

Planning mobility to support sustainable rural tourism

STEP-UP | SPLIT DALMATIA COUNTY

TRAINING | SPLIT | JULY 2019





TRAINING OBJECTIVES

- establishing a clear link between tourism and transport system development
- identifying the impacts of tourist mobility on destination points and their surroundings
- learning about challenges and optimal approaches to tourist mobility management, with a focus on the development of rural areas
- exploring existing solutions and approaches to mobility planning as tools to support overall local and regional development



TRAINING TARGET GROUPS

- local / regional administration engaged in planning processes (integrated, tourism, mobility...)
- key stakeholders of local/regional transport system (private and public)
- public and private entities involved in sustainable tourism development
- professionals and researchers in fields of transport, mobility, tourism, integrated urban and rural development
- decision makers in local/regional administration



TRAINING STRUCTURE

PART 1	Tourism and mobility: two sides of the same coin
1.1	The interconnection of transport and tourism
1.2	Types and impacts of touristic mobility
1.3	Challenges of tourist mobility management
1.4	Integrated planning as a key starting point
PART 2	The role of mobility management in rural tourism
2.1	Urban vs. rural tourism: challenges and opportunities
2.2	Characteristics of rural areas impacting mobility / tourism
2.3	Tourist mobility management as a tool for rural regeneration
PART 3	Existing approaches and solutions
3.1	Intermodality
3.2	E-mobility
3.3	The role of ICT in supporting rural touristic mobility
3.4	Best practice examples and initiatives



PART 1

Tourism and mobility: two sides of the same coin

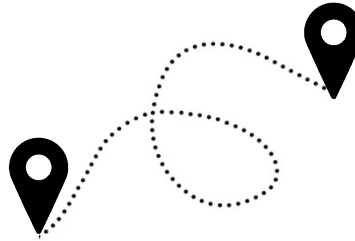
- *Definition of tourism*
- *History of tourism and transport interconnectivity*
- *Types of tourist mobility*
- *Impacts of tourist mobility*
- *Challenges of tourist mobility management*
- *Integrated planning*



1.1 The interconnection of transport and tourism: *Definition of tourism*

Tourism is defined through:

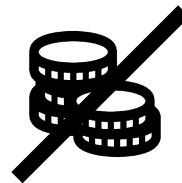
- ORIGIN



- DURATION



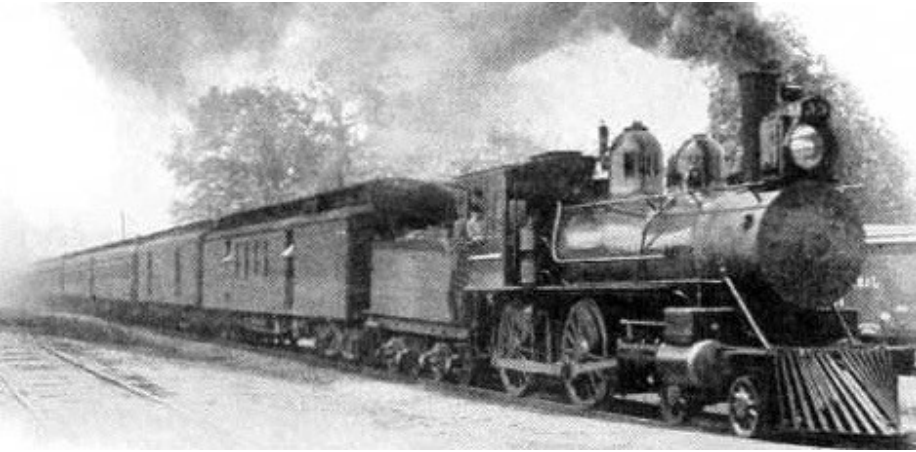
- MOTIVATION



There is
NO
tourism
without
mobility!



1.1 The interconnection of transport and tourism: *Historic evidence*



Sources of images:

<https://brewminate.com/the-industrial-revolution-and-the-railway-system/>

<https://schoolworkhelper.net/automobiles-in-1920s-history-production/>

<https://twitter.com/BritanniaMine/status/1002220036516339713>

<https://www.skyscanner.com.au/news/airlines/the-golden-age-of-plane-travel-what-flying-was-like-in-the-1950s-and-1960s-compared-to-now>



1.1 The interconnection of transport and tourism: Role of transport

The impact of transport system development on tourism:

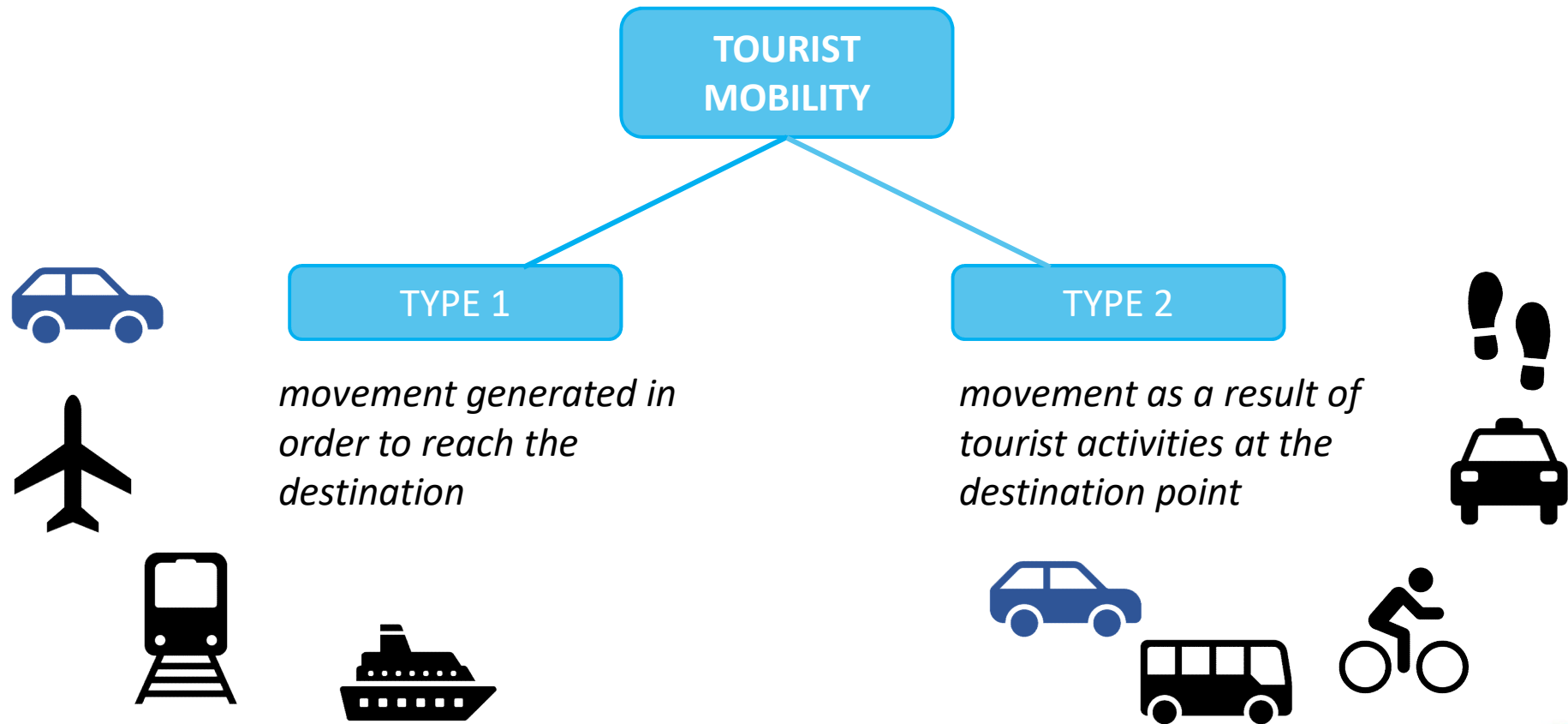
- accessibility of tourist destinations
- mobility within tourist destinations
- potential addition to the overall tourist offer of an area
- attractor of new businesses and services boosting local and/or regional economy



