



## Documentation of Local Framework Workshops

Deliverable no. D2.4 of the SEEMORE project

Date of preparation of this document: 17. 01. 2013

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Start date of the project: April 2012

End date of the project: April 2015

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## TABLE OF CONTENTS

1	About the SEEMORE project .....	6
1.1	Project Summary.....	6
1.2	The SEEMORE consortium .....	7
2	Introduction .....	8
2.1	Methodology.....	8
3	DOCUMENT Revision History .....	9
4	Glossary .....	10
5	Highlights of the workshops.....	11
5.1	Lessons learned from the workshops .....	11
5.2	Challenges and opportunities for implementing sustainable mobility actions .....	12
5.3	Future trends affecting transport and tourism industry in the regions.....	13
5.4	Collaboration between the transport and tourism sectors .....	13
5.5	First thoughts on Action Plans .....	14
6	Bohuslän, SWEDEN .....	15
6.1	Participants .....	15
6.2	Possibilities and problems for the target area.....	16
6.3	Local vision and goals.....	16
6.4	Future sustainable mobility .....	17
6.5	First thoughts on Action Plan.....	18
7	Dobrich, BULGARIA .....	19
7.1	Participants .....	19
7.2	Possibilities and problems for the target area.....	20
7.3	Local vision and goals.....	21
7.4	Future sustainable mobility .....	22
7.5	First thoughts on Action plan.....	22
8	Forlì-Cesena, ITALY .....	25
8.1	Participants .....	25
8.2	Possibilities and problems for the target area.....	25
9	Limassol, CYPRUS .....	27
9.1	Participants .....	27

9.2	Possibilities and problems for the target area.....	28
9.3	Local vision and goals.....	29
9.4	Future sustainable mobility .....	29
9.5	First thoughts on Action Plan.....	30
10	Madeira, PORTUGAL .....	31
10.1	Participants .....	31
10.2	Possibilities and problems for the target area.....	32
10.3	Local vision and goals.....	35
10.4	Future sustainable mobility .....	36
10.5	First thoughts on Action Plan.....	38
11	Mallorca, SPAIN.....	39
11.1	Participants .....	39
11.2	Possibilities and problems for the target area.....	39
11.3	Local vision and goals.....	40
11.4	Future sustainable mobility .....	40
11.5	First thoughts on Action Plan.....	42
12	Malta, MALTA.....	43
12.1	Participants .....	43
12.2	Possibilities and problems for the target area.....	45
12.3	Local vision and goals.....	46
12.4	Future sustainable mobility .....	47
12.5	First thoughts on Action Plan.....	47
13	Pomerania, POLAND .....	49
13.1	Participants .....	49
13.2	Possibilities and problems for the target area.....	50
13.3	Local vision and goals.....	51
13.4	Future sustainable mobility .....	52
13.5	First thoughts on Action plan.....	53

Annex 1: Guidelines for conducting the Local Framework Workshop

Annex 2: Clue cards for the organisers/moderators of the Local Framework Workshop (LFW)



# 1 ABOUT THE SEEMORE PROJECT

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## 1.1 Project Summary

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.

Its main objectives are:

- Increase the awareness about sustainable mobility options among tourists.
- Increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel.
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To achieve these goals a wide range of measures are implemented through the project grouped in the following main categories:

- Sustainable mobility information, marketing and awareness.
- Incentives for enhancing usage.
- Sustainable mobility options.

Measures are implemented in the participating demonstrator regions: Balearic Islands (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT).

## 1.2 The SEEMORE consortium

**Table 1 – Project partners in SEEMORE.**

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodal	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Sustainable Development of Civil Society Club	Bulgaria
Province of Forlì-Cesena	Italy
Central European Initiative	Italy
Limassol Tourist Development and Promotion Co Ltd	Cyprus
Stratagem Energy Ltd	Cyprus
Horários do Funchal Public Transport	Portugal
Local Councils' Association	Malta

## 2 INTRODUCTION

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This deliverable D2.4 Documentation of Local Framework Workshops (LFW) draws input from the local workshops realised during the SEEMORE project. The deliverable is part of the framework analysis which aims at collecting and synthesising knowhow in the field of tourism and mobility in order to support the regions in setting up local framework documents and action plans which will form the basis for implementation. Other deliverables in the framework analysis are:

- D2.1 Documentation of external inspiration workshop
- D2.2 State of the art, collection of best practices and success factors for implementation
- D2.3 Description of the regions
- D2.5 Local framework documents for each region, including communication plan, evaluation plan and action plan

The purpose of the LFWs is to establish a local working group in the region and to discuss the local preconditions of the region and future scenario-based themes related to mobility and tourism. On the basis of the discussions, each region develops their own Local Framework Document (D2.5) with common visions and goals for sustainable mobility for tourists in the regions.

The D2.4 report starts with a summary of the most interesting findings from the workshops and is then followed by the regional reports (prepared by the regions themselves).

### 2.1 Methodology

Guidelines were produced as a help for the regions to plan and carry out the workshop. First of all SEEMORE partners agreed on the general composition of the working group. Key players were identified that should participate in the LFW, with local key players identified by each regional partner.

Secondly, guidelines were written for the regions. The guidelines explain: the purpose of the workshop; the main content with key discussions; what output should be aimed at; suggestion of agenda and protocol for reporting. For the complete guidelines see Annex 1 Guidelines for conducting the Local Framework Workshop.

Thirdly, a template slide presentation was produced for the organiser/moderator as an example, along with tips in preparing for the LFW (see Annex 2. Clue cards for the organisers/moderators).

### 3 DOCUMENT REVISION HISTORY

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**Table 2 – Document revision history**

Version Number	Date	Comments
v1.0	2013-01-03	Draft for internal peer review and quality check
V1.1	2013-01-14	Final draft for peer review by CEI
V1.2	2013-01-17	Final document, peer review by CEI

## 4 GLOSSARY

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Abbreviations provided in this report

**Table 3 - Abbreviations used**

Abbreviation	Full name
AP	Action Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LCP	Local Communication Plan
LFD	Local Framework Document
LFW	Local Framework Workshop
LMEP	Local Monitoring and Evaluation Plan
LWG	Local Working Group

## 5 HIGHLIGHTS OF THE WORKSHOPS

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The LFWs and the collection of regional characteristics show that even if the regions differ considerably, they all have similar challenges and opportunities ahead. Below a short summary is made with the most striking similarities, with examples drawn from the workshops.

In general the workshops were very successful in all regions. Participants were interested in the project, and could see several advantages with the tourism and transport sector working more closely together. All of the regions have reached the most important goal so far: to establish a local working group with representatives from the transport and tourist sectors from different decision-making levels. The aims of the SEEMORE project are now known and accepted in the regions and this is the first step for implementation of sustainable mobility activities.

### 5.1 Lessons learned from the workshops

The partners have experienced that the main difficulty with the workshops was having enough time to discuss all of the topics outlined in the guidelines. None of the regions were able to discuss everything in just one session, but have still made sure that the participants could give comments after the meetings took place. Madeira organised two workshops and Dobrich had a press conference prior to the workshop as a way to brief different groups about the aims of SEEMORE. Other regions discussed the most important themes during the workshop and then prepared draft reports that the participants commented by e-mail afterwards.

For future workshops, it was agreed that it is better to have too much to discuss and leave freedom for the participants to choose the most important issues for themselves than to prescribe the content in detail. The regions have very different cultural approaches and it is therefore better to let them decide how to carry out the workshops themselves, within established limits.

Another difficulty was the level of awareness of sustainable transport modes and the possibility to substitute car trips with other modes, which also led to intense discussions. More than one partner discovered that several meetings and workshops will be needed to create a common understanding of sustainable mobility. This is part of the process within the working groups and should not be underestimated.

Some comments from the regions follow:

*Forlì-Cesena:* Topics were discussed and a draft action plan was then drafted and sent to the participants for comments. A second meeting is planned to further discuss the action plan, monitoring and evaluation plan and communication plan.

*Limassol:* The workshop went very well and most topics were covered.

*Dobrich:* We had a very successful workshop with a lot of support from the media. Issues related to MM were completely unknown to local stakeholders and decision makers, and so resulted in long discussions. The interest was very high and people were ambitious to solve all existing problems in tourism and transport, including the infrastructural ones. All members of the group declared that they were ready to collaborate to participating in events and to the dissemination of project results.

*Malta:* The workshop was successful and the important topics were covered. They found that it was not the right time to discuss a concrete action plan and ask them for timeframe, financing, etc. but instead plan to hold one-to-one meetings in order to discuss with the stakeholders how they can contribute to the project. In general, they are all willing to participate and find the project very interesting.

*Madeira:* It was decided to split the LFW into two sessions; the first one to introduce the project and its main aims with regards to sustainable tourism, and the second one to discuss more in detail the activities to be developed for the implementation phase.

*Bohuslän:* The workshop went very well. Participants were enthusiastic about the project and many spontaneous ideas were discussed. The action plan was drafted and sent to the participants for comments. A second meeting is planned for February to further discuss implementation of the actions.

*Pomerania:* The principal challenge identified during the workshop was to explain what sustainable mobility is. Many of the workshop participants were hardly aware of the potential to substitute car journeys with sustainable transport options (cycling and/or public transport trips). This makes it necessary to organise another workshop.

*Mallorca:* In the workshop there were very positive reactions from both sectors of the SEEMORE project and a good understanding between the representatives was created to work with sustainable mobility initiatives.

## 5.2 Challenges and opportunities for implementing sustainable mobility actions

One of the most important challenges for SEEMORE is that relating to financing: this was an important point for discussion in all of the workshops. Financial issues were however not seen only as a barrier, but also as a catalyst to try new ways of collaboration or to offer cheaper transport means for tourists. It was also noted that it is not just the public sector that is struggling with financial constraints, but also private companies. Maybe the biggest opportunity is to find new partnerships between the private and public sector by showing synergies and creating win-win situations.

Another challenge is to overcome bureaucracy and administrative barriers in a smooth way. Viewed in a positive light, however, administrative limitations make planning and problem solving easier.

