



DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Overview of DESTI-SMART project:

background, issues, aims, approach, activities and expected results

Towards SMART Destinations

Manos Vougioukas

DESTI-SMART Coordinator



Sustainable Mobility for Sustainable Tourism

Workshop organized at the request of the Association for European Transport (AET) in Strasbourg, within the annual European Transport Conference for the first time, with speakers from UNWTO, European Commission Tourism Unit, Eurotunnel & destination authorities



Workshop on Tourism and Transport

Thursday 9 October

*FOR FULL AND UP-TO-DATE DETAILS OF THE SEMINARS
AND SPEAKERS AT THE CONFERENCE,
VISIT THE AET WEB-SITE: www.aetransport.co.uk*



Organized on behalf of the Association for European Transport
by PTC Council and Research Institute

Sustainability of Tourism and Transport implications – by UNWTO



- **Congestion in motorways**
- **Access congestion in small historic towns and WHS**
- **Parking congestion in small historic towns and WHS**
- **Congestion at airports**



Planning Tourism and Transport together

- ***Seasonality***
- ***Incentives***
- ***Railway Travel***
- ***Awareness***
- ***Ecolabels***
- ***Indicators***

Tourism Traffic Congestion

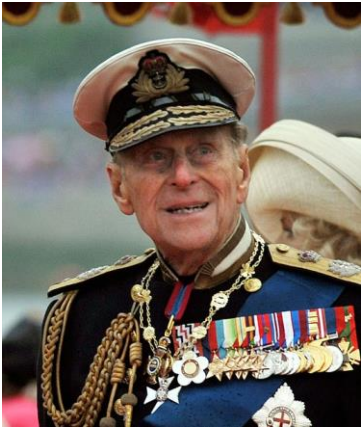


Tourist & Mobility Congestion



Other Tourism Congestion





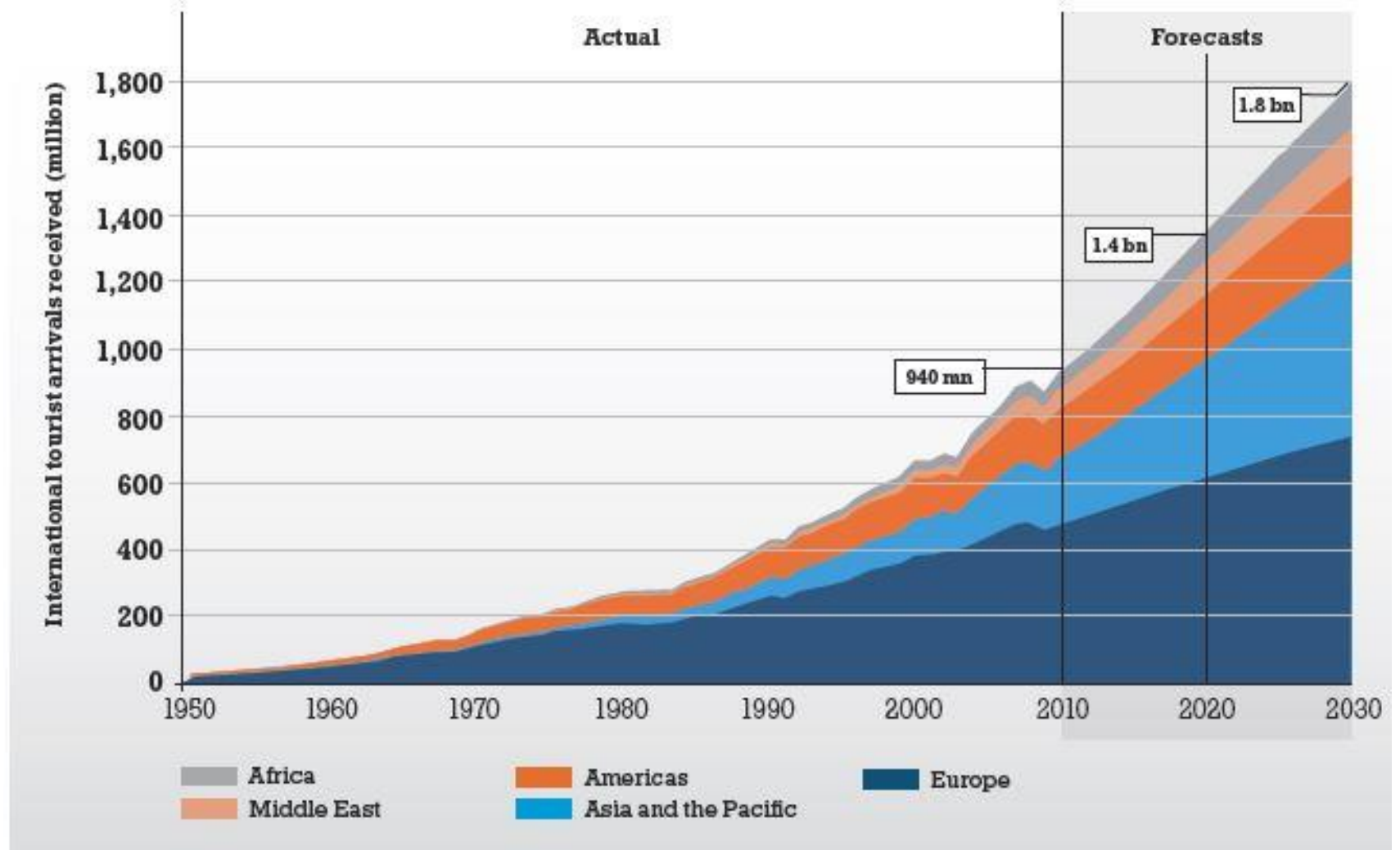
**IF WE COULD JUST
STOP THE TOURISM,
WE COULD STOP
THE CONGESTION**



PRINCE PHILIP



UNWTO TOURISM TOWARDS 2030: ACTUAL TREND AND FORECAST 1950-2030

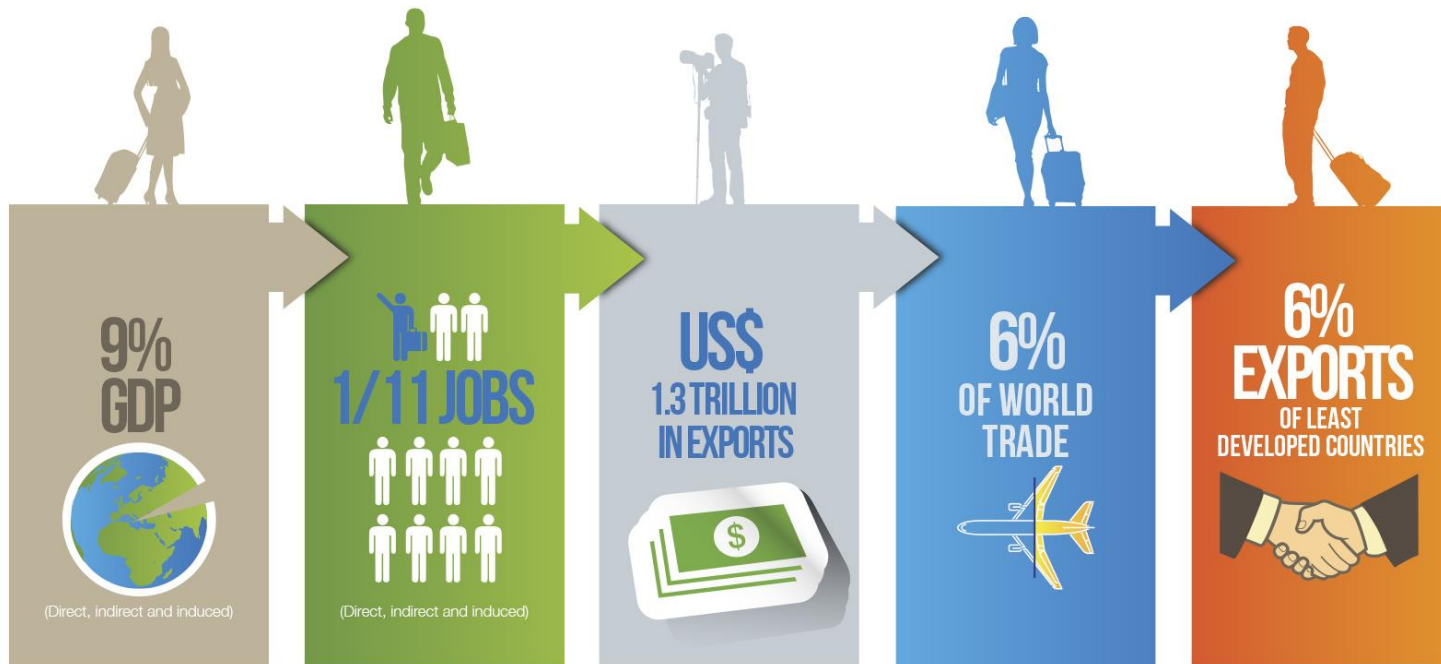


Source: World Tourism Organization (2013)



TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

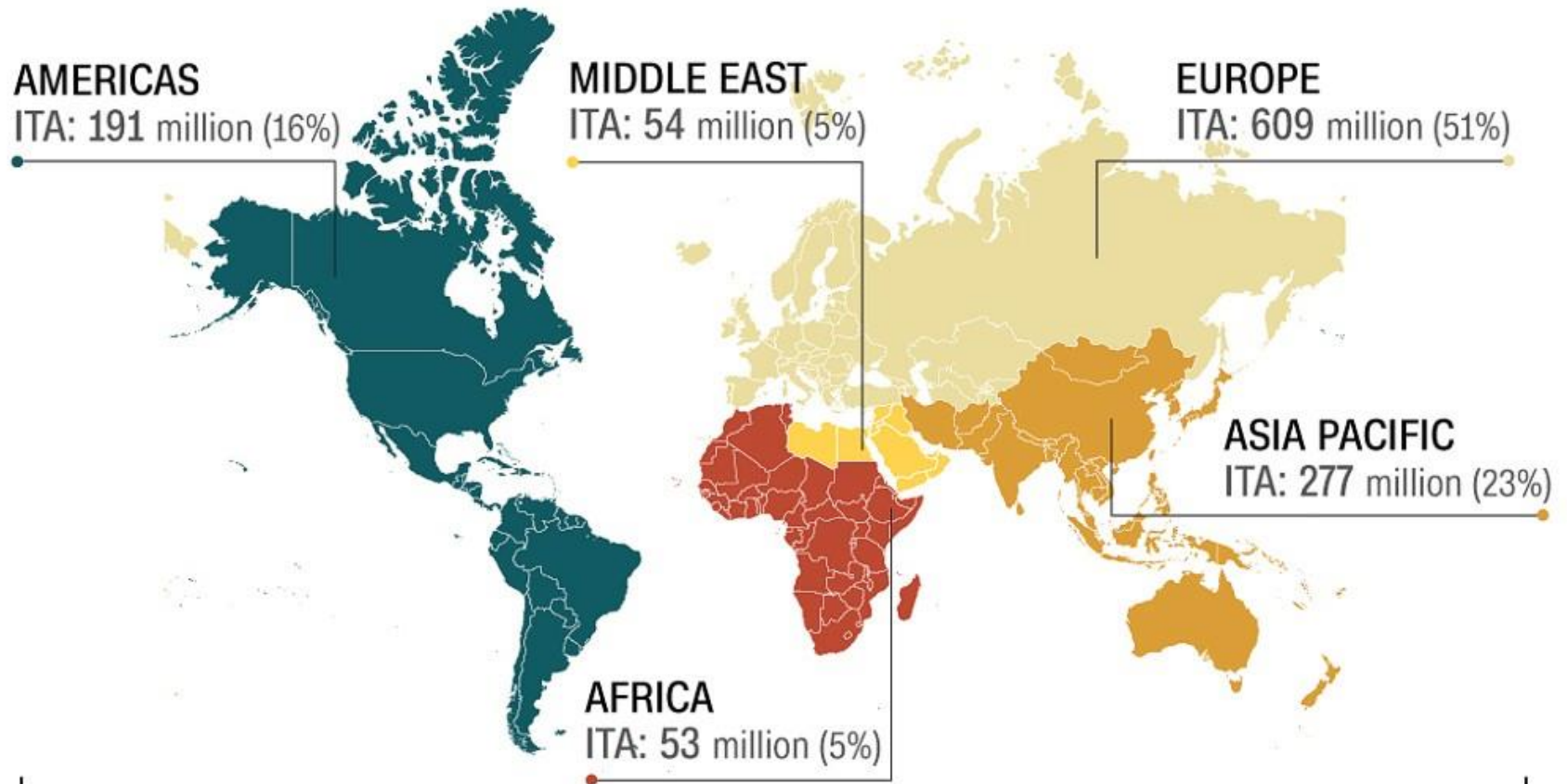
In 2012, a record one billion tourists crossed international borders in a single year. Another five to six billion are estimated to travel in their own countries every year.



