“Tourism & Mobility”

Introduction of the Civitas Destinations

10 practical guidelines

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From the Civitas website:

“CIVITAS is a network of cities for cities dedicated to cleaner, better transport in Europe and beyond”.

Special characteristic of Civitas Destinations:

Tourism & Mobility

10 Practical Guidelines:

The main objective was to better understand how the two sectors – transport and tourism – can work better together, in order to transfer practical recommendations to other EU cities sharing similar challenges.

The target group is transport and tourism authorities and stakeholders aiming to improve tourism governance, customer journey (including product development) and reduce CO2 emissions through smart and sustainable mobility.
10 Practical Guidelines
1. Cooperate: Bring the tourism and mobility sectors to work closely together

- Promote cooperation between stakeholders of the tourism and transport sectors. i.e. Hotels and Bike rental companies

- Create win-win relations: mobility policies, plans and systems that add value to a visitor’s experience.
2. Enrich the tourism product: Promote mobility solutions as a benefit for enhancing the tourist product

- Sustainable mobility improves the attractiveness of the destination, reduces noise and air pollution and improves safety.
- Show case to tourism stakeholders the added value sustainable mobility brings to the sector, i.e. decreasing transportation costs, ensuring a healthier and more comfortable way for tourists to move around.
- Attract new markets i.e. travellers looking for “climate-friendly solutions”.
3. Generate experiences: Design tourist experiences combining sustainable mobility modes i.e. cycling/pilgrimage, walking/architecture

- Use existing products, such as religious monuments, sites of architectural interest etc. and combine them with walking or cycling. Encourage professionals to organise and promote guided tours for these new products.

- Provide mobile applications and other electronic material to enable tourists to easily find information and follow these routes independently.
4. Create an information hub: Provide (web) electronic and print information about sustainable mobility options (before and during the journey)

- Simple and readily available information and tools.
- Use technologies to support the public transport system and improve the number of users - i.e. arrival bus info at stops/app, journey planner, service info, mobile payment, integrated ticketing, etc.
- International booking including local mobility may be a future trend to anticipate.
5. Upgrade rural public transport services: Encourage public transport operators to improve and promote their rural services to the tourist market: upgrade the experience and provide optional journeys

- Improve the options for the tourist to use public transport in rural areas
- Provide itineraries for rural destinations with timetables answering tourist needs and multimodal options, including bike racks or bike trailers on rural buses that travel to areas suitable for cycling.
6. Involve Tourism stakeholders: Train hotel front office staff and other hospitality professionals to provide primarily sustainable travel solutions to their guests

- Organise training sessions/experiences for the hotel front office staff as well as other hospitality professionals.

- Encourage procedures to be put in place by the hotel management to provide – *primarily* - sustainable travel solutions (bikes rental, travel cards, apps).
7. Combine transport modes: Create synergies between sustainable mobility modes i.e. on PT card offer discount for bike sharing, on bike sharing card offer discount for electric car rental

- Point out to the relevant stakeholders that there is an opportunity for cross-selling between sustainable mobility modes, that do not compete with one another.

- Encourage tourist professionals to promote such incentives to their customers (especially hotel guests).
8. Gather, Share and Use Data: Collect and share data between tourism and transport operators.

- Information is essential to plan and know the profiles of tourists, their mobility trends and travel behaviour.
- Collect information in order to provide tailor-made solutions and services which satisfy customer needs.
- Monitor and promote behavioural changes based on the data collected.
9. Develop Sustainable Mobility Inclusive Strategic Planning: Include the upgrading of sustainable mobility modes and infrastructures in the destination strategic planning

- Invest in safe walking and cycling infrastructures with an on-going upgrading plan.
- Include tourism activities in the mobility vision and strategic planning
- Integrate tourism in the Sustainable Urban Mobility Plan (SUMP).
10. Recognise good practices: Reward tourism businesses for promoting green solutions, including sustainable mobility solutions

- Design rewarding schemes such as the ‘Green Label Award’ to provide incentives to tourism professionals to become more involved and become part of a broader “green solutions” network.

- Utilise such recognition/accomplishment schemes that can be used as a publicity and promotional tool for the tourist businesses, especially taking into consideration the trend for greener tourism.
Thank you!

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