A major opportunity– as stressed in Madeira – is to enhance existing positive trends such as encouraging tourists who already use public transport at home to do the same while they are on holiday. By studying the surveys and data from tourists and hotels and exchanging experiences between the regions, successful strategies can be outlined for the implementation of activities.

More strengths, weaknesses, opportunities and threats are discussed in the respective reports from the regions.

### **5.3 Future trends affecting transport and tourism industry in the regions**

Both Bohuslän and Madeira stress that an ageing population is an important trend and that tourists in the future will be more flexible and autonomous than today (the so-called “do-it-yourself-tourists”). More flexible tourists will probably demand better and more up-to-date information, before and during their stay.

Malta has experienced an increasing influx of tourists to a few places, which strongly affects the environmental and transport system there, but also creates new possibilities for the tourism sector. Also Mallorca has a highly concentrated tourist season in July and August. Due to the financial crisis, there might also be a change in the profile of tourists, e.g. in Madeira the share of tourists from Norway and Russia has increased over the last few years.

The best scenario would be that trends affecting transport and tourism are included in future regional or local action plans for urban and mobility planning. For example, in West Sweden, the Tourist Board is part of a project where future tourist locations will be taken into consideration in the comprehensive planning. Mallorca stresses the importance of local sustainable mobility plans and traffic plans.

### **5.4 Collaboration between the transport and tourism sectors**

It was generally agreed that local stakeholders and entrepreneurs are essential for the success of SEEMORE. They have to support the project and contribute to implementing measures. In some regions this means building on existing collaborations, e.g. in Forlì-Cesena where there are several hotels that offer bikes to their guests.

Regarding collaborations and partnerships, Limassol has identified a significant barrier in the lack of support from local citizens in the development and implementation of actions in favour of sustainable mobility. A major challenge for the SEEMORE partners is to make the participants in the LWG (including the citizens) aware of what they can win by contributing to the project

activities, as well as what the region can win. Ensuring good collaboration is also a success factor for the continuation of the LWGs after the end of the SEEMORE project. It is also important to remember that local entrepreneurs from small and medium sized commerce, shopping malls and hotels who are not invited to the LFWs are equally as important as those who are. The LWGs must strive to achieve a good mix of government entities, non-governmental organisations and private companies in order to create a strong foundation to establish a competitive and long-lasting relationship.

An important factor in creating a strong relationship between the tourist and transport sector is in finding a common basis for the two. This means first creating a common view and understanding of the project, and then identifying win-win situations for both sectors and for the region as a whole. Both sectors have a lot to teach each other in order to create a competitive and sustainable region which makes continuous information exchange very important.

One foundation to build on could be the one identified by Madeira: that high standard tourism facilities must be followed by equally high standard transport services. The transport experience influences very strongly on the total experience of the stay.

## 5.5 First thoughts on Action Plans

The action plans were discussed in various levels of detail at the different workshops. In general, the action plans were developed after the workshops (based on the discussions held), and then sent to the participants for comment.

The first agreed action plans can be found in D2.5 Local Framework Document for each region.

## 6 BOHUSLÄN, SWEDEN

The Local Framework Workshop took place in Uddevalla, Sweden on the 19<sup>th</sup> of October 2012. Moderator was Caroline Mattsson, Trivector. Presentations were done by Elsie Hellström, Fyrbodalen and Ulrika Frick, Region of Västra Götaland.

As a basis for the discussions about the future, the working group used four typical visitor groups. Every group was set in a context with background information for their group: types of activities preferred, and a description of behaviour and preferences.

The first three groups are used by the West-Swedish Tourist board for their future prognosis:

- WHOPS visiting Tanum (Wealthy Healthy Older People)
- Active Family in Lysekil
- DINKS in Sotenäs (Double Income No Kids)
- Part-time Residents in Strömstad

### 6.1 Participants

**Table 4 – Participants in the LFW in Bohuslän**

Name	Organization
Anders Andersson	The Swedish Taxi association
Eira Högforsen	The Region of Västra Götaland, Culture Affairs Secretariat
Ronny Svensson	Orust municipality, Enterprise Secretariat
Sophie Carling	Uddevalla municipality, Enterprise Secretariat
Anna Kronwall	The Swedish Transport Administration
Annika Molin	Västtrafik –The Regional Public Transport Authority
Ulrika Frick	The Region of Västra Götaland - chairman of the Board of Public Transports
Christian Martins	The Association of Local Authorities Fyrbodalen
Martin Elofsson	The Region of Västra Götaland, Public transport Sekreteriat
Monika Fleming Glogoza	The West-Swedish Tourist board
Elsie Hellström	The Association of Local Authorities Fyrbodalen
Niclas Gustafsson	The Association of Local Authorities Fyrbodalen
Caroline Mattsson	Trivector Traffic

## 6.2 Possibilities and problems for the target area

The participants agreed that the following points are essential for developing sustainable mobility for tourists in Bohuslän.

The target group are visitors/tourists staying at hotels and camping resorts. At present they travel mainly by car.

### **What is the opinion of local stakeholders, entrepreneurs, etc.?**

There is a local opinion in favour of working with sustainable mobility, but not everyone is aware of the needs or has thought about improving conditions for using other transport than car. Among the participants there were several stakeholders with a lot of ideas and interest in supporting SEEMORE.

### **Which are the main points in favour of implementing sustainable mobility actions?**

To reduce the use of cars when you travel to our area

To improve the possibility to go by cycle, electric cars and of course by public transport

### **Which are the main points that hinder sustainable mobility actions?**

A weak structure for public transport in the rural area and the archipelago

A lack of good information to the target group

A lack of knowledge about sustainable mobilities among in the tourist sector

The public transport company must educate their bus drivers in "hosting"

## 6.3 Local vision and goals

It was decided to adopt the regional vision of Västra Götaland.

### ***The Good life in Västra Götaland***

*Good health and work are important elements in a good life. As are access to education, good communications and culture. The seas and lakes must be healthy and the air that we breathe must be clean*

In addition, there are two national visions that support sustainable mobility in Bohuslän:

- Doubling the market share of public transport on long term and doubling the volume of travel in public transport by 2020.
- Doubling the tourism between 2010 and 2020, where Bohuslän is one of five national target areas.

## 6.4 Future sustainable mobility

### 6.4.1 *What are the future transport-related trends affecting the tourism industry in the region?*

- An ageing population
- More older people driving, more women driving, “1940 baby-boom generation” is retiring
- Fewer young people having driving licence/taking licence later in life
- Electric cars and charging stations are on the rise in the region
- Increasing trend of selling the private boat and buying a motor caravan
- A slightly increasing trend with cruisers finding their way to the coastline
- The economy affects how environmentally friendly tourists thinking
- The deregulated public transport market (since 2012 in Sweden) opens up new opportunities, new services, and so on. We don't know how that will affect the region, and there is a concern that private companies will only provide services during high season, making regular public transport less profitable.
- Tourists are more flexible
- Young people have high requests and are impatient

### 6.4.2 *How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?*

- Flexible transport can be one of the solutions. You do not always have big buses that run on certain routes. You could book a seat on a particular route and then the operator decides whether to send a big bus, a minibus or a taxi depending on the number of passengers booked for.
- Vehicles used in public transport, taxis, etc. to be environmentally friendly
- All information about travel that is published for the final consumer should be updated regularly. This in order for tourists to be able to plan their journey in the best way possible and so that you can go as environmentally friendly as possible.

### 6.4.3 *Who are our target groups today and in the future?*

Future tourists will primarily be older. Hopefully, they have pretty good economy which is a prerequisite for being able to travel. They will be very well-informed and more demanding. They will be experienced travellers who have travelled in many countries since they were small children. Future travellers will be even more environmentally conscious and therefore they will demand more environmentally friendly alternative for transportation.

### 6.4.4 *How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?*

- Get several players to meet
- Get more players who are willing to lease or rent out a product / service
- Informative guides can help to promote sustainable travel. Today there is a well developed system in the West Swedish Tourist Board webpage, but there is no content.
- Carriers and hospitality industry can collaborate more

- Web information about good and sustainable modes should be available at all tourist sites (accommodation, activities, events, turistbyråers websites, etc.) and links to accommodation and services should be found on transport webpages.
- Links to interesting tourist sites should be on the carriers' websites.
- Flexible transport could be an option, i.e. that one should use the core network in a better way.

#### **6.4.5 Who are the key players (organizations and persons) to achieve sustainable mobility in tourism?**

It's necessary to take advantage of local commitment. Must listen to local entrepreneurs who want to be involved and what needs and ideas they have.

#### **6.4.6 Is this LWG composed of the right people? Is someone missing?**

It was determined that this group should be kept at a more strategic level, but local groups are necessary if we want to be successful to carry out the activities.

### **6.5 First thoughts on Action Plan**

The municipalities and the Swedish Transport Administration to begin a collaboration on a tool named "the cycle travel planner ".First meeting December 4, 2012

## 7 DOBRICH, BULGARIA

The first LFW was held in Albena resort on 23.10.2012.

### 7.1 Participants

The participants were:

**Table 5 – Participants at the workshop in Dobrich.**

Organization	Name of the participant	Role
Agency for Local Economic Development - Dobrich	Stoyan Damianov	Executive Director
Chamber of Commerce and Industry – Dobrich (CCI)	Svetoslav Stoyanov	Financial Manager
PT operator Dobrich	Krasimira Rukanova	Manager „PT and Information“
Kavarna Municipality	Milena Dimitrova	Expert „Transport and services“
Balchik Municipality	Mariana Angelova	Executive Secretary
Balchik Municipality	Dimitrin Dimitrov	Director Dept. „Tourism, euro-funding and international relations“
Albena Resort Ltd	Margita Todorova	Commercial Director
Albena Resort Ltd	Jeni Mihailova	Manager „Cogress tourism“
Next Bike Bulgaria Ltd	Silvia Ivanova	G.Manager
Dobrich District Administration	Veselin Dimitrov	Chief-in-Expert „Regional Development“

Representatives of the project team were:

Lachezar Rossenov – Moderator of the LFW

Maria Stoycheva – Secretary of the LFW

Lucia Ilieva – Reporting about main transport issues

Iliana Ilieva – Reporting about main tourism issues

## 7.2 Possibilities and problems for the target area

During the first workshop session Prof. Lucia Ilieva briefly presented SEEMORE, because all stakeholders already were familiar with the project from the recently conducted press-conference and the publications and materials disseminated.

