



European Union
European Regional
Development Fund

Delivering Efficient Sustainable Tourism with low-carbon transport Innovations - Sustainable Mobility, Accessibility and Responsible Travel



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Mallorca is one the most touristic island in the Mediterranean, receiving more than 14 million visitors every year. Mallorca, except from the magnificent beaches and sea, is full of heritage sites, beautiful landscapes and picturesque villages. Many visitors come throughout the year to enjoy nature and practice hiking along more than 171 km of paths.

The Sustainability and Environment Department of Consell de Mallorca, through DESTI-SMART project intends to investigate and improve accessibility in the island hiking routes and to give the chance to visitors with disabilities to enjoy this beautiful side of the island.

We believe that our involvement in DESTI-SMART project will be a benefit for all. The exchange of experiences, actions and good practices with the partnership will provide us with tools to move towards "smart" and more sustainable tourism.



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Consell de Mallorca**

DESTI-SMART partnership: Progress so far!

DESTI-SMART has completed its 4th semester of implementation.

The Launch Conference in Thessaloniki in September 2018 marked the beginning of DESTI-SMART. 10 partners from 9 countries, 9 partner destinations and one (1) advisory partner, become partners towards a common vision to promote sustainable mobility, accessibility and responsible travel and integrate them within the planning processes for sustainable tourism development and services.



The Environment Department of the Mallorca Island Council develops and promotes sustainable development policies in the island of Mallorca

Mallorca Island Council is a supra-municipal public entity with government and administrative functions.

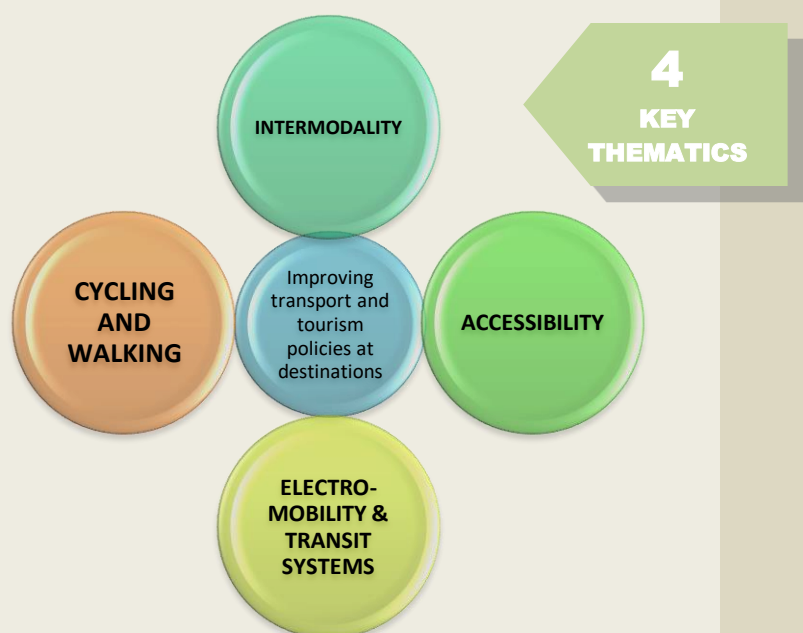
The Department of the Environment, among others, is responsible for preserving the natural and landscape environment: public roads and hiking trails, especially the Routes de Pedra en Sec and Artà-Lluc, the refuges of the Route, public spaces, the Natural Park of Sa Dragonera and the maritime heritage of Mallorca.

The Department of the Environment share its experience on planning and management of hiking/trekking routes in rural and mountain areas, integrating them into destinations tourism product, as well as on sustainable tourism promotion with low-carbon transport means.

Running already the 4th Semester, the partnership have made great progress regarding the implementation of exchange of experience activities. All partners have are organizing their [Local Stakeholder Group meetings](#) as planned, one in each semester, in order stakeholders of the transport and tourism sector to be informed about DESTI-SMART, its objectives and expected results. Key stakeholders have been identified and involved in the planning process of the partners' Action Plans.