©UNWTO 2012

WHY TOURISM MATTERS

2015 International Tourist Arrivals



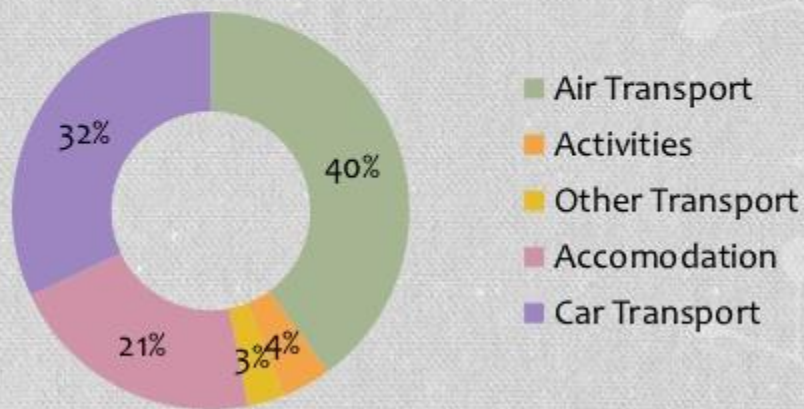
SOURCE: UNWTO World Tourism Barometer

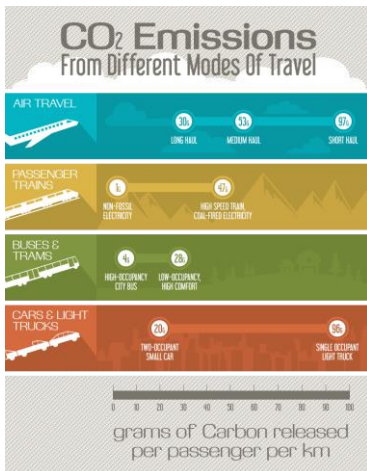
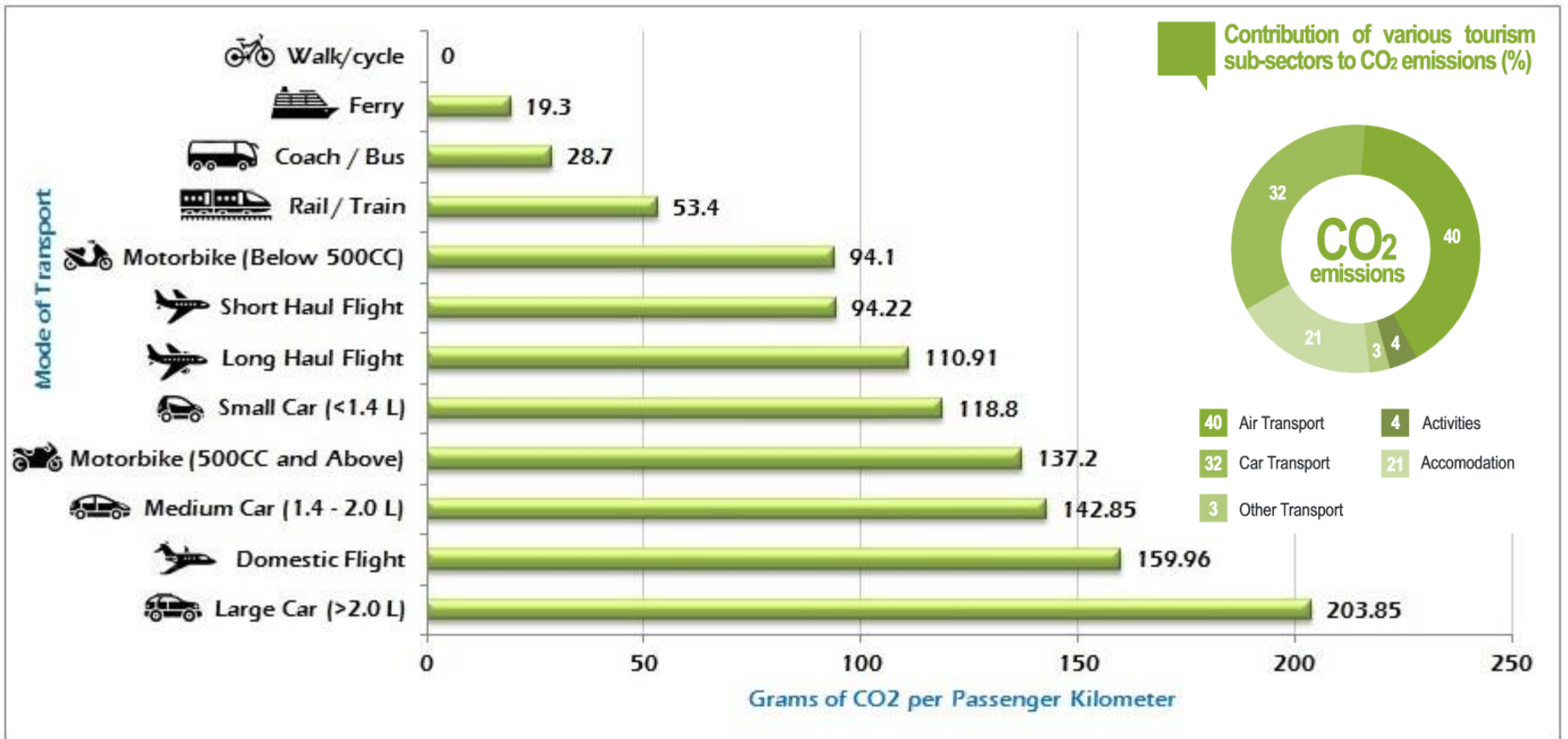
WORLD: 1,184 MILLION

