FIRST KEY STEPS TOWARDS SUSTAINABLE MOBILITY IN TOURIST AREAS

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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

<table>
<thead>
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2 SUMMARY

An entire work package of the SEEMORE project is dedicated to the transfer of knowledge, which takes place at different levels and among different stakeholders all along the project life cycle.

Beside the transfer of knowledge at national level, two different activities provide the opportunity of transferring knowledge at international level. First, two Central European Transfer Seminars take place during the project life cycle. These meetings are organised by the project partner Central European Initiative - an intergovernmental organisation joined by national level representatives of 18 countries from Central and Eastern Europe – and gather (waterfront) tourist regions from Central and Eastern Europe in order to spread the SEEMORE experience and practices in this part of the continent.

Second, under the coordination of the CEI, the project activities and findings are presented by project partners at renowned European level conferences on tourism and/or mobility. According to a common approach, representatives of each SEEMORE demonstrator region give the audience an introductory overview of the project, followed by a presentation of their local SEEMORE actions tailored on their specific field of competence.

The first European level conference to be targeted with a paper was the CEI Expert Meeting on Tourism “Opportunities of Transnational Tourism Development in CEI countries”, held in Gödöllő (Budapest) on 6 June 2013. The project partners CEI and CSDSC participated in the meeting, producing a paper entitled "First key steps towards sustainable mobility in tourist areas" that was distributed to all participants. Introduced by the CEI Executive Officer Izabela Gostisa, prof. Lucia Ilieva illustrated the first key actions of the implementation of SEEMORE in the region of Dobrich in Bulgaria.

The present report replicates the content of the above-mentioned paper, including a general presentation of the SEEMORE project (paragraph 5), the theoretical approach underlying the first steps taken in each SEEMORE region (paragraph 6), the experience and actions of the region of Dobrich (paragraph 7) and the presentation of the paper at the CEI conference (paragraph 8).
## 3 REVISION AND PEER REVIEW HISTORY

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Table 1 – Document revision and peer review history
## 4 GLOSSARY

Abbreviations provided in this report

<table>
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<td>Amb.</td>
<td>Ambassador</td>
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Table 2 - Abbreviations used
5 THE SEEMORE PROJECT

Studies show that leisure travel accounts for 50% of all travel in industrialized countries and is expected to grow further in the coming years. The impact of growing leisure travel is especially felt in tourist regions, that have to cope with seasonal changes in transport demand and road congestion because of private car use. An inefficient organisation of mobility can lead to a decrease in the attractiveness of a destination. For tourist destinations to remain competitive and attractive in a global market, cooperation between local actors from tourism and mobility sectors is essential.

The SEEMORE project, financed by the EU Intelligent Energy Europe programme, aims at showing that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of their visitors towards more sustainable transport modes.

The SEEMORE project has the following specific objectives:

1. Increase the awareness among visitors about sustainable mobility options;
2. Increase co-operation between the sectors of tourism and mobility, and create new and improved energy efficient mobility options for leisure travel;
3. Shift of travel behaviour of visitors towards more sustainable modes;
4. Widely share and communicate the SEEMORE experiences and outcomes with other actors in Europe, so that they start implementing similar actions.

The major outputs and expected results from the SEEMORE project will be:

- Integrated sustainable mobility information package for visitors for in each SEEMORE region in the national languages and at least two foreign languages;
- 80 attractions involved in providing integrated transport and leisure packages (tickets including both sustainable transport and activities);
- New public transport routes or increased service to leisure destinations and major events;
- Promotion actions to increase bicycle use among visitors (including 4 new bike rental services and complementary services in four regions);
- 17 national seminars with site visits and two central European seminars (in Trieste and Romania) to directly transfer SEEMORE experiences to local actors from other tourist regions.

The main expected outcomes of SEEMORE are:

- 5-15% reduction of car use by targeted visitors for leisure trips within the SEEMORE regions;
- 5% increase in non-motorized leisure trips amongst target groups in the SEEMORE regions;
- Total increase of 1.150.000 annual public transport passengers in the SEEMORE regions;
- Increase of passenger demand in rural public transport routes;
• 15.000.000 km driven with electric vehicles during the last year of the action;
• By the end of the action 30 other tourist regions will start implementing activities for sustainable mobility of tourists and by 2020 there will be in total 80 tourist regions taking up actions from the SEEMORE project;
• Reduction of annual primary energy use of 1.265 toe/year by 2015 and of 13.792 toe/year by 2020;
• 3.451 Reduction of greenhouse gas emissions (t CO2e/year) by 2015 and 37.5951t CO2e/year by 2020.

The SEEMORE action is directly responding to the **Energy-efficient transport priority on leisure travel**, by implementing new approaches, initiatives and services to change the travel behaviour of part of the almost 21 million visitors that yearly come to the 8 SEEMORE regions for their holidays and leisure trips.