Nine (9) [dissemination events](#) have taken place, one in each partner-destination to promote the project and disseminate its results so far, not only to transport and tourism stakeholders but also to the local communities.

The overall objective of DESTI-SMART is the combined improvement of transport and tourism policies at tourist destinations. This could be achieved by integrating strategies for sustainable mobility, accessibility and responsible travel within the planning processes for sustainable tourism development and services. The transition to a low-carbon economy is a major challenge for all project partners, through sustainable multimodal mobility, along with innovations, efficiency, resilience, policy learning and capacity building for local authorities in tourist destinations.



Twelve (12) Good Practices have been identified so far by the DESTI-SMART partners on the four (4) topics of the Project:

1. Improvement of accessibility of archaeological monuments and sites of Thessaloniki by the Major Development Agency of Thessaloniki S.A., Greece
2. Bus&Bike Service – Promoting innovative intermodality solutions in Madeira by Horários do Funchal, Portugal
3. Latvian Greenways Network - New and Unique Product for Visitors by Latvian Greenways Association, Latvia
4. New adapted bus for residents and tourists with reduced mobility in Madeira by Horários do Funchal, Portugal
5. Innovation in the air: teleferic/aerial cable cars as low-carbon sustainable tourism mobility by Hastings Borough Council, UK
6. New public transport line increases accessibility and intermodality in Funchal for tourists by Horários do Funchal, Portugal
7. Three Towns Travel (3TT): Bournemouth, Poole & Christchurch Sustainable Mobility-Residents & Tourist by Bournemouth University, UK
8. Promoting accessible Tourism in Mallorca Island by Mallorca Island Council - Environment Department, Spain
9. A trip around the history of the city with OASTH's Cultural Route Bus (50) by the Major Development Agency of Thessaloniki S.A., Greece
10. Hastings Finicular Railways, West Hill and East Hill Lifts Repurposing by Hastings Borough Council, UK
11. Pafos region as a Green Destination - Award & Certification Program Synergies by the Pafos Regional Board of Tourism, Cyprus
12. EuroVelo 13 Iron Curtain Trail - New Council of Europe Culture Route by Latvian Greenways Association, Latvia

The Good Practices can be found at the project's webpage:

<https://www.interregeurope.eu/desti-smart/good-practices/>

Furthermore, within the framework of the exchange of experience activities, [staff exchanges](#) between project partners are foreseen. Four (4) staff exchanges have been held so far:

- Major Development Agency of Thessaloniki S.A, Greece. & Hastings Borough Council, UK
- Latvian Greenways Association, Latvia & Pafos Regional Board of Tourism, Cyprus
- Pafos Regional Board of Tourism, Cyprus & Major Development Agency of Thessaloniki S.A, Greece
- Autonomous Region of Sardinia, Italy & Horários do Funchal, Portugal



Horários do Funchal provides a more accessible urban fleet in Madeira

The bus fleet renovation strategy is an important step to achieve higher quality of service in Madeira, Portugal and such goal was achieved with the ERDF cofounded MUSA project. The project funds the replacement of 30 standard pre euro buses with 5 mini electric buses and 25 EURO VI standard buses, with greater energy efficiency. Such initiative is relevant for the environmental effect on energy saving and CO2 emission, but also especially important because it increases the percentage of vehicles with access by wheelchair from 26.7% to 43.2%.

MUSA project is the result of the synergies between two EU relevant Co-Funded projects: DESTINATIONS and **DESTI-SMART**.

The first phase of the fleet renovation launched with the delivery of the 5 mini electric buses. They were publicly presented on 19th September 2019, during the **DESTI-SMART** Dissemination Event. The new mini electric buses are in operation in a new line since September 2019, promoting intermodality, by connecting the city center and the Terminal of Funchal Port. The line serves 500.000 tourists yearly. Next step is the launching of the 25 EURO VI in the second phase of the fleet renovation strategy.