Climate Change Challenges

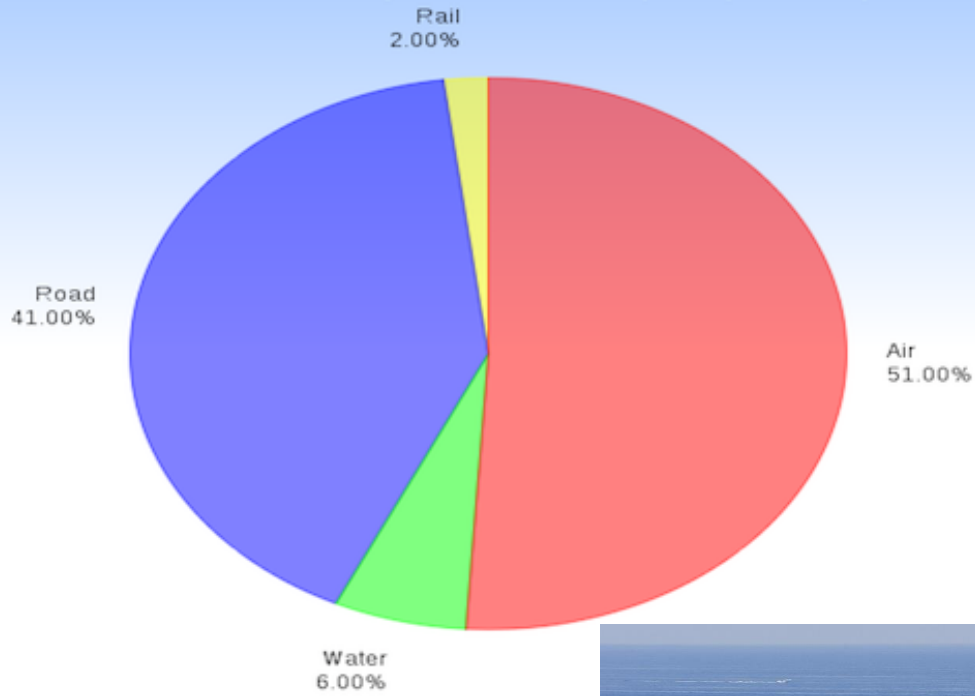
- Tourism accounts 5% of Global CO₂ emission. (UNWTO/ UNEP Climate Change and Tourism, 2008)