As all participants knew well each other, Mrs. Ilieva explained what the goal of the workshop was and how the group could contribute to the implementation of the project tasks.

The main characteristics of the target area region related to tourism and transport were presented along with results from the surveys conducted during the summer season 2012 (using primary and secondary data). The following SWOT-analysis of the mobility in tourism was proposed for discussion:

### 1. STRENGTHS

- Good geographical allocation and relief of the target region allowing transport development
- Existing transport infrastructure, which links the settlements with the seaside area
- High level of liberalization of the transport market
- High level of harmonization of the transport legal framework with the EU legal basis
- Some projects for development and modernization of transport systems in process of implementation

### 2. WEAKNESSES

- Poor status and level of maintenance of the existing transport infrastructure
- Lack of roads linking some internal villages with the municipalities and resort areas
- The potential of the Black sea as water transport is not used – lack of possibilities for passenger transport by boat
- The intermodal solutions are not developed in the PT
- Lack of coordination between tourism and transport sectors leading to lack of integrated networks for public leisure transportation
- Poor funding for standard maintenance, modernization and development of existing transport infrastructure and for research activities.
- Very depreciated PT park (buses and mini-buses)
- Poor quality of PT services (city and inter-city), lack of information about the timetables on the stops, language barrier for providing passenger information
- High intensity of the individual traffic during the high season, leading to many road accidents, pollution, and high energy consumption.
- Lack of well maintained cycling and pedestrian paths in the resort zones
- Low level of using of information and telecommunication technologies in the transport sector

### 3. OPPORTUNITIES

- Increase of the PT demand
- Thanks to the good geographical position of the region, it is possible to attract more Bulgarian and foreign investments and operators and using the public-private partnership for improving the transport situation
- Improvement of the infrastructure through using new technologies - using the EU structural and cohesion funds as possibilities for development of the transport system
- Better energy effectiveness in the transport by introducing centralized management systems and using new energy saving vehicles
- Integration of tourism and transport systems, increasing of tourist flow, balanced territorial development and strengthening of PT.
- Using the sea for water transportation along the seaside
- Introducing intelligent systems for PT-management thus increasing the safety and reliability of the PT.
- Improving the quality of the PT services including better and more accessible information for passengers.

### 4. THREATS

- Slowing down the reforms in the reconstruction and modernization of the transport and tourism sectors due to the crisis.
- Focusing on the international transport thus neglecting the internal PT and the transport needs on regional level.
- Lack of guaranteed and funding provided state engagement regarding the compulsory social services
- Increase of the negative environmental impact of the transport
- Increase of the expenses for energy consumption in the transport
- Lack of sufficient financial resources for maintenance and innovation of the transport infrastructure leading to further worsen of its quality.
- Further increase of individual transportations leading to depreciation of the road network, congestions and higher pollution
- Lack of qualified personnel in the transport area

## 7.3 Local vision and goals

In the beginning of October 2012 the project team had disseminated among the group members a draft of proposed Local Strategy and Action Plan, containing a local vision and goals to be achieved. The discussion on 23<sup>rd</sup> of October started with complaints about the bad infrastructure and the lack of financial resources for its improvement. The PM Prof. Ilieva explained again that the SEEMORE project can't fund any infrastructure measures, but can help with providing more information and ideas how to plan more efficiently and introduce soft measures tracing the road to regional sustainability. She invited the participants to propose feasible goals and measures.

The stakeholders fully agreed with the proposed local vision: “MORE ATTRACTIVE AND ENVIRONMENTAL FRIENDLY SEASIDE DOBRUDZA THROUGH SUSTAINABLE TOURISM AND TRANSPORT DEVELOPMENT”.

The main goals were defined as follows:

1. To develop a strong information and promotion campaign thus introducing the term “Mobility Management’ in the region and explaining the benefits of sustainable tourism and transport development.
2. To introduce new mobility measures in resort areas thus linking tourism and transport sectors
3. To increase the energy effectiveness of the transport

## 7.4 Future sustainable mobility

The main discussion topics for the future were related to the new planning period 2014-2020 and the expectation of the local decision makers to receive more funding for the region. The project team explained the close linkage between SEEMORE and a number of EU and Bulgarian strategic documents on transport and mobility (described in details in the draft version in Bulgarian), as well as how the project can contribute to the achievement of regional goals till 2015-2020 defined in the local strategies.

The participants agreed that in contributing to the project implementation they will contribute at the same time to the implementation of their own planning documents, which is a supplementary motivation for participation.

All participants presented their support letters, where the support was mainly defined as “active participation in local expert group meetings”, “contribution to dissemination of project results” and “providing free-of-charge conference rooms for training events”. Everybody agreed training and information are important and sustainable mobility could be only achieved by well informed and trained people.

## 7.5 First thoughts on Action plan

The Action plan was presented to the participants via internet in the beginning of October and provoked a lot of discussion. In order to be more comprehensible, it was elaborated in the same way as the ordinary planning documents in Bulgaria – with priority axes and measures. The main structure was as follows:

### **Axis 1 – Information and marketing actions concerning sustainable mobility**

This axis contained many measures, aiming to improve the quality and accessibility to information about mobility management (MM) in general and the possible mobility options in tourism sector.

### **Axis 2 – Introduction of new mobility options**

Here it is important to introduce in real practice some convenient mobility options in order to make the transport in tourism areas more sustainable.

### **Axis 3 – Achieving energy saving in tourism sector through mobility measures**

This axis aims to achieve energy saving in tourism sector by using more PT, bicycles and walking by foot and by introducing the use of electric vehicles where possible.

Participants agreed with the proposed framework of the AP and the measures. They mentioned such measures are timely and necessary. Some people had previously sent their proposals, which were discussed in depth. The general topics of the discussion were:

- The Albena Director Mrs. Todorova proposed to include in the integrated mobility packages some bus tours already proposed to tourists by the transport company “Albena Tour”, part of the Albena Holding. During the past season they provided their guests with bus transport from Albena resort to some attractions (like Balchik palace). This practice could be enlarged and such integrated packages (transport plus tourism attraction) could be created in the framework of the project for the new seasons.
- Mrs. Todorova emphasized the fact that Albena is related to some destinations like Dobrich and Balchik with PT and has its own bus station in the resort. It would be good to have more information for the timetables of the buses for the tourists.
- Mr. Dimitrov from Balchik proposed to ask for possibility to relate Balchik with Albena via cycling path and pedestrian path. Such paths existed along the beach but were destroyed during the winter by the waves. The municipality will apply for structural funding at the Ministry of Regional Development, but the project could promote the initiative and inform the visitors of this new possibility (if constructed).
- The Balchik representatives asked also for some information and help concerning the parking policy in the town, where congestion and lack of parking places became usual during the high season.

The participants made some concrete proposals related to the measures in the AP:

**For Measure 1.1.:** To elaborate the integrated information packages in Romanian instead of German. The German tourists are always organized through tour-operators and they used to propose the travel packages. The tour-operators will receive the packages in Bulgarian and will translate to German where required.

**For Measure 1.2.:** To elaborate the leaflets with timetables as maps showing the main touristic sites and how to reach them by PT. To include also the Kranevo village resort, which is part of Balchik municipality.

**For Measure 1.3.:** The municipalities and Albena will provide free-of-charge rooms for training.

**For Measure 1.4.:** To combine the photo-exhibition with other events related to mobility (velo-tours, etc.).

**For Measure 2.1.:** To study the possibilities to sell some special travel cards to tourists.

**For Measure 3.2.:** Kavarna Municipality suggested to put signs on the existing 2 eco-paths from Kavarna to the preserved area Yailata and Bolata thus allowing their use for cyclists; Balchik Municipality is intended to develop bike rental services at 6 points in the town; The company Next Bike Bulgaria Ltd suggested to help them in elaborating a bike rental system managed by special software. The bikes will be rented not only for tourists but also for local people.

The Dobrich District Administration proposed some supplementary measures related to improving the physical accessibility to tourism sites of disabled people, but such measures are costly and must be funded by the municipal budget.

All feasible proposals will be incorporated in the final version of the AP.

## 8 FORLÌ-CESENA, ITALY

The workshop was held the 16<sup>th</sup> of October in Forlì. Moderator was Luciano Natalini, Europa Inform Consulting.

The workshop focused on discussing regional characteristics and discussing possibilities and problems for the target area. Other topics will be treated at the next local workshop.

### 8.1 Participants

Table 6 – Participants at the workshop in Forlì-Cesena.

