DESTI-SMART
Interreg Europe

European Union
European Regional
Development Fund

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

Thematic Workshop A

Low-carbon transport systems for visitors at tourist destinations

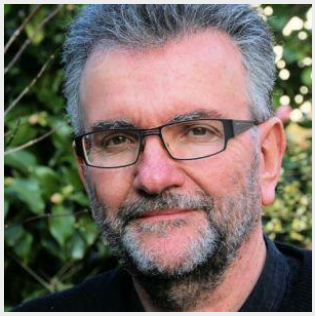
Hastings.gov.uk
Borough Council

APRIL 2019

Revision history			
Version	**Date**	**Modified by**	**Comments**
0.1			Draft
0.2			
…			
…			
1.0			Final

CONTENTS

FOREWARD



Hastings is a fantastic part of the South East coast of England and a wonderful place to live and work. However, Hastings suffers from poor transport links. The Council's aim, within the framework of an integrated sustainable development plan, is to improve safety, accessibility, improve economic competition and growth, health and security, tackle climate change and improve quality of life.

The challenges to be tackled include restricted growth and inward investment, congestion, constrained access to services, poor journey times and journey comfort, poor health and wellbeing.

Hastings Borough Council's vision, through the DESTI-SMART project, is an east/west dedicated public transport link to be developed, improving the connectivity along the 5km long seafront in Hastings, ideally operating all year round, sustainably powered and fully accessible.

We are all certain that the exchange of know-how and learning from each other will meet the main objective of our project DESTI-SMART which is to improve the transport and tourism policies of EU destinations, promoting the transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems and the promotion of cycling & walking.

Cllr Peter Chowney
Leader, Hastings Borough Council

1. Executive summary

The 1st Thematic Workshop of the DESTI-SMART project, titled "Low-carbon transport systems for visitors at tourist destinations", took place on the 27th-28th of March 2019 in the Muriel Matters House, Hastings Borough Council in Hastings, UK. The Thematic Workshop A was organised by PP5 Hastings Borough Council with the contribution of the Management & Coordination Unit (MCU).

The purpose of the Workshop was the participants to exchange experience, present good practices, innovations and their own plans and priorities on low-carbon transport systems for visitors at partners' destinations.

Low-carbon transport systems introduction, investigation, including internalisation and reduction of external costs of transport for tourism and travel with low carbon travel solutions, Electro-Mobility options with inputs from other projects, such as InnovaSUMP (Interreg Europe), DESTINATIONS (Horizon 2020), SEEMORE, ECOTALE (INTERREG IVC) were among the topics that were discussed during the Workshop.

Discussions in four (4) small groups followed on a) implementation of low-carbon sustainable mobility options, b) on joint surveys with common methodology for travel behaviour research, c) on feasibility studies for low-carbon mobility options and transport systems and d) on policy change and potential actions for the Action Plans.

The main conclusion of the workshop was that the demand for and adoption of low-carbon and e-mobility systems will be dramatically increase by 2040. However these low-carbon and e-mobility systems are only one part of the solution to the problem of fossil fuels use and the CO_2 emissions caused by transportation means. Significant effort has to be put to the promotion of cycling & walking and to the behaviour change of people. The low-carbon and e-mobility systems will operate supplementary to an overall sustainable transport model within the tourist destinations and should not become the solution by their own.
In the next Chapter the main points from the presentation are presented. The whole event was video-recorded, so more information can be found in the relevant material.

2. Proceedings of the presentations

Session 1: Opening Session – Setting the Scene
Moderator: Mr Kevin Boorman, Hastings Borough Council, UK

☐ Opening Address by Cllr Peter Chowney, Leader, Hastings Borough Council, UK

Mr. Peter Chowney, Leader of Hastings Borough Council opened the first session welcoming the participants and highlighting the importance of DESTI-SMART project for Hastings. He stated that DESTI-SMART is a project that came to match to an initiative that had already been set up and was related to the project's objectives but needed to be funded. He also highlighted the importance of the project partnership in exchanging experiences and creating synergies in order to achieve common goals.

