Tourism and mobility in the Mediterranean

Sustainable mobility solutions for a greener & respectful experience living in and visiting the Mediterranean

Executive summary

The growth of touristic activity in European destinations has put the focus on tourism mobility as one of the main technical and political issues to be considered. Tourism and mobility cannot be detached from each other, they must be considered as interdependent phenomena. Therefore, there is a claim to match strategies and programmes to pursue an integrated common agenda for sustainability and green development at all political levels. The present document, led by the Urban Transport Community, aims to set the basis for building this common agenda by identifying the main trends, challenges and goals regarding tourism mobility in Euro-Mediterranean regions and urban areas. The brief highlights a broad agenda of political recommendations at the local, regional, state and UE level. Finally, some of the most relevant good practices from the Urban Transports Community are presented.

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The Urban Transports Community

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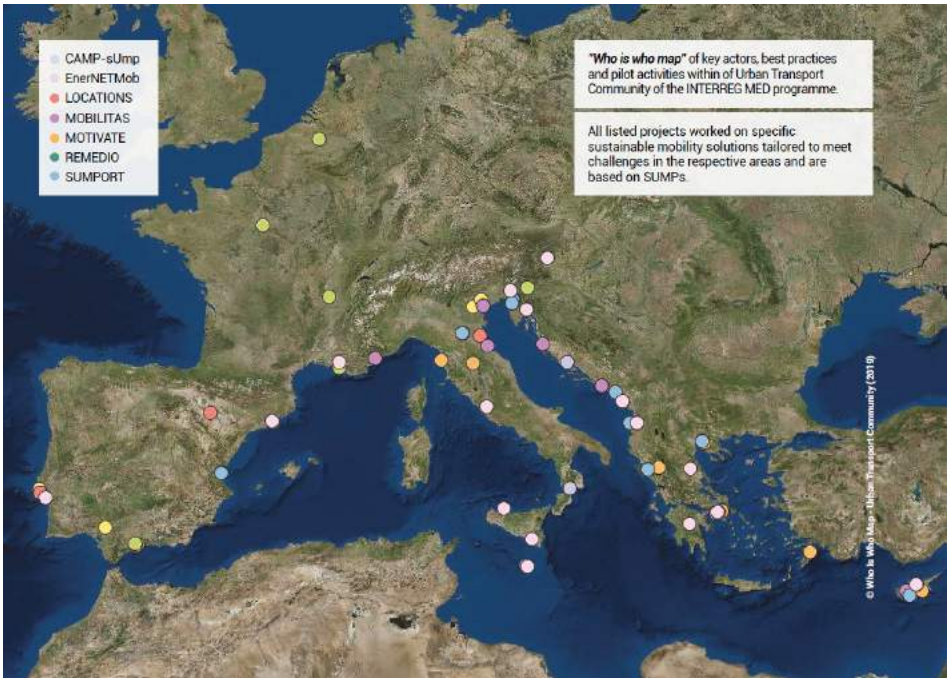

The Urban Transports Community (UTC) is an Interreg MED initiative co-funded by the European Regional Development Fund (ERDF) launched in November 2016 for a three-year period and renewed in October 2019 until December 2022.

It brings together seven territorial cooperation projects and almost 120 organisations active in twelve European-Mediterranean coastal areas.

The Urban Transports Community

The Interreg MED Urban Transports Community (UTC) promotes sustainable urban mobility planning in the Euro-Mediterranean region as an effective tool to reduce carbon emissions and improve the quality of life of the population and the environment.

The UTC is featured by a project led by MedCities (Spain), in partnership with UNIMED Mediterranean Universities Union (Italy), Area Science Park (Italy), CODATU (France), CIVINET CY-EL (Cyprus-Greece), POLIS, Cities and Regions for transport innovation (Belgium), and Durres Municipality (Albania).

The initiative covers a wide range of mobility-related topics such as:

- Data & ICT for smart traffic management
- Soft Mobility
- Shared Mobility
- Mobility Management in Tourist Destinations
- Urban Mobility Planning
- Electromobility

The UTC has developed, tested, and shared good practices covering these topics as solutions for achieving sustainable and zero-emission mobility in the Mediterranean. The prior policy brief issued by the UTC advocated for more reliable, secured and inclusive active mobility infrastructures; the adoption of collaborative and bottom-up design processes to involve citizens and local stakeholders; and the promotion of EU and state-level standards and targeted funds (read the details here). The second policy brief focuses on Tourism Mobility and is built on the analysis of background documentation, in-depth interviews with tourism and mobility experts, a survey directed at the members of the UTC, Sustainable Tourism Community and CIVITAS, and finally, on the good practices arising from UTC modular projects.

