

D2.1 - Inventory of best practices

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ABSTRACT

The purpose of the “inventory of best practices” is to collect, describe analyse energy efficient and sustainable mobility policies in tourism regions in different countries of the European Union. The results are a joint-effort of the STARTER and SEEMORE project.

For an uniform input for state-of-the-art-review a template was developed. The composition of the template is specified in this report. Identified mobility policies of different countries are described shortly. An overview of the measures shows which modes of transport are affected by these policies.

Innovative mobility tools that target energy efficient transport, reducing emissions etc. have been inserted in the ELTIS e-library.

This document provides additional information of the best practice template and mobility measures described in “Annex I – Best Practice Template and Best Practices”.

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Executive summary

The STARTER project aims to promote energy efficient and sustainable mobility policies and practices across the EU through the implementation of Local Travel Plan Networks in 5 regions suffering from a steep seasonality of transport demand.

The project addresses a range of local, regional and international target groups, from individual users (tourists) to authorities, branch organisations and recognised experts in the field of energy consumption, tourism or mobility management.

The inventory of best practices in this document outlines identified energy efficient and sustainable mobility policies in tourism regions in different countries of the European Union and gives a first analysis on these best practice cases.

This report presents the results of a comprehensive overview on the state of the art in the field of leisure travel and sustainable transport in tourist regions. This involved analysis of strategies and measures to address the needs and preferences of tourists in a sustainable and energy-efficient way and a review of previous initiatives to influence tourists travel behaviour, especially those initiatives attempting to corporations of transport and tourist sectors.

This report initially presents the methodology used in the study and the difficulties faced during research. Thereafter concludes with the 'Best Practice' analysis and presents the summary of these Best Practice cases that are used in the analysis.

Annex 1 to this report provides all Best Practice examples. Selected Best Practice examples will be upload to the Eltis database (www.eltis.org).

Please note that the summary of the SEEMORE Best Practices and the templates for those were provided directly by the SEEMORE project and are true to the originals presented in the SEEMORE State of the Art report and the project website.

1. Introduction

This section provides a brief summary of the STARTER project's overall objectives and those of the specific task under which this deliverable was produced.

1.1 Overall description of the STARTER Project

There are a vast number of touristic regions in Europe, all of them attracting many tourists from Europe and around the world. These regions include islands and seaside resorts visited during the summer, mountainous regions, lakes and lakesides, historical and religious sites as destinations of cultural or religious visits, and many others. Despite the different characteristics of these places and the different type of tourists that they attract, they all share a common feature, which is the fact that the touristic activity is, to a higher or lower degree, concentrated during a specific season.

The seasonality of tourism demand leads to a rising demand for transport and mobility services during the high season, which has a large effect on the traffic situation in the specific touristic regions. Besides a peak in transport peak during peak seasons, touristic sites are also facing a significant growth of mobility demand while local alternatives for the private car tend to be very limited and there is often a lack of effective information towards tourist for getting around with sustainable travel modes.

Side effects of this include high energy use (mainly fossil fuels), traffic noise and air pollution leading to negative health and environmental effects, increased risk of traffic accidents, low quality of transportation services and damage to the transport infrastructure.

Based on the above, it is clear that there is a great need to improve the effectiveness and efficiency of local transport systems in order to cope with the growing problems and most importantly to put emphasis on the use of alternative sustainable transport modes and/or mobility measures. On the other hand, sustainable transport is also a market opportunity for the touristic sector, since consumers are becoming more and more conscious of the need for sustainability. The problem however is that 'greening' seasonal traffic is not simply the task of the authorities: the main players of the transport sector, the environmental organisations and the economic/touristic sector should join forces with local/regional authorities to ensure sustainable seasonal traffic.

For this reason STARTER (*Sustainable Transport for Areas with Tourism through Energy Reduction*) aims to promote energy efficient and sustainable mobility policies and practices across the EU through the cooperation of all local interested parties.

The main outcome of the project will be the implementation of Local Travel Plan Networks (LTPNs)¹ and innovative mobility measures in 5 regions suffering from a steep seasonality of transport demand, which will contribute to achieve a less energy consuming transport system and less car-dependant 'lifestyles'. Increased awareness of LTPNs and sustainable mobility policies by policy shapers, makers and implementers is a key result of the project.

¹ A Local Travel Plan Network (LTPN) is: "A group, or network, of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area." Where a travel plan is: "A package of measures tailored to the needs of individual organisations and aimed at promoting greener, cleaner travel choices and reducing reliance on the car."

1.2 Policies of the European Union

Tourism is a key sector of the European economy. It comprises a wide variety of products and destinations and involves many different stakeholders, both public and private, with areas of competence very decentralised, often at regional and local levels. The EU tourism industry generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force (approximately 9,7 million jobs).

Tourism is an activity that can have a truly major impact on sustainable development. Europe is number 1 tourist destination in the world and has an impressive density and diversity of attractions. Sustainability of European tourism calls for pro-active co-operation among tourism enterprises, tourist destinations and national, regional and local authorities in order to address a wide range of challenges whilst at the same time remaining competitive.²

The main aim of European tourism policy is to stimulate competitiveness in the sector, while being aware that in the long term, competitiveness is closely linked to the 'sustainable' way in which it is developed. This aim is clearly linked to the Union's new "Europe 2020" economic strategy. The European action framework aims first of all to encourage the prosperity of tourism in Europe. But it must also respond to concerns relating to social matters, territorial cohesion and the protection of and capitalisation on natural and cultural heritage. Moreover, it will need to enable the sector to become more resilient to the impact of climate change and more able to mitigate the effects of the possible structural changes caused by tourism³. The sustainability of tourism covers a number of aspects:⁴

- the responsible use of natural resources
- taking account of the environmental impact of activities (production of waste, pressure on water, land and biodiversity, etc.)
- the use of 'clean' energy, protection of the heritage and preservation of the natural and cultural integrity of destinations
- the quality and sustainability of jobs created, local economic fallout or customer care.

The success of the renewed EU policy depends on the active involvement of all tourism stakeholders.⁵

² http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm

³ http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf

⁴ http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf

⁵ http://ec.europa.eu/enterprise/sectors/tourism/promoting-eu-tourism/tourism-policy/index_en.htm

1.3 Scope of this report

Numerous examples of best practices were collected and analysed in this work package. The work package report is the base for work package 4, which is dealing with the implementation of site-specific at each site.

The report is of great importance for the STARTER project - the analysis delivers detailed information, which is an important input for the following work packages 3 and 4. Work package 3 deals with LTPN Establishment and further development and work package 4 with the implementation of measures. The subsequent work package report, which are implement the results form this work package, will be public.

Not all information of this work package 2 is only internal - collected best practices are also made available through the Eltis database (www.eltis.org).

1.4 Structure of this report

Section 2 in general will present the methodology of the state-of-the-art review

Section 3 gives an overview on the collected best practices

Section 4 gives a first overview of the types of mobility measures (by mode of transport and by type of measure – implementation or evaluation)

2. Methodology and analysis of the state-of-the-art review

2.1 Methodology for data collection and data analysis

In parallel and in coordination with the EU STARTER project (Sustainable Transport for Areas with Tourism through Energy Reduction), a data collection and information-processing procedure was developed for the purposes of this study. Similar to SEEMORE, STARTER aims to promote energy efficient and sustainable mobility policies and practices in tourism across the EU through the cooperation of all local interested parties.

2.1.1 Development of a template

A best practice template (see Annex 1) was developed in cooperation with the STARTER-project to allow best practice analysis in both the projects in the same way and to be able to report all cases together.

The template was developed following the ELTIS, the Urban Mobility Portal (www.eltis.org) case study information structure but was complemented with additional topics relevant to the both the SEEMORE and STARTER projects. It has a practical structure - users can fill in the required information based on a literature and/or internet research, and is also workable for structured interviews. It included the following data sections:

- Overview: the purpose, key partners of the project as well as the time frame and the current status of the project.
- Background and Objectives: a summary of the problem(s) that the measure(s) aims to overcome, objectives of the measure(s) and a brief summary of the decision process.
- Implementation of the measure: description of the measure, details about the organisational structure, obstacles and problems faced throughout the project, and relevant costs.
- Conclusion: evaluation results, lessons learnt, success factors and future developments.
- Indexing: country and location of the scheme, transport theme under which the measures can be categorised, and a set of suitable keywords by means of which the study can be search in ELTIS.
- Contact person and author: this field was necessary to allow ELTIS to utilise the SEEMORE and STARTER best practices. ELTIS provides author(s) a password to allow them enter and edit case studies online.
- Additional information relevant to STARTER and SEEMORE: details of the implementation area (population, size, total number of guest beds in the area and annual number of tourist visits) and additional information on promotion, participation, acceptance and customer satisfaction should be provided.

It was used by both the project partners to fill in information about the best practice cases identified and presented in the next chapter and Annex 2.

2.2 Data and information collection of mobility policies

Each SEEMORE and STARTER partner was asked to:

- find best practices for their appointed country/countries in the databases below
- find additional information on those measures mentioned in the databases agreed upon but lacking some information/data on factors that are particularly relevant to SEEMORE
- find additional best practices that are not in the databases

Each partner was then asked to fill in the best practices into the common template with as much information/data as possible.