Name	Organization
BONAVITA SILVIA	Ufficio Progetti Europei/ <i>European Projects Area</i>
GARDELLI LUCA	Settore Mobilità/ <i>Mobility Area</i>
NATALINI LUCIANO	Consulente esterno/ <i>External Consultant</i>
SILVESTRI PRIMO	Consulente esterno/ <i>External Consultant</i>
CARRANO LUIGI	Settore Turismo/ <i>Tourism Area</i>
SILVESTRONI CRISTIAN	Settore Ambiente/ <i>Environment Area</i>
SAVINI SIMONA	Comune di Cesenatico/ <i>Municipality of Cesenatico</i>
VINCENZI MORENA	Comune di San Mauro Pascoli/ <i>Municipality of San Mauro Pascoli</i>
UGOLINI FRANCESCA	Agenzia per la Mobilità ATR/ <i>ATR Mobility Agency</i>
SCALA LIVIANA	Agenzia START ROMAGNA / <i>START ROMAGNA Agency</i>

### 8.2 Possibilities and problems for the target area

STRENGTHS	WEAKNESS
<p>More selling ticket points on the buses</p> <p>Tickets available for longer periods</p>	<p>Administrative barriers</p> <p>Public transport planning tailored to single towns without a real coherence with users' flows &amp; needs</p> <p>Lack of a unique agency for public transport</p>

<p>Flat territory fit for cycling</p> <p>High number of hotels offering bikes to their guests</p>	<p>Few operators available to sell tickets</p> <p>No unique ticket for different modes of Public Transport (train, bus etc.)</p> <p>During the low season (from 14 September onwards), the number of public transport trip fall down from 20 to 3 at Cesenatico (the main tourist town of the area)</p> <p>Old vehicles</p> <p>No bicycles on bus / it is forbidden</p> <p>Maintenance and repair services</p> <p>Cycling paths safety</p> <p>No park &amp; ride services</p> <p>No transport of people via sea along the coast</p> <p>No long-last planning</p>
<p><b>OPPORTUNITIES</b></p>	<p><b>THREATS</b></p>
<p>The Provinces of Forli-Cesena, Ravenna and Rimini will be joined in a sole province called “Romagna”, allowing integrated mobility policies for a wider area and hence to overcome the existing administrative barriers</p> <p>Integration between pedelec and public transport (bus) – co-marketing</p> <p>35 million € (2012-2015) from the Emilia-Romagna region for projects aimed at reducing air pollution and promote the sustainable mobility</p> <p>Diffusion of ICT to address travel behaviours (e.g. info-mobility on congestion)</p>	<p>Severe financial constraints to local public authorities</p> <p>The short tourist summer season (2-3 months) undermine the possibility to make larger investments</p>

## 9 LIMASSOL, CYPRUS

The workshop was held in Limassol the 23<sup>rd</sup> of October. Moderator was Maria Stylianou, Limassol Tourist Agency.

### 9.1 Participants

Table 7 – Participants in the Local Workshop in Limassol 23 of October.

NAME	POSITION	CONTACT INFO	PARTICIPATED ON 1st WORKSHOP
Andreas Christou	Mayor of Limassol	<a href="mailto:mayor@limassolmunicipal.com.cy">mayor@limassolmunicipal.com.cy</a> <a href="mailto:Limassol.municipal@cytanet.com.cy">Limassol.municipal@cytanet.com.cy</a> tel: 25 884325	NO
Thrasos Aphas	Ministry of Communications and Works	<a href="mailto:taphamis@pwd.mcw.gov.cy">taphamis@pwd.mcw.gov.cy</a>	YES
Monica Liatiri	Cyprus Tourism Organization (CTO)	<a href="mailto:MonicaLiatiri@visitcyprus.com">MonicaLiatiri@visitcyprus.com</a>	YES
Myria Stasouli	Information Offices CTO	<a href="mailto:MyriaStasouli@visitcyprus.com">MyriaStasouli@visitcyprus.com</a>	YES
Giannis Makedonas	Cyprus Hotel Association	<a href="mailto:director@cypria.info">director@cypria.info</a>	NO
Petros Pierides	Association of Cyprus Tourist Enterprises	<a href="mailto:info@cplimassol.com">info@cplimassol.com</a>	NO
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Photis Kaoullas	Intercity Buses	<a href="mailto:info@intercity-buses.com">info@intercity-buses.com</a> <a href="mailto:gmanager@intercity-buses.com">gmanager@intercity-buses.com</a>	YES
Christos Geros	Limassol Cycling Club	<a href="mailto:chistos@cypruscycleshow.com">chistos@cypruscycleshow.com</a> <a href="mailto:info@limassolcycling.eu">info@limassolcycling.eu</a>	YES
Mr. Alex	ABC Bikes	<a href="mailto:info@abcdive.info">info@abcdive.info</a>	YES
Neophytos Ioannou	Next Bike	<a href="mailto:ioannou@nextbike.com.cy">ioannou@nextbike.com.cy</a>	
<b>ORGANIZERS</b>			

Maria Stylianou	Limassol Tourism Development & Promotion Company	<a href="mailto:m.stylianou@limassolchamber.eu">m.stylianou@limassolchamber.eu</a>	YES
Panos Antoniadis	Stratagem Energy Ltd	<a href="mailto:panos@stratagem-ltd.com">panos@stratagem-ltd.com</a> <a href="mailto:info@stratagem-ltd.com">info@stratagem-ltd.com</a>	YES
Victor Iordanou	Stratagem Energy Ltd	<a href="mailto:victor@stratagem-ltd.com">victor@stratagem-ltd.com</a> <a href="mailto:info@stratagem-ltd.com">info@stratagem-ltd.com</a>	YES

## 9.2 Possibilities and problems for the target area

### Who is our target group?

All visitors and locals

### How do they travel?

Visitors: Taxis then rented cars then coastal busline.

Locals: Almost everyone with their own vehicle.

### What is the opinion of local stakeholders, entrepreneurs, etc.?

Transport sector could improve services and adjust connections and time schedules.

Tourism sector could provide more information on transport options and needs and assist & promote more sustainable mobility solutions.

Bike rental-sharing companies find it difficult to convince more hotels in the area to have bike stations (currently 8 hotels have stations and 20 other tourist regions).

The mentality of the people does not help to implement easily sustainable transport solutions.

Slow bureaucratic procedures make it difficult to make changes on public transport.

### Other mentioned problems and more specifically put:

- Local peoples' mentalities do not help the development and integration of sustainable mobility.
- Few stops for Intercity buses.
- Great depth of bureaucracy to change bus stop locations and time schedules.
- There have been attempts to create a National bus ticket. It exists but it is not accepted by all bus companies.
- Lack of connection between buses (especially different companies like City, Intercity, Airport and Rural).
- Not enough or bad quality of road signs (street names, traffic signs, etc.) that make it difficult for tourist to travel around town.
- Only the coastal bike path is excellent. Bike lanes in the city are small and dangerous.
- Information for mobility in hotels is generally poor. Usually the employees are foreigners and they don't know much about the region and the travelling options.

- Information about transportation and travelling are withheld in favour of organized excursion planners and officers.

### 9.3 Local vision and goals

Limassol to make significant steps towards a complete public transport network and sustainable mobility solutions, with a complete information package and integrated services.

### 9.4 Future sustainable mobility

#### **What are the future transport-related trends affecting the tourism industry in the region?**

Better public transport connections and improved locations of bus stations and schedules.

#### **How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?**

These trends should and must be integrated in future action plans (urban planning, mobility planning).

#### **Who are our target groups today and in the future?**

Visitors, Locals

#### **How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?**

Find the common base and relationship between transportation and tourist mentality. Create win-win situations where promotion of one service benefits both sectors and the region in total (less fuel expenses, cleaner environment, create a more attractive destination for tourists and a better place to live for the locals).

#### **Which are the key players (organizations and persons) to achieve sustainable mobility in tourism?**

Cyprus Tourism Organization, Public transport companies, Local authority, Urban planners, Departments and Services of Ministry of Connection and Works that are responsible for transportation.

#### **Is this LWG composed of the right people? Is someone missing?**

The department of road transport and the Limassol Chamber of Commerce and Industry should be included in the next workshop.

## 9.5 First thoughts on Action Plan

- Improve connections and time schedules in public transport.
- Make easier for tourists to plan travelling in the region.
- Improve sustainable mobility infrastructure.

**Improve public transport network and connections:** Send suggestions to Department of Road Transports (Ministry of Connections and works) with better bus stop locations and bus time schedules. Suggestions will include all bus companies (City, Intercity, Rural, Airport Shuttles). Some ideas include:

- New bus stop for Airport Shuttles and Intercity Buses at the last beach hotel (to Larnaca), Grand Resort, for the convenience of the tourists.
- More coastal bus stops for Intercity Buses between the existing three, for the convenience of the visitors staying at the beach hotels.
- Main attractions should be more easily accessible with more flexible bus schedules.
- Possibility of hop on – hop off tour buses routes.

**Make travel planning easier for tourists:** Provide choices and easy to find information on sustainable mobility solutions.

- Gather available information and create new where there is a gap. Use it to create a more complete information package for travelling, with integrated services and ticket options.
- Upgrade information shown on bus stops and streets.
- Train personnel in tourism industry so they can provide visitors with more and better quality information about public transport and other sustainable mobility solutions.
- Create ticket packets for tourists.
- Market the goals of the SEEMORE project actions and the benefits that will offer in mobility (for visitors and locals alike).
- Improve organized mapping of transportation option that begun by the Department of Road Transports.

**Improve sustainable mobility infrastructure:**

- More bike sharing stations especially in collaboration with hotel owners and management.
- Bike carrying rigs on the back of the buses.
- Spread the bike lane network from the coastal area to the city central areas. Ministry of Connections and Works informed that all future urban planning includes bike lanes in road designs.

## 10 MADEIRA, PORTUGAL

In Madeira, the managing team of Horários do Funchal (HF) has decided to split the Local Framework Workshop in two sessions, one of which was held on the 10<sup>th</sup> of September 2012 and the second one on the 25<sup>th</sup> of October 2012. The venue for both meetings was Horários do Funchal headquarters.

### 10.1 Participants

The first meeting was important to introduce the project and its objectives as well as the main global vision of partners with regard to sustainable tourism; whilst the second meeting aimed to discuss more in detail all the activities planned to be developed in the frame of the SEEMORE project and also to prepare the ground to create the action plan.

