



CiViTAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

RENAISSANCE

Event

CIVITAS RENAISSANCE Conference

Date

Friday 10th September 2010

Location

Perugia

Mobility issues in historic cities

Speaker

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SUSTAINABLE URBAN TRANSPORT IN HISTORIC CITIES



Key Tourism Trends

Tourism is growing rapidly in absolute terms all over the world.

- Shift towards ‘cultural holidays’ and ‘city breaks’

International tourist arrivals forecasts by region (1995-2020)

Region	1995	2010	2020
Total	565	1006	1561
Africa	20	47	77
Americas	109	190	282
East Asia/Pacific	81	195	397
Europe	338	527	717
Middle East	12	36	69
South Asia	4	11	19
Type of Journey			
Intraregional	464	791	1183
Long-haul	101	215	378

Source: UNWTO Highlights, 2008

- Similar growth trends for domestic tourism



A competitive and sustainable visitor economy

Building Blocks for the holistic visitor experience:

Essence of the historic city itself is just as significant as local attractions.

Built and natural environment:
buildings, squares, parks

Visitor attractions:
museums, galleries and heritage centres

Culture: embodied in castles and cathedrals

Cultural associations:
festivals

Public Realm:
public transport, parks, markets

Accommodation and facilities:
hotels, car parks, cafes

The software:
information, marketing, IT and customer services

EHTF, 2010



Key Challenges of tourism within historic cities

1. Physical and social impacts

- Congestion, street deterioration and displacement for locals, noise pollution

2. Seasonal economies

- Balancing high season demand with low season demand, good weather vs. Bad weather

3. Competition

- Between cities – particularly with increase in budget airlines

4. Retaining distinctiveness

- Poor public realm design (signage etc)
- Uniform/standardised design

5. Resources and climate change

- Acid rain etc



Significance of transport

“Transport is the facilitator without which tourism could not exist” (Lumsdon and Page, 2004)

However there are difficulties.....

Little research has been done regarding the linkages between transport and tourism at local levels, particularly within European historic cities

Technical

- difficulty identifying tourism transport as a discrete functional entity for analysis

Organisational/Structure Strategy

- No single holistic organisations
 - Multi-layered, compartmentalised
 - Fragmentation of tourism strategies and resource management



SIGNIFICANCE OF TRANSPORT – CONT'D

Consequences:

- Transport provision within historic cities is predominantly supply driven
 - Availability of routes and services exert influence over volume and type of tourism demand
- Taking advantage of seasonal scale economies
 - Tourists effectively subsidise the local services through higher occupancy factors and increased off-peak revenues

In many historic cities across Europe, this form of transport network management is beginning to cause significant problems



Tourism Challenges Case Study: Venice, Italy

- Over 15 million tourists annually
 - majority day-trippers
- Highest visitor to resident ratio in Europe
 - Local residents pushed out of historic centre
 - significant population loss with resident numbers falling from 175,000 in 1951 to under 70,000 today



Mass tourism pressures – city saturation

- 1990s Policy started to close the Ponte del Liberta to regulate incoming tourist flows to 21,000 a day instead of the usual 100,000 experienced in the summer



Tourism Challenges Case Study: Barcelona, Spain

Number of international tourists increased by almost 85% from 2003 to 2007

However, no major changes have been made to the city's public transport network



Metro supply increased by only 11% while bus supply remained the same.

