Sustainable Tourism Mobility for SMART Destinations

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Sustainable Mobility for Sustainable Tourism

Workshop on Tourism and Transport

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For full and up-to-date details of the seminars and speakers at the conference, visit the AET website: www.aetransport.co.uk
Sustainability of Tourism and Transport implications – by UN WTO

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

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.

9% GDP
(Direct, indirect and induced)

1/11 JOBS
(Direct, indirect and induced)

US$ 1.3 TRILLION IN EXPORTS

6% OF WORLD TRADE

6% EXPORTS OF LEAST DEVELOPED COUNTRIES

WHY TOURISM MATTERS
2015 International Tourist Arrivals

**AMERICAS**
ITA: 191 million (16%)

**MIDDLE EAST**
ITA: 54 million (5%)

**EUROPE**
ITA: 609 million (51%)

**ASIA PACIFIC**
ITA: 277 million (23%)

**AFRICA**
ITA: 53 million (5%)

**WORLD:** 1,184 MILLION
Climate Change Challenges

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

CO2 Emission

- Air Transport: 32%
- Activities: 40%
- Other Transport: 21%
- Accommodation: 3%
- Car Transport: 4%
The diagram illustrates the contribution of various tourism sub-sectors to CO2 emissions. The sub-sectors are categorized by mode of transport, with CO2 emissions per passenger kilometer.

- **Walk/cycle**: 0 grams
- **Ferry**: 19.3 grams
- **Coach / Bus**: 28.7 grams
- **Rail / Train**: 53.4 grams
- **Motorbike (Below 500CC)**: 94.1 grams
- **Short Haul Flight**: 94.22 grams
- **Long Haul Flight**: 110.91 grams
- **Small Car (<1.4 L)**: 118.8 grams
- **Motorbike (500CC and Above)**: 137.2 grams
- **Medium Car (1.4 - 2.0 L)**: 142.85 grams
- **Domestic Flight**: 159.96 grams
- **Large Car (>2.0 L)**: 203.85 grams

The largest contributors are air travel (40%) and domestic flights (32%), followed by long haul flights (21%) and other transport (4%).
Inbound Tourism by Mode of Transport (UNWTO)

- Road: 41.00%
- Rail: 2.00%
- Air: 51.00%
- Water: 6.00%
With a high-speed rail service, tourists would visit more cities on their trip than they’d originally planned.

- **YES**: 80%
- **NO**: 20%
Sustainable & Responsible Tourism: Public Transport 1 of 5 targets by UN World Tourism Organisation
Soft Mobility in the Alps

Softly Mobile Travel
around the Most Beautiful Alpine Regions.

Read our brochure

Alpine Pearls
Holidays in Eco-Motion
Good Practice Guide

CYCLING FOR TOURISTS

Veneto by Bicycle

Engaging Culture and Heritage for Sustainable Tourism Development

June, 2014

WTM World Responsible Tourism Day

Supported by UNWTO

5 November 2014 • London

Official Supporter

www.veneto.it
Enhancements in SUMP methodology

Planning for visitors sustainable mobility at tourism destinations

CAR-FREE TOURISM
European Tourism Manifesto

TOURISM for GROWTH & JOBS

Tourism is an important driver of economic and social development. This sector stimulates economic growth by generating income, employment, investment and exports. It also generates valuable spin-off benefits, including preservation of cultural heritage, improved infrastructure, local community facilities and stronger awareness of European citizenship.

Europe is the world’s number one tourist destination with a market share of 51% in 2014. The tourism industry generates (directly and indirectly) 9.7% of total EU-28 GDP, a figure which is forecasted to rise to 10.4% by 2025.

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
"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)
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...”
DESTI-SMART Network:
15 Destinations in 10 EU Member States
DESTI-SMART Network:
15 Destinations in 10 EU Member States
Accessibility (inc. strong transport system)
Sustainability (inc climate change)
Digitalisation (inc. public transport info)
Cultural Heritage & Creativity
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