The following European Databases relevant for STARTER and SEEMORE best practice analysis were searched for best practices from the respective countries listed in Table 3.

- ELTIS (<http://www.civitas-initiative.org/index.php?id=15>)
- TRIP (<http://www.transport-research.info/web/common/search.cfm>)
- ASTUTE (http://www.astute-eu.org/about.php?id_lang=1)
- PIMMS (<http://www.pimms-transfer-eu.org/casestudies2.php>)
- DELTA (<http://www.delta-project.eu/Home/tabid/36/Default.aspx>)
- STREAM (<http://www.iee-stream.com/>)
- CIVITAS (<http://www.civitas-initiative.org/index.php?id=15>)
- EPOMM (<http://www.epomm.eu/index.php>)

The SEEMORE Best Practices presented in this report focus mainly on strategies and measures which aim to address the mobility needs and preferences of tourists in a sustainable and energy-efficient way and/or aimed at influencing tourists' travel behaviour. The STARTER best practices on the other hand cover a wider range of initiatives that address sustainable mobility in general.

2.3 Difficulties in data and information collection

It was not always easy to get all the information (listed above) for all identified best practice cases. There were several difficulties faced during data collection. These included:

- Although basic information regarding these studies could be found on the internet, in brochures, reports etc. it was rather difficult (or in some cases, not possible) to obtain specific information regarding the above details - the implementation/operation process and costs especially were often not reported in public documents.
- In some cases, it was either difficult or impossible to get any response or cooperation from the person(s) responsible for the initiatives.
- Often only public information was available to the SEEMORE and STARTER teams.
- In some cases, commercially sensitive information was also withheld due to data confidentiality issues.
- In the majority of cases, no additional information could be obtained for those best practices found in the above European Databases.

Due to the above difficulties, some of the best practices reported here therefore do not have Best Practice templates in Annex 1. In addition, if there was no additional information available regarding a best practice case identified in ELTIS database, the original ELTIS information sheet (instead of a SEEMORE Best Practice template) is provided in Annex 2.

Please also note that if an initiative was not successful and/or failed sometime after its implementation, the SEEMORE team have only reported those cases in the main text and have not provided any templates in Annex 2.

2.4 Analysis of Best Practices

2.4.1 Countries Covered

In total some 28 European countries were examined. These were divided between the SEEMORE and STARTER projects to focus on. Table 3 shows which clusters and countries were covered by each project as part of the joint venture for the collection of best practice and State of the Art reporting. It also indicates the total number of best practices from each country.

SEEMORE Clusters	Country	No.	STARTER Clusters	Country	No
Eastern Europe	Poland	5	Central Europe	Austria	5
	Bulgaria	-		Germany	6
Mediterranean	Spain	3		Switzerland	4
	Italy	4	Czech Republic	6	
	Cyprus	4	Eastern Europe	Hungary	4
	Malta	1		Romania	1
Northern Europe	Sweden	11		Slovakia	-
	Norway	1	Mediterranean	Greece	4
	Denmark	1		Spain	5
	Finland	1		Slovenia	3
	Lithuania	3	Northern Europe	Great Britain	5
	Latvia	-	Western Europe	Netherlands	7
	Estonia	1		Belgium	5
Western Europe	Portugal	2		France	1
TOTAL		37	TOTAL		56

Table 1: Number of Best Practices in SEEMORE and STARTER clusters and countries

2.4.2 Transport themes covered

As per Table 3 above, in total some 93 Best Practices were identified in the 28 European countries, of which 37 were SEEMORE and 56 were STARTER best practices, covering a variety of the transport themes used in the ELTIS database. The majority of the best practices reported here directly relate to leisure/tourist transport and *collective passenger transport*. This is followed by cycling and mobility management.

Table 4 below details the number of best practice cases covering each transport theme. Please note that double counting occurs as some best practice studies relate to more than one measure and/or transport theme.

Table 2 below details the number of best practice cases covering each transport theme. Please note that double counting occurs when a best practice study refers to more than one measure and/or transport theme.

ID	Transport themes (adapted from ELTIS)	No of Best Practices related to each transport theme	
		SEEMORE	STARTER
1	Clean and energy-efficient vehicles	4	11
2	Collective passenger transport	24	26
3	Cycling	13	20
4	Intermodality	8	10
5	Mobility management	5	27
6	People with reduced mobility	0	1
7	Traffic and demand management	3	4
8	Transport planning and land use	1	5
9	Urban freight/city logistics	0	0
10	Walking	3	3
11	Leisure/tourist transport (not yet in ELTIS)	36	20
12	Other	0	4

Table 2: Case Studies Categorised by Transport Themes used in ELTIS

Almost all SEEMORE best practices relate to leisure/tourist transport (due to the focus of the search) and they aimed at either improving existing mobility options or providing wide range of mobility options for tourists to accommodate seasonal increases in travel demand.

Two thirds of the SEEMORE best practices relate to collective passenger transport and cycling themes. The majority of the collective passenger transport initiatives aim to increase public transport connectivity to tourist destinations (eg national parks, sights of special interest, beaches/the coast, touristic towns or villages, and air or water-ports) or increasing the use of public transport through providing financial incentives and/or promotions (eg city cards that provide free entry and free public transport use at a combined charge) and marketing campaigns (eg journey planners, information leaflets and/or websites). The vast majority of the best practices related to cycling, aim to provide new cycling infrastructure and improving/expanding the existing cycling network. Some also aim to improve access to bikes either through public bike rentals or hotel rentals.

Although the majority of the STARTER Best Practices initiatives do not directly relate to leisure/tourist transport issues in cities and regions, they address areas such as mobility management, collective passenger transport and cycling that can also be implemented in tourist regions. The vast majority of the best practices concerning mobility management relate to reductions in car use and modal shift through improvements in and promotion of energy efficient and sustainable mobility options. The majority of the collective passenger transport themes aim to reduce car traffic and its emissions. The best practices addressing cycling aim to promote cycling as an environmentally friendly alternative means of transport and to demonstrate its benefits to tourists and residents. Often electrical bikes are offered to encourage cycling,

especially, for those who are not fit or who are elderly. A few of the STARTER Best Practices relate to people with reduced mobility and walking (though none do in SEEMORE).

Since both projects relate to mobility options for individuals, naturally no initiative related to urban freight/city logistics are covered as part of this review.

2.4.3 Aims and objectives

More than two thirds of the initiatives focused on solving transport related problems in a specific area (e.g. access to a particular park or beach) while the rest aimed to provide sustainable mobility options in a wider geographical context for tourists and locals. Almost all privately run initiatives are financially viable because either they have spotted the gap in the market or are subsidised (fully or partially) by the respective national, regional and/or local authorities. This is the case for almost all of the Bike Rental schemes where the operators were either given free public spaces for bike stations, or obtained advertisement contracts to run/subsidise their operation. Almost all schemes received free publicity due to the local authorities' green transport agenda supporting these schemes.

2.4.4 Scale of operation

The implementation area characteristic (size, population and capacity to accommodate tourists) of the SEEMORE best practices varies from one case to another but the majority of the best practice were initiatives from medium to large scale localities.

More than two thirds of the initiatives focused on solving transport related problems in a specific area while others aimed to address the sustainable mobility problem in a wider geographical area. Some of these initiatives were first funded by the European Commission either as a pilot or a demonstration project and maintained and/or continued by the local respective Country administrations.

The majority of STARTER best practices focus on mobility management at the regional level and some in medium to small cities. Nearly half of the STARTER initiatives relate to collective passenger transport of which were initiatives from medium to large scale regions.

2.4.5 Factors for Success

The majority of successful implementations were achieved through consensus building and cooperation between the different parties in both the SEEMORE and the STARTER Best Practices. The majority of schemes were initiated by the respective local and/or the regional authorities and supported by the relevant stakeholders. However there are other initiatives either purely initiated or run by the public transport operators, for example, the transfer/shuttle buses; by tourist boards, for example, City Tourist Cards; and by voluntary organisations or private enterprises, for example, bicycle or walking tours and bike rental schemes.

The following points are often mentioned as the main success factors in the Best Practices:

- Having realistic and reachable aims and targets
 - Efficient planning and assessing demand and undertaking feasibility studies
 - Successful cooperation between all parties involved;
 - Use of marketing tools;
-

- Financial support from authorities e.g. European Commission, municipalities, etc.;
- Involvement of the locals;
- Experience of the project team; and
- Political support for the initiatives.

2.4.6 Site specific conditions for success

Although, in theory, the success of these initiatives can be transferred to the participating SEEMORE and STARTER regions (or to any other European regions), one has to be aware of the national, regional and local policy and administrative frameworks in which they were implemented and they operate. Furthermore, socio-economic characteristics and more importantly, the local culture in these localities sometime played an important role in the success of some of these initiatives. For example, in Eastern Europe and, to some degree, in Mediterranean countries the car is still a status symbol and less positive attitudes towards public transport and bike use resulted in slow uptake of these options. In such cases perseverance through marketing and promotion played an important role in the success of measures.

2.4.7 Reasons for not success

In some cases like in Bulgaria, continuity of the financial and technical support was necessary for the success and the legacy of the initiatives - piloted by the EU STREAM project between 2006-2009. In other cases, demand was not justifiable enough to continue providing financial support for the initiatives, for example, the Ecotourism project - subsidising the `Skärgårdsbussen` (in Sweden) weekend services.