Within the regions, the SEEMORE consortium is bringing together the relevant actors from both the mobility side (including public transport operators and bicycle rental companies) and the tourist side (including tourist information centres, hotels, attractions) to develop and implement the local actions. Jointly the regions will establish co-operation with tour-operators and national and international carriers (including railways, airlines and ferry companies) to further strengthen the local actions.

Through the impact of SEEMORE on energy savings and the reduction of greenhouse gas emissions, the action is contributing to reaching the objectives set in the EC communication “**2020 by 2020 – Europe’s climate change opportunity**”. SEEMORE is also responding to the recommendation to speed up the implementation of measures to improve transport sustainability included in the EC communication “**Energy 2020 – A strategy for competitive, sustainable and secure energy**”. Through the promotion of the use of public transport, cycling and electric cars in tourist regions, SEEMORE is contributing to the objective of the **Transport White Paper 2011**, to “halve the use of conventionally fuelled cars in urban transport”. By improving travel information for visitors, SEEMORE is also responding to the recommendation of the **Action Plan on Urban Mobility** on travel information.

The CEI participates in the project to transfer knowledge and experiences to CEI countries, through the organisation of national transfer seminars as well as through Central European transfer seminars (Trieste – autumn 2013, Romania – autumn 2014), which will gather tourist regions from several CEI countries.
6  THE SEEMORE APPROACH: FROM THE FRAMEWORK ANALYSIS OF LOCAL PRECONDITIONS TO THE ACTION PLAN

The framework analysis is the first necessary step to evaluate the baseline situation of regions and consequently to set up their local strategy for sustainable mobility, to be used as a basis for the implementation actions. The framework analysis foresees two main activities: an analysis of local preconditions and a local strategy workshop.

6.1 The analysis of local preconditions

Key actors from transport and tourist sector in the regions are identified, e.g. local/regional authorities responsible for planning and implementation, public transport authorities and operators, tourist and hotel organisations/associations etc. Secondly, a data collection by direct questioning the tourists/visitors is carried out, in order to identify tourists’ needs and preferences as well as potentials for shift to sustainable transport modes.

6.2 The Local strategy workshop

A local working group for sustainable transport for tourists is established in the region with representatives from both the transport and tourism sector (the key actors previously identified).

In the form of a local strategy workshop, the output from the analysis of local preconditions is discussed. The discussions address questions such as:

- What are the future transport-related trends affecting the tourism in the region?
- Do we want to promote our destination as a sustainable tourism destination and therefore promote also sustainable transport for tourism?
- How can the transport and tourism sectors be stronger together and form the basis for a competitive and sustainable region?
- How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?
- Who are our target groups today and in the future?

On the basis of the discussion, the group elaborates the local strategy document, which identifies the visions and goals for sustainable mobility for tourists in the region.

Based on the local strategy document, the local working group develops a concrete action plan for addressing the common visions and goals. The role and responsibilities of each key actor are clarified and a plan for timing and financing elaborated. The action plan will serve as starting point for the implementation actions.
7 THE EXPERIENCE AND ACTIONS OF THE DOBRICH REGION (BULGARIA)

7.1 Introduction

The Bulgarian organization Club “Sustainable Development of Civil Society” is the central actor for the implementation of SEEMORE in Bulgaria. The north coastal district of Dobrich was selected as target region. The district of Dobrich is visited by 500,000 tourists per year. It faces many problems regarding tourists’ mobility: no traditions in mobility management, no public transport, no cycling routes along the seaside. SEEMORE will facilitate the development of appropriate sustainable mobility habits among visitors and locals, promoting a shift from private cars to public transport, cycling and walking.

7.2 The analysis of local preconditions

The road infrastructure connecting the city of Dobrich with the seaside and the resort areas is quite good but public transport connections between maritime areas and towns are not well developed. Public transport does not exist in the maritime towns of Kavarna, Shabla and Balchik. Most of the small picturesque villages with high anthropologic value are totally deprived of transport connections with bigger cities and the seaside area. Thus, tourists and local population rely mainly on their private cars. The intense traffic causes a lot of pollution, noise, congestions and accidents.

In the Dobrich district mobility surveys had never been conducted and mobility management measures never introduced. During the communist era of organised tourism, travels of tourism groups were planned by the state tourism company Balkantourist and all transfers and tourist trips were performed by luxury new buses. Today the hotels and other resort facilities only offer taxi services to their customers. The perfect conditions for developing cycling routes and pedestrian alleys are totally neglected and small maritime settlements face many parking problems during high season.