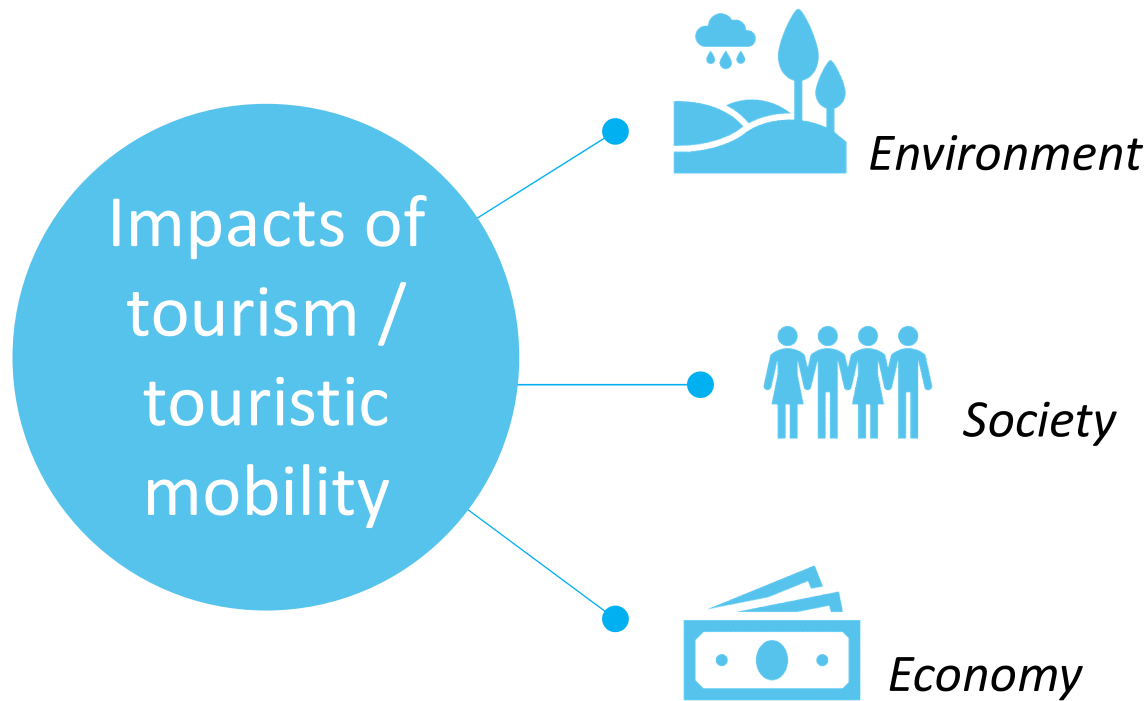
Sources of images: Shutterstock



1.2 Types and impacts of tourist mobility: *Two key mobility types*



1.2 Types and impacts of tourist mobility: *Overall impacts*

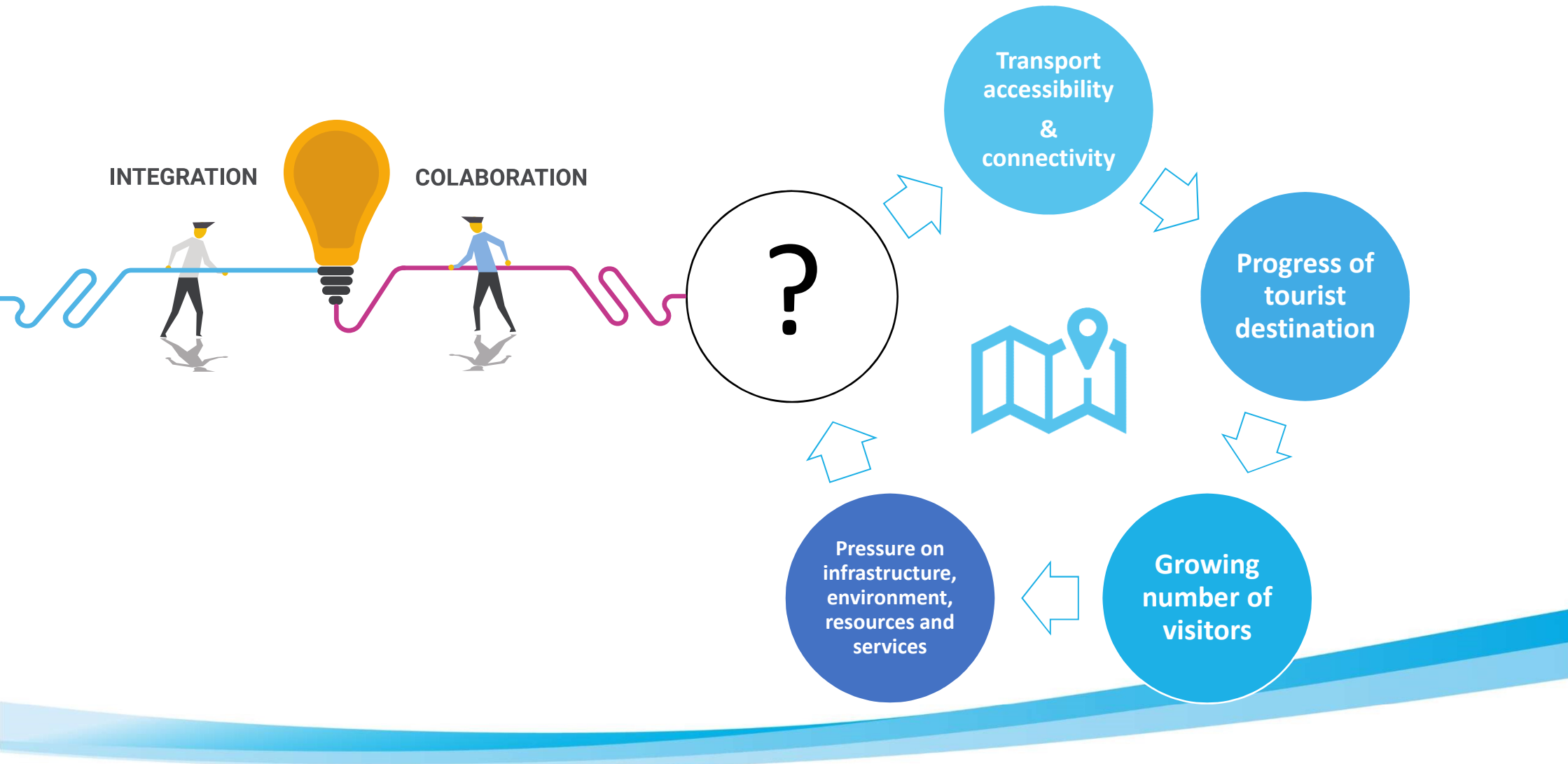


Possible negative impacts:

- *air pollution*
- *unsustainable resource consumption (including energy and land)*
- *congestion*
- *unbalanced territorial development*
- *unequal distribution of tourism generated monetary benefits*
- *reduced quality of life for the residents (abandonment by the permanent residents)*
- *non-feasible infrastructural investments (seasonal use)*
- *inadequacy of public services and infrastructure*
- *damage to cultural and natural heritage*
- *noise pollution*
- *safety issues etc.*



1.3 Challenges of tourist mobility management: *The missing link*



1.4 Integrated planning as a key starting point

- infrastructure and services more compatible with the sustainability demands
- rural areas more accessible and economically active, attractive to tourists and residents