☐ Address by lead partner MDAT Thessaloniki, Greece

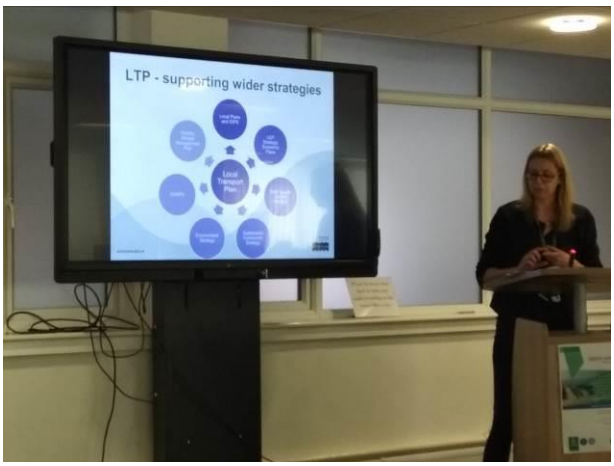
Mr. Chrisostomos Kalogirou, Managing Director of the Major Development Agency of Thessaloniki S.A. (MDAT) thanked PP5 for hosting Workshop A and referred to the common efforts of the partners to develop their Action Plans through the exchange of experience actions, using and transferring their knowledge and experience. We stated the tourism brings opportunities in destinations and at the same time can create problems. Low-carbon solutions can mitigate these problems and lead to sustainable tourism.

☐ Purpose of Thematic Workshop A in the frame of DESTI-SMART project: background, issues, aims, approach, activities and expected results, by Project Coordinator, Manos Vougioukas, Greece

Mr. Manos Vougioukas, DESTI-SMART Project Coordinator presented the purpose of the Thematic Workshop A which is the first out of the four to be implemented within DESTI-SMART. The purpose of the Workshop is the exchange of experience among project partners, review of the State of the Art, examine available solutions and their relative advantages and disadvantages. Mr. Vougioukas highlighted that DESTI-SMART has a strong diverse partnership (2 regional authorities, 2 development Agencies, 2 Tourism Boards, 1

Local Authority, 1 Public Transport Operator, 1 Association, 1 University) that can achieve a lot through the project and its actions in terms of setting local/regional priorities and planning in low-carbon transport terms. He also presented briefly the activities that follow within the current and the next semester and quickly run through the workshop agenda. Finally, he mentioned that "Overtourism" is a topic that UNWTO focuses onto during the last couple of years. UNWTO focuses on visitor and congestion management in order to tackle "overtourism" and improve cities' infrastructure and facilitate visitors and residents' flows. Also focuses on the decrease of negative effects of tourism. Mr Vougioukas suggested to provide UNWTO recommendations and input resulted from DESTI-SMART implementation. He also mentioned that there is a new initiative, the European Capital of Smart Tourism which awards innovation in a) accessibility, b) sustainability (inc. climate change), c) digitalisation (inc public transport) and d) cultural heritage and creativity. Six (6) destinations are awarded each year, two are declared Capitals and four (4) are awarded for each criterion. Thessaloniki, Cagilari, Bremerhaven, Funchal, Palma de Mallorca were suggested to apply for the awards, as DESTI-SMART is dealing with three (3) of the topics.

- ☐ Local Transport Plan 2011-2026, East Sussex County Council, Lisa Simmonds, UK



Ms Lisa Simmonds, representing the East Sussex County Council presented the ESCC Local Transport Plan 2011 – 2026 (15-year plan). The key objectives of the plan is to improve economic competition and growth, improve safety, health and security, tackle climate change, improve accessibility and improve quality of life. The challenges to be tackled include restricted growth and inward investment, congestion, constrained access to jobs, training, education, leisure and services, poor journey times and journey comfort, poor health and wellbeing. Ms Simmonds mentioned that in East Sussex key growth areas are located and also growth in the cultural sector has been observed. These create opportunities for growth and enables East Sussex County to seek funding sources and lobby for High Speed Rail network. East Sussex County Council has developed a Town Centre Strategy for housing and commercial development. The Strategy includes both "Hard" (infrastructure) and "Soft" (behaviour change) measures. She mentioned that a new body has been founded in order to deliver trainspam across the South Eastern region of England, which could fund relevant local initiatives. Also a local cycling and walking infrastructure plan is being promoted, as well as SMART initiatives.