**Table 8 – Participants at the first workshop in Madeira.**

1 <sup>st</sup> Local Framework Workshop			
Participant	Institution	Responsibility	e-mail
Claudio Mantero (moderator)	Horários do Funchal	Head of the Planning and Studies Department and project manager	<a href="mailto:claudiomantero@horariosdofunchal.pt">claudiomantero@horariosdofunchal.pt</a>
Alejandro Gonçalves	Horários do Funchal	President of the Board	<a href="mailto:presidente@horariosdofunchal.pt">presidente@horariosdofunchal.pt</a>
Alcindo Freitas	Horários do Funchal	Member of the Board	<a href="mailto:alcindofreitas@horariosdofunchal.pt">alcindofreitas@horariosdofunchal.pt</a>
Andreia Quintal	Horários do Funchal	Project assistant	<a href="mailto:andreiaguinal@horariosdofunchal.pt">andreiaguinal@horariosdofunchal.pt</a>
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Arlindo Pinto Gomes	Municipality of Câmara de Lobos	President	<a href="mailto:prt@cm-camaradelobos.pt">prt@cm-camaradelobos.pt</a>
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Sérgio Gonçalves	Porto Santo Line (Cruise-line ferry)	Executive Director	<a href="mailto:sgoncalves@gruposousa.pt">sgoncalves@gruposousa.pt</a>
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Élvio Encarnação	Municipality of Funchal	Traffic technician	<a href="mailto:elvio.encarnacao@cm-funchal.pt">elvio.encarnacao@cm-funchal.pt</a>

Alexandre Reis	Regional Authority for Tourism	Technician	<a href="mailto:alexandrereis.srt@gov-madeira.pt">alexandrereis.srt@gov-madeira.pt</a>
Manuela Marques	Regional Authority for Culture	Technician	<a href="mailto:marquesm.srt@gov-madeira.pt">marquesm.srt@gov-madeira.pt</a>

**Table 9 – Participants at the second workshop in Madeira.**

2 <sup>nd</sup> Local Framework Workshop			
Participant	Institution	Responsibility	e-mail
Claudio Mantero (moderator)	Horários do Funchal	Head of the Planning and Studies Department and project manager	<a href="mailto:claudiomantero@horariosdofunchal.pt">claudiomantero@horariosdofunchal.pt</a>
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Andreia Quintal	Horários do Funchal	Project assistant	<a href="mailto:andreaquintal@horariosdofunchal.pt">andreaquintal@horariosdofunchal.pt</a>
André Freitas	Horários do Funchal	Project assistant and compiler of the minutes	<a href="mailto:andrefreitas@horariosdofunchal.pt">andrefreitas@horariosdofunchal.pt</a>
Dinarte M. M. Rodrigues	ANAM (Regional Authority for the Airports of Madeira)	Head of the Quality&Environment Department	<a href="mailto:dmrodrigues@anam.pt">dmrodrigues@anam.pt</a>
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José Alberto Gonçalves	Municipality of Santa Cruz	President	<a href="mailto:presidente@cm-santacruz.pt">presidente@cm-santacruz.pt</a>
Alberto Pestana	Municipality of Câmara de Lobos	President	<a href="mailto:prrt@cm-camaradelobos.pt">prt@cm-camaradelobos.pt</a>
José Alberto Cardoso	ACIF (Chamber of Commerce of Funchal)	Councillor	<a href="mailto:jadcardoso@sapo.pt">jadcardoso@sapo.pt</a>
Sérgio Gonçalves	Porto Santo Line (Cruise-line ferry)	Executive Director	<a href="mailto:sgoncalves@gruposousa.pt">sgoncalves@gruposousa.pt</a>
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Armando Ribeiro	Municipality of Funchal	Traffic technician	<a href="mailto:armando.ribeiro@cm-funchal.pt">armando.ribeiro@cm-funchal.pt</a>
Alexandre Reis	Regional Authority for Tourism	Technician	<a href="mailto:alexandrereis.srt@gov-madeira.pt">alexandrereis.srt@gov-madeira.pt</a>

## 10.2 Possibilities and problems for the target area

### Who is our target group?

During both Local Framework Workshops, participants have revealed that the target group of SEEMORE is mainly tourists who are accommodated within the catchment area of both Horários do Funchal (the PT Operator providing service in Funchal) and Autocarros de São Gonçalo (a subsidiary company of Horários do Funchal, providing interurban public transport service).



**Figure 1 – Interurban network map of Autocarros de São Gonçalo**

The surveys conducted by the SEEMORE team at the Regional Airport have resulted in an interesting finding, namely that there are tourists who were planning to use public transport but that were unable to do it either because they were not aware of the schedules of the routes or because they did not actually find the bus stops. These tourists will therefore be considered as the project main target group within SEEMORE.

Participants in the LFW have reported that it would also be great if the project could target tourists arriving in cruise-liners as well. This niche of tourists is basically the one that spends only a day (or a few hours) in Madeira and will thereby require a different kind of approach, this time more oriented to short journeys within the city of Funchal to a couple of the main must-see attractions.

### **How do they travel?**

One of the main target-audiences of SEEMORE in Madeira will definitely be those who, provided that they are accommodated within the catchment area illustrated in the map above, decide either to move around within an organized tour or to rent a car.

These two groups seem to be fairly tricky to address and to persuade towards more sustainable modes of transport. The first group mainly travel with a group of people they haven't met before, they are also likely to be older than the average age of the Madeira tourist. The second group come mostly from the mainland, and visit Madeira for the first time. Travelling for a limited

number of days, they wish to take the most from the Island and therefore choose the option which, in their view, seem to be more flexible and suitable to their needs.

Both groups often choose how to travel in Madeira actually before taking the plane to the Island. Hence, to convince them about other mobility options within the Island, one has to develop marketing campaigns which can become viral in the Internet (addressing self-drive tourists) and also work together with travel agencies in which these tourists tend to plan and book their overall visit assignments in Madeira.

### **What is the opinion of local stakeholders, entrepreneurs, etc.?**

The participants assembled in the LFW realized that public transport services can be found useful for most of the journeys made by tourists in Madeira. However there are some serious constraints to this common vision, namely: lack of integration between interurban PT Operators; PT service is insufficiently communicated and supply is decreasing due to the low number of passengers; bicycle use is limited due to the rough landscape; and there are no recharging points on the Island required for the electric vehicles market to grow and become a real sustainable option for tourists.

### **Which are the main points in favour of implementing sustainable mobility actions?**

SEEMORE local partners are bound together by a clear assumption that partnerships between the tourism and mobility areas are of paramount importance for the Regional economy to grow. They argue that should there is conditions to boost the number of electric/hybrid vehicles circulating in the Island, tourists would choose these modes of transport because they are cheaper to use.

On the other side, the overly financial crisis in the countries generating tourism to Madeira is leading to a general decrease in the amount of money spent during holidays. This trend is felt by the local partners as an emerging opportunity to promote cheaper and more sustainable ways of getting to know Madeira using, for example, reliable public transport services.

All in all, the partners have concluded that improving the mobility options and turning them more sustainable and integrative will become the bedrock in which the image of Madeira as a sustainable friendly destination will rise, thereby raising the satisfaction rate of tourists.

The project will be steered in the direction of informing tourists who browse websites seeking information about Madeira. Information about sustainable mobility will be made available on the most important regional websites and social media. These SEEMORE foreseen activities suit perfectly the most recent trends of tourism which outline that tourists are increasingly becoming more autonomous when it comes to planning their trip, as information gets more and more accessible.

Another major opportunity identified during the survey at the Airport and requiring further study during SEEMORE relies on the trend that correlates positively the number of tourists who

replicate in Madeira their routines: the more they use public transport in their hometown, the higher is the likelihood of using it in Madeira.

Simultaneously, during the LFW it became clear that Hotels are increasingly struggling with financial limitations. The provision of courtesy buses, to pick up one of the most interesting examples, can constitute a 7.000€ burden for hotel managers and so the willingness to support and move towards greener alternatives (like promoting regular PT service) is increasing.

#### **Which are the main points hindering sustainable mobility actions?**

The participants of the Local Framework Workshop have found a number of threats which can undermine the project, namely:

- i)* Competition with tourism-based services, namely organized tours and tourism agencies, is harder and harder as tourism grows at a lower pace;
- ii)* Parallel economy in the tourism economy is springing up, which threatens the potential of local public transport which thereby cannot compete with this. Regulator authorities seem not to be effective in tackling this increasingly important trend. Another key factor that is influenced by this trend is that dominant tourism services are more flexible to give commissions to hotel receptionists which are key actors in influencing tourists to move around the Island;
- iii)* It would be important to assemble in the project other interurban operators, but there is a lack of tradition of dialogue between Interurban PT Operators and the regional authority is not effective in facilitating the establishment of this kind of ties;
- iv)* Madeira destination and the services available on the Island are not perfectly following the trend for providing informatics systems and applications for tourism purposes. This feature limits the direct and continuous contact with the tourist;
- v)* Public transport frequency is encompassing the decrease in the number of passengers (on urban and interurban service alike). This trend hinders the convenience of the PT as a sound choice for tourists to rely on.
- vi)* Lack of integration between urban and interurban services. The market of public transport is overly fragmented and therefore not integrated in terms of fares and schedules.

### **10.3 Local vision and goals**

Project partners all agree that it would be important not to be hostile to taxis and organized tours agencies and rather underline what public transport provides above these other modes. Consequently, they have debated about the distinguishing factors that set public transport apart and make it appealing for tourists.

It was found that SEEMORE brings exciting opportunities for the link between tourism and transport in terms of incentives, information given and marketing approaches to tourists. Given the size of the ambitions of Horários do Funchal, the regional project can only achieve its goals with the ongoing support of its many partners.

As the focus should be placed on communicating the added-value of green modes of transport, especially on public transport services, it is firstly important to capitalize on CIVITAS-MIMOSA experience on these matters, namely the already existing measures which are in motion.

CIVITAS-MIMOSA created the building blocks for fostering integrated and greener surface modes of transport and a new sustainable mobility culture on the key local and regional players have arisen, together with a strong willingness to support and move towards less energy and environment intensive transport modes.

New communication channels will therefore be explored to inform tourists either before getting to Madeira, directly when arriving at the main gateways of entrance (Airport or at the Harbour) and during their stay, at the hotels or on the street. An example of a communication channel to further explore is the existence of closed-circuit television (CCTV) of the hotels which can be easily used to disseminate SEEMORE videos to tourists in their own room or in the hotel lobby.