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Introducing tourism mobility: towards an integrated agenda

The EU is the most visited tourist destination in the world. The tourism industry represents about 10 % of the EU's gross domestic product and creates up to 26 million jobs through its direct, indirect, and induced impact on the economy. Nonetheless, **the growth of touristic activity in the EU** has generated important challenges for tourist areas among which **tourism mobility has become one of the key technical and political issues to be considered.**

At the EU level, the outbreak of COVID-19 jointly with the European Green Deal agenda enacted by the European Commission has reinforced tourism mobility as one of the key aspects to **enhancing tourism competitiveness, promoting urban sustainable mobility and mitigating climate change.** Moreover, public awareness seems to be supporting this agenda. The Eurobarometer survey from October 2021[1] shows that 82% of **Europeans are willing to change their travel habits for more sustainable practices**, including consuming locally sourced products, reducing waste and water consumption, travelling off-season or to less-visited destinations and choosing transport options based on their ecological impact.

According to UNWTO[2], **transport represents 73% of the total CO2 emissions of overall tourism-related activities – 40% air transport, 30% cars, 3% other transport systems** - , with a critical forecast of doubling total emissions from 2016 to 2030. In this regard, with the aim of **setting a green transition for the tourism industry after COVID-19 crisis**, the recently launched document **"Transition Pathway for Tourism" considers tourism mobility as one of the key factors**. At the European and state levels, the document advocates for setting plans to reduce transport emissions, while improving the appeal of the use of railways at all scales – long, regional, and metropolitan – also for tourist and leisure and professional visitors. At the regional and local level, the goal is to foster sustainable mobility modes for visitors backed up by slow and active mobility infrastructures – biking, pedestrian, and green areas – promoting the shift towards public transport and low-carbon and electric modes by both visitors and residents.

Instead of considering tourism mobility as isolated, external, or alienated from the transport and the mobility agenda, the document makes it very clear: there must be **an integrated approach to consider tourism and visitor mobility as constitutive of the whole system**. And the best instrument to do so are the Sustainable Urban Mobility Plans (SUMPs) in which cities and regions have been working in the last decade promoted by the Directorate-General for Transport and Mobility of the European Commission and fully embedded in the European political action and funding programmes.

Tourism and mobility are fully intertwined and mutually constitutive phenomena in urban destinations. And so, there is a claim to match strategies and programmes to pursue an integrated

The tourism industry represents about 10 % of the EU's gross domestic product and creates up to 26 million jobs through its direct, indirect, and induced impact on the economy.

1 European Commission (2021) Attitudes of Europeans towards tourism
2 World Tourism Organisation and International Transport Forum (2019). Transport-related CO2 Emissions of the Tourism Sector – Modelling Results. UNWTO, Madrid. DOI: https://doi.org/10.18111/9789284416660

common agenda for sustainability and green development at all political levels, in the same line as recommended by UNWTO[3]. Despite the good practices identified throughout the territory and the statements pointed out by the EU, there is still room for improvement.

Why do we need an integrated agenda for tourism & mobility?

/ To **develop a sustainable mobility model for tourists and visitors** in urban areas by fostering respectful, efficient and low-carbon modes of transport.

/ To **foster the competitiveness of Mediterranean destinations** through sustainable products, services, practices, and imaginaries related to mobility.

/ To **tackle the externalities of tourism mobility practices** and effects regarding everyday frictions, seasonality, infrastructure congestion, public health and environmental issues.

/ To **integrate sustainable mobility practices in the value-chain of urban tourism** to promote green business opportunities.

/ To **enhance visitor experience without jeopardising the quality of life of the resident population**.

The following **7 watching points** help frame the debate and the possibilities for the building of an integrated agenda.

/ Combining efficiency and sustainability with leisure and amusement

The nature of tourism is very entangled with the pursuit of leisure and cultural experiences of visitors, the slower rhythm of being on holiday and the very specific geography of tourist areas. This sets unique opportunities to promote green mobility solutions related to the renting or sharing of bikes and other active and low carbon modes, including walking. However, the leisure-led demand and the amusement practices of tourism mobility can end up disrupting the mobility system, making it difficult for sustainable modes to have a role and jeopardising the efficiency of the system for the many.

/ Tourism mobility depends on local infrastructure development

Tourism mobility responds to the possibilities of the mobility and transport infrastructures and services of the region of destination. Logically, regions and cities with a properly developed bike infrastructure are more suitable to foster bike transport for visitors. Therefore, the possibility to develop a sustainable tourism mobility agenda depends mainly on: the regional and local transport infrastructure, including its planning and development; the urban fabric; the location of accommodation facilities and tourism attractions; the general transport modal split; the quality of transport systems; the existing transport regulations and the proximity to an airport or a cruise-ship port, among others.