1. The region of Dobrich in Bulgaria
In October 2012 a thorough analysis of the current mobility situation was made using primary and secondary sources of information. The regional survey showed that nearly 100% of the tourists are not satisfied with the mobility information and underline they do not receive any information even if they ask for it. In addition, the local population is not aware of the existing (small) possibilities of sustainable mobility in the region.

7.3 The Local strategy for sustainable tourism and transport

The Local Working Group was established in autumn 2012, gathering representatives of the local government and all relevant stakeholders in the tourism and transport sectors. The main target groups of SEEMORE in the Dobrich region were defined as follows:

- Individual tourists coming from Bulgaria and abroad for summer holidays, who stay in the district resorts on the seaside corridor Albena – Kavarna;
- As a secondary target group, Dobrich young residents visiting the seaside during weekends in small groups or with their families.

A Local Strategy was developed, defining the Dobrich district’s vision as “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 the tourism and transport sectors;
3. To increase the energy effectiveness of transport.

The project team immediately started working on the first task. By the end of February 2013 the necessary information, pictures, maps and the design of the advertising material which shows the integrated sustainable mobility information package for visitors was prepared. In particular, the leaflet and the brochure were conceived: the leaflet contains a detailed description and pictures of local leisure sites with information on how to reach them sustainably, while the brochure represents a Regional visitors’ mobility guide including complete and integrated information on public transport routes and timetables. The texts are presented in Bulgarian, Russian, English and Romanian. During the 2nd meeting of the Local Working Group, held in Balchik on 6 March 2013, the proposed items were finalised. A printable version of the mobility package was published on the official websites of the local institutions, thus allowing tourists and citizens to download and print for their own needs.

The Bulgarian team also started to work on the task “Training on integrated sustainable mobility options” for 80 professionals being in direct contact with visitors (hotels, bus drivers and leisure activities staff). The first workshop was held in Balchik on 7 March 2013, gathering 20 participants from the tourism sector (hotel and restaurant managers from Albena, Balchik and Kavarna; representatives of tour-operators and tourism agencies and public transport providers).
The technical assistance of the CSDCS team will continue to provide local decision makers with innovative and tailor-made mobility options that will be gradually implemented. It is already planned to introduce Sustainable Urban Mobility Plans in some cities along the Black Sea coast, thus making a significant step forward to reach EU requirements for a better quality of life in urban areas.

Visitors of Dobrich region will benefit from the improved traveller information, the increased choice in mobility options and the attractive integrated travel and leisure products. The improved ecological situation will attract more tourists, create more jobs and influence in a positive way the public health.

2. The region of Dobrich in Bulgaria

7.4 SEEMORE actions in the Dobrich region

Based on the Local strategy for sustainable tourism and transport of the Dobrich region, a set of specific measures to be implemented in the Dobrich region were identified. The measures are divided among three main axis:

- Axis 1 – Information and marketing actions concerning sustainable mobility
- Axis 2 – Introduction of new mobility options
- Axis 3 – Achieving energy saving in the tourism sector through mobility measures

7.4.1 Information and marketing actions concerning sustainable mobility

This axis contains many measures, aiming to improve the quality of and accessibility to information about mobility management in general and the possible mobility options in the tourism sector. An important step to reach this goal is the increased co-operation between local authorities, transport and tourism companies in providing mobility information. This axis includes six measures:
- **Measure 1.1.** Definition and elaboration of the integrated sustainable mobility information package for visitors (public transport, urban mobility, parking, pedestrian areas and routes, guided tours, etc.), with description of the leisure activities and how to reach them. Elaborated in Bulgarian, Russian, English and German. Distribution of up to 2,500 copies.

- **Measure 1.2.** Regional visitors’ sustainable mobility guide including complete and integrated information on mobility and integration of mobility information in hotels’ package to customers and in hotel services. 50 hotels to be involved.

- **Measure 1.3.** Training on integrated sustainable mobility options for 80 professionals in direct contact with visitors (hotels, bus drivers, and leisure activities staff).

- **Measure 1.4.** Organizing a photo-competition and exhibition in Albena for promoting the sustainable mobility measures, in summer 2014.

- **Measure 1.5.** Organizing 2 series of emissions of video-spot for the region promoting local attractions and the sustainable access to them – summer 2013-2014.

- **Measure 1.6.** Direct advertising – dissemination of advertising materials (posters, teaser-postcards, T-shirts, caps) among the target groups – tourists, hotel and restaurant staff, local youth, etc.

### 7.4.2 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 through three measures:

- **Measure 2.1.** Increased public transport selling points: hotels, regional transport terminals, travel agencies. At least four new points.

- **Measure 2.2.** Integrated packages (sustainable mobility + leisure activities) with the goal of selling at least 1,000 integrated packages during the last project summer.

- **Measure 2.3.** Parking policies to disincentives car use to access leisure destinations and urban areas with visitors concentration. Five meetings with local authorities to discuss the parking policies, leading to a decrease of 200 free parking spaces in town centres or leisure attractions.

