



Fact Sheet on SEEMORE Transfer Workshop I

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1 ABOUT THE SEEMORE PROJECT

1.1 Project Summary

SEEMORE shows that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of visitors within their regions towards more sustainable transport modes. The main objectives of the project are to:

- Increase visitors' awareness of sustainable mobility;
- Strengthen the co-operation between the mobility and tourism sectors;
- Shift travel behaviour of tourists to sustainable transport modes; and
- Communicate and transfer experiences to other tourist regions.

1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodol	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

SUMMARY

SEEMORE Transfer Workshop I was held in Madeira (Portugal) on 24 April 2012. All project partners, together with additional local representatives from Madeira region participated in the workshop. The aim of the Transfer workshop was to analyse six specific topics related to sustainable mobility in the tourism regions:

- *How to combine mobility and tourism in touristic regions?*
- *Which are the modes of transport that could improve tourism mobility in the regions?*
- *Which measures could effectively change the travel behaviour of visitors?*
- *Are there effective measures of co-operation between tourist and mobility sectors?*
- *Is the mobility information offered in appropriate ways for tourists?*
- *How can tour-operators provide information about sustainable mobility options*

The present Fact Sheet contains main messages and lessons learned that are the conclusions about the current problems and needs as regard tourism and mobility in the tourism regions.

The first part summarises the “Main Messages”, while the second part “Collection of Ideas” contains all relevant issues grouped under 6 different topics.

3 REVISION AND PEER REVIEW HISTORY

Version Number	Date	Comments	Peer reviewed by (Name, Organisation)
1	22/06/2012	Improvement comments by CSDSC	All partners

Table 1 – Document revision and peer review history

4. MAIN MESSAGES – SEEMORE TRANSFER WORKSHOP I

4.1 TRAVEL SMART, SEE MORE!

“TRAVEL SMART, SEE MORE!” conveys this message: in order to have a smart way of travelling, the travellers need to be more informed and aware of the available options. It is not just the question of sustainability, but of having the opportunity to visit, in a smart and intelligent way, the historical, cultural and natural attractions of the countries.

For example, if tourists receive the information that from their hotel / camping they can easily reach a number of best attractions in the tourist region they visit, and that they can do it by bus, boat, bike or foot, they will surely accept it.

The globalisation is making tourism one of the most growing world industries and there is high interest in sustainable tourism destinations. Therefore, tour operators and hotel chains / companies can also benefit from this smart and sustainable approach.

Destination image is sometimes associated to specific transport modes (e.g. trams in Lisbon), therefore this potential can be explored in some tourism regions.

4.2 COOPERATION

Cooperation between local authorities, hotels and public transport companies is necessary. It is important for all actors to understand that this is a win-win process in which they can all gain.

Local authorities will be happy to see that the image of their destination has improved and hotels could have an increase in the number of visitors (for example, “Car-free touristic areas” should be promoted with the appeal “we contribute to a clean and healthy vacation”). Transport companies could have an increased number of customers travelling on buses or boats. In turn, in order to

encourage the transport companies to cooperate, the local authorities could decide to toughen parking policies, as a way of discouraging the use of cars and promoting public transport.

In this way, some touristic bus routes could be improved (especially to better link the main hotel / camping zones with main attractions), in general routes and timetables could be adapted for tourists needs, the urban public transport could be promoted at the airports, etc.

4.3 INFORMATION

Information about sustainable mobility (public transport, bike routes, walking paths) should be available everywhere: at the airport, in the ports, at the bus stations, at the bus stops, in the hotels / camping sites, at the tourist info-centres, at the travel agencies.

Mobility information should be easy and clear, well presented, and it should be translated into foreign languages.

Information should be published and available not only about the public transport but also about the main attractions of the destination. It should be stated how main attractions of a destination can be reached by public transport.

The opportunities of the Internet should be exploited: informing the visitors of the sustainable transport options before leaving their homes, for example, by inserting small banners on the main tourist information websites of the desired destination, like 'visitcyprus.com', "bulgariatravel.org" etc. Also this information should be available for 'smartphones' application.