Tourism and mobility are fully intertwined and mutually constitutive phenomena in urban destinations.

3 World Tourism Organization (2020) UNWTO Recommendations on Urban Tourism, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422012

/ Conditioned by visitors and tourism activities

Tourism mobility also depends on the characteristics of tourism activities promoted and developed at the destination. Tourism mobility's related challenges will differ depending on the visitor profiles – age, origins, motivation -; on the spatial distribution of tourism resources and activities - concentration, lineal distributed, spread, etc. -; on the seasonality and eventfulness of the attractions; on the ratio between overnights and day-trippers, etc. The solution cannot be one-fits-all for all European urban destinations but an adapted agenda depending on what kind of tourism activities and how they perform in place.

/ Need for coupling and understanding

Tourism and transport interests are not often attuned. On the one hand, tourism private interests are mainly focused on the economic benefits of the industry (quantity rather than quality), and public-oriented tourism policies very often have no clear orientation, expertise, competence nor instruments to tackle tourism mobility-related issues. On the other hand, the public mobility sector tends to neglect tourism as part of the demand to be integrated into the transport system. Not integrating seasonality-related challenges and their impact on an area's transport system, for instance, can generate important stresses during the year. The industry behind private mobility for tourists advocates for a split in the management of the mobility offer (coaches, vehicle rentals, etc.), which diminishes the necessary bigger picture of an urban area's mobility system and makes it more difficult to achieve sustainability. There is a need to bridge the gap between both worlds and help to understand and recognise each other as the first step to try to find the proper joint solutions.

/ Digitalisation as an opportunity

The use of mobile devices and digital platforms is affecting every link in the value chain of tourism[4] . Mobility is not an exception. The digitalisation sets up opportunities for innovation to promote more sustainable mobility patterns. It mostly implies the generation and sharing of information from users, and the commercialisation of mobility services both in origin and in destination, which can foster new business opportunities. In this regard, MaaS (Mobility-as-a-Service) platforms have emerged in recent years as an opportunity to induce a much more efficient and sustainable use of the transport system. However, there is yet an effort to be done to engage the supply and the demand of tourism mobility in the use of this service and to standardized processes and protocols in mobility transactions and data exchange.

/ Need for specific tourism mobility data

Mobility and Tourism are two of the most analysed social and economic activities in cities today. Permanent surveys, statistical databases, real-time information and big-data analysis are key to managing both activities although with different aims. However, there is yet a big lack of data to assess the specific impact of tourism mobility in regions and cities. Incipient methods of data analysis

Mobility and Tourism are two of the most analysed social and economic activities in cities today, but there is a lack of data to assess the specific impact of tourism mobility.

4 Niedstadt, M. (2018). Digital tourism in the European Union. European Parliament Briefing https://www.europarl.europa.eu/RegData/etudes/BRIE/2018/628236/EPRS_BRI(2018)628236_EN.pdf

such as Big Data and Machine Learning open new possibilities to be explored since they can cope with the difficulties of analysing disruptive, fast-changing, and seasonal phenomena such as tourism. However, it is worth mentioning the high costs associated to the purchase and deployment of data systems, while there is a need to fulfil with the European directive on General Data Protection Regulation (GDPR).

/ COVID-19 opens a new scenario

COVID-19 may be seen as an opportunity to develop an agenda for sustainable tourism mobility. The pandemic has put the focus on public health, collective care and proximity and open-air experiences. In this sense, **transport modes such as active mobility or walkability may come out strengthened**. On the contrary, COVID-19 could also negatively affect the appeal for the use of collective public and high-capacity discretional transport due to safety conditions in favour of low-capacity private vehicles. The mitigation of the risk must be tackled mainly through national, regional, and local transport policies increasing frequencies and working to assure safe conditions.

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Specific trends and challenges of tourism mobility

Tourist use of general transport and urban facilities

Tourism can affect the mobility system in urban destinations in different ways and intensities. These should be considered in the planning and management process if we want to promote more sustainable scenarios.

Challenges:

/ The spatial concentration of flows in certain areas or around specific spots or attractions. i.e., the overcrowding issues surrounding heritage sites or beaches or the proximity of ports to their referenced cities.

/ Overuse of regular lines or stations of the public transport system that have not been dimensioned properly. i.e., a regular bus line climbing a top-hill attraction.