- ☐ State of the Art on low-carbon transport systems and related policies in destinations, by advisory partner Bournmouth University, Derek Robbins, UK

Prof. Derek Robbins, representing the advisory partner Bournemouth University presented the State of the Art on low-carbon transport systems and related policies in destinations. He mentioned that there is still very long way to go in order to reduce emissions from transport means and highlighted that today, emissions are above the 1990s levels. Transport emission in EU represent the 30% of the total emissions. There are three (3) levels of measures adoption in order emissions to be decreased: a) MACRO (big public transport), b) Personal (private car), and c) MICRO (private micro transport). MACRO is refereed to big public transportation such as the Metro Rail that its operation and use lead to reduction of vehicle traffic. He transferred his experience from Thessaloniki, mentioning that upon the Thessaloniki Metro Rail operation, other measures will need to be considered, such as integrated system for electronic ticketing, redesigning of bus network and electrification of big public transport means. He significantly referred to the Waterloo e-buses in London as a good practice. As for private cars he mentioned that currently e-vehicles are of high cost for users and are not for commercial use yet. However, by 2020 there will be a dramatic demand for e-mobility due to its benefits, such as GHG emissions reduction and improvement of air quality which is directly linked to asthma and other fatal diseases related to poor air quality. However, that there are limitations regarding the benefits compared to the cost and the life expectancy of the vehicles. Moreover he mentioned that e-vehicles constitute an urban solution for the reduction of emissions but they will not solve traffic problems in urban areas.

Palma de Mallorca commented on Mr Robbinson's presentation, stating that the environmental impact of this transition to e-mobility should be considered and it is very important to target to behaviour change first for the promotion of cycling and walking as solutions and then consider other solutions such as e-mobility.

Session 2: Experience, good practices, innovations and plans/priorities on low-carbon transport systems for visitors at partner destinations (10 min each)

Moderator: Manos Vougioukas, Project Coordinator, Greece

☐ Metropolitan Development Agency of **Thessaloniki** SA (MDAT SA), Greece

Ms Anthi Tsakiropoulou, Local Project Coordinator of DESTI-SMART project, presented the relevant goals, the objectives and the actions included in the "Resilient Thessaloniki - Strategy for 2030", which is the policy instrument to be improved during the DESTI-SMART project implementation. She referred to MDAT's experience, good practices and actions already performed at the existing situation, such as the expanding of the bike sharing system with electric bicycles and scooters. She presented the actions that MDAT will try to integrated into the Thessaloniki Action Plan towards the direction of turning Thessaloniki into a thriving, sustainable and attractive city with mobility and city systems servicing both residents and tourists, in order to actively improve intermodal transportation, reduce air pollution and tailpipe emissions, reduce congestion and delays, enhance recycling rate, reduce carbon footprint. Ms Tsakiropoulou highlighted, that MDAT targets to diversify Thessaloniki's tourism offering, providing inclusive, accessible tourism and environmentally sustainable tourism, healing also the goal of re-discovering the city's relationship with the sea - Integrated Thermaikos Bay and enhancing the visitor experience, by upgrading and strengthening the urban sea transportation, indicatively via the connection with the Airport and cycling routes, to achieve an efficient connection with the major transport hubs for commuters and visitors and the city center respectively.

☐ **Sardinia** Autonomous Region (SAR), Italy

Partner from Sardinia did not attend the workshop, but will report in writing.

☐ **Bremerhaven** Tourism Marketing and Events Company Ltd (EM), Germany

Mr Stefan Rößler presented the most important facts and figures of the city of Bremerhaven, mainly regarding tourism and transport trends, such as visitor numbers, age structure of tourists and residents, visitor activities, means of transportation used etc.. He highlighted the main connections of the city and the most visited areas in Bremerhaven. Finally, he referred to the plans and visions of the Bremerhaven Tourism Marketing and Events Company Ltd through the implementation of the DESTI-SMART project, which concern the promotion of low-carbon transport.

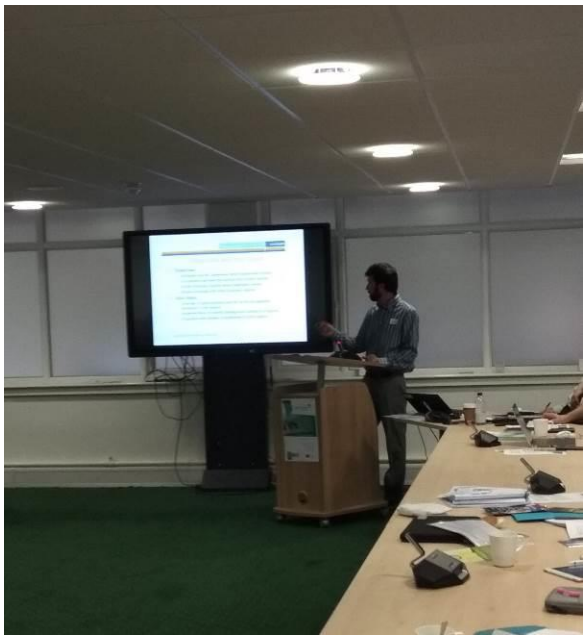
☐ Horarios do **Funchal**, Transportes Publicos, SA (HF), Portugal

