

Progetto Interreg MED LOCATIONS
Ravenna, 9 Maggio 2019

LOCATIONS

Come rendere il turismo crocieristico un motore di sviluppo per il territorio, preservandone le risorse naturali e l'attrattività?

- mobilità più sostenibile di passeggeri e merci legati ai traffici crocieristici
- soluzioni innovative per ridurre il traffico e le emissioni inquinanti
- miglioramento della qualità della vita dei cittadini e dell'esperienza turistica
- aumento dell'attrattività delle destinazioni del Mediterraneo



Partnership



PARTNER DI PROGETTO

AREA SCIENCE PARK - Lead Partner
Albanian Institute of Transport
CIRCE - Research Centre for
Energy Resources and Consumption
City of Zadar

Durres Port Authority
Lisbon City Council
LISBOA E-NOVA
Málagaport
Municipality of Ravenna

Port of Rijeka Authority
Port System Authority
of the Eastern Adriatic Sea
Regional Energy Agency Kvarner

Turismo crocieristico

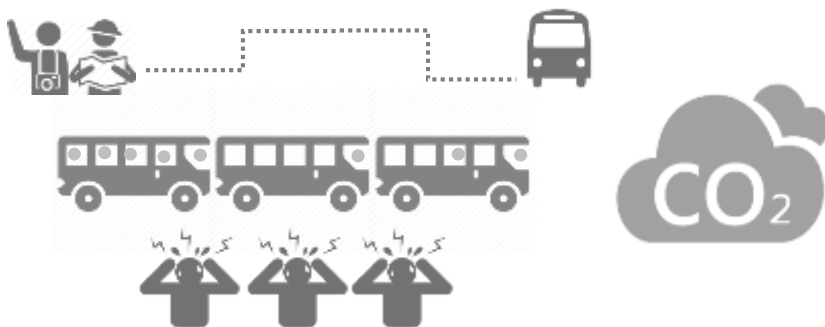
PRO

2017, in Europa*:

- oltre 6 milioni di passeggeri
- quasi 48 miliardi di euro di contributo all'economia
- 43.000 nuovi posti di lavoro



CONTRO



- Inquinamento
- Congestione
- Stress per cittadini

Piano di Mobilità a basse emissioni di carbonio

Un Piano di Mobilità a basse emissioni di carbonio – Low Carbon Transport Plan, LCTP – facilita, nel lungo periodo, l'uso di sistemi di trasporto a ridotte emissioni e la multimodalità per i flussi di traffico, di merci e persone, legati alle crociere.



In una cornice di sostenibilità più ampia, supporta le politiche sostenute da:

- PUMS: Piano Urbano della Mobilità Sostenibile
- PAESC: Piano d'azione per l'energia Sostenibile ed il Clima

Vantaggi dei Piani di Mobilità a basse emissioni



MOBILITÀ e ACCESSIBILITÀ

- Riduzione e ottimizzazione del traffico
- Integrazione delle soluzioni di trasporto
- Miglior uso delle infrastrutture di trasporto, dei servizi e degli spazi urbani



TUTELA DELL'AMBIENTE E PROTEZIONE DELLA SALUTE

- Riduzione dell'inquinamento acustico e dell'aria
- Sfruttamento sostenibile delle risorse naturali
- Miglioramento del benessere e della qualità di vita dei cittadini



ESPERIENZA TURISTICA

- Ottimizzazione dei flussi di crocieristi
- Terminal e aree portuali più sicuri e confortevoli
- Maggiore qualità nei servizi complementari (es. escursioni sostenibili)



CRESCITA ECONOMICA E SVILUPPO

- Aumento dell'attrattività complessiva del territorio
- Impulso alla nascita di nuove attività commerciali e agli investimenti
- Maggiori opportunità per la creazione di nuovi servizi e posti di lavoro

Metodo

3 Pilastri:

1. Rete locale di attori istituzionali: autorità locali, portuali, regionali...
2. Processo partecipativo: stakeholders, crocieristi, cittadini...
3. Metodologia operativa comune per la redazione del LCTP .



Analisi dei flussi
dei crocieristi



Coinvolgimento
degli stakeholders



Identificazione delle
potenziali fonti
di finanziamento



Definizione delle
priorità di intervento



Sviluppo
delle misure



Sviluppo del monitoraggio
e Sistema di valutazione

LOCATIONS Modular Packages per replicazione

Hybrid, clean and electric vehicles	Electric mobility for cruise destinations
	Sharing mobility solutions for cruise destinations
	CNG and LNG solutions for cruise destinations
	Low carbon water transport
Port accessibility	Improving port accessibility
Accessibility	Traffic and bus flow management in cruise destination
	Sustainable options for people with reduced mobility
Intermodality	Fostering passenger intermodality
Ticketing and tariffs	Integrated tourist card
Cycling and walking enhancement/services	Improving walking route offer for cruise passengers
	Improving cycling route offers for cruise passengers
Access management and road pricing	Low emissions zones and congestion charge schemes
Parking management/pricing	Improving parking management
Real time and road users information	ICT solutions and wayfinding systems for cruise passengers

9 Categorie

14 Pacchetti Modulari

LOCATIONS Modular Packages

6 punti per ogni pacchetto, per descrivere e replicare:

1. Descrizione della soluzione
2. Risultati attesi
3. Fasi principali di implementazione
4. Investimenti
5. Riferimenti dai LCTP di LOCATIONS
6. Altre fonti/esempi/riferimenti



1

DESCRIPTION OF THE SOLUTION

Walking and cycling are recognised and promoted as sustainable transport modes, with positive connections to health, the environment and a city's more general quality of life, in that they help reduce congestion and demand for more parking spaces, curb a range of negative externalities including air and noise pollution, represent policies aligned to the re-imagination of urban spaces and a more people-friendly urban environment. However, in order for walking and cycling to be embraced by city users and supported by local authorities and education, infrastructure needs to provide a safe and effective environment for people to walk and cycle free from barriers and excessive constraints.

