

**HI LEVEL DISSEMINATION RESULTS – FINAL CONFERENCE FO THE DESTI SMART PROJECT
SPEECH by Mr. Kyriacos Droushiotis-Chairman of the Pafos Regional Board of Tourism**

Annabelle Hotel, 28 April 2022, TIME 09.30

Good Morning to everybody!!!!

Mr Deputy Mayor of Pafos, Distinguished participants, ladies and gentlemen, partners of the Christa and DESTI-SMART projects on behalf of the Pafos Regional Board of Tourism i would like to warmly welcome you in Pafos, and wish you a pleasant stay in our region.

I am honoured today and at the same time happy, to be among friends and experts at this very important international conference for Smart Tourism taking place in the beautiful region of Pafos.

It is wonderful to know that the conference provides a forum for bringing together a wide range of stakeholders and experts from so many countries of the world dealing with one of the most important issues THE **Sustainable Tourism Mobility towards Smart Destinations**.

Dear friends, the latest trends in Tourism are very closed related to our Conference subject including Automation, Transformative Travel. Experience Tourism. and more...

SMART practise and the direction for the destination to become SMARTER is one of our top strategic goals as a destination.

Today sustainability and all factors including, human, **social, economic and environmental** sustainability are more important than ever before.

Sustainability actions and **choices today will positively impact the planet tomorrow**. We all need to think of the needs of future generations by ensuring that they will inherit a safe and healthy planet to live and thrive on. How we travel, How we plug in, What we buy, What we eat, How we live, How we spend and save are all key behaviours, a safe and healthy planet. For the world to reach net zero, consumers everywhere will have to make fundamental changes.

In this context, and among other things we all need to Take action against the most carbon-intensive forms of transport. Ensure consumers are informed in a reliable and accessible way about the true emissions levels of each form of transport. Invest in a functioning public and active transport infrastructure, Complement investment in public transport infrastructure with subsidies for low carbon travel, Evolve planning laws to reduce the need for personal vehicles, whilst supporting cycling and walking. Provide support for consumers to go electric, subsidise electric vehicles and Rapidly deploy the necessary charging infrastructure to encourage adoption by consumers.

Dear friends, Pafos Regional Board of Tourism, is proud been part of the Desti Smart Project as we have achieved a lot in cooperation with our project partners and advisors.

We have exchanged experiences and transferred good practices. Developed and implemented action plans and pilot actions.

The **Pafos Action Plan** is achieving significant policy improvements on smart and sustainable tourism mobility. These concern all priority themes of the DESTI-SMART project: low-carbon transport systems, intermodality for visitors, accessible tourism, as well as active modes of cycling and walking in tourism. The legacy of the Pafos action plan is expected to lead towards **Pafos becoming a 'Smart Destination'** in terms of **sustainable tourism mobility and accessibility**.

Even though we will be presenting the results into the next session allow me to high light the below:

Cycling and Walking.

We have appraised and enhanced Cycling facilities for visitors, such as signing, developed new routes and included cycling tourism as low-carbon sustainable tourism mobility product and service in our promotional plans

We have appraised existing nature trails and promoted walking tourism as a way to explore Pafos urban and rural areas

During the Pilot Action – we are testing ‘Mobility as a Service’ (MaaS) for sustainable tourism, with low-carbon smart E-Mobility multi-modal services for visitors to archaeological sites, including accessible tourism mobility facilities.

Pilot introduction of electric scooters, e-bikes, e-cart for accessibility, charging station for e-cars and a smart app.

Ladies and gentlemen,

I will not take more of your time. By closing this short welcoming address i would like to extend my most optimistic wish that this conference will provide new ideas and insights about how sustainable Tourism mobility and accessibility can effectively contribute towards a more responsible and SMARTER tourism.

Dear Friends, I would like to warmly welcome you once again and wish you all, a fruitful and beneficial meeting.

Thank you for your attention, enjoy your stay in the region and have a successful meeting.