All in all, it was evident that tourism in Madeira is growing at a low pace, yet the business model is sharply changing. Growing use of the Internet has contributed to the importance that this channel currently holds to purchase directly airlines, hotels and other service providers. SEEMORE rises here as a strong asset to enhance and develop a realistic vision based upon three founding pillars: Madeira has to be at the forefront of information and marketing actions tailored to its visitors so as to highlight the key factors that differentiate green modes of transport from more resource-wasting modal options; Incentives to promote sustainable mobility are required as a stepping stone to attract more visitors; and finally, stretching the offer of mobility choices so as to fit each visitor needs is a precondition to have a high quality and sustainable destination.

## 10.4 Future sustainable mobility

### 10.4.1 *What are the future transport-related trends affecting the tourism industry in the region?*

It is assumed that recent trends entail:

- i)* an increased number of self-drive tourists (do it yourself), which are autonomous enough to plan and book their holidays before actually travelling;
- ii)* the steady decline in the bulk of money spent by tourists on the Island;
- iii)* In regard to the relative importance of each age range for the tourism sector, there has been a trend towards a greater importance of older age groups. This trend is forecasted to continue. Elderly tourists are normally less willing to use smart phones and transport-related mobile applications to aid their knowledge about transport options in the Region. So the project partners decided that it is important not only to communicate with tourists using mobile applications, but also continue to use paper-based documents and guides;
- iv)* the profile of the tourist visiting Madeira has been changing recently, and new countries less affected by the financial crisis (e.g. Norway or Russia) are increasingly raising the

market share of regional tourism. This could mean a new exciting challenge for regional authorities for translating information into these foreign languages.

#### ***10.4.2 How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc?***

The outermost condition of Madeira, located far from the Continental mainland, raises several challenges in terms of energy efficiency to the transport sector. In fact, the forthcoming years will present higher responsibilities in terms of energy supply, and will require a strategy to promote more efficient modes of transport, especially in a region that lacks available space for motorized vehicles<sup>1</sup> and where tourism puts a lot of pressure in the territory, since tourists are responsible for a high number of trips (over 8 million, yearly, in Funchal only).

Public transport needs to encompass recent trends about lack of access to fossil fuels and ageing population by achieving the correct mix between supply and demand. It is also important to match PT characteristics to the profile of the tourists, for example, using mini or medium-size buses when the number of citizens and tourists using the service is smaller.

As for the climate changes, Madeira is well-known for its rapid changeable climate. Partners have found important to inform tourists whenever there are floods or any other major natural hazard that can put tourist's plans for hiking in the mountains in danger. This is simultaneously important to decrease the anxious feeling of tourists with regard to schedules and timetables of public transport.

#### ***10.4.3 Who are our target groups today and in the future?***

Tourists who visit Madeira out of an organized group and can manage freely their time in the island. People, who don't like to drive car in their homeland and are more sensitive to discover and live the beauty of the island as the local people do.

#### ***10.4.4 How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?***

Regional tourism strategies are based upon high-quality installed capacity in terms of infrastructures and human resources. Sustainable surface modes of transport need to follow this trend. Project partners have found out that as tourism and transport relate with each other very much, a good transport experience is important for the general appraisal of the tourist with regard to their holidays. In the event that the tourist has had pleasant holidays, positive words will be communicated to their relatives and friends who consequently become potential tourists. Other noteworthy parallel effects rely on the assumption that SEEMORE can give a boost to a more fluid, smart and green Region and this way contribute to reduce the disturbance that traffic jams create among tourists that look for a peaceful destination (according to the latest surveys

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<sup>1</sup> About two thirds of the archipelago's territory is protected area, comprising the Nature Park of Madeira and several nature protected areas.

conducted). Tourism can therefore provide a decisive contribution to the wellbeing of both locals and visitors.

#### ***10.4.5 Which are the key players (organizations and persons) to achieve sustainable mobility in tourism?***

Key players entail not only all the members that are invited to the LFW but also enterprises from the traditional commerce, big shopping malls, and the hotels.

#### ***10.4.6 Is this LWG composed of the right people? Is someone missing?***

Participants of the workshop stressed that it would be important to invite for these debates a member of one private interurban operator that provides service in the area of the Regional Airport (the company name is SAM). It is advisable to take this player onboard of the SEEMORE strategy because it is the missing link from the place where most tourists stay to the main regional attractions.

### **10.5 First thoughts on Action Plan**

The action plan is being prepared along with the regional partners. The aim is to create small operational teams responsible for taking forward a specific number of measures. For this to happen, one needs to define measurable and achievable targets and assign clear responsibilities among the partners so as the specific actions can become feasible within SEEMORE lifetime and there are time left to conduct evaluation activities.

## 11 MALLORCA, SPAIN

The local workshop in Mallorca was held the 10<sup>th</sup> of January 2013.

### 11.1 Participants

**Table 10 – Participants at the Local Framework Workshop in Mallorca.**

Name	Position	Organisation
Inmaculada Benito	General Manager	Hotel Federation of Mallorca
Neus Bosch	General Manager	Hotel Association of Palmanova-Magaluf-Sant Ponça
Antoni Sansó	General Manager	Hotel Association of Cala Millor-Sa Coma
Jordi Sansó	Technical Director	Mallorca Transport Consortium
Carles Fábregas	Director	CINESI
Lluís de Victoria	Project Manager	CINESI
Juan Salvador	General Manager	General Directorate of Transports
Gabriel Company	Regional Minister	Regional Ministry of Agriculture, Environment and Territory
Salvador Servera	President	Balearic Federation of Transport Companies
Bernat Coll	President	PIMECO (Smes Association)
Bartomeu Servera	President	AFEDECO (SMEs Association)

### 11.2 Possibilities and problems for the target area

The first part of the LFW event focused on the presentation of the baseline situation in Mallorca and the explanation of the SEEMORE project itself and its main aims and objectives. The results from the first mobility survey were also introduced to all participants, who could get a clear picture about the preferences and critical areas for improving and acting.

Overall, it was clear that tourists tend to travel much more on individual basis, booking their holidays at home and renting a car on the island. This change of preferences results in a higher motorization, more traffic flows in the area and environmental pollution.

The lead partner, CINESI, explained to the audience who are the target groups and the target areas involved in the project. Participants representing the tourism sector in these areas

considered very positive and interesting to promote such kind of sustainable mobility and tourism schemes. The improvement of the public transport offer and the deployment of traffic management plans would definitely enhance the image and attractiveness of these tourist resorts. In short, sustainable mobility policies should go hand by hand with sustainable tourism policies. Besides these positives aspects, other factors were pointed out during the presentation, as the increasing price of fuel or the problems related to road congestion in high season.

Therefore, one of the great outcomes of the LFW was the good understanding between representatives from both sectors (tourism and mobility), and the commitment shown by them with the SEEMORE initiative.

### 11.3 Local vision and goals

The main objectives to achieve throughout the project are:

- Reduction of private car trips among targeted visitors: 15%.
- Minimum increase of 5% of electric vehicle proportion in the overall rental/motorcycle fleet.
- Minimum increase of regional yearly public transport demand: 500,000 passengers.
- Minimum overall increase of 10% of non-motorized trips among targeted visitors.

After stressing these objectives to reach, the core of the action plan started to be shaped by participants. There are three key group categories to consider when defining the detailed action plan:

- Improvement of information and awareness on sustainable mobility, including the spreading of new technologies and better information materials.
- Creation of incentives for enhancing the use of public transport and other sustainable mobility means, in particular bicycle and electric vehicles.
- Design and study the feasibility of introducing new mobility options in the area, especially connections between the main island transport hub (airport) and key tourist resorts.

### 11.4 Future sustainable mobility

Under this part of the event discussion, the following questions were discussed:

#### **11.4.1 What are the future transport-related trends affecting the tourism industry in the region?**

A higher volume of individual tourist flows, which prefer to book their holidays at home and then rent a car on the island. This trend, together with the higher concentration of tourism season in July and August, results in severe road congestion problems and pollution. On the other hand, the continuous increase of fuel price is another transport-related trend to seriously take into account.

#### ***11.4.2 How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?***

The deployment of specific action plans is needed. The SEEMORE project will serve to canalize a measure package to face this situation. Actions will focus mainly on: the improvement of public transport information towards tourists, the feasibility analysis for introducing new mobility options and services, the training of tourism agents in the field of mobility and transport, as well as the creation of combined tickets and incentives for tourists.

#### ***11.4.3 Who are our target groups today and in the future?***

On the one hand, visitors staying at hotels in the selected target areas, making short trips during their holidays including the trip from and to the airport.

On the other hand, visitors who plan their trip at home on an individual basis not making use of tour operator offers.

Finally, those tourists who do not have driving license or with not valid driving license in Spain, as well as older tourists.

#### ***11.4.4 How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?***

By creating continuous information exchange protocols, regular meetings between representatives from both sectors and both the public and private sector. The sustainable mobility policy should be considered when planning the overall regional tourism strategy. The setting up of regular data collection campaigns and monitoring of key performance indicators to evaluate the progress and mobility behaviour of tourists.

#### ***11.4.5 Which are the key players (organizations and persons) to achieve sustainable mobility in tourism?***

- General Tourism Department.
- Local Councils of Calvià, Andratx, Sant Llorenç and Son Servera, and other main tourist destinations on the island.
- Transports Federation of the Balearic Islands.
- AFEDECO and PIMECO (SME's Association).
- Hotel Associations.
- Public Transport operators.
- Tourists.
- Residents and local entities.
- Private entities/professionals in the field of tourism and transport.

#### ***11.4.6 Is this LWG composed by the right persons? Is someone missing?***

Yes, the LWG is composed by all relevant actors and entities. However, at the moment of the organisation of this LFW, the SEEMORE project is still in the first stage, which means the LWG will

be extended in the future. In particular, local councils and local organisations from the target areas and other important tourist destinations will be contacted and invited to join the LWG regular meetings.