2.5 Overview of the Best Practices

A full list of the STARTER and SEEMORE best practices are shown in Table 6 and 7 respectively. More detailed information regarding these best practices is given in Chapter 7 and 8 and Annex 1 provides the Best Practice templates for each study listed here. The table also presents which transport themes are addressed by the best Practices for ease of reference for the SEEMORE and STARTER policy/decision makers.

		STARTER Best Practices	Transport themes (see Table 2 for coding)											
Country	ID	Title	1	2	3	4	5	6	7	8	9	10	11	12
Czech Republic	17	Green Busses in the National Park Šumava	X	X	X	X								
	18	Recreational accommodation at railway stations o JHMD (Jindřichův Hradec Local Railways)		X			X							X
	19	Eco train Benešov	X	X			X	X						
	20	Bicycle route 5127 – “Cycling route in microregion Pdobraví”			X					X				
	21	Public transport system in Moravian Karst	X	X			X			X				
Hungary	22	Development of Thermal Valley and Kis-Balaton Cycling Ecotourism and Service Network	X		X								X	
	23	Riding near Lake Balaton – Development of moped and motorcycle renting service	X				X						X	X
	24	Creating a new tourist attraction in Keszthely City Beach	X				X						X	X
	25	Complex development of public transport in Keszthely and Region of Zalakaros		X	X	X	X						X	
Romania	26	Development of an alternative fuel bus fleet in Suceava	X	X			X		X	X				
Slovakia	-	None												
Greece	27	Extensive cycling network in the Dodecanese’s island of Kos			X		X						X	
	28	Total banning of motorized transport in the Nymfaion village, Florina			X							X	X	
	29	Free shuttle bus services from parking areas to the city centre during the carnival parade week in the city of Xanthi					X		X				X	

		STARTER Best Practices	Transport themes (see Table 2 for coding)											
Country	ID	Title	1	2	3	4	5	6	7	8	9	10	11	12
Greece	30	Bike sharing system in the city of Nafplion			X									X
Spain	31	Master plan for sustainable mobility of El Hierro, Canary Islands	X	X	X		X			X				
	32	e-walk: self-guided walking tour in Barcelona										X		
	33	Electric bike rental in rural areas - Burricleta			X									
	34	Evaluation study of generated mobility at the port of Premià de Mar								X				
	35	Bicycle development as a key factor of the tourism strategy in Vallnord, Andorra			X									
Slovenia	36	New bike routes in the green axis of Kamniska Bistrica and bike rental			X									
	37	Kamnik Bus		X										
	38	Introduction of gas powered buses in the public transport scheme	X											
United Kingdom	39	Explore the Cotswolds by Public Transport Guides		X			X						X	
	40	Jurassic Coastline X53 – The Jurassic Coast Bus		X			X						X	
	41	The Dartmoor Sunday Rover		X		X	X						X	
	42	Breeze up to the Downs		X		X							X	
	43	Pembrokeshire Greenways and Coastal Bus services		X	X		X					X	X	
The Netherlands	44	NightXpress Renesse, a bus service between restaurants/cafes and campings/holiday parks		X			X							

		STARTER Best Practices	Transport themes (see Table 2 for coding)											
Country	ID	Title	1	2	3	4	5	6	7	8	9	10	11	12
The Netherlands	45	Park en Ride Renesse		X			X							
	46	Evaluation beach shuttle Noordwijk		X	X		X						X	
	47	Summer bus Zeeuws-Vlaanderen, a bus service between overnight accommodations and city centres in the region					X						X	
	48	Kijk op de Dijk!					X		X					
	49	Veluwecard		X			X							
The Netherlands	50	Evaluatierapport Bereikbaarheid Kust 2004-2010, Provincie Noord-Holland		X	X		X						X	
Belgium	51	Label „Bicycle friendly accommodations“			X		X							
	52	Cycling corridor using old railway tracks			X		X							
	53	Green stop: public transport promotion while walking on the countryside					X							
	54	Coastal tram alongside the Belgian coastline focusing on tourism					X							
	55	Development and implementation of a mobility policy for 17 tourist destinations					X							
France	56	The “Pass Rochelais”: integration ticketing of Transport and Tourism offer		X										
TOTAL			11	26	20	10	27	1	4	5	0	3	20	5

Table 3: List of the STARTER Best Practices

		SEEMORE Best Practices	Transport theme ID (see Table 2 for coding)											
Country	ID	Title	1	2	3	4	5	6	7	8	9	10	11	12
Estonia	91	Pedal powered taxis in Tallinn			X									X
Portugal	92	Green Line, Madeira Island	X	X			X							X
	93	MobilSintra: Mobility Services for Tourists	X	X	X		X					X	X	
TOTAL			4	24	13	8	5	0	3	1	0	3	36	0

Table 4: List of the SEEMORE Best Practices

3. Collection of best practices - STARTER

This chapter describes the best practices per country as collected in the STARTER project. In the next chapter the collected best practices in the SEEMORE project are described.

Detailed information including also references and links to webpages per best case (where available) can be found in the Annex reports to this report.

3.1 Best Practices -Central Europe

3.1.1 Austria

- Village train Serfaus

Conducted underground, cable-hauled air cushion funicular from the village boundary to the cable cars valley with 4 stops - 2 of them in the center of Serfaus for transporting of winter sport guests from the parking lot in front of the village and the place of guest residents to the valley of the cable cars. Before the construction of the underground air track (for the hover craft train) the transport of skiers was conducted by buses.

- Bike rental system for guests in Bregenzerwald

The Bike rental system for guests in Bregenzerwald offers rental bicycles at strategic points in 8 municipalities, over a distance of approximately 30 kilometres (MTB and City Bikes). Bikes can be returned at all “bike stations” that are a member of the bike rental system in Bregenzerwald. It is not necessary to have the same point of origin and destination. A big advantage is that all “bike stations” are connected to public transport facilities.

- Regio Bus Pitztal

Regio Bus Pitztal is a coordination of existing transport modes in the area and touristic facilities taking into account the needs of locals. This ensures a regular service through the entire Pitztal and a better coordination of existing line systems (ski bus, backpacker bus etc.).

- Alp adventure bus

The aim of the “alp adventure bus” is to bring the guests to the mountain or to a starting point for alpine and mountain hikes. Another goal is to create an alpine excursion option between Weissbach Nature Park and Berchtesgaden National Park / Hintersee Ramsau. Today the Almerlebnisbus, within the meaning of soft mobility, is considered as an important connecting element between two protected alpine areas.

- Salzburg Card

The Salzburg all-inclusive card offers free entrance to museums, free use of public transport service as well as the use of the Salzach-ship and the “Untersberg”train. Since its introduction the number of sold cards increased steadily. The guests can purchase the card online, in hotels and card offices.⁶

⁶ Access2Mountain: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians: Good-Practice Collection for Multimodal Transport, p. 101

3.1.2 Germany

- Harzer Holiday Ticket

The Harz holiday ticket (HATIX) allows travelers that pay a visitor's tax to freely use all public buses and tram lines in the Harz region. After registering guests receive a certificate HATIX logo, which is a valid ticket.

- Bike rental system UsedomRad

Thus island of Usedom can survive in international competition, negative effects of seasonal and departure traffic (a significant proportion of traffic is caused by tourism) should be eliminated and do not affect the attractiveness of the island or hinder their development as a tourist destination. The main objectives of the concept of UsedomRad therefore is the successful implementation new bike-rental service in existing public transport. Many UsedomRad-stations were therefore built at major traffic interchanges and near public transport stops (train stations and bus stops). There is also a collective association with the regional public transport ticketing system.

- Bike, Hike and Wintersport Webportals – East Allgäu

The initiative is a service at the railway station. It concerns free entrainment of bicycles in busses since September 2007 of all East Allgäu and in all local trains of the Allgäu. Busses partialle equipped with bicycle racks. There are three different website available with offer all necessary information for bikers including GPS tracks for download.⁷

- KONUS – guest card

The aim of the KONUS – guest card is to offer tourists free use of buses and trains in the Black Forest. The system transmits itself from currently 36 cents per night. 35 cents are passed on to the transport associations, 1 cent is used by the Schwarzwald Tourismus GmbH for marketing and administrative purposes.

- Garmischer Ski-Express

New train platform 200m from Hausbergbahn base station which is furnished in winter on Saturdays and Sundays by "Garmischer Ski-Express" train from Munich central station + all inclusive offer" – train journey + one day ski pass. The combi-ticket was the offered every day and thus increased the number of passengers significantly. The service operates in the winter season from December to April.⁸

- Berchtesgadener Vacation Ticket

The "Berchtesgadener vacation ticket" (an integrated/all-inclusive package) which was implemented in 1994, offers the use of public means of transport in the Berchtesgadener Land as well as in the Euregioverbund with the Austrian neighbors at an attractive price. Since 2008 the guests don't need to pay for the means of transport anymore in the entire area except for

⁷ Access2Mountain: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians: Good-Practice Collection for Multimodal Transport, p. 77

⁸ Access2Mountain: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians: Good-Practice Collection for Multimodal Transport, p. 55

trips to Salzburg (4€) and Bad Reichenhall (2€). In 2008 the ticket system has been renewed, as the guests didn't have to pay for using the public transport service anymore.⁹

3.1.3 Switzerland

- Alpentäler-Bus / Bus Alpin

Many regions in Switzerland have considerable potential for tourism, but they are only reachable by car because the public transport development in these areas is poor. Problems vary according to region. Club Alpine Bus Association helps to develop better use of public transport in regions that are so far not developed. With this measure it is possible to achieve an annual saving of 100 tons of CO2 in the participating regions.

