

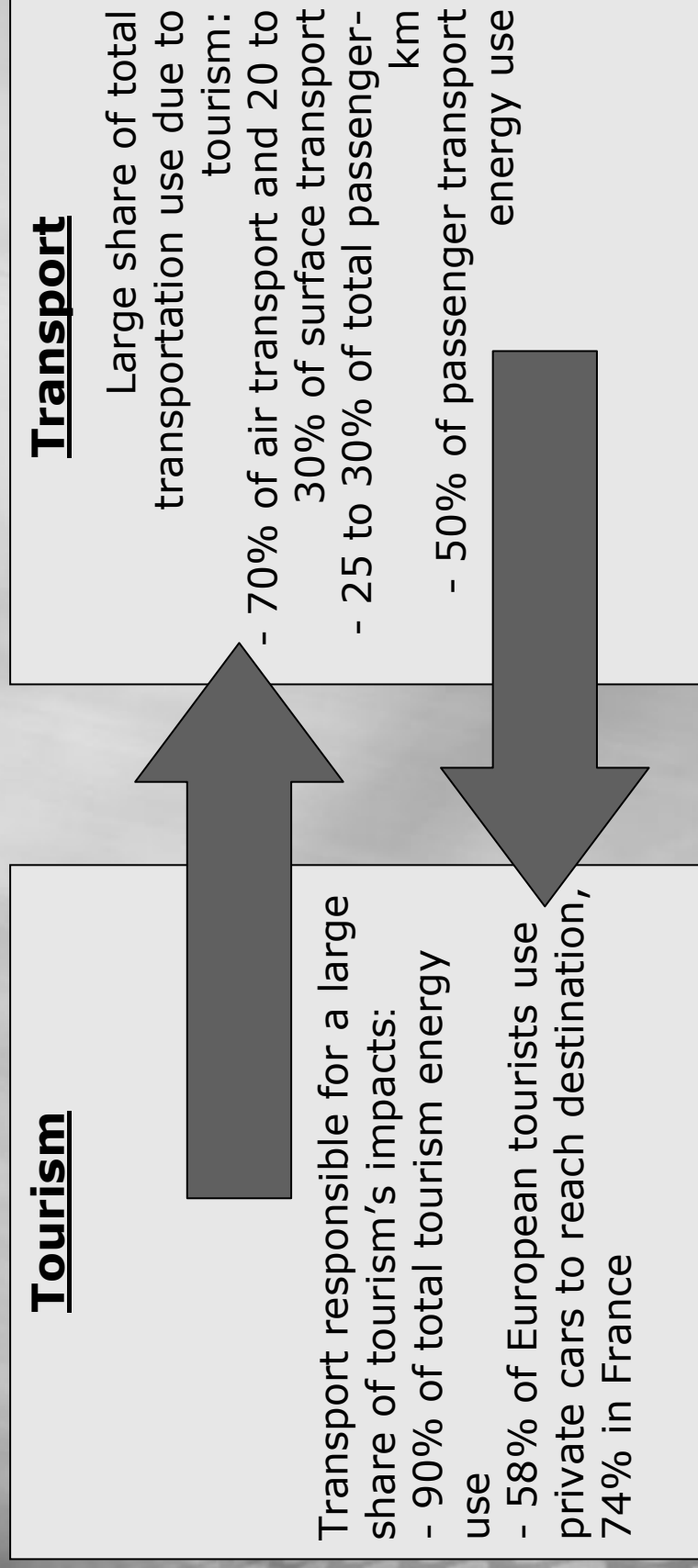
Workshop on Leisure Travel, Tourism Travel and the Environment
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Solutions for the sustainable mobility of urban tourists

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• Relations between tourism and transport



Sources: ARTIST Consortium (2000) *ARTIST – Agenda for Research on Tourism by Integration of Statistics/Strategies, Summary Report*, <http://www.cordis.lu/transport/src/48315.htm>
EEA (2001) *Environmental Signals 2001*, European Environment Agency, Copenhagen
European Commission (1998) *Facts and Figures on the Europeans on Holidays 1997-1998*, DG for Enterprise Policy, Distributive Trades, Tourism and Co-operatives, Brussels

• **Research on sustainable tourism and transport**

- Still two separate fields, knowledge gaps on tourism mobility and lack of integrated approaches stressed by several authors
- When integrated, focused on access to destinations, tourists' transport within destination often neglected
- Urban areas: challenge due to diversity of functions and interactions between tourists, residents and commuters
- Urban transport planning still mainly commuter-oriented disregarding tourists needs and impacts

• **Research on sustainable tourism and transport**

European research projects

- ARTIST - Agenda for Research on Tourism by Integration of Strategies for Transport (1999-2000)
 - . *Objectives*: analyse the share and dynamics of tourism in total mobility; review existing visitor management practices; demonstrate the need for a Community transport initiative on this issue
 - . *Main findings*: need to integrate tourism travel in transport policy making; difficult to transfer existing knowledge directly from the transport field; important knowledge gaps on tourism mobility lead to a R&D agenda with 21 research themes

• **Research on sustainable tourism and transport**

European research projects

- CAPITALS ITTS – Capitals providing Integrated Travel and Tourism Services (2002-2004)
 - . *Objectives:* develop, implement and demonstrate a set of common tourism and transport services in Berlin, Brussels, Madrid, Paris and Rome
 - . *Main findings:* integrated transport and tourism information and tools for tourists and coach drivers - traffic information, itinerary calculation, turn-by-turn navigation, tourist attractions - available through the internet, PDA and cell phones

• **Research on sustainable tourism and transport**

European research projects

- MOST – Mobility Management Strategies for the next Decades (2000-2002)
 - . *Objectives*: implement mobility management strategies in new thematic sectors (tourism included)
 - . *Main findings*: Sintra, Portugal – establishment of a mobility centre and promotion of public transport and alternative transport modes (5 tracks for walking and cycling); Malaga, Spain - development of a mobility plan to study the transport needs and mobility patterns of tourists (actions: implementation of a tourist bus, a tourist map with the transportation network and a smart card)

• Best practice on sustainable tourism and transport

International initiatives

- NETS – Network for Soft Mobility in European Tourism (1999-)
 - . Objectives: share knowledge and experiences between members; promote and support projects of soft mobility
 - . Examples of *Bad Hofgastein and Werfenweng, Austria*: “Holidays from the car” – demand oriented dial-a-bus-system, booking and coordination of car-sharing, rental of bicycles, streets redesign to become more walking and cycling friendly, information packages, door-to-door luggage logistics, improvement of regional public transport, namely acquisition of electric buses

• **PhD research**

- Aim: improve tourism's mobility in cities contributing to the sustainability of urban destinations
- Methodology: develop solutions for the sustainable mobility of tourists in an urban environment – based on case studies research –, to work as guidance for planners to integrate tourism mobility in their land-use and sectoral planning and as a monitoring methodology

- **PhD research**

Lisbon case study

- Aims:

- a) to diagnosis Lisbon's tourism mobility system from both supply and demand sides
- b) to draw solutions based on the strengths and weaknesses evidenced during the diagnosis and on the results of interviews with stakeholders

Solutions for the sustainable mobility of urban tourists

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