

FACTSHEET

# Planning for visitors sustainable mobility at tourist destinations

## Synopsis of results

InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions.

### Mobility & Tourism

Tourism and mobility are strictly connected. Traditionally, tourism and transport have been considered separately and mobility has been as a prerequisite rather than an integral part of the tourist activity.

#### Mobility for Citizens Vs Mobility for Tourists

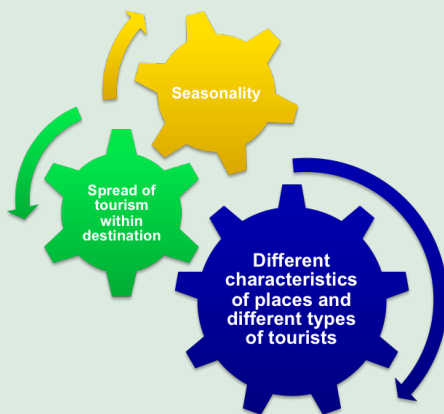
##### Citizens

- Traffic take place in certain times during the day
- Use of more sustainable modes of transport (PT, walking & cycling)
- Better information and awareness of the local transport system

##### Tourists

- Traffic often peaks at particular seasons and times of the week
- Particular mobility needs (e.g. travel between transport terminals, accommodations, restaurants and shops, tourists attractions, etc.) and baggage requirements
- Cross-border connections
- More private car use

Touristic areas face a multitude of challenges related to mobility:



During peak tourist season, the influx of visitors can double the population

### Planning at tourism destinations

Incorporation of planning for visitors at tourism destinations, for sustainable mobility of tourists, particularly at peak demand resorts

Accessibility to destinations by sustainable transport modes

Improved intermodality between access travel to & mobility within destinations

Seamless travel

### Integration of planning for tourists in the SUMP Process

- ❖ SUMP should indicate possible sustainable strategies and measures to reduce the impacts of tourist flows
- ❖ Strategies could be balanced between pull measures (incentives) and push measures (restraints)
- ❖ The integration between tourism development goals and urban planning targets would maximize positive aspects of tourism and minimize the impacts of tourist flows
- ❖ Transportation can be a critical element of the operation of visitor attractions and of supporting activities
- ❖ Appropriate solutions for balancing the traffic needs of different traveller groups during peak tourism seasons



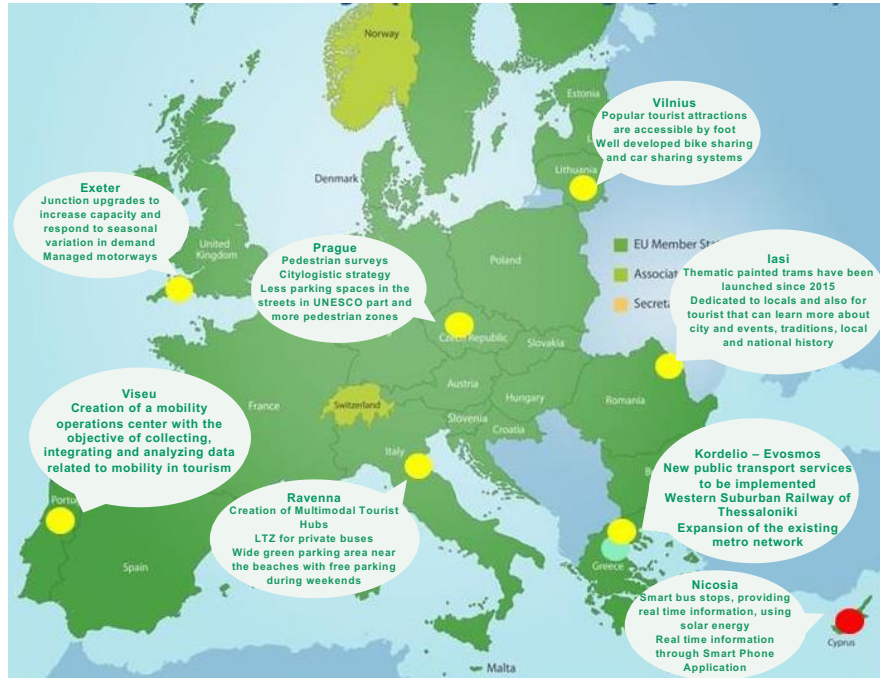
## Existing good practices

The main challenge is to retain and enhance a city that is liveable for local inhabitants whilst maintaining accessibility for tourists. General issues that afflict mobility in cities with high numbers of tourists:

- streets and spaces designed and built before the advent of motor vehicles
- the need for the preservation of monuments and buildings
- high costs for “last-mile” city logistics in congested and/or pedestrianised zones
- transport that caters for tourism rather than commuting

## Conclusions

- A common vision for the region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for citizens and guests
- Climate friendly, low carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services based on renewable energy sources, saving energy and resources, preserving natural and cultural heritage



## Recommendations

- ❖ Transport and tourism authorities must work on a comprehensive understanding of the mobility challenge and on vertically and horizontally integrated solutions
- ❖ Close cooperation between the stakeholders is a prerequisite for the achievement of improved mobility solutions
- ❖ Implementation of mobility management for tourism and leisure is of key importance
- ❖ The transport sector must offer a customer-oriented choice of high quality, healthy and environmentally friendly, energy efficient and carbon neutral means of transport
- ❖ Excellent connections to local and regional transport, enable easy arrivals and departures, guarantee environmentally friendly mobility including for the last/first mile (public transport, flexible traffic systems, shuttle-services, rental of non- or low-polluting conveyances, footpaths, cycle tracks, etc.

## THE PROJECT PARTNERS



### CONTACT:

**MORE ABOUT INNOVASUMP AT:**  
<https://www.interregeurope.eu/innovasump/>

Lead Partner  
Municipality of Nicosia, Cyprus  
Charis Theocharous / Athanasios Kolyvas  
T +35 722797242  
E charis.theocharous@nicosiamunicipality.org.cy

Advisory partner  
Aristotle University of Thessaloniki, Greece  
Prof. Panagiotis Papaioannou  
T +30 2310995775  
E papa@civil.auth.gr