- GSTAAD easyaccess card

With the aid of the GSTAAD easyaccess card more guests can be seduced to discover the area, preferably making use of the public transport system to reach their touristic destinations.

- Internetplattform Tour de Berne

Goal of the internetplatform is to force the local recreation rather than long-distance travel in the Bern region. Internet platform should be an exchange place of ideas for excursions in the Bern region. Simultaneously using the internet platform a reduction of long distance travelling and a shift from motorized individual traffic on the foot and cycle traffic and on the public transport should occur.

- Suburban Railway to reach the next Ski Slopes

Due to a direct suburban railway connection from Zurich to Unterterzen, the tourist region Flumserberg is the first Swiss skiing area with a suburban railway connection (service at the railway station). The suburban railway stops directly in front of the cable car station. Therefore, the suburban railway number S2 was extended. The Swiss Railway Company (SBB) issues so-called "Snow'n'Rauk" tickets, a combined ticket offer for train travel and ski pass.¹⁰

3.2 Best Practices - Eastern Europe

3.2.1 Czech Republic

Different mobility measures are available in the Czech Republic:

- Cycling in the area of IDS JMK (Integrated Public Transport System of the South Moravian Region)

The objective of this project is to enable tourists to use bicycles in one of the most attractive regions of South Moravia and to combine the use of the bicycle with transportation by train or bus.

⁹ Access2Mountain: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians: Good-Practice Collection for Multimodal Transport, p. 112

¹⁰ Access2Mountain: Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians: Good-Practice Collection for Multimodal Transport, p. 87

- Green Buses in the National Park Šumava

Green Buses represents a public tourist transportation project, which helps to calm the traffic, protect the environment in the territory of the National Park Šumava and support the sensitive development of tourism in the region.

- Recreational accommodation at railway stations of JHMD (Jindřichův Hradec Local Railways)

The goal of this project is to inspire tourists to book a recreational accommodation at railway stations with daily operating trains (in the tourist season there are also operated steam trains) in the landscape called “Bohemian Canada”.

- Eco train Benešov

There is an ecological way of travelling from Benešov Railway station via the city center to the well known castle Konopiště. In June 2012 transportation with a street locomotive and two carriages on a 15 stops long route began.

- Bicycle route 5127 – “Cycling route in microregion Podoubraví“

A new 52km long cycling route was implemented to increase tourism in the scenic area of the microregion “Podoubraví”.

- Public transport system in Moravian Karst

After gradually closing down main roads to the Punkva Caves an organized public transport system for visitors was introduced in 1993. There was an expansion in 1995 – today the project is ongoing.

3.2.2 Hungary

- Development of Thermal Valley and Kis-Balaton Cycling Ecotourism and Service Network

Visitor centres (with 10 rentable bicycle and 10 Nordic walking stick) and resting places have been built to provide a higher quality service. Trails and bicycle routes were designed to increase the number of visitors of attractions. These measures will increase the share of people who travel by bike to this area.

- Riding near Lake Balaton – Development of moped and motorcycle renting service

Due to this project all tourists can discover the attractions nearby with motorcycles or mopeds. This measure can support the efforts of changing modal split and promotes environmental friendly travelling.

- Creating a new tourist attraction in Keszthely City Beach

The development of an electric boat renting service for promoting this environmental friendly travelling mode was organized. These boats have no local emission therefore they do not add to the amount of pollutants in this area.

- Complex development of public transport in Keszthely and Region of Zalakaros

The development of an intermodal hub in Keszthely included the construction of a bus station, the development of the railway station, the development of a dynamic passenger information system and a traffic management system, installing ticket machines and an information centre as well as 14 bus stops. In Zalakaros Region the development of the public transport system included the renovation of Zalakaros’ railway station and 46 bus gulfs, the development of a Bike and Ride system etc. Braille signs were also installed.

3.2.3 Romania

- Development of an alternative fuel bus fleet in Suceava

The Municipality of Suceava together with the public transport company initiated the implementation of a new public transport plan, which included the introduction of 15 new Euro3 buses. The urban public transport LTC fleet was modernised with the addition of 30 new IRISBUS IVECO buses running according to an updated timetable and on eight new routes. All the old bus vehicles were taken out of service, and 15 buses were converted to use LPG (liquefied petroleum gas). Bus drivers received training on eco-driving and good customer service. The fleet now includes 30 new LPG buses and two minibuses equipped with FPT systems, reducing emissions and improving energy consumption.

3.3 Best Practices -Mediterranean

3.3.1 Greece

- Extensive cycling network in the Dodecanese's island of Kos, Greece

A extensive cycling network was constructed, covering a distance of 14km, with two-way bicycle lanes, i.e. 28km in total. Three kilometres of the network were constructed in the city centre in order to decrease car use in this area. The measures also include bicycles parking stations and signage.

- Total banning of motorized transport in the Nymfaion village, Florina

At the early 90's a restoration took place of mansions and surroundings of the village. Then it was decided by the authorities and local residents, that in order to protect the village no cars should be allowed to enter.

- Free shuttle bus services from parking areas to the city centre during the carnival parade week in the city of Xanthi, Greece

A free-parking area has been created, three kilometres away from Xanthi (at the old airport near the Neos Zigos area) and free shuttle services from the parking area to the city centre are offered to tourists. The service is offered only during Carnival time and more specific on the Carnival parade day.

- Bike sharing system in the city of Nafplion, Greece

The only bike renting station has been placed in front of the municipality, from where visitors and local residents can borrow a bike by paying a small amount. With this measure they want to achieve a decrease in the use of car and an increase of the use of sustainable transport modes.

3.3.2 Spain

- Master plan for sustainable mobility of El Hierro, Canary Islands

The aim of this project is to define a sustainable mobility policy in line with the project El Hierro 100% Renewable. Master plan for sustainable mobility of El Hierro includes measures like promotion of public transport, a strategy to promote electric vehicles and safety, accessibility and promotion of soft transport modes, targeted to visitors and residents.

- e-walk: self-guided walking tour in Barcelona
-

The service is based in a smartphone application that contains different walking routes to visit the city of Barcelona. The service offers a Smartphone with GPS that inform visitors about the main interesting spots in the route. The route is marked on a map and allows activate or deactivate the interesting spots according to their preferences. The application provides additional information in the form of warnings and practical information.

- Electric bike rental in rural areas – Burricleta

The service consists of the electric bike rental system with GPS for rural, natural and gastronomic routes. Different levels of rural routes can be chosen according to the degree of difficulty, distance, sites and cultural landscapes to visit. The GPS on board of the e-bike works as an audio guide along the route.

- Evaluation study of generated mobility at the port of Premia de Mar

The study proposed the following measures to solve the identified problems: Build a new boardwalk to give continuity to the waterfront on foot and by bicycle, improving the connectivity towards the centre of the city by the construction of a bike lane and encourage the establishment of a railway station near to the area.

- Bicycle development as a key factor of the tourism strategy in Vallnord, Andorra

The Bicycle Master Plan defined the priorities in bicycle infrastructures (bike routes & lanes, signalisation) and related equipment (bike parkings, cleaning points,...) integrated in the existing urban traffic networks. The Plan also included promotional activities to increase the use of bikes among tourists & residents.

3.3.3 Slovenia

- New bicycle routes in the green axis of Kamniska Bistrica and bike rental

The goal of the measure is to achieve a reduction of traffic jams and increase the number of bicycle lanes. Through the reduction of traffic jams there is also a reduction of energy used and of pollution. The most important part of the measure is the construction of new bicycle lanes and the investment in the maintenance of the lanes as well as the purchase of the bicycles.

- Kamnik Bus

The purpose of the measure is to reduce the number of vehicles and the traffic congestion. Consequently the measure reduces energy consumption and CO2. The target groups are the tourists and the local population.

- Introduction of gas powered buses in the public transport scheme in Ljubljana

To reduce the heavy metals released into the atmosphere, to achieve a large reduction in sound pollution of the environment and also to achieve a lower energy consumption are the purposes of this project.

3.4 Best Practices - Northern Europe

3.4.1 United Kingdom

- Explore the Cotswolds by Public Transport Guides

Explore the Cotswolds by Public Transport is a package of promotional publications and website pages designed to promote environmentally sustainable tourism and travel to, and within, the Cotswolds Area of Outstanding Natural Beauty. An additional 20-page guide, Walk and Explore the Cotswold Way by public transport has been added to the series using a format identical to the other timetables.

- Jurassic Coastlinx53 – The Jurassic Coast Bus

Jurassic Coastlinx53 is an all year round double deck bus service operating every 2 hours between Exeter and Poole and Bournemouth, parallel to the Jurassic Coast World Heritage Site. It serves a large number of attractive towns and villages along the 95 mile long coast as well as both the East Devon and Dorset Areas of Outstanding Natural Beauty.