LOCAL LEVEL

SUMPs
Tourism Travel Plans
?

REGIONAL LEVEL

Tourism Travel Plans
Transport Masterplans
?

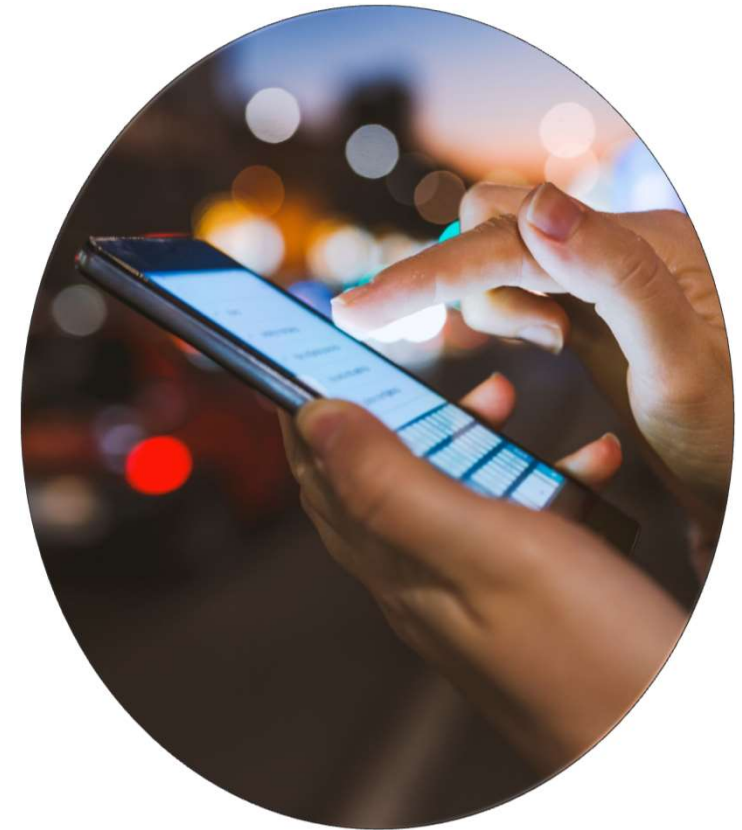
„Strategies specifically designed to govern tourism demand, in order to reduce localised pressure and distribute it evenly over the destination, are not independent of policies planned for the management of the area as a whole, and particularly of transport policies.”

M. Manente, V. Minghetti and E. Celotto (2000)



1.4 Integrated planning as a key starting point: Data collection and analysis

- Understanding tourists' movements – a key prerequisite for the management of the economic, social, and environmental impacts of tourism
- Lack of data on multi-destination trips (including both inter- and intra-destination trips) – only origin and “main destination”
- Errors in common measurement and interpretation methodologies
- New technologies as monitoring tools (mobile phones, GPS, GIS...)
- The potential of the collected data remains unexploited.