Mr Claudio Mantero presented experiences and good practices on low-carbon transport systems in Madeira. He referred to the Electromobility Programme in Madeira (PMEM) which enabled among others the integration of 30% of electric vehicles in the regional government fleet, the expansion of e-charging network and the creation of regional initiatives for e-mobility. He also mentioned the Smart Fossil Free Island initiative, taking place in the Island of Port Santo, which aims to achieve environmental, social and economic sustainability and, at the same time to create a differentiating factor for the quality of life in the island. Mr Mantero also mentioned that under CIVITAS DESTINATIONS project, HF tested 2 electrical vehicles to start a detailed feasibility study on electric bus integration in the actual transport network. This experience was relevant to understand technical limitations, affordability problems, extra costs of maintenance process and customer experience. The main focus of HF is to make Public Transport more tourist friendly, enhance the capacity of public transport staff and finally to raise the tourist flows. They will focus mainly on intermodality, cycling and also on the other key themes of the project as well.

☐ **Hastings** Borough Council (HBC), United Kingdom

Mr Kevin Boorman presented the weaknesses that the city of Hastings faces regarding connectivity along the 5km long seafront. He presented the vision of the HBC to develop and implement an east/west dedicated public transport link running the whole length of the seafront, ideally all year round, sustainably powered and fully accessible. He stated the challenges that have to tackle and he elaborated on how the DESTI-SMART project will help towards this direction.

☐ **Mallorca** Island Council (MIC), Spain



Mr Carles Petit Boqué, public transport specialist and representative of Mallorca Island Council presented the Act of the Climate Change and Energy Transition and its adoption from the parliament of the Balearic Islands setting a long term goal to ban the use of fossil fuels in Mallorca by 2050. He mentioned that in Mallorca, the train lines have been converted from diesel to electric propulsion, leading among others to time saving, CO2 emissions reduction by 60% and noise and vibrations reduction. Regarding urban buses Mr Petit Boqué referred that the urban bus fleet has increase the CNG buses from 42 in 2009 to 100 in 2019, while a CNG filling infrastructure next to the bus depot will have been completed and bio gas production at local level will have been established by 2020. Regarding the interurban buses, the public transport authority of Mallorca introduces electric buses on the busiest routes in the coastal areas, currently the tendering the regional bus services, ensuring CNG supply infrastructure at bus depots and awarding bids with lower overall emissions. Mr Petit Boqué highlighted that specific attention has to be paid in the promotion of cycling and walking as means to reduce and eliminate if possible the CO2 emissions.

☐ **Latvia**n Greenways Association (LGWA), Latvia

Mr Janis Sijats's presentation was focused on the low-carbon transport systems for visitors that are developed along the Greenways. He continued with the presentation of the Green routes that built on the old rail network of the country. He mentioned that future actions may include activities for the adaptation of TEN-T infrastructure to ensure the continuity of bicycle infrastructure for long-distance cycling paths such as the EuroVelo routes. These activities may include relevant adaptation of traffic signaling systems or the addition of infrastructure dedicated to cyclists

and pedestrians, such as tunnels, bypasses, bridges, aerial cycling and walkways and protected cycling paths. They may cover activities extending along TEN-T routes or at crossings between TEN-T routes and long-distance cycling paths. Mr Sijats reffered also to actions that have been already or are to be implemented towards the promotion of e-mobility, such as installation of charging stations, electric car purchase for municipalities and non-government organizations, solar info stands set-up etc. Among the key challenges that LGWA have to face are a) the maintenance of the Greenways (outside EU-funding), b) sorting out the former railway land ownership issues, c) fully exploiting the link between RailBaltica and Greenways/cycling route development and d) Greenways development on a macro-regional level (Baltic Sea Region).

☐ **Lake Balaton** Development Coordination Agency (LB), Hungary

Ms Zita Könczölné Egerszegi, Environmental Director of the Lake Balaton Development Coordination Agency presented the main transport links in the Lake Balaton Region, showing how tourist flows are served. She mentioned the objectives of the Integrated Transport Operational Programme 2014-2020 and the Lake Balaton Regional Strategy, as well as other programmes which concern the Region. Upgrading and improvement of railway network through new constructions, restoration and renovation works, as well as electrification of railway lines are some of the projects already implemented. She also referred to other initiatives that have been funded, such as the development of ferry services and electric transportation: electric buses, electric-powered ships and other means of transportation, building charging infrastructure for electric cars, boats and bikes

☐ **Pafos** Regional Board of Tourism (PRBT), Cyprus

Mr Loukas Nikiforou presented the low-carbon transport systems for visitors in Pafos, Cyprus. He mentioned that Pafos is the most popular resort areas in Cyprus and attracts 40% of total international visitors of the island, meaning over 1.4M visitors per year. He referred to the profile of the visitors which consist from individual travelers to special interest groups of all ages and with different needs and preferences. He stated that the PRBT's priority is the

development of a feasibility study for low-carbon transportation which is an investment that will benefit the region of Pafos. He also mentioned that local authorities, having already promoted e-bikes in the coastal area of Pafos, intent to invest in e-transportation, investigating also the implementation of electric buses.