- The Dartmoor Sunday Rover

The measure is a fully integrated network of train and bus services from Plymouth and Exeter and nearby towns into and through the Dartmoor National Park. Full summer services operate on Sundays and Bank Holidays, while during the rest of the year there is a good, but more limited, network. Commercial bus services are also included.

- Breeze up to the Downs

Breeze up to the Downs is a network of 3 leisure bus services linking Brighton with some of its most popular countryside destinations on the nearby South Downs. These include the open top bus, the 78 and the 79 bus lines. Services operate on Sundays and during Bank Holidays and daily through the main summer months.

- Pembrokeshire Greenways and Coastal Bus services

The introduction of the coastal buses has helped decrease the number of people arriving by car, with over 60,000 people using the coastal bus services in 2006.

3.5 Best Practices - Western Europe

3.5.1 The Netherlands

- NightXpress Renesse, a bus service between restaurants/cafes and campings/holiday parks

The aim is to transport party tourism (mainly adolescents) from the party location back to their holiday address in order to reduce the nuisance that they cause in the city center and to reduce the traffic chaos by replacing taxis by buses.

- Park en Ride Renesse, The Netherlands

Recreatietransferium Renesse contains 900 parking spaces at the edge of Renesse. It provides motorists with an easy and free alternative to parking by the seaside or in the town. In addition it provides a good, flexible as well as fun destination transport system, an attraction by itself. In Renesse you can go to the beach for free by using the beach bus (with sand on the floor), the

cabriobus (without a roof) or a covered wagon. Visitors with special requirements may pay to use Strandexpress: a taxi that brings you straight onto the beach.

- Evaluation beach shuttle Noordwijk (Evaluatie Strandpendel 2009)

During summer days (ca. 10 per year) increasing car traffic leads to traffic jams and parking problems in the centre of Noordwijk aan Zee. The objective was to reduce the number of cars driving towards the beach with 10-15%. This was initiated to improve the overall accessibility, road safety and quality of life within Noordwijk.

- Summer bus Zeeuws-Vlaanderen, a bus service between overnight accommodations and city centers in the region.

The summer bus connects Breskens and Knokke during the summer season (July and August). It drives alongside the coastline and stops at the majority of the camping sites and bungalow parks. Total travel time is 55 minutes. Once in Knokke, passengers can change to the Belgian tram to reach the French border. There is a connection to the Fast Ferry to Vlissingen in Breskens.

- Kijk op de Dijk! (Hoek van Holland, The Netherlands)

In the summer of 2007 a pilot with on-route displays was held to inform beach visitors of the traffic situation in order to prevent everyone to go home at the same time. This was continued in the following years.

- Veluwecard (Veluwe region, The Netherlands)

In 1996, the Province of Gelderland, PT company Midnet, and the Tourist Office introduced the 'Veluwe travel pass' enabling passengers to travel by bus during their stay in the Veluwe region. In 2006 the travel pass developed into the 'Veluwecard' incorporating the changed needs of tourists and companies involved.

- Evaluatierapport Bereikbaarheid Kust 2004–2010 , Provincie Noord-Holland

During summer days traffic jams and parking problems hinder the attractiveness of the beaches and lead to problems for residents. In each region multiple measures have been implemented, including road closures and the deployment of traffic controllers, P+R facilities combined with free beach-shuttles, additional public transport and improved bicycle parking facilities near the beach communication (on-route, website, flyers etc.)

3.5.2 Best Practices - Belgium

- Label "Bicycle friendly accommodations" (Flanders, Belgium)

The label has the form of a sticker, which needs to be placed on a clearly visible location like the entrance or reception. Each year a new sticker is provided to reconfirm the status of 'bicycle friendly accommodation'. This recognition guarantees amongst others the following, for example, the business is located at max. 5 km from a cycle route / network, the business is bicycle-minded (knowledge of routes etc.), a repair set and first aid kit are available, the business provides accommodation to cyclists for one night etc.

- Cycling corridor using old railway tracks (West-Flanders, Belgium)

Old railway tracks have always been the connection between towns and villages and towards the countryside. Although this function has been lost, as cycle paths, these old railway tracks can be seen as a new safe connection from the village to the country side. In the framework of STREAM, a corporate identity has been developed for these cycle corridors.

- Green Stop: public transport promotion while walking on the countryside (Flanders, Belgium)

Green Stop provides a fun, inexpensive, healthy and ecological way of walking in the countryside during leisure time. Every Flemish province now has its own Green Stop Walking Route and more walking routes are being developed. Walkers can buy a brochure in which several Green Stop Walking Routes are described. The brochure informs the walker about the general characteristics of the area, the places of interest, the nature, the public transport stops in the neighborhood and finally also about nearby cafés and restaurants.

- Coastal tram alongside the Belgian coastline focusing on tourism (Kusttram)

The kusstram is a 68-kilometer long tram connection that runs from De Panne (near the French border) to Knokke (near the Dutch border) every 10 minutes during peak summer months. It has 70 stops and is the longest unidirectional tram in the world as well as one of the few interurban tramways to remain in operation.

- Development and implementation of a mobility policy for 17 tourist destinations (Flanders, Belgium)

All sites have participated in a general awareness campaign to the Flemish public in summer 2008. The campaign was about the results of the STREAM-approach in Flanders and sustainable mobility for recreation in general. Every week during July-August 2008, 2 attractions were highlighted, events were organized at the sites and a lottery was organized among visitors coming to the site by sustainable transport means. Several mass media channels were used to attract attention to the event.

3.5.3 France

- The “Pass Rochelais”: integration ticketing of Transport and Tourism offer

The “Pass Rochelais” has been designed in order to offer an attractive alternative to the private car by giving access to all kinds of public transport modes to visit La Rochelle and the surrounding areas. It offers preferential prices to access the main tourist and cultural sites of La Rochelle: the Aquarium, main Museums, the Towers of La Rochelle and the guided tour of the Town Hall and several kinds of leisure and sport activities.

4. Collection of best practices - SEEMORE

4.1 Best Practices – Eastern Europe

4.1.4 Poland

- Wroclaw's Bicycle Sharing Scheme

Wroclaw authority financed a bike sharing scheme with 17 stations and 156 rental bikes in 2011 to help reduce congestion in the central part of the city. It is the third town in Poland with a bike sharing scheme run by Next Bike Company. It is necessary to register and have a mobile phone to use the scheme. Members can also use other two bicycle sharing systems in Poland and other countries (for example Austria). Its billing system is integrated with the public transport fare card – UrbanCard to improve integration with public transport. Next bike has plans for further expansion and introduction of semi-electric bikes for those who are mobility impaired (ELTIS, 2012).

- City Tourist Information System in Częstochowa

Częstochowa is visited by about 4 million domestic and international tourists due to its Pauline monastery of Jasna Góra, which is the home of the Black Madonna painting. In 2008 Częstochowa introduced the "City Tourist Information System" consists of two parts:

- A visual information system which displays places of interest on a schematic map and are located along the major city routes, at specific tourist attractions and major bus stops.
- 50 multimedia Internet access points called "infomat" which are located along the main routes and places visited by tourists and residents. It was co-financed by tourism and catering companies who independently publish and update information about their goods and services.

€1.07 of the €1.5 million implementation cost was covered by the EU funding (ELTIS, 2012).

- An Easy, Cheap and Fun Way to Transport - Poland's Water Tram

Gdynia, Sopot, and Gdańsk have introduced two water trams to provide easy and affordable access in the Bay of Gdansk to visit the attractive area of Hel Peninsula. The water trams are operated by "Żegluga Gdańska S.A.", a coastal shipping company which also operates cruises from Gdańsk, Sopot and Gdynia. They have been popular with tourists and residents as they provide a much shorter and cheaper journey than car or train (ELTIS, 2012).

- New leisure related mobility services in Krakow

In order to provide better access to leisure and recreational sites and increase the use of bikes and PT transport to those sites, Krakow city introduced bike carrying facilities on buses running to those destinations and trained 100 bus drivers on how to use the new equipment for bikes. An information and marketing campaign was also run to promote the new leisure related mobility services. Unfortunately the new facilities have not increased the overall ridership of these routes (ELTIS, 2012).

- CIVITAS- MIMOSA – Cleaner and better transport in cities. Gdansk

Gdansk holds a number of integrated informative events in the city in order to promote awareness of the city's web tools for mobility management; to create a new urban mobility culture; to optimise the use of private cars; to promote alternative fuels and vehicles; to encourage the use of public transport; and to promote cycling as an alternative to the car.

Each year the mobility week preceded by the `Bike Fridays` campaign motivates more and more municipalities to carry out similar campaigns in their area in order to promote their towns as attractive cycling tourist destinations. This trend is expected to continue thanks to the network of cooperation among the members of the Polish Union of Active Mobility (PUMA) association.

4.1.5 Bulgaria

The Bulgarian Black Sea municipalities have had limited experience of and therefore knowledge about sustainable mobility. Thanks to the EU STREAM project (Sustainable Tourism and REcreation as an opportunity to promote Alternative Mobility) between 2006-2009, sustainable mobility pilots ran in the following three regions.

