



The topic of “mobility and tourism” is a key issue for the sustainability of a tourism destination.

That is why one of the **criteria** taken into consideration to evaluate an area as **INHERITURA** area (see [newsletter n.3](#)) in the **INHERIT** project testing phase is the **promotion of sustainable mobility**.

This criterion foresees multiple actions that have been or are being implemented to promote sustainable mobility in the candidate INHERITURA areas. The most common actions turned out to be:

1. Promote public and collective transport;
2. Promote bicycling and bike renting;
3. Create walking and cycling routes.

The above actions are also the easiest and fastest to implement in comparison to more complex ones, for example, the development of smart information applications/services informing travellers of the main tourist attractions and how to get there using sustainable modes of transport. In fact, mobility is a complex matter, because two main sectors, the tourism and the transport ones, have to work together to come up with solutions and services.

Enriching the tourist product

The topic of “Smart and Sustainable Mobility Measures in Tourist Destinations” has been the subject of a recent, interesting [webinar](#) organised by the Sustainable Tourism Interreg MED project. The webinar’s outcomes are surely valuable for public authorities, for policy makers but also for the tourism business.

For example, since sustainable mobility improves the attractiveness of the destination, by reducing noises and air pollution, the destination should promote it as a benefit for enhancing the tourist product. Also, hotels front office staff and hospitality professionals could be trained to provide primarily sustainable travel solutions to their guests (bike rentals, travel cards, apps).

But it is not enough to promote sustainable mobility to tourists by disseminating its importance for the environment, it is necessary to promote all sustainable modes of transport for tourism not only as a connection but also as **part of the touristic experience**.

[Learn about the INHERIT project](#)

Pills

THE COVID-19 IMPACT

The actions and solutions described above refer to a situation preceding the COVID-19 emergency.

Tourism and transport are the two sectors that have been affected the most by the virus. It is not possible to avoid the Covid-19 impact but some measures can be taken to mitigate it.

For example, now citizens and tourists tend to avoid public transport and they are turning to bicycles, especially the shared services. It is easier to sanitise a bicycle than a car, and tourists tend to avoid renting a car because they don’t trust that a car has been disinfected after the latest rental.

It could be the right time for a tourism destination to heavily promote walking and cycling.



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