PROJECT

National reader tourism and sustainable mobility Bulgaria

Funding: National (Bulgaria)
Duration: Apr 2012 - Apr 2015
Status: Complete with results

Background & policy context:

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. At national level, two National Transfer Seminars are organised by each of the eight SEEMORE regions in their respective countries. The National Transfer Seminars gather representatives of tourist destinations that are not participating in the SEEMORE project, but share the same (or similar) challenges of the SEEMORE regions in terms of tourists’ mobility management. The aim of the National Transfer Seminars is to disseminate the innovative approach to tourists’ mobility management developed within the SEEMORE project, thus facilitating and encouraging the transfer of best practices in this field. In order to facilitate discussion, a National Reader on tourism and sustainable mobility is prepared by each SEEMORE region before its National Transfer Seminar and distributed at the event. According to a common approach, the National Readers first briefly present the SEEMORE project, then give an overview of the developments on tourism and sustainable mobility in the relevant country and finally list the innovative actions implemented within the SEEMORE project that are going to be presented at the related seminar.

Objectives:

More attractive and environment friendly seaside Dobrudza through sustainable tourism and transport development.

The main goals are as follows:

- To develop a strong information and promotion campaign: introducing the concept of “Mobility Management” in the region and explaining the benefits of sustainable tourism and transport development;
- To introduce new mobility measures in resort areas thus linking tourism and transport sectors;
- To increase the energy effectiveness of transport;
- To provide improved information for visitors about sustainable mobility options like public transport, cycling, walking and electric mobility;
- To develop integrated tourist products that combine leisure and public transport lines;
- To create new and improved sustainable mobility options and services for visitors, including public bicycles and new public transport services.

Other countries: Spain
Other funding sources: Ministry of Transport, municipality and private sector

Partners:

CINESI Transport Consultants, Spain

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Key Results:
According to the results gathered in Dobrich, the most replicated measures were low-rate bike rentals, training the staff of tourism-related businesses on sustainable mobility, electric transportation and sustainable parking policies. The major constraints to sustainable mobility enhancement resulted to be financial and political barriers, followed by organisational and technical ones. Despite this, several destinations involved in the seminars declared they plan to introduce a wide range of SEEMORE-like measures by 2020, including the elaboration of sustainable mobility information packages, promotional videos on sustainable mobility options to reach local attractions, low-rate bike rentals, training the staff of the tourism industry, electric transportation and sustainable parking policies. More specifically, the destinations of Burgas and Veliko Tarnovo intend to develop sustainable mobility information packages similar to the ones produced within SEEMORE; low-rate bike rental schemes will be introduced in Pleven, Ruse and Burgas; promotional videos will be produced in Varna, Burgas and Veliko Tarnovo and nearly all destinations involved in the seminars intend to train the staff of the tourism industry on sustainable mobility. Moreover, electric transportation is now a priority for Gabrovo and Pleven; sustainable parking policies (e.g. introduction or enlargement of blue zones, creation of green and/or yellow zones) are under consideration in many localities (such as Ruse, Varna, Pleven, Montana, Kardjali and Veliko Tarnovo) and seven destinations will develop their SUMP's drawing inspiration by the one developed in Kavarna. To conclude, the SEEMORE project linked the tourism and transport sectors for the first time in Bulgaria, introducing sustainable mobility as a precondition for the competitiveness of tourist destinations.

Documents:

D4_4d_National_Reader_2_BULGARIA_FINAL.pdf

STRIA Roadmaps: Transport electrification, Smart mobility and services
Transport mode: Multimodal transport
Transport sectors: Passenger transport, Freight transport
Transport policies: Societal/Economic issues, Environmental/Emissions aspects, Deployment planning/Financing/Market roll-out