- Baltata Area next to the Albena Tourist Resort (Balchik Municipality);
- Atanasovsko Lake close to Bourgas (Bourgas Municipality);
- The Standing Stones (Aksakovo Municipality).

The initiatives included the first marked cycle route between Bourgas and the Atanasovsko Lake area, together with soft mobility routes and tourist packages with multimodal mobility information. However SEEMORE's Bulgarian project partner stated that unfortunately these initiatives died out after the project pilot period.

Detailed information regarding these schemes can be found on www.iee-stream.com.

4.2 Best Practices – Mediterranean

4.2.1 Spain

- BTT Project: Mountain Bike Network for promoting alternative sustainable mobility, Galacia

In Galacia, an integrated network of mountain bike routes for cycling and walking were created to allow tourists and visitors to explore Galacia's countryside and its traditions by using sustainable modes only. The initiative involves so called BTT centres to provide tourism information regarding maps, the cultural and landscape characteristics of the routes, bike hire and technical support centre, a café and showers. The first BTT centre with 10 different routes and a 118 km long mountain bike trail is located in O Salnes. Around 2.300 visitors used the service in 2011. Current plans include opening 5-7 more BTT centres in the region.

- EGIStour system in Basque Country

EGIStour system was developed in the Basque Country to measure, analyse, model and monitor visitor trips in 2009. Every tourist in a chosen sample group (that is, tourists staying at a 3-4* hotel) was provided with a mobile device. This records the traveller's whole route with a starting point survey which includes 6 variables (trip purpose, average stay, type of traveller, time of start of trip and origin). The upload of this initial data is supported by the technical staff so the visitors do not need to interact with the device. As an option, the visitors are asked to provide variables about their perceptions of their experience *en route*. As a result, and jointly with the geolocation data, information regarding what routes tourist take, together with their perceptions of and responses to a particular geographical location, can be analysed. The scheme aims to identify black spots in mobility and behavioural patterns and most visited

places, and thus to help to enhance the accessibility and attractiveness of the tourist destinations.

- Improved public transport connections to the city centre and to the airport in Mallorca

The aim of the measure was to create two new bus lines connecting, respectively, Platja de Palma and the city center and Platja de Palma with the airport. Before these, there was only one bus line (L15) connecting Platja de Palma to the city center with slow commercial speeds and there were no connections to the airport. The new L25 runs parallel to the old L15 but with better commercial speeds as it runs half of the route on the highway. The new L21 provides an express service to the airport. Implementation was a success as a great part of the demand from L15 was transferred to the faster and more comfortable L25. However there was not much increase in the total number of passengers carried, mainly due to the economic crisis in Spain.

4.2.2 Italy

- Mobilcard: a special offer for tourists, Province of Bolzano

The Mobilcard allows individuals to make full use of the South Tyrol Integrated Public Transport network with just one ticket. The Mobilcard can be purchased for 1, 3 or 7 consecutive days and gives access to, amongst other things, to trains, buses and cable cars. Reduced fares are available for youngsters up to 14 years old. In addition, the Museumobilcard provides one admission to each of the 80 participating museums, and the Bikemobilcard allows the holder to rent a bike (only once) during the validity period of the card itself.



Image from www.mobilcard.info/

- Parco Paneveggio – Development and promotion of multimodal transport

A package of measures was implemented to promote sustainable mobility in the Park and the Park itself as a sustainable tourist destination. The first measure was the improvement and optimization of 9 existing routes within the Park, with a focus on the number of stops and bus schedules. In addition a new shuttle bus service was also implemented. Secondly, destinations which can be accessed by public transport were highlighted to the tourists, as were cycling and hiking trails and anthropological points of interest within the Park, thus developing “culture+nature” hiking trails. The final measure was the adoption of a “destination card” in order to provide tourists with all relevant information about the Park in a clear and concise way. It uses z-card format and contains information about bus routes, timetables, destinations and activities within the Park and the main intermodal nodes. A new “round table” with local stakeholders (the tourism board, hotels etc) has been set up in order to develop further solutions with private financing from local enterprises.

- Discovering the Dolomites without car, San Candido

Cars used to be the tourists’ preferred means of transport to reach the valley “Campo di Dentro”. A series of measures were adopted to reduce emissions of local pollutants and greenhouse gases in and around the valley. These included:

- relocating the car parking to the entrance of the Valley and limiting it to 80 parking spaces to encourage the use of public transport.
 - improving the bus services connecting the valley to the surrounding towns.
-

- introducing a shuttle bus service that travels the entire length of the valley, connecting its entrance to its end.
- introducing access control, with exceptions to the mountain dew employees and farmers working in the area, between 9 a.m. and 6 p.m., a time frame corresponding to the shuttle bus schedule.

The new shuttle bus carried up to 400 passengers a day and roughly a third of them used public transport to reach the entrance of the valley. According to the carbon footprint analysis, the emissions in the valley decreased to 3.7 – 6.5 tonnes of CO₂ equivalent, while in the surrounding municipalities the decrease of greenhouse gases ranged between 4.1 and 10.4 tonnes.

- Access and Parking Management in Ortigia, Siracusa

In Siracusa, in 2001, almost two thirds of trips were made by car and motorcycles. Consequently, noise and atmospheric pollution had reached considerable levels. As a result of a parking study, in 2006-07, a package of measures was introduced to limit access by car to Ortigia in order to promote sustainable transport to tourists and its residents. Initially, the public transport service was improved through more frequent buses and reduced or free tickets. Thereafter a new car parking policy which included creation of restricted parking and access zones with a new parking pricing scheme was adopted. The northern part of the island, which is connected to the mainland by two bridges, is now a Restricted Parking Area and can be access by car but parking is limited in two large areas with fee. The southern part of the island is now a Restricted Traffic Area and only residents and authorized users can access to it by car. In addition, some roads of the island are accessible by car only from Monday to Friday (only from 6 a.m. to 8 p.m.) and some pedestrian areas have been created. The Municipality intends to extend the approach adapted in Ortigia to the whole urban area of Siracusa.

4.2.3 Cyprus

- Larnaca and Pafos Airport Shuttle Bus

As in many major tourist airports, since 2010, Limassol's Urban Bus Company runs a frequent shuttle bus service between Limassol and Larnaka and Pafos airports. The service is offered from 3 am until midnight, seven days a week. Services to Larnaca airport run all year round while to Pafos airport the service is seasonal. Fully air-conditioned buses with extra space for luggage provide stress free access to local destinations.

- Limassol Seaside path

A 17 kilometers long seaside path, going through a number of different municipalities and communities and connecting many hotels along the way was developed for the pedestrians as an alternative to the existing busy sea front road. The path allows locals and tourists to enjoy the scenery and enables them to walk from one hotel to another (for conferences, events, dinners, etc.) with ease, without the need of a car.

- Limassol Bike scheme

In 2012, a private investor (Nextbike) established a bike sheme covering Limassol tourist area and the old town. The scheme was supported by Limassol and Yermasoyia Municipalities, various Community Boards. The local authorities supported Nextbike operation by offering space for bike stations. In addition, hotels in the tourist area also allowed Nextbike locate bike stations in their properties. Currently there are 7 bike stations with 67 bikes. The target is to have 20 bike stations all over Limassol.

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- New urban planning/ traffic management scheme in Protaras

Thanks to an urban regeneration and traffic management project, tourists and residents of Protaras, now enjoy a truly safe and pedestrian-friendly environment with zero-accident rates. Strip, once very busy commercial street, has been transformed through:



image from www.ELTIS.org

- improved bus-stops with shelters and bus lay-bys
- junction upgrades, raised level and zebra crossings
- high capacity parking - located at either end of the corridor
- creation of one-way low-capacity street environment and speed reduction (from 50kph to 30kph)
- extended sidewalk widening and new road surfacing, signing and lighting
- on-street short-term taxi and commercial vehicle parking, and
- creation of a small central square with a mini theatre and a fountain (ELTIS, 2012).

4.2.4 Malta

- Arriva Bus Information for Tourists in Malta

Arriva, the main commercial public transport company, provides online information regarding how to get to Hotels and Places of Interests by bus and how to purchase bus tickets and discount cards. They also provide a “Holiday Bus Map” for the islands of Malta and Gozo, information leaflet that includes a map showing main tourist attractions with route and fare information. It is also possible to purchase tickets online before arriving Malta. Although, a form of route and timetable information is almost a common practice in western and northern Europe, often this information is not tailored for tourists’ use. No further technical information was available for the SEEMORE template.