Session 3: Good practices and results from other projects and initiatives on low-carbon mobility at tourist destinations

Moderator: Derek Robbins, Bournemouth University, UK (advisory partner)

- ☐ **InnovaSUMP** Interreg Europe Project, Project Coordinator Polikarpos Karkavistas, Lever SA, Greece (inc. Good Practices from Ravenna & Viseu)

Replacing Mr Karkavitsas, Ms Artemis Margaritidou, presented the good practices from the InnovaSUMP project from Exeter (UK), Ravenna (IT) and Viseu (PT), focusing on the incorporation of planning for visitors at tourism destinations.
Exeter, is the gateway to the South West peninsula of England and a tourist destination in the summer months, which results in a significant uplift of trips, road delays, junction congestion and increased accidents for both commuters and tourists. Exeter decided to develop "Engage Smart Transport" project in order to solve its resilience traffic challenge by reducing car use through targeted information provision. Stated preference surveys identified transport delay information can result in a 15-20% reduction in the probability of using a motor vehicle and suggest that provision of travel and weather information could represent a low cost way of increasing sustainable travel.

Moving on to Ravenna, a city that attracts thousands of visitors every weekend, is facing major traffic and congestion problem when trying to reach the area's beach resort. The impact – seasonal and concentrated in a couple of day every week – is so strong that the main road, parallel to the coastline, is usually blocked by cars. The Municipality of Ravenna covered all the costs of the taken measures in order to facilitate reaching the beach while avoiding traffic and congestion; a free parking area and free bus connecting the parking area to the two main centers, a bike-sharing platform and the imposition of parking fees along the coastline.

Municipality of Viseu, which is experiencing a steady growth of the number of tourists, became a part of a project with the aim of transforming the old railway line of Dão into the largest ecotrail in Portugal. After decades of abandonment, the Ecotrail (Ecopista) is now destined for public use, with several purposes: mobility, leisure, sports, recreational activities, cultural and environmental protection, promoting sustainable tourism preserving at the same time cultural and natural heritage.

☐ **DESTINATIONS** Horizon2020 Project, Claudio Mantero, HF, Madeira, Portugal

Mr Claudio Mantero presented the CIVITAS DESTINATION project. The project promoted the use of electrical vehicles and clean fuels in public transport and urban fleet. A prototype bus operated in 10 different public transport services of three public transport operators in Madeira and Porto Santo, in order strengths and weaknesses to be investigated and improvements to be suggested. Main conclusions of the implementation of the project in Madeira were: a) Electric bus is technically feasible and cost-effective and environmentally advantageous in relation to diesel and natural gas, b) it was observed 86% saving in energy costs and a 75% reduction in CO2 emissions, c) other charging solutions must be analyzed such as charging during the day, d) standardization of charging and plug-in charging is required for compatibility with electric buses and battery manufacturers.

Mr Mantero highlighted that promotion of the project were of great importance, raising awareness for the uptake of clean vehicles by fleet operators. Among others, a specific campaign developed, promoting the installation of charging spots within parking lots, shops, mall, to stimulate the electric vehicle ownership.

☐ **SEEMORE** Project, Carlos Petis, Mallorca Transport Consortium, Spain

Mr Carles Petit Boqué, presented as a good practices the SEEMORE project "Sustainable and Energy Efficient Mobility Options in tourist Regions in Europe". SEEMORE introduces energy-efficient transport solutions for visitors in eight coastal regions with the goal to reduce the number of car trips made by tourists during their holidays. The main problem that SEEMORE dealt with was the vulnerability of tourist regions. Objectives of the project were to increase tourists' awareness about sustainable mobility, to promote co-operation between the tourism and mobility sectors, to investigate the shift of tourists towards more sustainable modes and to share knowledge with other European regions. Through SEEMORE 179 local actions were implemented in the fields of mobility information packages for tourists; communication and awareness raising campaigns; improved sustainable mobility options; integrated products for leisure and mobility; integrated planning processes taking the needs of tourists into account.

