

MUTUAL LEARNING WORKSHOP

Topic 3: Including tourist mobility patterns in SUMP Conclusions from the world café sessions



BOOSTING
URBAN
MOBILITY
PLANS

Luca Mercatelli
AREA Science Park
Trieste, 25/09/2014

The sole responsibility for the content of this presentation lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Several types of cities: tourist destinations, cities/towns partly or mainly serving nearby tourist destinations (Prato, Pavia), towns of little tourist interest, yet trying to attract some incoming flows through events and initiatives (Pordenone Legge).

Several aspects of sustainability: environmental, social, economic

Tourist destinations often see big incoming flows seasonally or at weekends, bringing congestion, lack of parking spaces, increased pollution (air and noise) etc. Non-tourist destinations, nonetheless, face similar problems on the occasion of events (exhibitions, fairs, concerts) and can use similar solutions (example: dedicated mobility plans for extraordinary events like the 'Alpini' gathering in Pordenone).

There is an issue of financing public transport for special events (who pays for the extra buses?).



Services for tourists' sustainable mobility also benefit local residents (better infrastructure, better services, less pollution, better quality of life), but services for residents are not always readily available to tourists (language barriers, availability of services for non-residents).

Having a dedicated city council's office for mobility is crucial for effective management, but internal (*horizontal*) cooperation with other city council offices and outside the city council (*vertical*) with regional authorities is just as crucial. Often tourism is regarded as a matter that should be dealt with by the offices dedicated to that area or sector, but in actual fact it needs to be dealt with at a multi-sector level to be able to come up with effective solutions, for instance, yet not only, to mobility problems.



Cruise destinations (for example Livorno) are often only transit cities and tourists are taken elsewhere. The city council should try and exploit this resource better, for instance increasing pedestrian areas near the port, providing good cycle paths and a bike.sharing facility near the port, managing tourist flows to the benefit of the city's economy.

Rivas Vaciamadrid (which grew in 25 years from 400 to 80.000 inhabitants) can only deal with strictly urban traffic and mobility issues, while the main decisions for regional and national connections are up to the regional government.

Most of the flows here, including tourist flows, are directed towards Madrid. However, train services end at 11 in a country and in a city (Madrid, Spain) where at 11 life begins and most people are just having dinner.



Information is a crucial element: information needs to be made available to residents and tourists alike, overcoming language barriers and using traditional and new media to make cities more enjoyable as tourist destinations.

Integrated territorial packages offering the opportunity to visit several locations, moreover, must count on efficient and effective mobility solutions

A good example of intermodality is the system realized in Burgas (Bulgaria), where a boat service on the Black Sea is integrated onland with bus services and cycling facilities.

An amazing example of support to cycling (international, cross-border) is the Polish border city of Piola Podlavska where they are realizing a 700 km cycle path network on the border with Belarus and a cross-border corridor (50 Km into Poland and 50 Km into Belarus) where no visa is required to go from one country to the other.



Final message

Sustainable mobility and tourism are good friends: less pollution (air and noise), less congestion, better intermodality (train, bus, boat, bike, walking), more pedestrian areas make cities better places for residents and tourists alike and offer cities' economies good economic prospects. Something to consider when it comes to traffic and mobility planning and management!



Thank you for your attention and
hope you enjoy the rest of the conference!

[Luca Mercatelli](#)

International Projects Unit

Servizio Formazione, Progettazione e Gestione Progetti

Consorzio per l'AREA di ricerca scientifica e tecnologica
AREA Science Park – Padriciano, 99 – 34149 Trieste – Italy

Tel: +39 040 375 5252

luca.mercatelli@area.trieste.it



Co-funded by the Intelligent Energy Europe
Programme of the European Union