PART 2

The role of mobility management in rural tourism

- *Urban and rural tourism characteristics and trends (in terms of socio-economic context and mobility)*
- *Tourist mobility in urban and rural environment*
- *Mobility management helping rural areas*
- *Preconditions to successful mobility management*

2.1 Urban vs. rural tourism: challenges and opportunities



URBAN



RURAL



Sources of images :

<https://www.hit-booker.com/superb-vacation-undiscovered-alternative-dubrovnik>
<https://www.hit-booker.com/superb-vacation-undiscovered-alternative-dubrovnik>

<https://www.tportal.hr/vijesti/clanak/split-se-ovog-ljeta-pripremio-za-prometni-kaos-pripremite-se-i-vi-donosimo-savjete-za-to-kako-najlakse-stici-u-centar-ili-na-otoke-foto-20190603>

<https://www.budankotravel.com/hr/izleti/item/67-jeep-safari-biokovska-sela#.XTXy9S2BOXo>

<http://www.takeadventure.com/makarska-biokovo-sveti-jure/>

2.2 Characteristics of rural areas impacting mobility / tourism

- Low population density
- Depopulation
- Aging population
- Low level of economic activity
- Poor accessibility to services



Image source: <http://hotspots.net.hr/tag/splitsko-dalmatinska-zupanija/>

2.3 Tourist mobility management as a tool for rural regeneration

Introduction and adoption of sustainable transport modes in rural tourist mobility

Provision of high quality mobility services adjusted to tourist needs and most common routes

- data
- cooperation
- integration
- information
- marketing
- infrastructure
- other investments

Rerouting the tourists from crowded urban attractors to less popular rural destinations

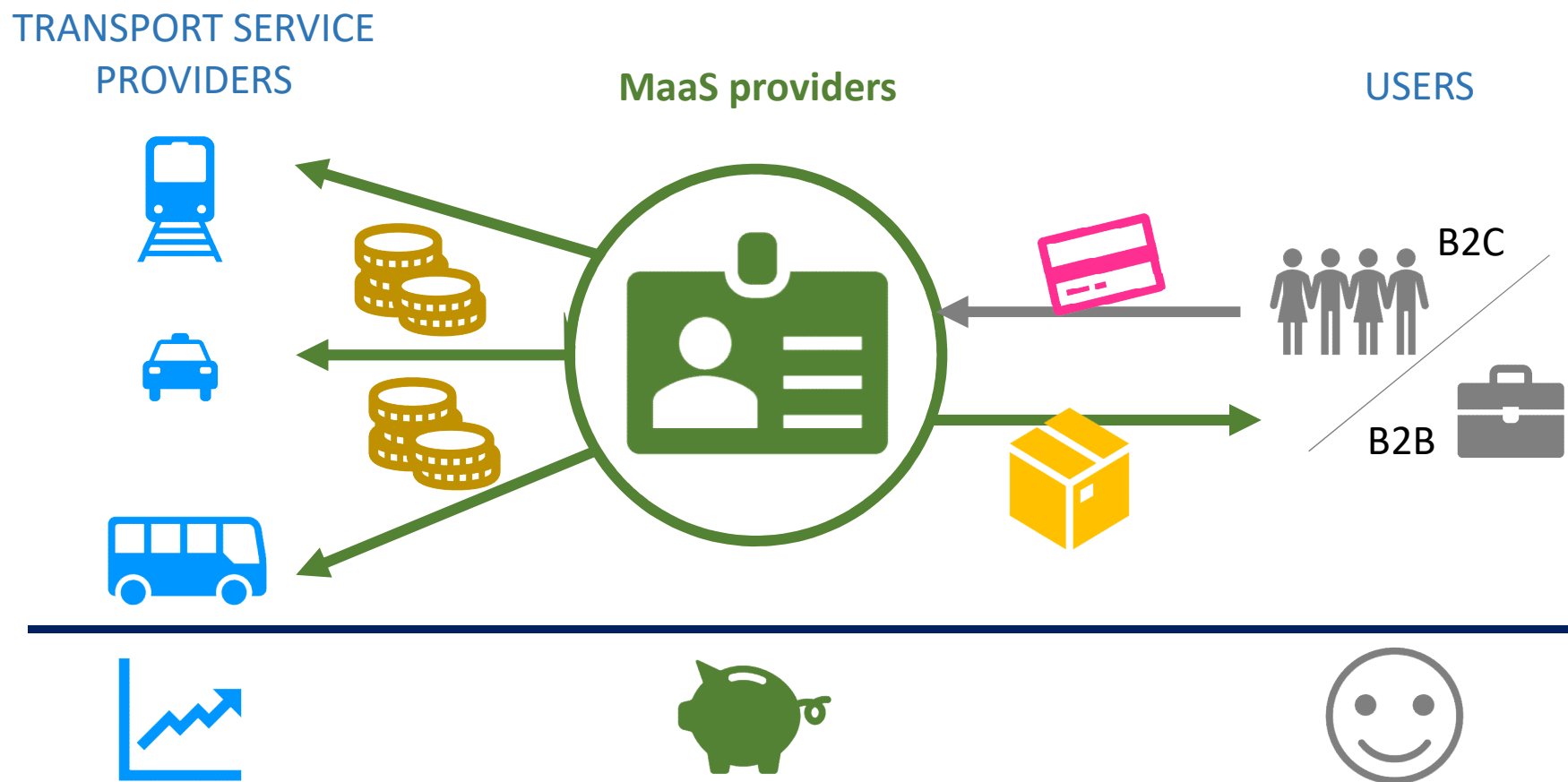
- part of local and wider territorial strategies
- requires advanced ICT
- collaboration between urban and rural tourist supply
- mobility on the regional level
- inclusion of businesses
- addressing the problems of residents and tourists