## 11.5 First thoughts on Action Plan

At this point, the first impressions about the contents of the Action Plan were presented, discussed and agreed. There was a consensus of absolutely necessary actions to overcome the following regional weaknesses:

- Lack of connections between the airport and tourist zones.
- Lack of frequencies of public transport services covering the main tourist resorts.
- Poor quality of public transport information: mistakes, non-updated, difficult to understand and not translated into key foreign languages.
- Need to improve mobility information in main tourist hubs: airport, Tourism Information Office of Palma city, Intermodal bus and metro Station.
- Include tourism information on main transport websites, and vice versa. Create cooperation protocols.
- Enhance and spread the use of new technologies and Smartphone applications: public transport in real-time, continuous information of incidences and news, route planner, etc.
- Parking problems in target areas. Lack of parking slots in many zones, congestion in peak hours and acoustic pollution related to this problematic.
- Lack of a proper public transport ticket system matching tourists' needs.
- Need to offer training on tourist and mobility information to transport operators' staff (including language competences).
- Implementation of sustainable mobility plans and local traffic plans. The objective should be to reduce congestion and enhance attractiveness and competitiveness of destinations.
- Promote alternative means of transport: mobility by bike through the design of local schemes and rental systems, or encourage the use of electric vehicles via policy regulations and incentives.
- Setting up a kind of quality and commitment label, which can be applied to all those accommodation and tourist businesses and entities cooperating with the SEEMORE project and the helping in the achievement of its objectives.

## 12 MALTA, MALTA

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The workshop was held the 1<sup>st</sup> of November. Moderator was Jimmy Magro from the Local Councils Association.

### 12.1 Participants

The workshop included a good number and variety of participants from various stakeholder organisations. Ten organisations were represented at the workshop, with each organisation being represented by one to two persons. Organisations included:

**Local Councils Association.** The Local Councils Association was established in 1994. The aims of the Association shall also include those of protecting and promoting the common interests of Local Councils as well as offering consultancy services, training on its own initiatives and in conjunction with any other Council or Councils.

**Ministry for Tourism, Culture and the Environment.** This Ministry covers various vital aspects of Malta's on-going progress and development including: Tourism and eco-tourism Culture, including the arts and Malta's cultural heritage, The environment, the Malta Environment and Planning Authority (MEPA), and the islands' sustainable development

**Tourism and Sustainable Development Unit.** The Tourism and Sustainable Development Unit (TSDU) within the MTCE structure is responsible for EU affairs relating to tourism, environment, sustainable development and policy development in these areas. The TSDU continues to offer guidance to the Malta Tourism Authority in EU related matters which cover both legislative proposals and funding opportunities. It also runs an EU co-financed scheme for sustainable tourism projects by enterprises and acts as the focal point for the LIFE EU environment programme.

**Malta Environment and Planning Authority.** The Malta Environment and Planning Authority (MEPA) is the national agency responsible for land use planning and environmental regulation in Malta. Established under the mandate of the Environment Protection Act (2001) and the Development Planning Act (1992) of the Laws of Malta, MEPA is also responsible for the implementation of around 200 Directives, Decisions and Regulations under the EU Environmental Acquis. In addition, MEPA acts as the national focal point under a number of international environmental conventions and multilateral agreements, including the Aarhus Convention on access to information, public participation in decision-making and access to justice in environmental matters. The Authority employs over 420 personnel from a wide range of backgrounds to help solve and shape our country's environmental and land-use issues.

**Valletta Cruise Port.** Valletta Cruise Port operates from its head offices at the Valletta Waterfront. The offices are situated in the historic buildings overlooking the harbour. These were restored and refurbished and are equipped with all modern amenities.

**Transport Malta.** The aim of Transport Malta is to coordinate better so that it executes policy decisions effectively and timely; whilst regulating in a fair, transparent and reasonable way and strictly enforcing the regulations. Transport Malta keeps an open dialogue with stakeholders and offers leadership to the sector and is financially independent of Government. Transport Malta established a number of directorates, one of them is dedicated to enforcement. Transport Malta also has a mandate to build the necessary capacity so that regulations are fully enforced or enact new ones. Transport Malta also addresses Strategy Development in line with international best practice and developments.

**University of Malta- Institute of Tourism, Travel and Culture.** The Institute for Tourism, Travel and Culture, formerly known as the Tourism Department has, as its main objective, the teaching of tourism studies at tertiary level at the University of Malta. Since its establishment in 1995, the Institute has been responsible mainly for training people in tourism, heritage management, cultural issues and socio-economic impacts of tourism. Over the years, the Institute for Tourism, Travel and Culture has also been active in research and its members have assisted the Ministry of Tourism and the Ministry for Culture in developing a sustainable tourism product. The current team of lecturers and researchers is involved in cultural heritage, cultural routes, cultural products, media and arts, tourism SMEs, tourism employment issues, labour studies, island sustainability and tourism economics.

**Malta by Bike.** Malta by Bike is a private company specialising in bicycle and e-bike rentals.

**Arriva (Malta).** Arriva Malta is a Maltese company determined to deliver the highest quality service possible in Malta and Gozo. Customers and their experiences are at the heart of Arriva's service.

**Malta International Airport.** Malta International Airport is the only airport in Malta and it serves the whole Maltese Archipelago.



Figure 2 – Photos from the workshop in Malta

## 12.2 Possibilities and problems for the target area

During the discussion, participants highlighted the ‘target group’, which in their opinion consists of young and middle-aged tourists who come to Malta for a leisure holiday, and who tend to travel either by taxi, public transport, or rented cars.

The event also served as a good opportunity for local stakeholders and entrepreneurs to air their views on the issue of sustainable mobility in the regions as far as tourism is concerned. An initial reaction was that in Malta there is a lack of awareness of the potential of cluster initiatives and policies to improve the sustainable mobility of the touristic regions. Participants highlighted how the wine industry in Australia took off precisely from collaborative ventures between the state, wine producers and related non-governmental organisations. At this point, members in the audience lamented that there is a lack of synergy in Malta between different various government Ministries and Departments, and that for entrepreneurs to invest in sustainable e-mobility there needs more positive and encouraging initiatives on behalf of the government.

Participants at the stakeholder meeting also voice their disappointment that there is a lack of ICT developments in aiding the development and maintenance of e-mobility. The need for better APPS for road networks and public transport were key lacunae highlighted by most participants, with others commenting upon the fact that most tourists were still using the printed versions of public transport timetables. In fact, many stressed the need for more attractive products and multi-lingual ways to communicate with tourists.

Another topic discussed at the stakeholder meeting was the need to have wider information on alternative modes of transport, and stronger initiatives on behalf of Local Councils to draw up plans for sustainable mobility. The latter could include plans for more shared mobility streets and pedestrian areas – thus, giving people more space to walk. Other interesting ideas would be to

mark pedestrian and bicycle pathways in different colours such as grey paths for pedestrians and red paths for cyclists. This would make sustainable mobility more efficient and practical, as well as safer. Participants also voiced their concern that vehicle drivers do not respect the rights of bikers and bicycle users, and this has the potential to lead to tragic accidents. A possible way forward in this respect is to provide educational campaigns that would target cyclists, pedestrians, and vehicle drivers. Other comments included that it remains difficult to rent a bicycle, and for the community to enforce the rights of e-bikers. So that more rental bicycles and e-bikes are available one needs to ask the following questions as far as entrepreneurs are concerned: what is being done on behalf of government authorities? What are the incentives? What are government authorities doing to back up the initiatives by entrepreneurs? Unfortunately, according to the participants, the answers to such questions are unsatisfactory.

Many voiced the fact that sustainable mobility produced a win-win situation, whereby both tourists and residents of the area enjoy and contribute to a less polluting environment. This will generate less stress for all and even more financial returns as more tourists will feel compelled to return to the locality for second and third visits. The main points hindering sustainable mobility actions constitute Malta's hilly terrain and the lack of infrastructure for safe bicycling.

### 12.3 Local vision and goals

The local vision consists of three interrelated themes and related goal-related action objectives.

The first theme is **Promoting integrated policies**. An integrated approach can best deal with the complexity of urban transport systems, the governance issues and the links between cities and their surrounding areas or regions, the interdependence between transport modes, the limitations within urban space and the role of urban systems in the wider European transport system. This theme includes three key goals - namely, accelerating the take-up of sustainable urban mobility plans, sustainable urban mobility and regional policy, and transport for healthy urban environments.

The second theme is **Focusing on tourists**. High quality and affordable public transport is the backbone of a sustainable urban transport system. Related goals include a platform on tourist rights in urban public transport, improving accessibility for tourists with reduced mobility, improving travel information, access to green zones, campaigns on sustainable mobility behaviour, and energy-efficient driving as part of driving education.

The third and final theme is **Optimising urban mobility**. Effective integration and interconnection between different transport networks are key features of a sustainable transport system. This can facilitate modal shift towards more environmentally friendly modes of transport. Indeed, affordable and family-friendly public transport solutions are key to encourage tourists to become less car-dependent, use public transport, walk and cycle more, and explore new forms of mobility, for example in the form of car-sharing, carpooling and bike-sharing. Alternative means of

transport such as electric bicycles, scooters and motorbikes as well as taxis can also play a role. Here, the key goal is working towards the implementation of Intelligent transport systems (ITS) for urban mobility. We have to look at, for example, electronic ticketing and payment, traffic management, travel information, access regulation and demand management. As a start, the national government is encouraged to launch a study on improving the interoperability of ticketing and payment systems across services and transport modes, including the use of smart cards in urban transport.

## 12.4 Future sustainable mobility

One of the key transport trends affecting our region is that each year we are experiencing an increasing influx of tourists in the same places so that this is producing great strain on our ecosystem, but especially, on the air we breathe and traffic problems. At the same time, we are very conscious of climate change, the increasing of prices because of more expensive rates of fuels, and changing types of tourists. The best way we can cope with such issues is by developing more eco-friendly ways of tourist trends, especially more sustainable tourist mobility. Although we can target all tourists it is evident that such measures will be more successful if we target younger tourists and those coming for leisure holidays rather than work-related events. At the same time, sustainable mobility for tourism will only be successful if the transport and tourism sectors join forces and seek ways of how tourists can be enticed to participate in sustainable mobility actions. Finally, there is no doubt that the key players (organizations and persons) to achieve sustainable mobility in tourism include a mix of government entities, non-governmental organisations and private companies who have a stake in tourism.