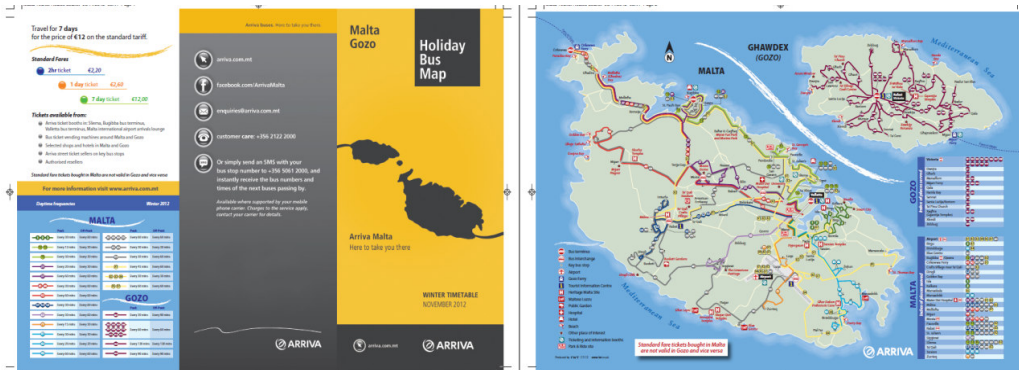


Image from www.arriva.com.mt/tourist-information?l=1

4.3 Best Practices – Northern Europe

4.3.5 Sweden

There are many initiatives related to tourism and/or leisure travel in Sweden. Some of these include:

- The festival train – Urkultståget

Special festival trains run from Stockholm, Uppsala and Gävle to the annual festival of Sollefteå in north Sweden and stop at a station only 500 meters distant from the festival location. Tickets are sold together with the festival tickets and the journey is part of the festival entertainment - with live music, cinema and food. More information can be obtained on <http://urkultståget.se/>

- Åre Tågtransfer – shuttle service to ski resort:

By using Åre transfer service, ski tourists can travel (by buses or taxis depending on the tourist numbers and destinations) from Åre and Duved train stations to their hotels and lodges. More information can be found on www.skistar.com/en/Åre/Travel/Train-transfer/. Åre also has a high percentage of customers arriving by train due to direct night services from various parts of Sweden.

- The Stockholm package:

Destination Stockholm provides a package which includes accommodation with the city card *Stockholm à la Carte*, a card provides free sightseeing tours by bus and boat, unlimited travel with public transport, free admission to museums and sights and discounts to 85 attractions. More information can be found on www.destination-stockholm.com/index.htm

- Multimodal travel planner – ResRobot:

This is a multimodal-travel-planner, a website and a mobile application, which provides comprehensive door to door travel information by train, metro, tram, bus, boat and air and illustrates it on a map. Data comes from the National Travel Database (Riksdatabasen) which includes information about more than 50,000 stopping-places and over 200,000 services per day. ResRobot is developed by Samtrafiken, in coordination with 36 transport companies in Sweden, with the aim of providing simplified and seamless multimodal travel information. More information on the services provided can be found on http://reseplanerare.resrobot.se/bin/query.exe/en?L=vs_resrobot&

- Ski buses – included in the ski ticket:

Three of the largest and most popular ski resorts in Sweden offer free ski buses for those with a ski pass. The busses stop close to the ski lifts and run during ski resort openings hours. Visitors can obtain more information on how to use the service in 5 languages on the following websites:

- Åre: www.skistar.com/en/Åre/Skiing/Skibus/
- Sälen: www.skistar.com/en/Salen/Getting-here/The-SkiPass-bus/
- Funäsdalen: www.funasfjallen.se/vinter/aktiviteter/laengdskidor/skibus/
- SkaneTrafiken's Around the Sound ticket, Sweden and Denmark

With the two-day-ticket, Around the Sound (Öresund Runt), locals and tourists can have unlimited travel by train, metro, bus and ferry in Skane Region in Sweden and in the east coast of Denmark. Further information is provided both in Swedish and English on www.skaneTrafiken.se/templates/InformationPage.aspx?id=14883&epsLanguage=EN

- National ticket – train, event and hotel:

The government-owned passenger train operator in Sweden, SJ, offers leisure packages including a hotel stay, train ticket and admission to an event, museum or exhibition etc. It is available everywhere in Sweden. Information is provided both in English and Swedish on <http://upplevelser.sj.se/eng/>

- Park and Ride and P-Bus in Stromstad :



The tourist city Stromstad has created several park and ride sites in the outskirts of the town to free the city from additional traffic generated by tourists. Those who are staying in Stromstad longer than 24 hours are advised to park in these sites and travel by 'P-buses' that provide a free shuttle to the town centre.

Image from <http://www.stromstad.se/>

Please note that there are no Best Practice templates available for the above initiatives due to insufficient information.

- Nature and Culture Bus, Skane Region



Image from <http://www.naturochkulturbussen.se>

The Skane region has a great wealth of natural and cultural destinations. But many interesting sights are hard to reach for those without access to a car. In association with the regional public transport operator, Skanetrafiiken, and the municipalities in the region, Region Skane implemented the Nature and Culture Bus. In addition to the existing regular public transport services, new routes and stops and more departures were added to make it easier to reach nature and culture destinations by public transport. The scheme complemented marketing and campaigns about nature and culture areas.

- City Bikes, Stockholm

Stockholm established a public bike hire scheme in order to raise the status of cycling and promote cycling for short trips. This is a public private partnership project by the City of Stockholm and Clear Channel Communications (CCC) whom also provides a similar service in many European cities including Paris, Brussels, Lyon, Seville, Oslo, Milan , Perpignan and Zaragoza. The rental system requires a membership and a rental card. The cards can be bought at Stockholm's public transport company and tourist offices as well as at a number of hotel receptions. Season tickets require registration with personal identification containing the Swedish national identification number. Tourists can buy a 3-day Bike Card (which costs approximately 22 Euros). and register with their passports. Cards can be reloaded again after they expire. Currently the system has over 150 stations.

- Ecotourism of Biosfar, Uddevella

Since late 2009, 'Biosfar Vanerskargarten Kinnekulle' has been running Sweden's first ECOTOURISM project which aims to strengthen the link between tourism and public transport, to develop new hiking and biking trails, and to help entrepreneurs to establish environmentally friendly business.

The project is funded and implemented in collaboration with the respective Swedish local and regional authorities, the Swedish Department for Transport and the European Union. Some of the initiatives include:

- newly constructed and extended hiking trails
- walking and cycling maps that highlight the points of interests and their public transport connections
- subsidising the weekend services of "Skärgårdsbussen" to the island of Brommö during high tourist season (for a 3 year trial period),
- run workshops with local politicians, tourism staff and transportation planners
- All webpages (eg hotels, restaurants, points of interest, etc) on the www.vastsverige.com website used to have "how to get there by car" information but now have a "how to get there by public transport" link - providing time table information from the nearest bus or train station.
- All new "ecopackages" were organised in a way that is suitable for train and/or bus customers.

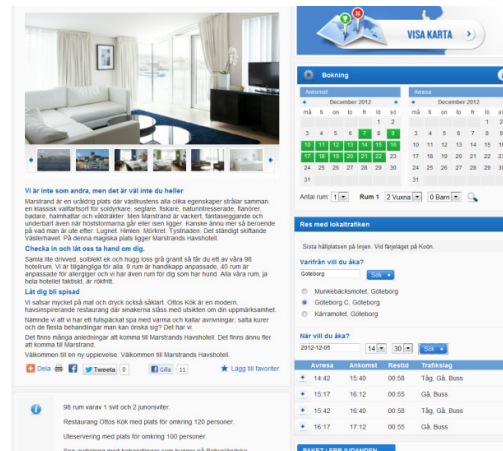


Image from www.vastsverige.com

4.3.6 Norway

- Integrated Bicycle System - the City of Sandnes

Sandnes lies at the end of a fjord and its beautiful landscape is perfect for all kinds of outdoor activities. Along with its population, traffic volumes have been increasing constantly. Between 1991 and 2002 the municipality spent 12,5 million Euros on cycling infrastructure and about 1,25 million Euros on motivational campaigns. Infrastructure measures included cycle parking (400 units), new recreation routes (over 70 km) and a free city bike system (with 225 city bikes spread over 40 racks). As a result of these integrated efforts, continued over 10 years, cycling in the city rose by about 10% and the use of helmets rose from 10% to 46% of cyclists observed (ELTIS, 2012).

4.3.7 Denmark

- The Copenhagen Card

On its website Movia, the main bus company in Copenhagen, provides travel information specifically tailored to the needs of tourists (both in Danish and English). Tourists can choose between different forms of tickets and travel cards which are all valid for both buses, trains and Metro in the Greater Copenhagen region.

The Copenhagen Card gives free admission to more than 65 museum and sights, unlimited travel by bus, train and Metro in the Greater Copenhagen region and discounts on a number of activities, restaurants etc. The card is valid for either 24, 72 or 120 hours for both adults and children. Two children (0-9 ages) go free with an adult card.

Similar schemes can be found in majority western tourist cities.

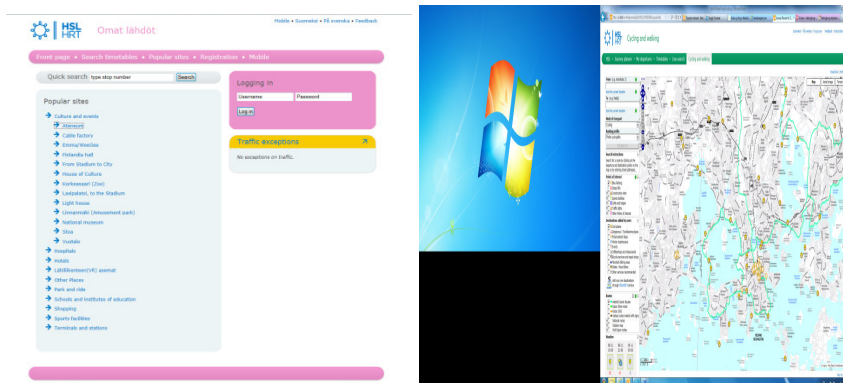


Image from www.visitcopenhagen.com

4.3.8 Finland

- HRT Visitors information and Journey Planner, Helsinki

In order to provide smart travel information, the Helsinki Region Transport Authority (HRT) website contains timetables and routes, information on tickets and fares and last but not least a built in journey planner. Information for visitors is easy to navigate and includes tips for how to discover the sights of the Helsinki region by bus, train, tram or the metro and also ticketing information about offers such as the Helsinki Card (combined free public transport and tourism card). Similarly, the built in online journey planner not only helps to find the best travel option between and origin and destination point but also has readily available destination based travel data. Visitors can choose one these *popular sites* from a navigation menu on which are included culture and events, hotels, sport facilities, shopping and terminals and stations etc. (see image below). There is also a *cycling and walking* journey planner with a list of *Points of Interest*. Visitors can highlight and choose these and other factors (bike parking, steep hills, and scenic routes) to display on a map, as shown below.