PART 3

Existing approaches and solutions

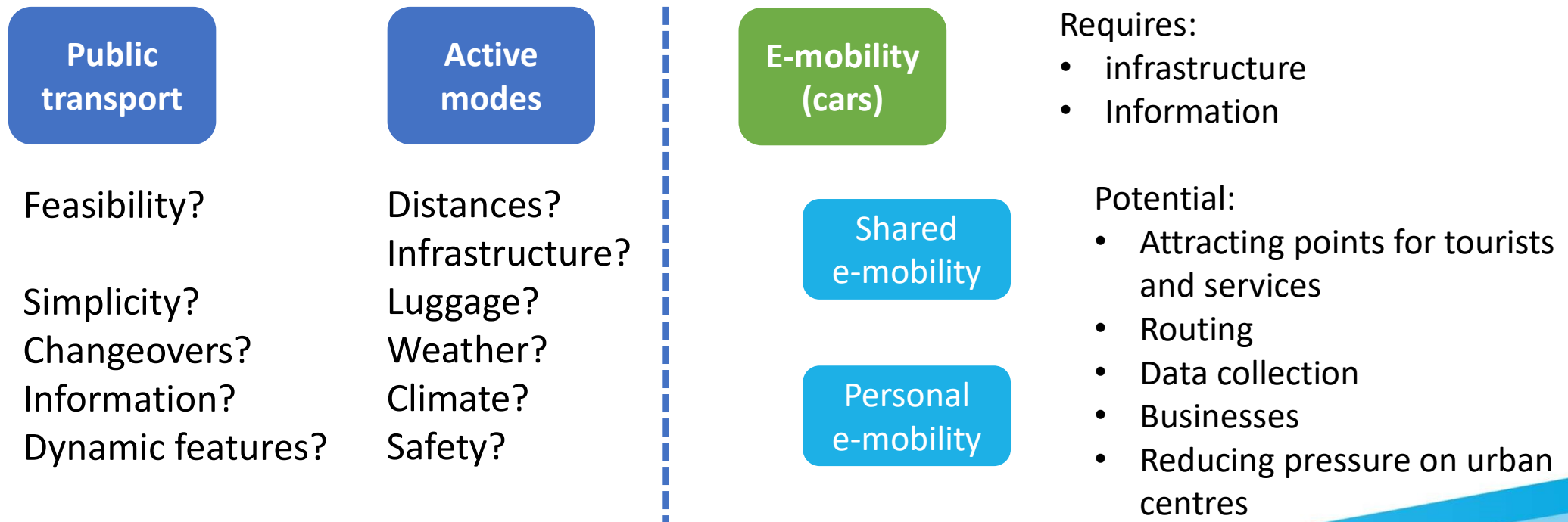
- *Intermodality: potentials and prerequisites*
- *E-mobility in achieving tourism sustainability objectives*
- *The application of ICT to make tourist mobility more sustainable*
- *Project examples*
- *STEP-UP outcomes: Split Dalmatia County*