CO₂ Emmission





Inbound Tourism by Mode of Transport (UNWTO)



Existing High Speed Rail in Europe



With a high-speed rail service, **tourists would visit more cities** on their trip than they'd originally planned

YES

NO



80%

20%



Sustainable & Responsible Tourism: Public Transport 1 of 5 targets by UN World Tourism Organisation

REMEMBER

尊敬 RESPECT
LOCAL
CULTURE

BUY
LOCAL 

SAVE
ENERGY 



USE
PUBLIC
TRANSPORT



PROTECT
HERITAGE

Soft Mobility in the Alps



Alpine pearls
Holidays in Eco-Motion

Softly Mobile Travel
around the Most Beautiful Alpine Regions.

Read our brochure ▶





European Union
European Regional Development Fund

Engaging
Culture
and
Heritage
for
Sustainable
Tourism
Development



Good Practice Guide

CYCLING FOR TOURISTS

Veneto by Bicycle



June, 2014



supported by UNWTO

5 November 2014 • London

OFFICIAL SUPPORTER

European Tourism Manifesto



TourismManifesto FOR GROWTH & JOBS

TRANSPORT CONNECTIVITY

- Promote consumer oriented public-private platform(s) for multi-modal mobility (through improved cooperation among DGs and service providers).
- Improve tourism and transport infrastructure, including in remote, mountain, insular and coastal areas.
- Develop a European strategy to increase connectivity of all transport modes in a sustainable way, including adapting infrastructure and information to cope with the mobility needs of all travellers.
- Improve the quality and coordination of dedicated passenger transport corridors (e.g. railway, roads, cycle routes, etc.) through EU-funding.
- Promote fair and equal access to relevant data by travel and transport operators to facilitate digital multimodal practices.
- Encourage better accessibility and in-destination facilities near tourist attractions to facilitate access and minimize disruption, as well as to eliminate language barriers.
- Promote liberal aviation agreements at EU level opening up market access with the EU's major trading partners, address the looming airport capacity crunch and achieve the Single European Sky in order to reduce travel distances, times, costs and CO2 emissions.
- Ensure sufficient and predictable rail infrastructure funding to increase the attractiveness and quality of rail services, as a catalyst to unleash the potential of tourism development in line with EU's modal shift targets towards rail.

Delivering Efficient Sustainable Tourism Innovations

smart solutions are needed



for **SMART** Destinations with:

**Sustainable
Mobility**



**Accessibility
&
Responsible
Travel**



- Associated Programme Countries
- Managing Authority
- Région Nord – Pas de Calais
- Joint Technical Secretariat

- Guyane (F)
- Réunion (F)
- Martinique (F)
- Guadeloupe (F)
- Açores (P)
- Madeira (P)
- Funchal (P)
- Canarias (E)



DESTI-SMART Network:

15 Destinations in 10 EU Member States
9 in Interreg Europe project



1st UNWTO World Conference on Smart Destinations

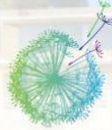
Murcia 15 - 17 February 2017



GOBIERNO
DE ESPAÑA

MINISTERIO
DE ENERGÍA, TURISMO
Y AGENDA DIGITAL

SECRETARÍA DE ESTADO
DE TURISMO



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO

Región de Murcia



CARAVACA
2017
Año Jubilar

- "The new digital traveller "
- "Digital accessibility"
- "The challenge of multimodality"

- Sustainable Mobility
- Intermodality
- Low-carbon public transport systems
- Demand Responsive Transit DRT / FTS / PRT
- ElectroMobility
- Responsible Travel
- Mobility as a Service (ITC)