Mr Petit Boqué concluded with the main results of the project which were increase of visitors due to the combined promotion and awareness actions, increase in the public transport tickets sold within the SEEMORE regions, participation of 107 European tourist regions in small-scale transfer workshops. He also highlighted that sustainable mobility adds value to the local tourist product and leisure transport should be an integral part of each Sustainable Urban Mobility Plan. By 2020,

SEEMORE will contribute to primary energy savings of 9,699 toe/year and a reduction of greenhouse gas emissions of 26,434 t CO2-equivalent/year.

- ☐ **ECOTALE** INTERREG IVC Project and follow-up, Manos Vougioukas, Greece

Mr Manos Vougioukas presented ECOTALE "Urban transit investments as a catalyst for overall transport external costs reduction and urban regeneration", a good practice from France and the UK. International Association of Public Transport (UITP) published a focus paper assessing the benefits on public transport and introduce additional benefits for land use, social inclusion, health, regeneration, etc. Transferring the experience from France, Mr Vougioukas stated that the tramway line T3, opened in December 2016, resulted in a decrease of car use of 25%. Also, other benefits, such as reductions in noise, pollution and greenhouse gas emissions were reported resulting to 550k/year savings.

In Nottingham UK, innovative funding methods are promoted and support the operation of the Nottingham Express Transit (NET). Concession by PPP almost completely funding the LRT system investments and operation encompassing construction of new lines and operation of the entire network, including P&R. Workplace Parking Levy funds also part of the NET system.

However, Integrated Pricing and Financing is difficult to be implemented in practice and we need to put effort in minimizing the external costs, thus the social costs. He also referred to the Thessaloniki Case Study, investigating the feasibility of tram operation in 3 double track lines of 24 km length in total with conventional power supply. The proposed Tram System 2030 is estimated to lead to reduction in car traffic, corresponding increase of public transport, annual benefits from car traffic, 1,6 m/year.

Session 4: Discussion, Proposals for the Action Plans and Conclusions
Moderator: Thessaloniki MDAT SA (lead partner), Greece

A discussion about the following themes took place amongst partners in 4 small groups.

1. **Implementation of Low-carbon sustainable mobility options**: How can we introduce low-carbon transport systems for visitors at tourist destinations?

The discussion was moderated by the Latvian partner of DESTI-SMART "Vidzeme Tourism Association/Latvian Greenways Association", a partner with great

experience in supporting and seeking ways to fund low-carbon transportation. VTA shared its experience and efforts in establishing a cycling network in the old rail routes of Latvia. Moreover, the discussion revolved about the electric busses in Mallorca and Madeira, also on Hasting's plan to adopt a low-carbon visitor transportation bus. Furthermore, the economic impact/challenges, e.g. the bus charging has to be done at specific hours during the night, not to overload the electric grids were also discussed. It was stated that the price/benefit ratio is also important, as the electric busses cost much more than regular. Thus, the introduction of low-carbon transport solutions have to be supported at national/regional/local level through some extra funding, as currently the technology is still quite expensive, if compared to alternatives. Also, the electric-busses are best used in urban routes, with a lot of start-stop, and in heavily congested roads, while outside major populated areas, where the demand is less, other alternatives might work better.

The key factors for introducing low-carbon transport systems for visitors at tourist destinations successful are:

- Attracting EU funding
- Raising awareness: Very important to inform people and decision-makers (municipality authorities etc.), awareness raising campaigns/meetings/site visits-tours
- Marketing: Printed materials (maps), tourism trade fairs, promotional events
- Active communication with local municipalities on a daily basis
- Promotion at all levels (Ministries, Municipalities, international events, informal meetings)

2. **Joint Surveys with Common Methodology for travel behaviour research** (Institutional/Business, Resident & Visitor/Traveller Surveys), for sustainable low-carbon transport and responsible travel solutions (Activity 7)

The group discussed the way and the purpose of the implementation of surveys on travel behavior and their contribution to the project expected results. The main conclusions of the discussion are the following:

- There is a difficulty or tension in designing a common questionnaire for 9 destination partners. The circumstances differ at each destination:
    - There are differences in the infrastructure and availability of transport service and modes of transport.
    - The existence of prior or previous surveys will vary between destinations. Some will have detailed information on transport modal shares based on previous surveys (although there is scope for this to

have changed since the previous survey). Others will not have undertaken previous surveys recently.