/ Different temporary use of infrastructure and services. From tourism seasonality to daily or weekly specific patterns. i.e., mobility-related to some events or venue schedules.

/ Disruption due to lack of knowledge of regulations or lack of expertise or tacit knowledge about mobility practices. i.e., e-scooter free-floating parking regulation.

Tourist specific modes and services

There are certain mobility facilities and services that are targeted and used mainly by visitors and tourists, such as the guided-group and coaches, sightseeing buses, active mobility day rental, etc. While some of these services are historically embedded in cities' mobility networks – i.e., coaches –, others have disrupted the urban scene very recently – i.e., day rental of e-scooters.

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Challenges:

/ Road congestion, air and noise pollution by sightseeing buses and discretionary coaches.

/ Parking related issues by discretionary coaches for inner journeys or day-trippers, including also noise and gas emissions.

/ Friction and congestion of soft-mobility infrastructure and roads by visitor groups and disruptive habits and uses.

Shuttle routes and services

Tourism flows in urban areas are often regular, consistent in time and easily predictable, namely in what concerns the arrivals and departures from high-capacity transport infrastructures (airport and cruise-port terminals) or the visiting of tourism attractions (theme parks, heritage sites, etc.). The connections offered by the public transport system, however, can be poor or undeveloped. Often the trips are covered either by shuttle buses, discretionary coaches, or taxi services.

Challenges:

/ Road congestion and overcrowding effects due to the high volume and intensity of flows of in-transit visitors coming from the cruise-line terminals.

/ Lack of connection between the cruise-line terminal and the public transport system.

/ The risk to develop monopolistic market practices, lowering the trickle-down effect and trimming the value-chain of tourism for business opportunities.

Policy recommendations at local and regional level

1/ Integrate tourism-related practices in the mobility planning and management agenda

WHY

The integration of tourism flows and specificities in mobility planning and management is key to address the impacts and take opportunities to promote an integrated approach to sustainable urban mobility plans and action programmes. This integration must be not just in terms of the characteristics of the subject - resident, visitor, tourist, etc. - but also related to the mobility practices, acknowledging different tourism spatial and temporary patterns and specific modes and characteristics.

HOW

/ **Integrating tourism in the SUMPs overall planning process**

SUMPs must consider tourism-related mobility issues as constitutive practices to be dealt with inherently as part of the overall transport system and mobility agenda of the city or region. This includes: tourist and visitor's use of public transport system, tourism specific modes and services, and tourism shuttles, carrying capacity of any given system, among others. This assumption must be considered in all the phases of the SUMPs: design, data collection, challenges identification, goals and action programmes drafting, public discussion, follow-up process after the approval and evaluation process.

/ **Setting internal coordination workspaces**

Internal and multilevel horizontal coordination of public local-metropolitan administration departments is key. Mobility, security, tourism, economic development, district areas, etc must regularly assess the SUMP measures and achievements in terms of tourism-related mobility issues. They are strategic for the city or territory to foresee and manage specific problems through ad hoc task forces.

/ **Setting participatory instruments**

The need for collaboration is a key aspect of developing an integrated agenda for tourism mobility. To do so, renovated governance instruments are needed to gather all the stakeholders and spokespersons of the tourist private sector, the different departments of the public administration, resident and communities' representatives and advocacy groups for sustainability. The involvement of non-public actors has to do with the participation in the drafting of SUMPs but also in the accountability process of the ongoing policies.

/ **Leading cooperative win-win programs**.

The promotion of joint programmes with other public and private actors would bring tourism and mobility sectors together to develop win-win projects: developing sustainable mobility solutions, supporting business initiatives, and adding value to the visitor's experience. Local and regional administrations could play a central role in setting the framework and facilitating agreements between different public and private stakeholders.

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2/ Collect and share tourism mobility information and data

WHY

There is a need to set a trustable data system to assess flows, practices, and trends to manage mobility. It is as crucial to share this specific data with tourism agents. Tourism mobility requires to unfold different methods and instruments to collect the data: statistics analysis, visitor's surveys, big data analysis, etc. This data is an asset for both general mobility management and planning and tourism business opportunity.

HOW

/ Setting an information data system on tourism mobility

To cope with and analyse tourism mobility, there is a need to set an integrated system collecting data and information from different public and private sources. The knowledge coming from the information and data analysis will be key to support the planning of both mobility and tourism measures; monitor flows to better know the mobility demand and adjust transport services, but also reinforce other services such as security, waste management, street cleaning; forecast and prevent peak and valley-flow activity depending on the season of the year. However, there are clear limits for data collection and analysis that might be acknowledged: the high costs of Big Data overall setting compared to other methodologies; the GDPR limitations on the collection and exploitation of data; or the poor capacity to assess individual and small groups' pattern.