4.4 TOURIST KIT

The Tourist Kit (KIT TURISTA), promoted by Madeira region of Portugal, has been identified as a best-practice to be transferred to other tourism regions. Tourist Kit is one travel ticket which tourists buy at the hotels for travelling on all public

transport lines, together with a map of main tourist sites and how they can be reached by buses.

This innovative solution is based on a very simple principle of combining the transport and tourist information on the same place, therefore it is an integrated transport and tourism product. One important fact is that this service does not involve huge investments. Furthermore, this measure could be adopted in many regions, where hotels/campings are well connected with the transport public network.

The kit can be improved because not all the hotels are active and supportive and for example, tourists sometimes do not know how and where to change buses. At the same time, the Tourist Kit should be elaborated and adapted to the specific characteristics of each destination (where are the accommodation facilities placed with respect to the main touristic attractions; are the accommodation facilities well connected with public transport, etc.)

5 COLLECTION OF IDEAS – 6 TOPICS

The aim of the Transfer workshop was to analyse and discuss the six topics listed below, which are related to sustainable mobility in the tourism regions. The issues and ideas produced are presented under each topic.

5.1 TOPIC 1: COMBINATION OF MOBILITY AND TOURISM IN TOURISTIC AREAS

5.1.1 *How to combine mobility and tourism in touristic regions. What are the key elements?*

- The key elements for success are: secure, comfortable, assured, reliable, cheaper, journey time reliability, environmental friendly, low price and high quality
- How and when to present sustainable transport option? The answer is: during the planning phase. Importance of influencing the costumers in their planning phase, in their minds.
- The need to recognise different types of users: Visitors vs. Commuters, or visitors and weekend tourists...

5.1.2 *What are the main barriers to overcome when planning and cooperating? How to organize the cooperation between both sectors(mobility and tourism)?*

- Recognition of the need of co-operating for attractive locations
- Financial crisis can be seen as an opportunity and a challenge – we have to make it work with what we have got
- Important to understand that different cultures imply different trends and traditions

5.1.3 *What is the main message from the SEEMORE project to regional policy makers working on tourism?*

- To make them realize the trends in the global tourist market:
 - high interest in sustainable destinations
 - close links between tourism and transport (this is related not only to sustainable tourism, but we often forget that the development of transport was the main reason for the tourism development at the beginning of the 20th century)
 - ageing of the population

- tourism is one of the fastest growing industries, if not properly managed it can constitute a danger for environmental protection and territorial planning
- An effective way could be to actively involve the decision-makers, for example by taking them on a study tour, in order to get them see the main issues in quality sustainable transport: the easiness to use public transport next to the hotels, for instance.

5.2 TOPIC 2: MODES OF TRANSPORT

5.2.1 *Describe the modes of transport that could particularly improve tourism mobility in your region. Are there similarities/differences between the regions?*

- Malta: 1-Boat-taxis are useful for shorter distances.
 - 2-Bikes are not so popular yet, but there is a big potential. However, the infrastructure is not really in place.
- Madeira: 1-Mainly the use of electric bikes would improve tourism mobility on the island. 2-The possibility of renting Segways (or similar) could also help, since tourists from cruise ships sometimes use these kind of transport.
 - 3-Special tourist taxis.
- Bohuslän: 1- To develop the existing railway system
 - 2- To develop bicycle infrastructure so that more people could cycle.
 - 3- To encourage the use of electric cars.
- Differences: There are geographical differences between the represented regions and this needs to be taken into account. Malta and Madeira (Portugal) are islands – most tourists arrive by plane/ferry, while in Bohuslän (Sweden) most tourists arrive by car.

Different governing levels deal with transport/tourism issues in the three regions. In Malta, most transport/tourism issues are dealt with by the national level, but there is a closeness to the politicians since Malta is a small country. In Madeira, issues are dealt with by the local municipality. In Bohuslän, issues are dealt most commonly by the region of Västra Götaland, but also by the national level.