For cruise destinations, there are at least two good reasons to improve walking routes: offer an alternative to car in urban circuits, it helps promote cruise passengers' positive flows thus contributing to city's mobility and it supports a more homogeneous distribution of tourists in the city, helping reduce overcrowding in a wider environment and also, secure around the water tourist attractions.

2

EXPECTED RESULTS	SHORT AND MEDIUM TERM RESULTS	MID AND LONG TERM RESULTS
- Increased share of cruise passengers performing walking or transport mode. - Reduced number of cruise passengers using non-sustainable transport options. - Reduced greenhouse gases emissions and air pollution. - Reduced tourist overcrowding.	- Reduced need for parking spaces. - Reduced environmental and noise pollution.	

3

MAIN STEPS OF IMPLEMENTATION

The first step is sectoral strategic planning, to gain a clear understanding of demand for the demand and supply sides, assessing where flows would be coming from, where they aimed, what sort of information and infrastructure they may require to opt for walking experience of the urban environment and local attractions.

Planning and promoting walking routes should find its natural setting in more general mobility and transport policies, addressing walking as one of the modes to be more valued.

The subsequent steps are detailed design, defining among others measures, health resources, performance indicators and allocating responsibilities, followed by implementation.

The plan may be funded partly or totally with own resources by local or regional/country authority, city council, port authority, etc.) or through calls for local national or European programmes, designed to promote climate change mitigation, decarbonisation or a mobility integration in urban environments. Public private partnership also be a solution to develop the plan.

4

INVESTMENT

According to the type of intervention the investment ranges from medium to high.

5

MEASURES TAKEN FROM LOCATIONS LOW CARBON TRANSPORT PLANS

Improving accessibility to points of interest close to the city terminal.

This measure envisages the creation of a cycling and pedestrian connecting the cruise terminal with local points of interest that have been identified with local stakeholders. This action is essential to give cruise passengers an alternative moving near the terminal. Furthermore this measure increases the number of people

6

available for cruise passengers that can appreciate some parts of Ravenna that they now hardly visit.

Improving new cycling/walking route between port and city centre

Zadar City Council, together with the county authority and responsible national authority are developing in cooperation an innovative measure to set up a new cycling and walking route using an existing railway corridor which is no longer in use. This can be additionally converted to an existing walking route along the shore, leading from the city centre to Ploče Riva. This measure promotes cruise passengers and all other city users with an attractive solution for reaching the city centre and connect adjacent settlements like Zadar.

Improving the mobility pathway of the cruise passengers from the cruise and ferry terminal to the city

Horizontal and vertical signals will be established that will extend from the terminal to the city. The horizontal signals will include path lines of different colours that will guide the cruise tourists to the different "Star Gates" of the Port and different areas of the city. Ideally the lines will continue in the city and link all the tourist attractions and information points.

Establishing tourist info points along the tourist paths in the city and port area

The measure focuses the implementation of the information points for cruise passengers (the first being at the port-main entrance, the second at the railway station and the others in specific points of tourist interest in the city). These can be created and run by a private operator and/or by a public agency with an agreement with the city council. The tourist information points will consider that cruise passengers have a definite time window (on average 4-6 hours) to visit the city, and develop a suitable tourist path for cruise passengers' needs.

OTHER RESOURCES/EXAMPLES/REFERENCES

- ✓ CASPAI project 02 - Safe road infrastructure for cyclists and pedestrians
- ✓ CASPAI project 08 - The high capacity of walking
- ✓ Planning City Tourism Development: Strategies And Issues
- ✓ Case of Barcelona (Spain)
- ✓ Case of St. Olav Way (Norway)

Capitalizzazione nei Paesi MED di progetto:

La capitalizzazione ha portato prima alla redazione di 5 nuovi LCTP, da parte di città dei medesimi Paesi partner di progetto:

- Saranda, *Albania*
- Livorno, *Italia*
- Cádiz, *Spagna*
- Portimão, *Portogallo*
- Dubrovnik, *Croazia*



Capitalizzazione in altri Paesi MED:

In una seconda fase, ora attiva, 6 organizzazioni di altri 5 Paesi MED stanno supportando la diffusione dei risultati – e dei metodi – del progetto LOCATIONS e potranno sviluppare un loro proprio LCTP:

- Igoumenitsa, *Grecia*
- Thessaloniki, *Grecia*
- Limassol, *Cipro*
- Marseille, *Francia*
- La Valletta, *Malta*
- Koper, *Slovenia*



Partnership + Replicatori



- 7 città partner di progetto (7 LCTP)
- 5 nuove città coinvolte nei paesi dei partner originali (+5 nuovi LCTP)
- 6 nuove organizzazioni formate per replicare l'approccio LOCATIONS (+6 nuovi LCTP)

Grazie per l'attenzione