DESTI-SMART Mission Statement submitted to DG GROW

On the occasion of the European Commission's package on tourism and transport announced on 13 May 2020, the DESTI-SMART Partnership submitted its mission statement to the European Commission DG GROW, Unit 'Tourism, Emerging & Creative Industries', regarding smart and sustainable tourism mobility towards 'smart destinations'. The DESTI-SMART mission statement is as follows:

"The DESTI-SMART Interreg Europe project partnership aims to introduce sustainable and smart mobility solutions, low-carbon transport systems, intermodality improvements, cycling and walking facilities for visitors, with related innovations, at tourist destinations.

These constitute important additions to the 'Smart Destinations' concept and definition, particularly by sustainable and smart tourism mobility as a further criterion and category of the 'European Capital of Smart Tourism' awards.

The above are resulting from relevant interregional cooperation, exchange of experience, capacity building, policy development and policy change in sustainable tourism mobility, towards Smart Destinations".

More information at :

<https://www.interregeurope.eu/desti-smart/news/news-article/8761/desti-smart-mission-statement-submitted-to-dg-grow/>

Three (3) out of the four (4) DESTI-SMART **Thematic Workshops** took place: One on "Low Carbon Transport Systems and E-mobility", another on "Intermodality for visitors at tourist destinations" and a third one on "Accessible Tourism: Accessibility for visitors with mobility problems".

Thematic Workshop C titled "Accessible Tourism: Accessibility for visitors with mobility problems", took place on March 10, 2020 through Videoconference due to travel restrictions related to COVID-19 pandemic. The Workshop was organised by the Environment Department of the Mallorca Island Council, Spain.

Experiences and good practices were transferred among all partner destinations, including low-floor technology in buses and improvements in the bus stops, audio passenger information, tactile flooring and lift for wheelchairs in train stations, tourist information applications, automatic validation operations, even accessible ships, as well as good practices from the European Network for Accessible Tourism and the HANDISPORT Foundation which supports accessible tourism in the island of Mallorca.

A video from HANDISPORT Foundation, showing the activities for people with disabilities in the island of Mallorca, was presented in the Videoconference replacing the study visits that were planned to take place during the partnership's visit to Mallorca. Experience of the accessible mountain trails in Galatzó State and to Palmanova, a beach accessible to people with disabilities were among the planned visits and were presented at the video.

Three (3) Webinars followed each Thematic Workshop, one in May 2019 on the topic of Low carbon transport systems and e-mobility, the second in November 2019 on Intermodality, and the third one in May 2020 on Accessible Tourism. Stakeholders of all partner destinations were invited to watch and participate in the webinars.

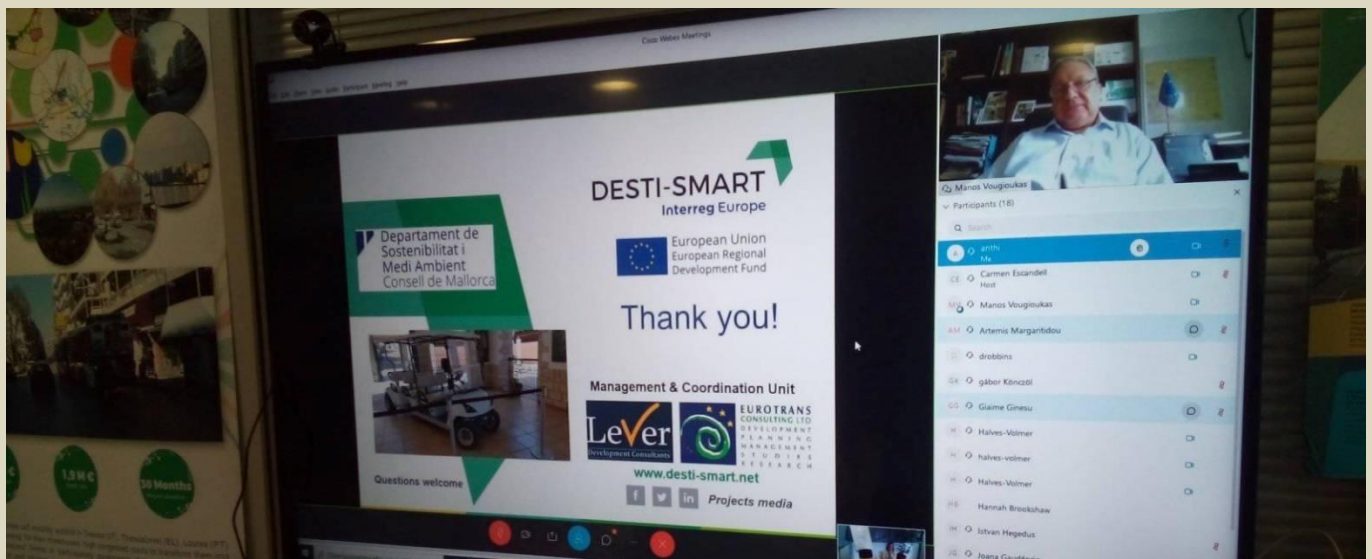
The video recordings of the videos are available and free to assess on the DESTI-SMART channel on YouTube:

(<https://www.youtube.com/channel/UCNFkxYIVGRVoCTswyMyfBCQ>)

Detailed reports for all Workshops can be found on DESTI-SMART website:

<https://www.interregeurope.eu/desti-smart/library/>

THEMATIC WORKSHOP C

“Accessible Tourism: Accessibility for visitors with mobility” problems”

The 3rd Thematic Workshop of the DESTI-SMART project, titled **“Accessible Tourism: Accessibility for visitors with mobility problems”**, took place on March 10, 2020 through Videoconference. The Workshop was organised by the Environment Department of the Mallorca Island Council, Spain with the contribution of the DESTI-SMART Project Management & Coordination Unit (MCU).

The purpose of the Workshop was the participants to exchange experience, present good practices, innovations and their own plans and priorities on initiatives on accessibility for visitors with mobility problem at partners' destinations.

'Accessible Tourism' requires a holistic approach, ensuring overall accessibility at the destination and not only of individual services. It requires coordination of transport planning and creation of synergies between transport and tourism stakeholders.

Experiences and good practices were transferred among all partner destinations, including low-floor technology in buses and improvements in the bus stops, audio passenger information, tactile flooring and lift for wheelchairs in train stations, tourist information applications, automatic validation operations, even accessible ships, as well as good practices from the European Network for Accessible Tourism and the HANDISPORT Foundation which supports accessible tourism in the island of Mallorca.

Discussion followed among partners on potential accessible tourism actions that can be proposed in the project Action Plans and improvement of policy instruments, as well as capacity building in the field of accessibility.

The main conclusion of the workshop is that 'accessibility' is a very challenging and under research topic, let alone as for accessible tourism. 'Accessibility' is a main component of Smart Destinations, thus 'Accessible Tourism' which involves the concepts of 'equal opportunities', 'social policy' and 'tourism' needs to be addressed from several aspects. 'Accessible Tourism' requires a holistic approach, ensuring overall accessibility at the destination and not only of individual services. It also requires coordination of transport planning and creation of synergies between transport and tourism stakeholders, as DESTI-SMART initiates.

Hastings Seafront Feasibility Mobility Study



The Hastings Feasibility Study within the DESTI-SMART project has been completed. The Study focuses on options for a low-carbon, sustainable public transport system along the Hastings seafront, to serve mainly the tourism mobility needs offering accessibility to the seafront attractions for visitors.

This Feasibility Study will provide relevant inputs to the DESTI-SMART Action Plan for Hastings. This report sets out the work undertaken to evaluate the possibilities for a new transit link along Hastings Seafront. The report outlines the work that has been undertaken to generate a long-list of options; the evaluation of these options to develop a short-list for detailed consideration; and finally, the strength of the case for each option in a joint Strategic Outline Business Case (SOBC).