3.1 Intermodality: Potentials and requirements

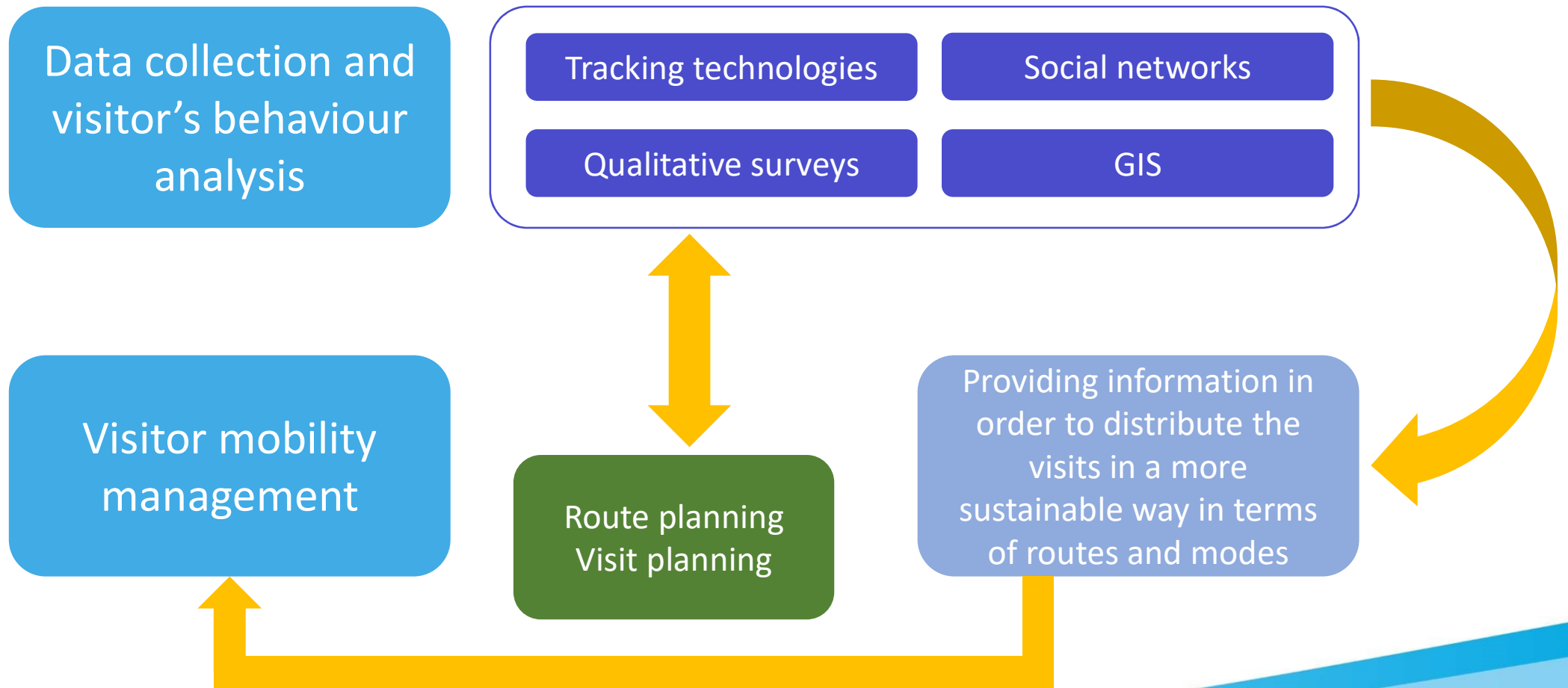


3.2 E-mobility: Potentials and requirements in rural areas

- Tourism is dependent on accessibility
- Sustainable tourism includes sustainable mobility, especially in rural areas



3.3 The role of ICT in supporting rural touristic mobility



3.4 Best practice examples and initiatives: SEEMORE project (2012 – 2015)



Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe

<http://www.seemore-project.eu>

Aims:

- to increase visitors' awareness of sustainable mobility;
- to strengthen the cooperation between the mobility and tourism sectors;
- to shift travel behaviour of tourists to sustainable transport modes
- communicate and transfer experiences to other tourist regions.

Expected results:

- reduction of car use by targeted visitors for leisure trips within the SEEMORE regions;
- increase in non-motorized leisure trips amongst target groups in the SEEMORE regions;
- increase of annual public transport passengers in the SEEMORE regions;
- increase of passenger demand in rural public transport routes;
- Increase in km driven with electric vehicles
- reduction of annual primary energy use
- reduction of GHG emissions.

3.4 Best practice examples and initiatives: Moveletur project (2017 – 2020)



MOVELETUR, the Sustainable Tourism and Electric Mobility in Natural Spaces

Aims:

- to promote a model of sustainable and clean tourism for visitors of natural areas,
- to create a network of green tourism itineraries connecting sites of natural and/or cultural value using electric vehicles
- to empower tourism sector entrepreneurs with a new added-value service for their activity.

Expected results:

- employment creation and improved territorial competitiveness
- higher quality of tourism experiences
- development of smart villages.



3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County

STEP-UP project

- WP 3 Development of feasibility/executive studies on multimodal aspects
- Task 3.2 – Realization of feasibility studies and executive projects
- **D.3.2.1 FEASIBILITY STUDY FOR THE PILOT PROJECT OF INITIAL CHARGING STATIONS NETWORK ON THE TERRITORY OF SPLIT DALMATIA COUNTY HINTERLAND**

Purpose of the document:

- Definition of the locations and the key features of the initial network of e-charging stations in the rural hinterland
- Evaluation of the expected impacts of the network layout in terms of accessibility to rural destinations and an overall impact on the socio-economic development of the hinterland.