### 7.4.3 Achieving energy saving in the tourism sector through mobility measures

This axis aims to **achieve energy saving in the tourism sector** by using more PT means, bicycles and walking and by introducing the use of electric vehicles where possible. It has three measures.

- **Measure 3.1.** Improving PT-services for visitors and local people in rural areas; PT services at leisure/tourist destinations; sustainable mobility options to major events.

- **Measure 3.2.** Bicycle mobility transport and services: Introducing a bicycle sharing/rental schemes for visitors; complementary infrastructure and services to support cycling: 5 kilometres of new segregated bicycle lanes and 100 new public parking places for bicycles.

- **Measure 3.3.** Training of up to 40 local planners on how to consider visitors when planning mobility measures and how to consider mobility when planning tourist infrastructure resulting into a SUMP for Kavarna.
8 PRESENTATION OF THE SEEMORE PAPER “FIRST KEY STEPS TOWARDS SUSTAINABLE MOBILITY IN TOURIST AREAS” AT THE CEI HIGH-LEVEL CONFERENCE “OPPORTUNITIES OF TRANSNATIONAL TOURISM DEVELOPMENT IN CEI COUNTRIES” (BUDAPEST, 6 JUNE 2013)

Within the framework of the Hungarian Presidency of the Central European Initiative of 2013, the Ministry for National Economy of Hungary organised the conference “Opportunities of Transnational Tourism Development in CEI countries” on 6 June 2013 in Gödöllő (Budapest).

The general aim of the conference was to encourage cooperation among countries of Central and South-East Europe (focus of operation of the CEI) on on-going international programs and projects.

3. Plenary session of the Conference

The conference gathered more than 50 participants, tourism professionals and experts, mainly from the public administration, who have expertise in one of the three specific subjects of the conference:

- Cultural and gastronomic themed routes
- Cross-border health tourism product development (focusing on thermal baths)
- Tourism and sustainability
During the plenary session, Amb. Margit Waestfelt, CEI Alternate Secretary General, in her presentation indicated SEEMORE as an innovative EU-supported project in which the CEI participates to exchange best practices for integrated tourism and mobility actions. A copy of the paper "First key steps towards sustainable mobility in tourist areas", jointly prepared by the Dobrich Region and the CEI, was distributed to participants in the Plenary.

In the second part of the conference, three parallel thematic session took place: Cultural and gastronomic themed routes, Cross-border health tourism product development and Tourism and sustainability.

The Dobrich region and the CEI took part in the Thematic session “Tourism and sustainability”. Prof. Lucia Ilieva, coordinator of SEEMORE actions in the region of Dobrich in Bulgaria, held a presentation: “Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe – the SEEMORE Project” and presented the Dobrich strategy and action plan and specific measures being implemented in that region. She also illustrated the material prepared within SEEMORE in Dobrich, in particular the timetables of public transport in tourism areas of the region.

Ms Izabela Gostisa Pasic, CEI Executive Officer, illustrated in more detail the approach and activities of the know-how transfer in the SEEMORE project. In that context, she announced the Central European Transfer Seminar, to be held in Trieste in October 2013, to which transfer regions from Central and South East Europe will be invited.
9 CONCLUSIONS AND LESSONS LEARNED

The CEI conference “Opportunities of Transnational Tourism Development in CEI countries” mainly targeted national authorities such as Ministries responsible for tourism from the CEI Member States. Nonetheless, regional development agencies, intergovernmental organisations, and project promoters were also present.

The presentation about the SEEMORE actions in the Dobrich region received attention from participants from Hungary and the Czech Republic, especially regarding the importance of providing adequate public transport information to tourists, which is not extremely expensive as a measure, but can have great impact (good value for money).

An interesting discussion took place about tools and instruments used for measuring the impact of certain measures. An interesting incentive for registering/counting the number of tourists or bike-users in accommodation facilities, guesthouses and agro-tourisms was mentioned as an example. In order to become or to remain part of a network of environment-friendly accommodation facilities, the facilities along bike-routes or cultural/thematic routes need to provide information about the number of bike-tourists that stayed at their premises. In that way, positive or negative trends can be measured.

The interest shown in the SEEMORE project was high, in particular from Hungary, Serbia, Slovenia and Croatia and participants expressed interest to participate in the SEEMORE Central European Transfer Seminar. The Danube Competence Centre, partner in the TRANSDANUBE project, expressed interest to participate in the seminar and to provide information for certain towns along the Danube.

As regards reactions from the Ministries responsible for tourism, participants from Hungary, Croatia, Slovenia, Czech Republic and Bulgaria expressed their readiness to disseminate invitations and information about the SEEMORE National Transfer Seminars to be held in their countries.
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