Evaluation of the possibilities for a new transit link along Hastings Seafront to provide sustainable mobility for visitors, by:

- generating a long-list of options;
- evaluation of these options to develop a short-list for detailed consideration; and
- assessing the strength of the case for each option in a joint Strategic Outline Business Case (SOBC)

The study concluded that the strategic case for an enhanced level of public transport service along the entire length of the promenaded seafront is very strong.

The study has aligned with the Department for Transport (DfT) Transport Analysis Guidance (TAG) for identifying the need for intervention and developing options through an objective led and evidence-based approach.



A long list of sustainable options has then been identified to improve east to west connectivity for visitors and residents, as follows:

- Option 1 – Route 66 (Do Nothing);
- Option 2 – Narrow Body “Mini” Bus;
- Option 3 – Bi-directional Bus;
- Option 4 – Mini “Tram”;
- Option 5 – Autonomous Pods; and
- Option 6 – Extending Miniature Railway

The options then assessed against a multi-criteria assessment framework. The different options have then been assessed against the criteria with two preferred options selected to progress to Strategic Outline Business Case (SOBC): a bi-directional bus and autonomous pod service. These options were selected following an option identification, development and assessment as part of the DESTI-SMART project. Close liaison with key stakeholders has been maintained throughout.

Complementary investment in improved public realm, signage and wayfinding, and hire schemes and infrastructure for bike, electric bike and micro-transit could support the integration of the railway stations, town centers, seafront and other visitor attractions; as well as enhance the visitor economy and improve the accessibility of the beautiful seafront and travel along its attractive promenade.

The study findings have been presented to a local stakeholder group meeting in order to receive feedback for each short-listed option. Feedback from stakeholders shows there is further opportunity to investigate and refine an improved public transport service along the Hastings seafront, whether in the form of a bi-directional bus, autonomous pod service or improvement to the existing bus service.

DESTI-SMART Workshop at EU Regions Week in Brussels



The DESTI-SMART Partnership application for a Workshop on **“Smart Mobility at Tourist Destinations”** has been retained by the selection committee and the session will be part of the official programme of this year's **#EURegionsWeek**.

The Workshop's thematic will be **“Sustainable Tourism Mobility and Accessibility, towards 'Smart Destinations'”**. 'Smart destinations' should incorporate sustainable, green mobility, seamless travel services and accessibility for visitors, ensuring tourism for all. Smart mobility solutions enable destinations to better respond to changing travel behaviours by offering more relevant, integrated services (e.g. from door to door) and incorporating fast adaptation processes.

Presenters of the Workshop are:

- DESTI-SMART Interreg Europe project, on the role of Sustainable Mobility & Accessibility in Sustainable & Responsible Tourism, towards Smart Destinations
- Major Development Agency of Thessaloniki, Greece, on proposed seaborne transport system as a tourism product
- Hastings Borough Council, UK, on sustainable seafront strategy including proposals on low-carbon transport system for all
- Horrarios de Funchal, Madeira, PT, on CIVITAS DESTINATIONS project
- InnovaSUMP Interreg Europe project (led by Nicosia Municipality, Cyprus)
- Other initiatives.

Relevant institutions and initiatives on smart and green mobility for sustainable tourism will be invited, viz:

- European Capital of Smart Tourism; Sustainability, Accessibility & Digitalisation
- UNWTO Smart Destinations, Multimodality & Accessibility
- SUMPs for tourist destinations

NEXT EVENTS AND MEETINGS

Joint Meeting on Action Plans by Bournemouth University and MCU	2-4 June 2020
DESTI-SMART Thematic Workshop D: Cycling & Walking Study Visits	9-11 September 2020 Greenways Vidzeme, Latvia
Event during the European Week of Regions and Cities	12-15 October 2020 Brussels, Belgium

DESTI-SMART Interreg Europe Project Newsletter

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Delivering Efficient Sustainable Tourism with low-carbon transport innovations;
Sustainable Mobility, Accessibility and Responsible Travel



Project Management & Coordination



www.interregueurope.eu/desti-smart

Improving transport and tourism policies at destinations by integrating strategies for sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel transport systems, cycling and walking for visitors.