3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County

STAKEHOLDERS

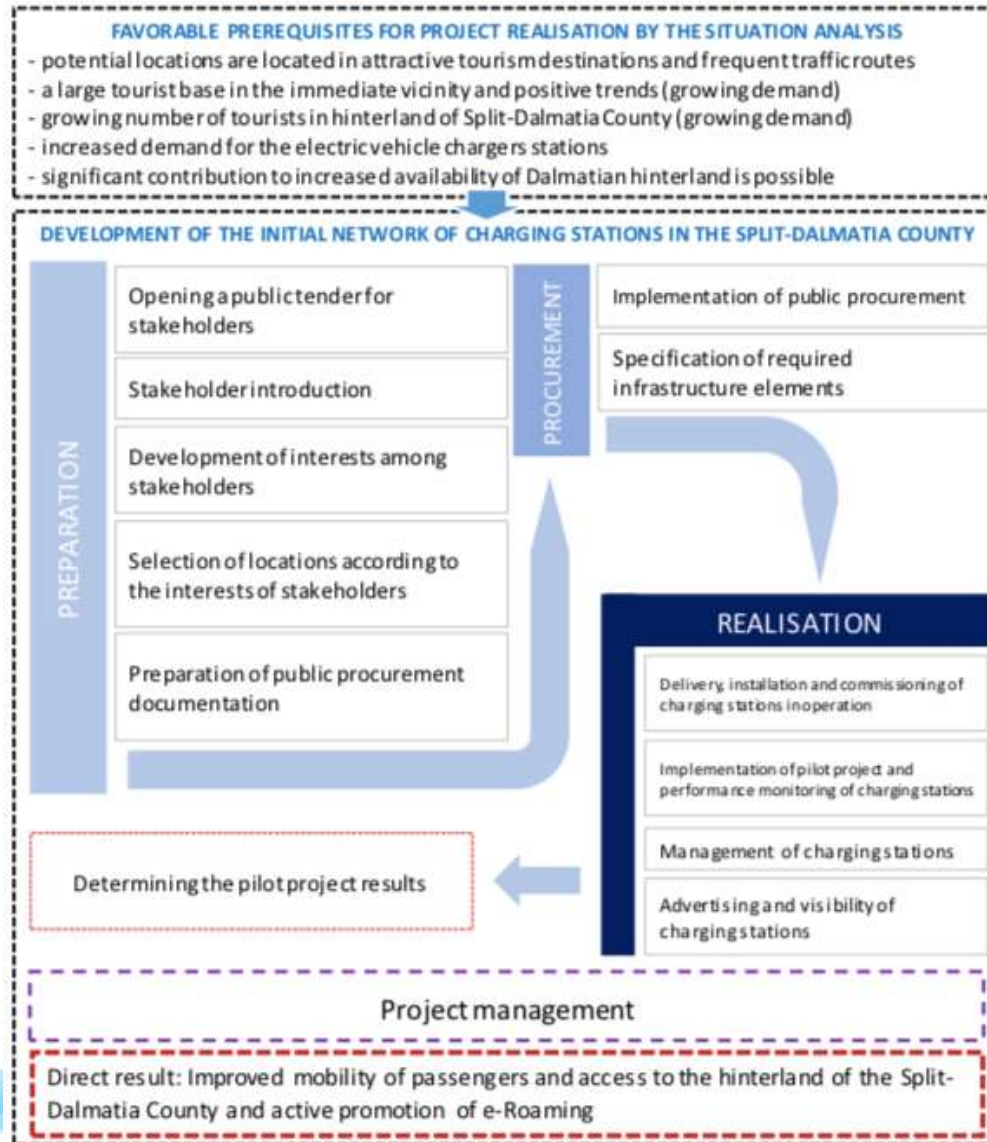
- Split Dalmatia County
- Local administration (multiple municipalities)
- Public and private service providers
- Tourist board of the Split Dalmatia County

TARGET GROUPS

- permanent residents
- tourists



3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County



References

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About the author/presenter



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Petra Grgasovic is a director of Erkon Ltd and an independent expert in fields of urban mobility and integrated urban development, also active as an ad-hoc URBACT expert. During the last decade she has been working both in public and private sector, mostly on project evaluation, development and implementation, strategic planning and policy analysis. Petra is currently a PhD student in field of Geography, already holding a Master's degree in Architecture and Urban Planning and a specialisation in Eco – engineering.



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