## 12.5 First thoughts on Action Plan

These are still early days but even after this first stakeholder meeting, one can perceive a couple of opening paths as regards responsibilities, timing and financing for possible future actions. All stakeholders agreed for the need of a sustainable mobility plan as far as tourists regions are concerned. This would aim to create a sustainable urban transport system by addressing – at least – the following objectives:

- i)* ensuring the accessibility offered by the transport system is available to both residents and tourists,
- ii)* improve safety and security in tourists regions,
- iii)* reduce air and noise pollution, greenhouse gas emissions and energy consumption;
- iv)* improve the efficiency and cost-effectiveness of the transportation of persons and goods, and
- v)* contribute to enhancing the attractiveness and quality of the urban environment and urban design.

In reaching such an action plan, it is important that responsibilities are as much as possible shared amongst stakeholders, include realistic timings, and having excellent cost-effective reports so that we maximise output as much as possible. It is important that State Ministries and relative government entities join together with non-governmental organisations, parastatal companies, and private entrepreneurs to come up with efficient strategies that would develop as well as strengthen sustainable mobility in tourist regions. There also need to be firm ideas on the timing of strategies deployed. Whilst one must put in place realistic frameworks, it is also important for efforts are implemented at strategic months of the year so as to have the highest returns possible. Much emphasis is to be put on visitors who visit Malta for leisure purposes rather than work-related events, as these will be more inclined to engage in e-mobility actions, renting bicycles and taking walking tours. As regards financing is concerned, it is evident that this issue is always an issue, because even where funds are available, these are never enough to implement all the ideas that stakeholders have in relation to sustainability schemes. It is therefore important that one thinks in depth as how it is possible to maximise the funds that one has at his/her disposal. One must start by implementing measure that cost next to nothing as well as taking advantage of organisations who believe in the importance of sustainable mobility and who are thus ready to share their resources so as to make such an endeavour a resounding success. It is possible that some strategies which reach large populations of residents are produced at minimal cost such as sms messages and e-flyers. However, other more expensive options such as adverts and posters are also to be implemented. One must also learn of other cities/regions experiences so that we identify the most effective measures, consider best value for money, and use synergies and create integrated packages of measures.

## 13 POMERANIA, POLAND

### 13.1 Participants

The first LFW was held in Choczewo on 23<sup>rd</sup> November 2012. The meeting was organised by PSWE and the Choczewo commune. Dr Piotr Kuropatwiński from PSWE was the moderator of the workshop. Mr Piotr Kamont from the Choczewo commune was the secretary of the workshop.

The following people took part in it:

**Table 11 – Participants in the Local Workshop in Choczewo 23 of November.**

No.	Name	Position	Organisation
1.	Marzena Górniewicz	Local urban planner	Vice-Voit of the Choczewo Commune
2.	Jerzy Detlaff	Member of the Council	Choczewo Commune Council
3.	Krystyna Detlaff	Member of the Council	Choczewo Commune Council
4.	Krzysztof Łasiński	Member of the Council	Choczewo Commune Council
5.	Krystyna Olszowiec	Member of the Council	Choczewo Commune Council
6.	Zbigniew Szafoni	Member of the Council	Choczewo Commune Council
7.	Katarzyna Świątek	Employee	Choczewo Commune Office
8.	Aleksandra Gabryszewska	Manager of a tourist association	Tourist Association of Choczew
9.	Mariusz Józefowicz	Manager of a public transport company	Wejherowo Interurban Bus Co. (PKS) (Public transport operator)
10.	Wacław Lipiec	Inspector of local coast administration	Coast Administration Authority
11.	Wojciech Matyja	Inspector of local coast administration	Coast Administration Authority

12.	Renata Pietrzyńska	Inspector of local coast administration	Coast Administration Authority
13.	Genowefa Kramek	Member of the Circle	Sasino Village Housewives Circle (users' group)
14.	Wacław Seweryn	Member of a users' group (retired teacher)	Users' group
15.	Krzysztof Zamojski	Owner - Member of a users' group	Local fish restaurant in Stilo
16.	Anna Zamojska	Owner - Member of a users' group	Local fish restaurant in Stilo
17.	Beata Żuk	Member of a users' group	Public Library in Choczewo
18.	Joanna Okrój	Member of a local residents' committee	Ciekocino residents Committee
19.	Krystyna Gabryelska	Resident	Choczewo community
20.	Aleksandra Geryszewska	Member	Choczewo Tourist Association

Representatives of the project team were:

Piotr Kuropatwiński (PSWE) – Moderator of the LFW

Piotr Kamont (Choczewo Commune) – Secretary of the LFW

Rafał Glazik (PSWE)– Reporting about project promotion issues

## 13.2 Possibilities and problems for the target area

### Description of the region

Within the framework of this session the members of the project team made a brief presentation giving basic information about the Choczewo commune, the Pomerania region and the background and purpose of the SEEMORE project. It was, however, not possible to discuss in detail the baseline situation of mobility and tourism since the surveys covering this issues were not made before the workshop.

### Presentation of the participants

Every participant made a brief introduction of her/himself. Then, after a brief introduction of the SEEMORE project the participants were invited to express what they expected from the workshop, because most of them were rather unfamiliar with it.

The following expectations were expressed:

- Learn more about the SEEMORE project aims and methods of its implementation as well as benefits to the residents resulting from its implementation.
- Increase in the length, improved signposting and quality of the cycling route network in the poviát
- Creation of better parking places for bikes and cars near places frequented by the general public
- Reduction in the intensity of car traffic passing through Lubiátowo in the summer season.
- Improvement of management of car parking spaces near beach areas taken over by the Maritime Office from the State Forest Authority.
- Learning how to acquire financial resources needed to develop local cycling network in the Choczewo commune, in particular near the Stilo lighthouse.
- Improve the quality of cooperation with the Poviát Forest Authority in order to improve the quality of the local cycling routes leading to the beaches.
- Improvement in the road traffic safety along roads with rows of trees planted along them. Branches of trees inhibit the safety of Heavy Goods Vehicles using local roads.
- The Poviát council should pay more attention to promote peaceful co-existence of different classes of road users, such as drivers and cyclists.
- Acquiring knowledge how to convince local residents about the importance of the project for the commune and its residents, in particular for the improvement of public transport services and the quality of the local cycling infrastructure
- Acquiring knowledge how to convince local residents about the need to rethink the ways of using individual motorised transport for local trips.

### 13.3 Local vision and goals

#### **General information about SEEMORE**

The workshop started with a presentation of the SEEMORE project, its aims, goals and potential actions. For many participants it was the first opportunity to learn about the project, that is why this part of the workshop extended beyond the planned timeframe. The main part of the discussion was devoted to the explanation, what are the specific features of the SEEMORE project and the fact, that it is not an infrastructure investment oriented project.

#### **Presentation of the region in SEEMORE**

The moderator and the PSWE members of the project team described the potential tasks to be implemented during the project and their potential impact on the life of the local community.

#### **Presentation of local characteristics and baseline data**

In view of the fact that surveys were not carried out among tourists visiting the Choczewo commune in the summer season of 2012, no results of the surveys were available. Thus the participants could only provide their perception of the principal characteristics of the local area.

#### **Discussion on sustainable mobility and tourism in the region**

The principal challenge identified during the workshop was the presentation and explanation of the sustainable mobility idea. All workshop participants understood that there is too much car traffic in the commune during the summer season, even in the smallest villages of the commune. That is why there is a general consensus among the commune residents that something has to be done about it, but the potential initiatives which might lead to the improvement of the situation have not been identified yet. The residents had difficulties in understanding that repairing the roads and extension of their network will not lead to the reduction in car traffic.

Among the initiatives that may help to improve the traffic situation in the commune, the following issues were taken into consideration:

- In the area of the commune there is a quite dense network of rural, unpaved roads which are not taken into consideration in the planning process, but are already used by long distance cycling tourists (e.g. coming from Germany) who are sometimes more aware of their existence and layout than local residents, since they have more detailed maps.
- Small investments in cycling facilities (e.g. construction of simple bike parking racks) in front of local food outlets and restaurants may attract cycling traffic of visitors, who come to the area by car but do not use it for local trips.
- There is an urgent need to develop a comprehensive car parking management policy at the commune level. The greatest challenge in this respect is the fact, that on one hand the authorities of the commune are considered by residents as the public administration organs responsible for the car parking policy, while the commune is not able to impose any regulations without appropriate co-ordinated action of other stakeholders potentially responsible for managing the areas used for car parking near the beach fronts. The data about allocation of revenues from car parking fees applied by the current managers of car parking areas (usually the local outposts of state forest administration bodies) are not known. Thus, these revenues cannot be used to finance flanking actions which could prevent the devastation of natural environment by cars parked chaotically on forested areas near beaches.

A general agreement was reached that with relatively small investment outlays it will be possible to create a cycling friendly infrastructure and signposting system. Such system will be an important prerequisite to start various soft (education and promotion) initiatives to persuade visitors to substitute many local trips traditionally made by car with cycling trips.

### 13.4 Future sustainable mobility

In view of the fact that the workshop participants were hardly aware of the potential to substitute car journeys with sustainable transport options (cycling and/or public transport trips), it is necessary to organise another workshop: the local state forest administration bodies, as well as representatives of regional and voivodship tourist organisations and private and public transport companies have to be invited to it. The members of the project consortium will prepare a draft

action plan which will be distributed among the potential workshop participants before that second workshop scheduled to be organised in January 2013.

Such a workshop will then provide the opportunity to agree on a common vision and goals for the region and a concrete action plan.

### **13.5 First thoughts on Action plan**

The draft action plan prepared by the regional SEEMORE-group: that is the representatives of the PSWE and Choczewo has been prepared according to the decisions adopted during the first Local Workshop.