1st UNWTO World Conference on Smart Destinations

Murcia 15 - 17 February 2017

OUTCOME DOCUMENT



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Región de Murcia



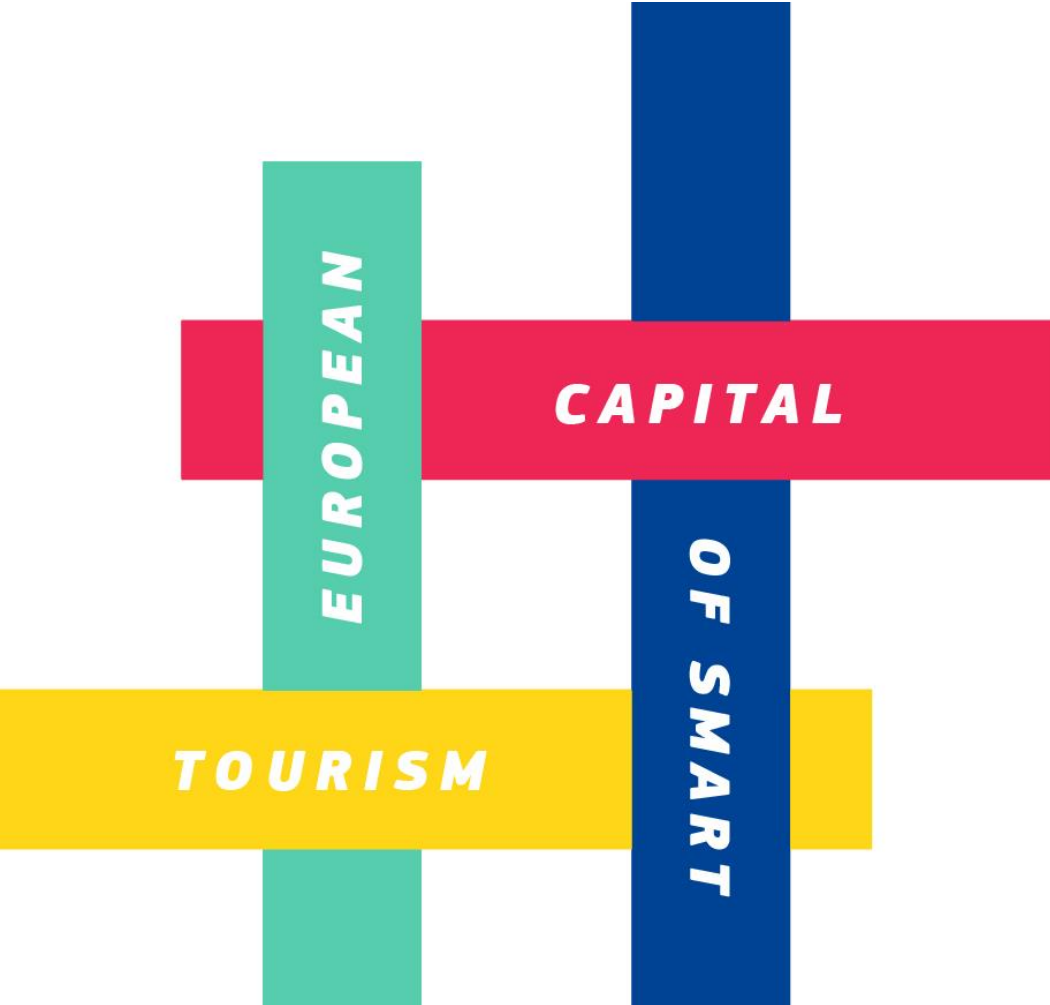
CARAVACA
2017
Año Jubilar

Smart solutions enable destinations and companies to better respond to changing travel behaviours and needs of the more informed, hyper-connected and multi-channeled tourist by offering more relevant, integrated services (e.g. from door to door) and incorporating fast adaptation processes in individual business models as well as in destinations themselves.

“...smart systems shall be encouraged that serve to improve accessibility for people with different disabilities, ensuring that destinations and travellers’ journeys are barrier-free and accessible for all...”



- The digital transformation within destinations
- Technological solutions for impact monitoring
- Smart destination governance
- The importance of new technologies for sustainable development
- Standardization frameworks, data accessibility and cyber-security
- The role of participatory approaches and open platforms
- Data-driven success stories and best practices in tourism innovation



INITIATIVE OF
THE EUROPEAN UNION



www.SmartTourismCapital.eu

Accessibility (inc. strong transport system)

Sustainability (inc climate change)

Digitalisation (inc. public transport info)

Cultural Heritage & Creativity



A **smart destination** is one with a strategy for technology, innovation, **sustainability**, **accessibility** and **inclusivity** along the entire tourism cycle: before, during and after the trip



Smart destinations can help ensure **maximum accessibility** in sites, products and services, **eliminating barriers to mobility**



Transport technologies, **making air, land and sea transport faster, cheaper, more connected, more environmentally friendly** and more engaging for travellers

OK your destination may be smart but is it **S.M.A.R.T.**?