Images from www.hsl.fi

No further technical information was available for the SEEMORE template.

4.3.9 Lithuania

- Hotel Cycle Rental Scheme in Vilnius, Lithuania

As part of the EU ADDED VALUE Project, the Healthy City Bureau of Vilnius established a cycle hire scheme for tourists staying in hotels. Initially 5 hotels which were located near local parks and the old town area (affected by heavy congestion) joined the project to hire bikes to their guests. The initiative also included cycle training for the participating hotel staff. A total of 28 hotel employees took part in the training sessions and about 500 guests used the cycle hire scheme during the 2009 summer period. Due to its success the scheme has been incorporated to the city's 2020 Strategic Development Plan. The service is planned to be extended to other hotels in Vilnius in the coming years (ELTIS, 2012).

- Soft Mobility Corridors in Vilnius, Lithuania

Both residents and visitors of Vilnius mainly used the car to reach surrounding leisure destinations. The EU funded STREAM project aimed to encourage them to cycle or walk to the numerous recreational, cultural or natural interest sites in and around Vilnius. The following actions were implemented to do so:

- Identifying and planning green routes
- Obtaining political and public support for the conservation and further development of the soft mobility network
- Development of sustainable tours
- Awareness and promotion actions for the use of the soft mobility routes and for sustainable transport for recreation in and around Vilnius city

The project was presented to other municipalities in January 2009, and planned to be wider more widely publicised by the Association of Municipalities of Lithuania (STREAM, 2009).

- Klaipeda a Friendly City for Cycling Tourists

Klaipeda, the largest port city in Lithuania, has made cycling easier for its residents and visitors through the Baltic Sea Cycling project - "Bicycles Making Urban Areas Attractive and Sustainable".

Prior to the project there was lack of safe bicycle parking facilities, signs, maps and promotion of the option of cycling to tourists. The work was carried out by Klaipeda City Municipality with the help of the Department of Urban Planning, Department of Tourism and International Relations, Tourism and Culture Information centre, and the Lithuanian Cyclists Association. The main outcomes of the project were creation of a network of bicycle parking stands (47 stands at the main public locations, so that 3 bicycles can be attached to 1 stand) and publishing a city map (10.000 copies) and regional map (14.000 copies) for cyclists, an information source on cycle routes and tourist information. The main target groups are both local cyclists and tourists who want to cycle (ELTIS, 2012).

4.3.10 Estonia

- Pedal powered taxis in Tallinn

The pedal-powered taxi fleet is operated by a small Estonian firm, Velotakso, in Tallinn with seven vehicles. Each vehicle cost approximately 8,000 euros and was made by a Berlin-based manufacturer. To recover some of these costs, each vehicle also carries advertisements from local businesses. Initially, the municipality was reluctant to allow the vehicles to be introduced

due to their too hi-tec and modern look in a historic city but has since accepted them due their environmental benefits and pro-environment image. Currently, the taxi fleet is available to tourists and locals from May to October, either on scheduled routes, or at events like corporate celebrations, sports, fairs or congresses. The vehicles is making citizens and tourist more aware of the environment, protection of the urban, architectural and cultural heritage of the city. There are plans to extend both the taxi fleet and route (ELTIS, 2012).



Image from www.velotakso.ee

4.4 Best Practices – Western Europe

4.4.1 Portugal

- Green Line, Madeira Island

The City of Funchal has introduced a low-emission bus corridor in a major tourist and residential area that is heavily affected by congestion. The scheme aims to replace the hotel courtesy buses and provide good connections to the city centre for the residents with this new high-frequency bus line, called the Green Line, operated by Euro V busses runs along a 6 km corridor along which 53 hotels are located. Since its implementation in 2009, communication and promotional campaigns have been undertaken to encourage locals and tourists to use the bus more often. The scheme has also included improvements to bus stops, city centre bus information kiosks and a tourist kit which is sold at hotel receptions to provide an integrated pack of information and tickets for hotel guests to try the bus. The success of the scheme was presented at the CIVITAS FORUM 2010 and 2011 as one of the best examples of such practice in Europe.

- MobilSintra: Mobility Services for Tourists

The touristic area of Sintra in Portugal suffered from traffic congestion and its associated negative effects, as almost 90 % of the 1.5 million annual tourists and 85 % its residents travelled by car. The objective of MobilSintra was to identify and implement sustainable solutions to meet the mobility needs of tourists. Prior to MobilSintra, only few services for tourists existed. Within the project eight major initiatives were set up, including

- improved access to sustainable transport;
- cycling and walking tracks;
- information and marketing campaigns to encourage cycling and walking;
- improved public transport information;
- car sharing services and collective taxis for tourists from hotel to airport;
- mobility information on the internet;
- mobility centres in the tourist offices to provide personalised travel information; and
- facilities to carry bicycles on horse drawn carriages.

Sintra considers the project to be a success and plans to extend many of the measures (ELTIS, 2012).

5. Overall conclusions

In addition to the points made in Section 2.4: Analysis of the Best Practices, the main conclusions of this review include:

- In the majority cases the local or regional authorities have a leading role – often supported by one or multiple stakeholders.
- Most measures focus on offering alternative travel options: public transport, walking and/or cycling instead of private car.
- The best-practices presented here include measures at tourist destinations to influenced visitors travel behaviour through parking regulation and car free zones (limited traffic areas and access control). In such cases, applying “carrot-and-the-stick” approach is often the important success factor for the success of the measure in changing travel behaviour.
- Unfortunately, the most of the best-practices presented here do not have reports on impact, success factors, costs and benefits.
- If a measures is successful in one site, there is no guarantee for its success in another sites. Even though the best practices presented here cannot simply be copied, the lessons learned from their experience can be transferred. They provide an overview of what is done elsewhere in the EU.

It is stated in the policy transfer recommendations of the TRAVEL PLAN PLUS project that the reorganisation of an approach, which has been successful in one area, may not automatically be transferable to another. The impact of a measure is influenced by. the actors involved, the motivations for group formation, the perceived scope and scale of the problem and the organisational environments, along with geographic, political, economic and institutional factors.¹¹

However, there are some different degrees of transfers, as listed below¹², that the regional partners of STARTER and SEEMORE can benefit.

- **Copying**: this involves the adoption of a programme from another locality in its entirety
- **Emulation**: this involves a rejection of copying, but also suggests that a country or a region accepts that a programme in another locality provides a standard which can be used for developing of a particular program
- **Hybridization** and synthesis: elements of various programmes or measures are combined so a programme of measure that is more adequately meets the needs of the adopting country or region
- **Inspiration**: the exposure to common problems in another environment stimulates new ideas in the adopting country

¹¹ The TRAVEL PLAN PLUS Project: Local Travel Plan Network: Recommendations for Policy Makers, p. 2

¹² Dolowitz, D., and Marsh, D., (1996) Who Learns from Whom: a Review of the Policy Transfer Literature, Political Studies, 44(2), 343-357 in: The TRAVEL PLAN PLUS Project: Local Travel Plan Network: An Evaluation using Policy Transfer, p. 2

For the implementation of measure within the LTPNs of STARTER the following main outcomes of the best practice analysis can be derived:

- discussion on how to finance the measures is crucial,
- search for local, regional, national and European funds,
- include (local) politicians and tourism agencies into LTPN (preferable as initiator and leader),
- mixture of regulations and additional offers (push and pull) (e.g. parking restrictions and PT supply),
- pure copying of measures from other sites will not work,
- (social, legal, economic, tourist) framework has to be considered.

To enable LTPNs (but also others) the use of the detailed information gathered for best practice analysis it is recommended to:

- search for best practices with same problems (see Annex 1 to D2.1),
- analyse chosen solutions of best practice cases,
- compare framework of the best practice sites with LTPN site,

once existing problems are identified at the sites but before selected measures.

After the selection of measures it is recommended to:

- analyse best practice case with same topic,
- learn from implementation strategies presented,
- compare implementation and operation costs.

This is the best way to transfer specific information and experience from best cases to other tourist sites planning to improve their transport system and make it more sustainable and energy efficient.

To ease this suggested search an easy search mechanism will be developed within WP4 of STARTER. Search will be possible by selection of countries, topics, type of location and problems before implementation. This search mechanism is available on the STARTER website (www.starter-project.eu).

6. Annexes

See separate annex files.
