



Barcelona, 12th of June 2019

**High Level Training Courses  
on Sustainable Mobility  
MOBILITY & TOURISM NEXUS**  
International Perspective of the  
integration of M&T policies

**B·Link**  
BARCELONA  
STRATEGIC PROJECTS

# CONTENTS

- Current state of play
- The tools
- Providing a positive transport experience
- Summary and policy considerations



# THE CONTEXT

- **Europe, the world's number 1 tourist destination**

*“Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe”*

COM(2010) 352 final



# THE CONTEXT

- **Tourism policies** oriented to increase economic benefits, attract profitable visitors and target tourism market share
- **Current urgent problems** of congestion and over-crowding

Tourism tends to consume very concrete spots of a city in a concrete time.

## **Example:**

Barcelona – *Sagrada Familia*



# THE CONTEXT

- **Most common reaction** is the deconcentrating tourism flows in the outer edge cities, using “*metropolization*” public schemes:
  - = *Institutional process to develop tourism beyond the city limits*
- **Some European cities** are developing sustainable urban tourism policies based on :
  - ✓ Land use planning
  - ✓ Housing protection
  - ✓ Retail regulation
  - ✓ **Mobility strategies**



# THE CONTEXT

**New governance approaches** that integrate urbanism, housing and **mobility measures** in tourism strategies.

## MOBILITY MEASURES

- **To manage over-crowding and gentrification:**
  - **Urban special mobility plans:** *pedestrianizing* and managing the cars and coaches parking.
- **To reduce environmental impact:**
  - **Sectoral mobility plans for tourism** in specific areas, sites and times.



# THE CONTEXT

**Tourism Strategy 2022 Plan** – sustainable policies oriented to **clean mobility**: use of public transportation, bike use, etc.



Strategic agenda for tourism in the **Metropolitan region of Amsterdam**



**Tourism  
Mobility Plan of Barcelona**



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# TOOLS

- Understanding **visitor mobility** :
  - ✓ Destination planning and management
  - ✓ Infrastructure and transport development
  - ✓ Impact management
- **Technological developments:** Real time visitor flow management taking advantage of **Big Data & IoT**

[MoTIV project](#) – Action project in Sagrada Familia





# THE CONTEXT

Advantage of taking a long-term approach to developing transport and tourism policy synergies:

- **Environmentally-friendly destination positioning**

**Challenge:** Encourage visitors to use more eco-friendly transport options when available.

**Example:**

Copenhagen promoting the use of bikes.

Vienna giving incentives to utilize resources efficient transport modes.



# PROVIDING A POSITIVE TRANSPORT EXPERIENCE

**From a tourism transport planning perspective,**

- The aim is to minimise the connections and where necessary make them as efficient as possible.

**In reality:**

- Adapting infrastructure, operations, fare structures and payment systems,
- Providing the necessary information to deliver a more convenient travel experience.



# PROVIDING A POSITIVE TRANSPORT EXPERIENCE

## Information provision:

- Tourist need: convenient user information and signage.
  - 1) Ticketing and payment options
  - 2) Way-finding travel guidance
  - 3) Signage in predictable locations
- Effective 2) and 3) encourages the use of resource-efficient modes

**Example:** Legible London (city-wide pedestrian way-finding system)



# PROVIDING A POSITIVE TRANSPORT EXPERIENCE

## Integrated payment systems:

- **Including electronic** such as smart cards and mobile phone apps. **Major benefits:**
  - Where, when and how many people is traveling.
  - Promote the use of environmentally friendly modes of transport and reduce congestion.
  - For tourists: they simplify the visitors' experience



# PROVIDING A POSITIVE TRANSPORT EXPERIENCE

## Accessibility / universal design:

- **Transport systems that accommodate diverse abilities and needs.**
- With an ageing global population, public transport terminals need to be carefully designed and operated to cater for customers limited mobility.
- Emerging sector according to recent study commissioned by the EC!



# SUMMARY AND POLICY CONSIDERATIONS

- **Transport and tourism synergies can:**
  - Improve visitor mobility to and within destinations
  - Enhance visitor satisfaction
  - Contribute to secure the viability of local transport services
- If not well synchronised, destinations may not be able to accommodate actual or potential visitors numbers and flows.
  - **Mobility will be restricted**, and the quality of visitor experiences decrease.



# SUMMARY AND POLICY CONSIDERATIONS

- **Critical evaluation** of the total transport experience, including the travel connections between travel modes, the convenience, comfort and attractiveness of transport hubs
- **Solicit feedback** from tourists through existing mechanisms to better understand the problems they encounter and potential ways to enhance their experience.



**THANK YOU VERY MUCH  
FOR YOUR ATTENTION**

**The floor is open 😊**

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