the total transport experience, including the travel connections between travel modes, the convenience, confort and attractiveness of transport hubs

• **Solicit feedback** from tourists through existing mechanism to better understand the problems they encounter and potential ways to enhance their experience.
THANK YOU VERY MUCH FOR YOUR ATTENTION

The floor is open 😊

Marta Rojas (mrojas@blinkbcn.com)