/ Data sharing projects

Data sharing is key to integrating mobility and tourism agendas and for those partnerships, with private and public mobility entities are needed. This can be done namely by:

- Feeding MaaS platforms to integrate all the existing sustainable mobility services to both residents and visitors.
- Developing a digital information hub compiling sustainable mobility options of the destination to be shared among visitors through tourism and general channels.
- Using business intelligence to develop new business products and services aligned with the overall sustainable and responsible agenda for tourism development.

3/ Promote the decarbonisation of tourism mobility

WHY

The tourism industry must assume its responsibility to reducing Greenhouse Gases (GHG) emissions. Considering that land transport – cars, motorcycles, buses, coaches, etc. – represents around 30% of global tourism-related GHG emissions, the **decarbonisation of tourism mobility is a key issue**. It is important to implement the changes hand in hand with the tourism industry to multiply the positive effects of a more liveable urban environment: reducing noise, improving air, humanising public spaces, reducing traffic congestion, etc.

The knowledge coming from the information and data analysis will be key to support the planning of both mobility and tourism measures.

HOW

/ Prioritising walkability

Promote walkability by improving pedestrian areas and labelling routes with tactical approaches through practices of labelling, gamification, and specific storytelling. Walkability is not just one of the best ways to reduce carbon emissions but also the best way of multiplying and diversifying the value-chain of tourism and benefits many other actors due to urban capillarity. Walking is the main mobility mode in most if not all European cities and towns. Therefore, promoting walkability is working for the majority of the population.

/ Developing active mobility infrastructure and services

The promotion of bicycles and active mobility solutions for visitors must be integrated as a coherent strategy in the SUMP. From the infrastructure (gridded bike lanes, safe parking, labelling system, etc are crucial to promoting its use) to regulation. It is key to be aware of the externalities of tourism activities and the regulations affecting them (group trips limitations, bike, e-cycles, or e-scooter riding in pedestrian areas, soft- mobility sharing regulation, free-floating services use and parking, etc.).

/ Promoting low-emission tourism-related vehicles

The promotion of low-emission tourism vehicles may be a part of the overall solution, especially the replacement of the most polluting ones and the electrification of some of them: buses, coaches, car rental fleets and cruises and touring boats. The progressive setting of Low Emissions Zones regulations all over European cities - positive discrimination of low-carbon emission vehicles to access in the city centres – has to prioritise vehicles for tourism and leisure purposes. Discretionary services, shuttle services and sight-seeing buses can lead to the replacement of high-capacity road vehicles inside urban areas.

4/ Foster day-tripping in a sustainable way

WHY

Many urban destinations across the Mediterranean are at the core of a broader regional or national tourism destination. Consequently, day-tripping is a very common practice among tourists and visitors, be it from the hinterlands, region, or metropolitan area to the city-centre (centripetal dynamic) or from the city to other natural and heritage sites outside the city (centrifugal dynamics).

HOW

/ Contingency plan for hosting day-tripping flows by coaches

The access of day-trippers by discretionary coaches may cause a problem of congestion and parking availability, especially in the surrounding areas of the main attractions. Specific regulations to manage coaches, including limiting number of vehicles (numerus clausus), regulating all-day parking, stopping, restrictions areas, etc. must be considered.

/ Enhance public transport for day-tripping

There is the need to consider the specific flows of day-tripping coming from outside the city during peak season. Reinforcing the public transport offer during such peak moments can foster sustainable solutions and avoid the use of private transport systems.

The promotion of bicycles and active mobility solutions for visitors must be integrated as a coherent strategy in the SUMP.

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This is also crucial to be able to provide sufficient comfort to the resident population that shares modes with tourists and visitors.

/ Promote decongestion through transport companies

Decentralisation strategies are broadly set in the tourism agenda to take pressure off the city centre. Transport companies - especially railway or regular bus companies - may be seen as allies to promote combined products and tickets to guarantee a sustainable trip while taking advantage of an already existing way of transportation.

5/ Promote sustainable tourism mobility through marketing and communication

WHY

Communication and marketing are key elements in the tourism value chain. The way a destination is communicated is key to generating interest and attracting visitors. Place branding is not a tool to present a city to the world but to define which is the potential visitor to host. Marketing is also crucial to understanding demand preferences and is a key instrument for designing tourism products and services, addressing the message to specific segments of the market, and adding value to the existing products through advertising, storytelling, endorsement, social media campaigns, etc. There is an opportunity to use all these instruments and tools to turn sustainable mobility into a trending option while giving response to a growing demand for sustainability in urban areas.