- A common survey has to be undertaken in Semester 3 as it was written into the proposal (Activity 7). The purpose of the survey is:
    - to provide a benchmark of modal share and transport use at all partner destinations which is of value
    - to provide views of transport users – how they rate the quality of provision (and the services)
    - to identify what changes are required to improve the quality of the service and identify what measures are necessary to improve services and increase the use of sustainable modes of transport and the modal share of sustainable modes. However this may require asking some open questions which are notoriously difficult to analyse and interpret

- Following advice and direction from the project co-ordinator the proposed sample size was agreed at 400 for each destination partner.

- There was some debate as to whether the survey of transport use should be for visitors and tourists only or whether it should include local residents. On balance it was decided that sustainable transport use in destination areas is dependent on the transport behaviour of local residents as well as the behaviour of visitors. However – this raised a number of issues;
    - Is 400 a large enough sample size to gain a robust picture of both the visitor market and also local use of services?
    - Where will the surveys be undertaken? The inclusion of local use of services excludes the option at surveying at airports and other gateway entry points.
    - How is the sample to be selected? In conclusion, it was agreed that the sample would be a convenience sample (some form of random selection such as next to pass - of respondents in main tourist attractions city/town centre locations)

- Whilst the surveys could be completed in a number of different formats, such as being distributed to the respondents who could complete and return (at the location) or complete and post back – there was concern over the response rate of self-complete questionnaires. On balance it was agreed that ideally the surveys would be interview completed.

- It was agreed that surveys would consist of a core of questions that is common to all surveys in all 9 destination areas but there was some scope for each destination to have a section to include destination specific questions to reflect the differences as outlined in 1 above.

- There was a debate over the language used for the questionnaires. Questionnaires can be translated into different languages, although during the translation process meanings can be lost so some form of double blind translation is good practice, there is a cost to translation. On balance it was agreed the questionnaires should be asked and available in English and in the language of the host destination. The host destination have the option to translate into additional languages to reflect the profile of their international visitors.

- There was some discussion as to whether we should supplement the quantitative data with qualitative data (some form of interviews or focus groups). This would add greater depth in understanding attitudes to sustainable transport services and what policies changes would make it more attractive. Interviewees could be recruited with a request for volunteers from the quantitative survey. This may work well for residents but in my view will work less well for tourists / visitors who have limited time in the destination.

- My view is that we do not initially undertake qualitative analysis. However if we find we have some specific questions following the analysis of the quantitative data we can undertake interviews or focus groups at a later date.

- There is concern that the questionnaire will try to ask too much and become too long, especially if we try to ask opinion based qualitative information on how to improve sustainable transport options through the use of open questions.

- The advisory partner agreed to prepare an initial draft of a questionnaire for partners to look at and comment on.

3. **Feasibility Studies for Low-Carbon Mobility Options & Transport Systems**, Costs and Benefits (Activity 8)

At least six feasibility studies have to be carried out according to the project work plan. The topics will be selected by the interested destination partners. The advisory partner Bournemouth University will issue common guidelines in due course.

4. **Policy Change, Potential Actions for the Action Plans**: How can we improve policy instruments in DESTI-SMART partner destinations with low-carbon transport systems for visitors in the Action Plans?

The discussion on this group were focused on the policy instruments that have to be improved through the DESTI-SMART project, suggested actions for the Action Plans, as well as basic information about the development of the Action Plans and how they will be linked with the policy instruments. The main points of this discussion group are the following:

- The policy instruments in DESTI-SMART consist of:
  - 3 Regional Operational Programmes: Sardinia, Bremerhaven, Madeira
  - 2 National Operational Programmes: Hungary, Cyprus
  - 4 own Strategies: Thessaloniki, Hastings, Mallorca, Vidzeme

- Affecting a policy instrument depends on the degree of the involvement of each partner to the policy making procedure. It will be easier for the partners that are responsible of their policy instruments to affect them, thus to improve them towards the direction of promoting actions on low-carbon and e-mobility transportation in tourism destinations

- Partners that have to affect ROPs and NOPs need to involve the responsible bodies of the respective policy instruments. It is generally suggested all partners to involve policy makers in the project's activities.