Sustainable Mobility, Accessibility and Responsible Travel

Delivering **E**fficient **S**ustainable **T**ourism with low-carbon transport **I**nnovations:
Sustainable **M**obility, **A**ccessibility and **R**esponsible **T**ravel

DESTI-SMART
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Overall Objective

- to improve the transport and tourism policies of EU destinations,
- by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development,
- for transition to a low-carbon economy,
- through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking,
- with implementation innovations, policy learning and capacity building

Sub-Objectives

1. To exchange experience on methods and measures for shifting tourism travel demand to low-carbon transport modes, for control and reduction of CO2 emissions, through incentives, awareness raising, travel behaviour change, promotion of Comodality, ElectroMobility, Responsible Travel for access to destinations, Accessibility for all to tourist sites and Sustainable Mobility within destinations.
2. To capitalise, share and build on best practices and proven measures for 'soft mobility' and 'green mobility' in destinations, exploiting the results of previous actions that have proven successful in sustainable tourism mobility and accessibility.
3. To carry out investigation and analyses of innovative low-carbon, sustainable multimodal mobility measures and systems within tourist destinations, by Intermodality improvements for enhanced connectivity and seamless travel between long distance access to destinations and mobility within destinations, inc. electric vehicles, light rail transit, active transport modes of cycling and walking.
4. To facilitate the introduction of policies and measures for accessible tourism in all forms.
5. To improve policy instruments and mainstream into ESIF programmes.
6. To support the investment preparation for introduction of measures and systems for low-carbon sustainable mobility in destinations.
7. To link up with RIS3 in destinations.
8. To disseminate the findings and results through a wider network of destination and transport authorities.

4 Key Priority Them

- A. Low-carbon transport systems introduction, ElectroMobility**
- B. Intermodality facilities for visitors, MaaS**
- C. Accessible Tourism Travel**
- D. Cycling & Walking for Tourists, 'Greenways'**

A. Low-carbon transport systems

- Low-carbon transport systems introduction
- E-Mobility options
- Promoting the use of railways for access to destinations
- Redeployment of disused railways for sustainable tourism development and non-motorised transport
- Novel electric transport systems

B. Intermodality

- Provision of improved Intermodality facilities for visitors
- Multimodal connectivity improvements
- Interchange facilities between long distance travel and local transport systems, including multilingual travel information provision
- Integrated e-ticketing for tourism sites and public transport
- CycloTourism interchanges with public transport
- Awareness raising, promotion of low-carbon modes of travel
- ICT & mobile applications
- Mobility as a Service (MaaS)

C. Accessibility

- Accessible Tourism Travel
- Accessibility for tourists with mobility problems (disabled, elderly, families, etc)

D. Cycling and Walking

- Facilitating Cycling & Walking for Tourists
- Cycling routes provision
- Shared bikes
- Promotion of CycloTourism
- Integration of cycling in urban/regional tourism mobility strategies
- Promoting 'Greenways'

12 Interrelated Activities

1. Review, identification, documentation of key policies and best practices from previous, completed projects for capitalisation
2. Development of linkages and synergies amongst specific clusters, through Interregional Working Groups
3. Stakeholder involvement throughout, by dedicated events at regional/local level in each semester
4. Interregional Thematic Workshops and Study Visits on the 4 priority themes (Low-carbon Transport Systems & ElectroMobility, Intermodality, Accessibility, Cycling & Walking – Webinars
5. Dedicated Study Tour on Intelligent Transport Systems at destinations (synergies with Horizon2020 CIVITAS Destinations project in Madeira)
6. Staff exchange programme
7. Joint Surveys with Common Methodology for travel behaviour research (Institutional/Business, Resident & Visitor/Traveller Surveys)
8. Feasibility Studies for Low-Carbon Mobility Options & Transport Systems
9. Policy Peer Reviews, involving experienced staff & experts
10. Participation in Policy Learning Platform Activities
11. Joint Development of Action Plans for Policy Instrument Improvements
12. Monitoring of Implementation of Action Plans (Phase 2).

Thank you!



[Email: info@desti-smart.net](mailto:info@desti-smart.net)



www.interregeurope.eu/desti-smart