HOW

/ Developing new products

Sustainable mobility not only improves the overall well-being of the city as a place to live and to visit but opens the possibility for the creation of new tourism products, services, and experiences such as walking or riding guided tours, active tourism related to healthy and sports practices on the move – riding, running, etc. -, gymkhanas on foot, open-air track games, etc.

/ (De)marketing (non)responsible practices from public organisations

Business-oriented initiatives following the sustainable mobility criteria – labelled or not - must be actively promoted by public-led Destination Marketing Organisations through official websites and official information points. On the contrary, profit-led tourism services and products that are not attuned with the sustainable mobility agenda must be kept away from the official channels of information, communication, and commercialisation.

/ Targeting responsible visitors

Using marketing tools to identify the segment of the demand who is sensitive to sustainable issues and responsible tourism with the aim to turn them into potential users and media prescribers. Communication and social media campaigns are excellent tools to stand for sustainable mobility practices while touring. Fiscal or other type of incentives for good behaviours or practices must also be considered.

/ Make sustainable mobility a visitor experience

With the goal of melting mobility with tourism experiences, there is room for marking sustainable mobility practices as an asset for

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destination branding strategy. Riding bikes as a healthy and fun experience, sharing transport systems with locals or encouraging to discover every corner of the destination on foot, can be turned into a claim for a huge segment of visitors.

/ Rewarding good practices through labelling and public recognition

The public recognition of products and services through labelling programmes – rewarding products for promoting green solutions and their users – has a double aim. On the one hand, it provides incentives to tourism private and public services to joining the "green solutions" network committed to a plan for improvement plan for environmental responsibility and social return. On the other hand, such recognition also allows the services and products to be promoted with a clear target on the visitors that are sensitive to sustainability issues.

/ Providing safety related information

Assuming that many tourists and visitors may be unfamiliar with the urban environment in which they move, including the transport system, it would be very useful to provide specific information regarding safety and regulatory issues to users when moving around the area. This involves the use of car and motorbike – national and local specific regulations, alcohol threshold, etc. – and also bike and e-scooter riding.

Policy recommendations at national and EU level

1/ Coordinate and facilitate a common ground knowledge for an integrate agenda

WHY

Even if tourism and mobility are considered mutual constitutive phenomena, there is a lack of common ground knowledge for building a joint and integrated agenda to tackle shared challenges in the pursuit of a greener future for Mediterranean cities.

HOW

/ Building methodological guidelines for analysis and planning

Although the efforts of the different European and national programmes, there are very few documents dealing with the phenomenon of urban tourism mobility in a comparative and comprehensive way. There is a need to articulate clear methodological guidelines to analyse dynamics and handbooks to develop tourism mobility policies under sustainable criteria, such as the integration of tourism practices in the SUMPs.

/ Funding research projects for case studies and comparative analysis

There is also a lack of information regarding tourism mobility from urban realities all over Europe which would be crucial to accompany and support policy-making at the local and national levels. Future EU funding could support the enhancement of data and knowledge in this field.

/ Data production and integration

There is no systematisation of the very few existing data on tourism mobilities across countries and Europe. The standardisation and collection of statistical data regarding the profile of destinations, tourism flows per target group, usage of facilities and transport modes, etc., would be crucial to set comparative analysis between different urban realities. Here, big data analysis has proved to be very useful in pilot programmes to better understand tourism mobility considering its rapid-changing nature. Although some exploratory projects are being implemented at national level, it would be crucial to move towards a methodological common ground for European comparative analysis.

2/ Multilevel cooperation between different administrations

WHY

There is a need to join efforts across stakeholders and states to promote, plan and fund mutually interesting infrastructures and services, but also to promote a shared agenda for sustainability in the mobility and tourist sectors and align them with the *European Green Deal* agenda.

