

WG Action plan
(Revised after Plymouth – June 2009)

Working group
Transport and Mobility

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Context

Initially the group was co-ordinated by Luminita Mihailov from Romania but now, Eric Nanchen from Switzerland is taking the lead, at least ad interim. It's difficult for a non EU region to coordinate the work around European funds and a better solution has to be found. Eric provided a brief presentation summarising the outputs from the previous meetings:

The two key topic areas were reiterated:

1. Reduce CO2 emissions of tourist travel
2. Improve the management of tourism flows

The difference between movement 'to and from' and 'within' the destination was recognized and discussed. The impact of 'to and from' is greatest and this should be the focus area even though it is easier to influence travel 'within'. It was felt that there is little point in focusing efforts on small trips and 'car free days out' when these could be completely undermined by air travel 'to and from'. Travel 'to and from' destinations should be the focus; looking at slow and overland travel options.

Objectives

There are existing models and ideas which could be further developed and expanded. What is important is the ‘outcome’ not the ‘output’ and this should be where the focus lies, concentrating on impacts. The first goal should be: **Build a ‘common vision’ of ‘decarbonization of travel and transport’.**

The following themes have been recognized as issues to deal with:

- Mapping the know-how

Members found the learning useful from **case studies** and examples of good practice and it was agreed the group should identify and share further learning, both ‘good and bad’.

- Evaluate the impact of mobility on land use

What is the impact of **low cost carriers** on land use and communities, primarily through second home ownership? The recent proliferation of low cost flights has negative impacts on the destination, but this has not been measured. How do we have an impact at this level of access? We need to take into account that attempts could be stifled by the commercial sector in some areas. It was agreed there are areas where we can influence e.g. improved integration of sustainable travel options, improved information provision and awareness to the consumer, improved costs and deals.

- Foster the collaboration between private and public transport infrastructure and opportunities in order to make life easier for the visitor and reduce the impact of transport.

It's important to analyze how we provide good information and make life easier for tourists to travel more responsibly. Examples of governance, community based projects, ownership, coordination of the information and funding should be recorded.

Can we get and share the data? What are the statutory links? We need access to solutions that do not inhibit progress.

- Improve interaction and integration between transport and tourism decision-making (infrastructure, communities and departments).

For example, cycle systems set up for communities with cards and payments are not necessarily accessible or user friendly for visitors. Innovation and technology could help but integration is also needed. Policy recommendations can be made but without regional coordination and addressing municipal barriers then projects won't work or link up.

- Develop ticketing facilities.

Ticketing is a challenge. It is difficult for visitors to plan their trip using responsible modes of transport. Passes and packages can help with this to a certain extent but only if they are joined up.

- Measure the true ‘value’ of transport (social, economic and environmental value).

Pricing is important, particularly in relation to carbon. We should not just be measuring the financial cost of transport. Already the responsible travel options are at a disadvantage and the most polluting form of transport is not paying. The true carbon costs need to be known, as the costs of travel alone could be little in relation to the high environmental impact e.g. low cost carriers. Impact of airports and air travel is high, this must not be forgotten and the integration of other pricing parameters like carbon is important to change behavior and impact.

- IT and innovation are needed.

Paying for tickets, pre-warnings about congestion and other information, downloading podcasts to motivate better behavior through the mobile phones are good examples.

- Work on behavior changes

Psychology, health, marketing and education are also key components of the transport problem and solutions. Soft ways are important. The example of improving the look, image and branding for the Jurassic Coast bus and increasing passengers reflects this.

Actions and timetable

Actions have been spitted in two groups:

- Actions that can be done in the regions without extra money.
- Actions that will require money to be implemented.

In the first group, the following actions have raised an interest:

- Map our good practices and projects using a common template and post them on NECSTouR portal.

⇒Time table: start in the second semester of 2009 and keep feeding the database.

The Template (annex 1) could integrate the following items:

1. Title
2. Keywords (e.g. Information, IT and innovation, Psychology, land use planning, pricing)
3. Short description (25 words)
4. Further Description (50 words)
5. Why is this a good example?
6. How it works (strengths and weaknesses)
7. Target group
8. Cost
9. Finance/funding /grants
10. Location
11. Leading organisation (governance)
12. Ownership and co-ordination of the information (interoperability?)
13. Project start and end date
14. Contact Information and website
15. Wiki link
16. Pictures

These actions could also be done, but the group has not been able to work neither on details, nor on time frames:

- **Increase awareness and open up the debate with stakeholders.**
- **Improve integration of transport for tourism and transport for communities by encouraged interaction between transport and tourism decision making and plans.**
- **Identify and think of partners we wish to involve.**
 Since tourism officials are no true transport experts, partners who are active in the transport sector could bring a lot of expertise and add value to our work.

The coordinator will remain in contact with the NECSTouR board in order to see how to foster the implementation of these actions.

Among the possible actions that could be developed with the help of European projects, the following have been selected:

- **Encourage the development of an IT project** (information portal) that will make journeys easier and more enjoyable and encourage modal transfer.
- **Promotion of partnerships between public and private stakeholders** to encourage behavior change through improved offers, incentives, added value services, improved visitor information and influence pricing policy.
- **Gather data to ensure we recognize and measure the ‘full value’ (economic, social and environmental) of modal shift.**

In Plymouth, no specific projects have emerged. With the help of the new NECSTouR desk, the coordinator will see how to encourage members to join the group and/or propose concrete projects.

Members

The following persons have participated to the workshop in Plymouth:
 Deputy coordinator during the conference: Emma WHITTLESEA, South West Tourism, UK

Core Participants:	Additional Attendance:
Andreu SANZO, Government of the Balearic Islands, Spain Christel LEYS, Flemish Department of Foreign Affairs, Belgium Jorge HONORIO , CCDR Alentejo, Portugal Aurkene ALZUA, CICTourGUNE, Spain	John CARTER, Somerset Tourism Partnership, UK Marja van LOEF, Coast, UK Andrew SEEDHOUSE, University of Plymouth, UK