- All partners need to stay focused on the promotion of low-carbon innovations and at the same time on the promotion of sustainable tourism. Actions proposed in Action Plans has to target on both these elements of the project, Transportation and Tourism

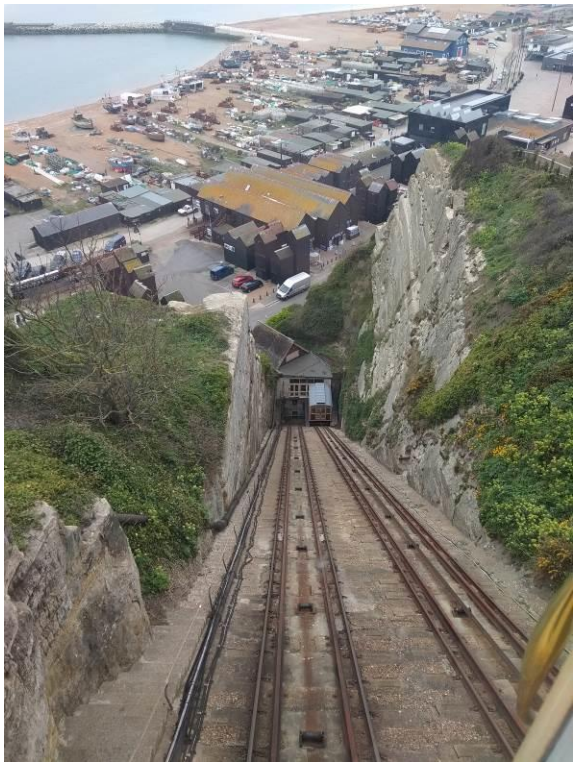
- Involvement of private investors is also encouraged for the implementation of the Action Plan in Phase 2 of the project, especially regarding the partners that have to improve their own policy instruments.
- The Actions that will be proposed in the Action Plans have to be specific and realistic, to match the project's objectives and to help to the improvement of

the policy instruments. These Actions may be concern new projects, structural change of the policy instrument or improvement of governance.

- The Actions shall reflect the activities that will take place during the project implementation and they should result from the project's exchange of experience activities.

End of Workshop

3. Study tours in Hastings, UK



Two study visits were organised in the town and costal area of Hastings UK.

The first study visit were organised in the funicular railway and old town of Hastings, where Mr Kevin Boorman, Hastings Borough Council, showed the features of the old town of Hastings which is characterised by a typical old town grid with narrow and steep roads and paths, thus limited transportation network development. However, the old town along with the funicular leading the visitors from the town of Hastings up to the Hastings hills offering a great view of the town, the coastline and the English Channel, are the most significant tourist attractions of the town.

On the other hand, the new part of the town which spreads along the coastal area of East Sussex constitute a summer destination mostly for the Londoners. This leads to congestion problems during summer months and to the need for the development of a plan to deal with the lack of an integrated transportation system which will serve the seasonal visitors/tourists flows as well as the residents' transport needs.

Mr Kevin Boorman focused on the problems that the two parts – the old part and the new part along the coastline - of the town show and explained the Hasting Borough Council's aim to develop a feasibility study in order to deal with this problems and at the same time to integrate the DESTI-SMART's targets and achieve the project's expected results

4. Conclusions Thematic Workshop A

The purpose of the 1st Thematic Workshop in Hastings was to identify potential low-carbon mobility solutions for sustainable tourism in terms of proposed actions to be included in the action plans at each partner region, in improving the respective policy instruments towards smart mobility destinations.

The project partnership aims to incorporate low-carbon mobility solutions in the smart destinations concept.

The UNWTO Smart Destinations initiative leads to new tools to be adopted by the DESTI-SMART partnership.

Sustainability, accessibility, multimodality and digital agenda in tourism are key features of smart destinations, with synergies to DESTI-SMART project themes and actions.

Regarding, the use of low-carbon transport systems and electromobility, the main conclusions of the workshop were:

- There is still very long way to go in order to reduce emissions from transport means. Emissions today are above the 1990s levels. Transport emissions in EU represent the 30% of the total emissions.
- By 2020 there will be a dramatic demand for e-mobility due to its benefits, such as GHG emissions reduction and improvement of air quality which is directly linked to asthma and other fatal diseases related to poor air quality.
- Electric or compressed natural gas buses, electric trains, electric bikes and scooters, even electric ferries, are some of the initiatives that have been

already adopted and promoted in the countries of the DESTI-SMART partner destinations.

- Specific attention has to be paid in the promotion of cycling and walking as means to reduce and eliminate if possible the CO2 emissions.
- Electric bus is technically feasible and cost-effective and environmentally advantageous in relation to diesel and natural gas; 86% saving in energy costs and a 75% reduction in CO2 emissions
- Promotional campaigns play significantly important role for raising public awareness on the promotion of low-carbon initiatives and also to stimulate the electric vehicle use and ownership

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The **Interreg Europe** Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

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