HOW

/ Promoting interregional infrastructures

European states and institutions must continue fostering low-carbon solutions like lineal infrastructures and mobility services such as

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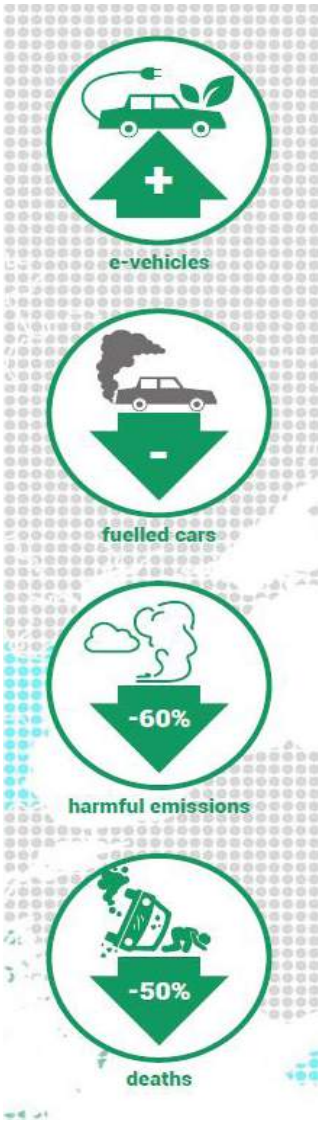

Source: "A Handbook on Sustainable Mobility in the MED Area" by the Mobilitas Project

Eurovelo routes for cycling, the European night-train network or car-sharing initiatives as last option. These are much more sustainable alternatives and must be strongly promoted to reduce the usage of air transport or private cars.

/ Building a regulatory framework for the prioritisation of low-carbon transport systems

Despite the European Climate Law and the transposition at the state level, there are still some important gaps in terms of specific regulations. Although the EU has no competence in tourism policies, there is a clear need for national administrations to align on certain mutually interesting strategies: fuel and vehicles taxations, eco-labelling criteria, standards for developing Low Emission Zones of urban and metropolitan areas, public transport funding and financing, active mobility and bike pooling services, sustainable mobility requirements for big accommodation venues or urban attractions, etc.

/ Sharing best practices network

In order to share practical experiences and knowledge and put in value best practices among European local, state and European public authorities should promote spaces for knowledge exchange and cooperation among territories, regions or cities concerned and affected by tourism mobility issues.

3/ Financial support for boosting the tourism mobility agenda

WHY

There is a clear need to set funding programmes for the design, sharing and implementation of projects for sustainable tourism development and mobility management in the urban areas under the criteria of the European Green Deal. Funding the policies, measures and actions identified in a city's SUMP already approved is a crucial entry point into mobility transformation. There is enough evidence of good practices and cities with advanced integrated planning for boosting concrete and impactful actions across the Mediterranean region.

HOW

/ Funding programmes and actions for developing tourism mobility policies

Drafting SUMPs requires funds to make things done at every process. Data collection, the creation of new sources and the subsequent analysis, setting participatory processes, drafting documents, commissioning reports to experts, etc. needs a proper source of funding besides the possible investment funds for the implementation of the plan.

/ Funding programmes to support investment in infrastructures and new services

Although SUMPs mostly derive from actions concerning the management and regulatory framework of mobility, state and EU funding must investigate the needs regarding infrastructure, such as active mobility infrastructure – walking areas, bike lanes, parking slots, labelling routes, etc. – route labelling, parking lots for coaches, or electric stations, low-emission collective vehicles, etc.

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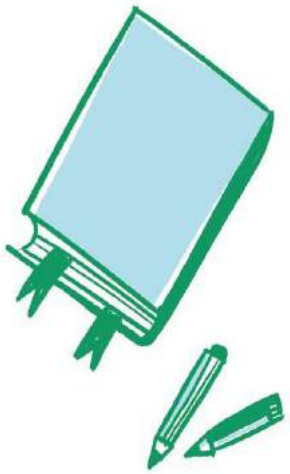

UTC's good practices

In order to elucidate the trends and the challenges on urban tourism mobility, below you can find some of the most relevant good practices from the Urban Transport Community experience.

// Soft and low-emission mobility projects

Misano (Italy): Labelling tourist bike routes

http://medurbantools.com/portfolio_page/bike-lanes-upgrade-in-misano-italy/

Zadar (Croatia): Cycle tourism routes development and digitalisation of the information

http://medurbantools.com/portfolio_page/cycle-tourism-in-zadar-croatia/

Barcelona Metropolitan Area (Spain): Cycling infrastructure and metropolitan connectivity (*Ciclovia*)

http://medurbantools.com/portfolio_page/bike-lane-network-in-barcelona-metropolitan-area/

Rethymno (Greece): Electric mobility solutions for tourists and residents

http://medurbantools.com/portfolio_page/electric-mobility-solutions-for-tourists-and-residents/

Larnaca (Cyprus): the implementation of soft-mobility policies derived from SUMP

https://urban-transports.interreg-med.eu/no-cache/news-events/news/detail/actualites/soft-mobility-mentoring-meet-the-replicator-cyprus-energy-agency-larnaca/

