

COMPENDIUM OF BEST PRACTICES

A brief report on sustainable
tourism practices

TOURISME

SUSTAINABLE
MOBILITY

Improving Sustainability of Tourism SMEs
Through Knowledge Transfer, International
Cooperation and Multi-Stakeholder



Co-funded by the COSME programme
of the European Union



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INTRO DUCTION

Supported by the COSME programme of the European Union, this project revolves around the symbolics of windows. Not only they are associated with cars, trains and planes as well as also hotel rooms, but after all they represent opportunities, visions and inspirations- exactly what the TouriSME project wants to bring to SMEs operating in the field of tourism.



SUSTAINABLE MOBILITY



The term “sustainable mobility” was first introduced in 1992, five years after the Brundtland report. The objective of sustainable mobility is “to ensure that our transport systems meet society’s economic, social and environmental needs whilst minimizing their undesirable impacts on the economy, society and the environment”. It is worth mentioning that all the definitions of sustainable mobility stress that it is not enough to refer to environmental aspects, although they are of primary importance, but also social and economic impacts must be taken into account. Put differently, strategies to pursue the objective of sustainable mobility cannot be limited to producing/using less polluting transport systems, although this is of fundamental importance.

SUSTAINABLE MOBILITY



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Sustainable mobility can play an important role in the development of sustainable tourism as tourism-related transport, especially road and air traffic, is on the rise, and contributes considerably to greenhouse gas emissions, pollution, and climate change. Developing and encouraging the use of different modes of transport with low impact on the environment,

e.g. cycling, walking, car-sharing, fuel-efficient transport systems, and the use of electric vehicles is a key to reducing the tourists' ecological footprint. To achieve this, consistent and innovative sustainable mobility strategies and measures need to be formulated and introduced at the destination as well as the business level.

Tourism sector activities:



Travel agencies and tour operators

Promote public transport in tour packages



Description of the initiative:

Transport services are indispensable for the development of the tourism sector. However, they are also the main source of emissions. Strengthening and providing more sustainable patterns of mobility makes it possible to reduce the environmental impact of the increase in mobility generated by tourism. In this context, promoting public transport and non-mechanised means of transport such as walking or cycling, along with the improvement of public transport services and information to newcomers in order to become more useful and accessible for visitors, can play an important role to tackle the global challenge of reducing emissions.

Therefore, travel agencies and tour operators should promote public transport at any cost through their offer. In particular, travel agencies may do so by giving some special offers or discounts to clients. Travel agencies or tour operators may also promote public transport by highlighting money-saving options or promotional offers available at the chosen designation.

TUI Deutschland provides all air package holiday clients with a second class rail ticket for travel to and from airports in Germany that includes the use of all public transport in twelve major German public transport associations.

Bensbus offers low-cost transfers from Grenoble airport to many major resorts in the French Alps by grouping everyone and putting them all on one big bus.

More info:

[EU Joint Research Centre](#)

[Sustainability](#)





Providing sustainable mobility to employees

Tourism sector activities:



Hotels and similar accommodations

**Description
of the
initiative:**

Implementing a sustainable mobility plan at company level has many benefits for a company, its employees and the environment. By promoting public transport, cycling and other practices among employees, the company will reduce its carbon footprint as well as costs associated to the parking space, its maintenance, and costs linked to lateness due to traffic congestion. In addition, employee productivity is increased, as employees who use active or public transportation will probably arrive at work more alert, ready and focused than those who drive. Also, these initiatives are considered a social benefit and give the workplace a positive, eco-friendly image.

Some examples of practices that can be adopted are the promotion of the use of public transportation, as discount fares and refunds are available for employers and employees in many cities/regions (tax credit, annual passes discounts, etc.), signing up for corporate car sharing or electric car taxi service providers, setting up a bike-sharing program for employees and provide amenities like bike racks and showers, implementing a carpooling program for commuting and business trips

or promoting teleconferencing, teleworking and more flexible work schedules that fit with public transportation

The Victoria Hotel in Sliema (Malta) is committed to sustainable tourism. It does not only encourages its guests to adopt more sustainable mobility options but also encourages its employees to use sustainable mobility options. AX The Victoria Hotel is fully aware of the impact that its employees can make. Therefore, it has invested in some measures to encourage alternative methods of transportation between the workplace and its employees' homes. Employees are offered to use on-site bicycle parking facilities or shared shuttle transport.

More info:

[Victoria Hotel](#)

[Equiterre](#)



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This Compendium was based on a much more extensive one, with 100+ examples of good practices coming from across the world, existing in many different sectors and targeting various aspects of environmental management. The detailed Compendium publication can be found [here](#).

The content of this publication represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and



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