5.2.2 Which new services could be implemented for tourists' sustainable mobility?

- Malta: more boat-taxis, bike rentals (but firstly, bicycle infrastructure must be developed)
- Madeira: Service bike racks (hangers) on buses, but relevant only for more hilly areas. The Tourist Kit (one ticket which tourists buy at the hotels for travelling on all public transport lines, together with a map of main tourist sites and how they can be reached by bus) has a lot of potential and it has to be continued. Tourists receive the TouristKit at hotels, but not all participating hotels are active and supportive. Moreover, tourists do not know, for example, how and where to change buses - there is a lack of information. This could be improved by training the staff in the participating hotels, which is part of the activities foreseen by SEEMORE. There is also the need to improve some touristic bus routes.
- Bohuslän (Sweden): There are many big challenges:
 - 1- The development of the railway and bicycle infrastructure on national level. It is a matter of improving transport services, but Västtrafik (Public Transport operator and authority) should also start cooperating more closely with the tourist board to discuss the needs of tourists.
 - 2- Another issue is the renting and charging of electric cars.
 - 3- Possibility of bringing bicycles on buses and trains.
 - 4- Packaging is important while planning the whole trip. It is important to have better information provided as well as a high service and hospitality.

5.2.3 What is the main message from the SEEMORE project to local/regional transport operators?

- Malta and Madeira should better promote their existing public transport (PT) services. The PT operators should cooperate with the hotels.
- Bohuslän: The PT operator should look at the tourist needs, not just to the commuters' ones, for example, by adapting the routes and timetables to the tourists needs.

5.3 TOPIC 3: CHANGE OF TRAVEL BEHAVIOUR

5.3.1 *Name couple of effective measures to change the travel behaviour of visitors within their region towards more sustainable transport modes.*

- For the traffic from/to the airports:
 - 1- to combine the timetables of the airbus shuttles with the network of the city public transport
 - 2- to place information (flyers, posters) inside the airports, like at the Tourst Information Centres, promoting the urban public transport
- To toughen the parking policies, in order to make the visitors lose their interest in using the car

5.3.2 *In which way the sustainable mobility information should be promoted?*

- In a way that is visible, attractive, accessible and easy to be read, including short and catchy messages
- By informing the visitors of the sustainable transport options before leaving their homes, during the planning of their trip. For example, to insert small banners on the main tourist information websites of the desired destination, like 'visitcyprus.com', or main accommodation providers 'booking.com', and tourism agencies.
- By providing information on public transport directly on the plane, on the airlines' websites and at the airports.

5.3.3 *What is the main message from the SEEMORE project to the visitors of the SEEMORE regions?*

- TRAVEL SMART, SEE MORE! This message conveys the whole debate of the group: in order to have a smart way of travelling, environmentally friendly and cutting the expenditures, the travellers need to be more informed, aware of the available sustainable mobility options, and to have a flexible mind. The message is also a motto of the SEEMORE project.

5.4 TOPIC 4: EXPERIENCE IN COOPERATION BETWEEN TOURIST AND MOBILITY SECTOR

5.4.1 *Describe at least one, in your point of view, effective measure of co-operation between tourist and mobility sector in your region.*

- The effective measure analysed was the one implemented by Horarios de Funchal (Portugal) : KIT TURISTA - one ticket which tourists buy at the hotels for travelling

on all public transport lines, together with a map of main tourist sites and how they can be reached by bus. The direct approach made to the hotels was very important for convincing them to participate in the initiative. The benefits from this service are that it does not involve investments from the facilities and it can reduce the operational costs.

5.4.2 How could this service be optimized? Could it be adopted also by the other regions in your group?

- By increasing the number of adherent hotels, in order to improve the service and to increase the frequency
- By informing the tourists in hotels and in public areas about the existing service
- By providing labelling of environmental friendly hotels to the adherent facilities
- IN CONCLUSION: the examined measure could be adopted in many regions, where hotels are well connected with the transport public network.