// Tackling and mitigating cruise-ships port shuttle impacts

Ravenna (Italia) and València (Spain): Addressing cruise-port and urban accessibility

http://medurbantools.com/portfolio_page/low-carbon-transport-plans-in-cruise-destinations-ravenna-italy/

// The use of data and information on tourism mobility management

Rimini and Misano (Italy): Big Data system to understand habits, trends and impacts on tourism areas and big events' urban areas

http://medurbantools.com/portfolio_page/big-data-analysis-in-rimini-and-misano/

Larissa (Greece): The use of data in mobility analyses and system's operations.

https://urban-transports.interreg-med.eu/no-cache/news-events/news/detail/actualites/big-data-mentorship-meet-the-replicating-city-larissa/

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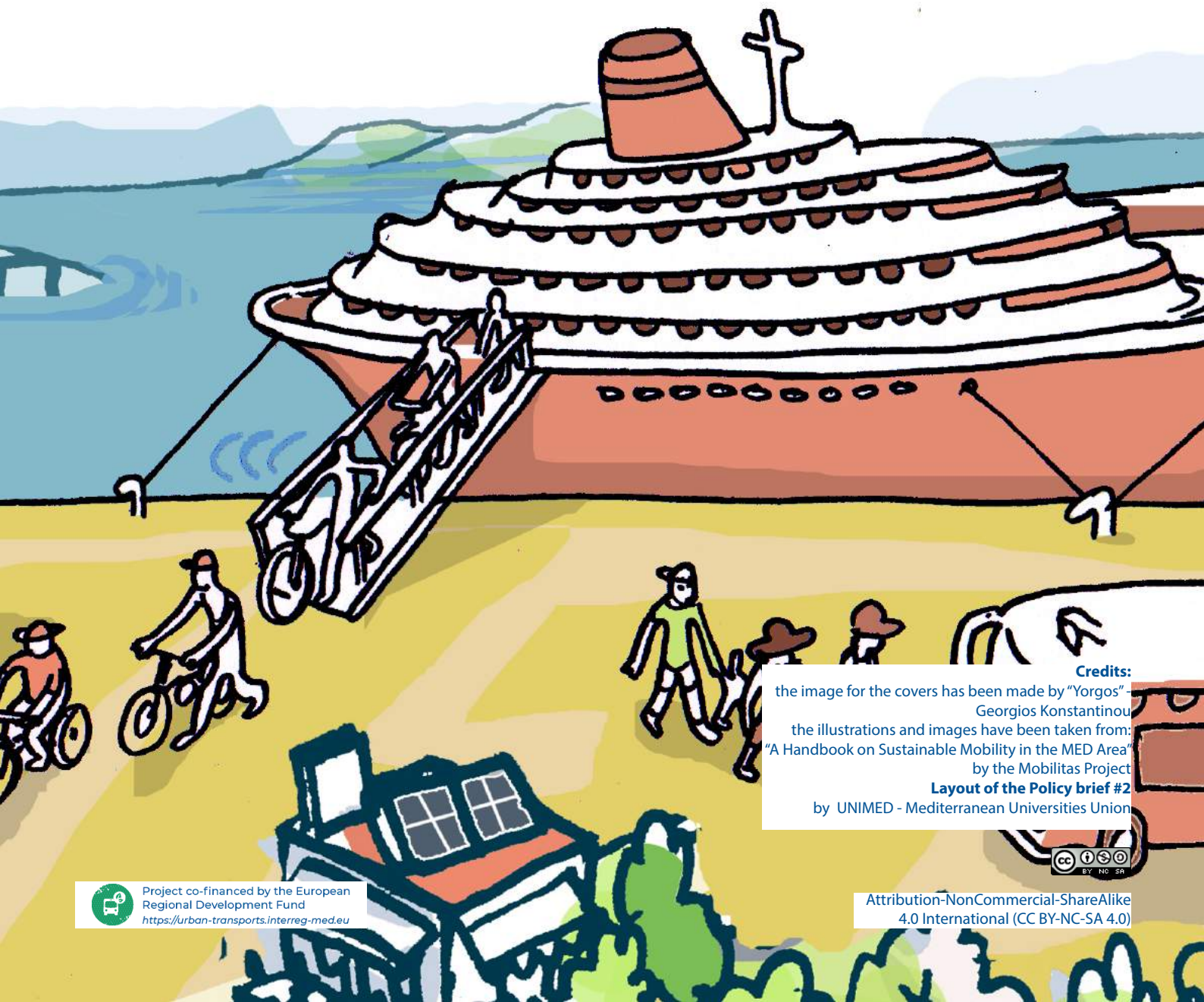

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