Taxis numbers also fell by 1%

As a consequence, urban congestion in Barcelona during the tourist season has risen and both the quality of PT services and the income from tourism has fallen



Key Challenges

Urban population loss

Unsafe peak flows

Urban environment deterioration/strain of urban fabric

Longevity of trip (tourist spend)

Lack of PT capacity at key peaks

Overcrowding

Road congestion – cars, buses, tourist coaches

Service access – parking fees, general cost of services (locals vs. Visitors)

Information availability & guidance – access and usage

Solutions

Public Realm Enhancement

Integration of town Planning

Modal Shift Strategy

Traffic Control

Parking Management

Mobility Centre

Awareness/Information

RTPI

Smart Payment and Integration

Copenhagen, Denmark

Zagreb, Croatia

Geneva, Switzerland

Durham, UK

Sibiu, Romania

Porto, Portugal

Malaga, Spain

Florence, Italy

Graz, Austria

Amsterdam, Netherlands



The Way Forward

- More consideration towards local tourism transport research
- Effective communication between transport and tourism departments
 - Strategy and resource allocation

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The Seven Deadly Wins



The city is a place of exchange:

- Maximise exchange space (shops, cultural and public buildings, cafes, squares).
- Minimise movement space (roads, railways, busways, car parks etc).
- Use exchange space effectively to generate activity, discussion, entrepreneurship.
- Capture this generated activity and ideas for the city.



Transport is about moving people and goods, not vehicles:

- Maximize the productivity of high cost movement space.
- Manage existing networks and infrastructure - use technology.
- Consider how people want to travel - use preference and actual use data.
- Provide personalized travel aids and incentives.



The city must balance exchange and movement space:

- Balance public and private initiatives
- Balance movement and exchange space.
- Balance land uses.
- Take maximum benefit from accessible locations (city centres, interchanges and stations).



The city is a place to enjoy:

- Provide places to enjoy such as parks, places to sit, water features etc.
- Give equal prominence to managing public spaces.
- Provide the unexpected (could be pocket parks, public art, iconic buildings).
- Make walking, strolling, promenading easy.



The city is defined by its arrival points:

- Create arrival points to match the image of the city.
- Create high quality arrival points for all modes of transport.
- Consider both the arrival and the transfer (how to move from the arrival point to the city centre or other destinations).
- Manage the visitor experience



The city aims for complete connectivity:

- All modes of transport and virtual services should be effectively connected within the city and externally.
- Transport services must be user focused, providing what people need not what the supplier wants to provide.



The city has effective and integrated governance:

- Historic cities need leadership, long term stability of policy and strategy.
- The leadership needs to understand the city dynamics.
- Governance must provide effective funding and delivery regimes.
- Governance must seek to balance and prioritize its investment in social, economic and environmental objectives.



In addition to the Seven Deadly Wins, there are six further ‘Wins’ that are particularly relevant to historic tourist cities, adapted from the Historic Towns Forum (2008). They are as follows:



1. Adopt an integrated approach to tourism within the historic town:

- Recognize that heritage assets and the urban system as a whole are connected
- Address both strategic plans and operational issues through an agreed strategy

Adapted from EHTF, 2009



2. Respect and cherish the whole of the historic environment in the town, because:

- It has intrinsic value
- It embodies local distinctiveness
- It offers wide ranging opportunities for visitor enjoyment
- It imposes constraints that must be taken into account

Adapted from EHTF, 2009



WONDERFUL
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3. Value, celebrate and nurture cultural diversity as a living expression of the historic town and encourage social inclusion:

- This includes the recognition that new culture and heritage are being grafted onto the more ancient roots

Adapted from EHTF, 2009




Zagreb



4. Ensure a sensitive, positive focus on the needs of :

- Residents, business and visitors
- Seek out mutual benefits
- Communicate these benefits

Adapted from EHTF, 2009



Amsterdam OV-Chipkaart



5. Take a long-term view of the needs of the town, its residents and businesses and the responsibilities attached to the stewardship of its heritage:

- Secure capital and revenue funding to maintain the 'product's' resource base plan ahead to meet changing development needs that respect the historic context use evidence-based decision making

Adapted from EHTF, 2009



City of Bath



6. Manage tourism positively by:

- Conserving the heritage assets on which the sector is based
- Focusing resource allocations where they will achieve the maximum benefit
- Considering value and quality not just volumes



Adapted from EHTF, 2009

Venice, Italy



Thank you