5.4.3 What is the main message from SEEMORE to local companies in the tourist sector?

- 60% of the air pollution in urban (and tourist) areas is due to the cars' traffic. By implementing Mobility Management (MM) aiming at decreasing the number of cars in touristic places, it would contribute to the improvement of the quality of the tourism products.
- "Car-free touristic areas" should be promoted with the appeal "we contribute to the clean and healthy vacation" – by implementing MM measures for decreasing the number of private cars
- Eco-labelling would increase the number of visitors
- The increased number of visitors would increase the profits of hotels. At a second stage, it would be possible to negotiate discounts for visitors using public transport

5.5 TOPIC 5: SUSTAINABLE MOBILITY INFORMATION

5.5.1 Availability of sustainable mobility information for tourists in your region – Is it available? Is it already there or tourists have to ask for it? Quality of information? Where and how it is presented?

Summary of the situation in the regions:

- Skane (Sweden): The tourists need to ask for sustainable mobility information. The information is translated into English, the website is good and the quality of the ticket information is high. The information can be found on bus stops and bus stations. The use of bike is sometimes not really tourist-oriented. Still, hotels and

bike shops do rent bikes. As far as walking is concerned, there are maps available at tourist offices.

- Madeira (Portugal): It needs to improve the information channels – internet, physical shops, tourist information centres.
- Forlì-Cesena (Italy): There are place where tourists can find useful information, but mostly it is not translated. The information is available, but not that clear, just as the timetables at the bus stops. Bikes: there are information available at tourist information centres. Users find quite useful to browse for information through free wi-fi. There is a free bike system. In general, more information, bikes and maps are required.

5.5.2 Can sustainable mobility information be improved and how?

- By improving the information on the internet, so that tourists can plan their trip in advance. Put information online! Once the visitors have reached their destination, there must be additional information at the airports and in the hotels.
- Transport ticket with the logo of the hotel- in this way the hotels would be more interested in investing in the service
- Improve the information at the reception of the hotels
- Bikes: cycle guides on paper, internet, smartphones' application
- By publishing on the internet the interesting information on the destinations, not only on public transport. For instance, information on touristic spots.
- Destination image is sometimes associated to specific transport modes (e.g. trams in Lisbon)

5.5.3 What is the main message from the SEEMORE project to tourist information offices/services?

- In the current situation the travel companies are not assisting on the issue of mobility options. As a result, the tourists lose their interest because of lack of information and technical problems.

5.6 TOPIC 6: COMMUNICATION WITH TOUR OPERATORS AND OTHER RELEVANT STAKEHOLDERS

5.6.1 How to approach and involve long distance tour-operators, national and multinational players in the tourism market, in providing information about sustainable mobility options in tourist regions? Identify possible means of communication and combined offers/ bookings.

- long-distance tour-operators need to feel they got an advantage over other operators
- need to earn something from the service, either directly or indirectly
- tourism fairs are an excellent example to present initiatives in mobility management
- to offer flight destination and starting point for cruises
- to include the possibility of eco trips
- to include in the sustainable mobility packages the operators' offers

5.6.2 Which companies and other stakeholders should be contacted by the SEEMORE project?

- Destination management companies, because they have a broad network
- tour operators
- public transport providers
- private transport providers (bus, airbus, ports, train)
- hotel associations, shopkeepers, delivery services
- chamber of commerce- it integrates private companies and local regions
- neighbouring cities, municipalities
- city councils

5.6.3 What is the main message from the SEEMORE project to tour operators and long distance carriers?

- Sustain your destination!
- The demand for sustainable tourism is growing rapidly and therefore sustainable mobility is an important part of it. The tour operators need to be prepared for the changes that will come.
- The market has to be segmented, in order to satisfy different target groups. It is important to develop different offers for new and different target groups.

- The market should also start attracting those visitors, who are more sensitive to sustainable options, and which could become an important part of the tourism market.