

Delivering **E**fficient
Sustainable **T**ourism
with low-carbon
transport **I**nnovations:
Sustainable **M**obility,
Accessibility and
Responsible **T**ravel

DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Action Plan** for **Pafos Region, Cyprus



Pafos
Regional Board of
Tourism



PAFOS
REGION
Cyprus



Pafos region as a tourist destination offers visitors rich cultural and natural heritage assets, beautiful countryside, high standards hospitality, a cosmopolitan resort, coastal areas, historic sites, as well as sporting activities, all year round.

Tourism mobility in Pafos region is mainly by conventional cars which is not sustainable. Public transport is available by conventional buses, but not widely used. E-mobility is not currently available, nor under development. Active modes of cycling and walking require improvements.

There is great need of updating and upgrading the '**Pafos Regional Strategic Tourism Development Plan**', in light of the rapidly changing tourism demand and latest developments in smart tourism mobility and accessibility that are not yet included. This Plan must have a new target year of 2025 and beyond, with introducing innovative approaches towards a 'smart destination' in terms of mobility and accessibility, based on the DESTI-SMART concepts from the exchange of experience with other partner destinations, leading to related policy developments and change.

© DESTI-SMART Project Partnership and Pafos Regional Board of Tourism, Cyprus

This publication may be reproduced in whole or in part and in any form for educational or non-profit purposes without special permission from the copyright holder, provided acknowledgement of the source is made.

No use of this publication may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from the **DESTI-SMART** Project Management and Coordination Unit and the respective partner Pafos Regional Board of Tourism, Cyprus.

Citation: Interreg Europe Project DESTI-SMART Action Plan, Pafos Region, Cyprus, Smart Mobility, Smart Destinations, Accessible Tourism, Intermodality, Active Travel, Sustainable Tourism

The **DESTI-SMART** project Management and Coordination Unit would appreciate receiving a copy of any publication that uses this action plan as a source, to e-mail: communication@desti-smart.net

Disclaimer

This document has been prepared with the financial support of Interreg Europe 2014-2020 interregional cooperation Programme. The content of the document is the sole responsibility of Pafos Regional Board of Tourism and in no way reflect the views of the DESTI-SMART project partnership, the European Union institutions, nor the Managing Authority of the Programme.

Any reliance or action taken based on the information, materials and techniques described within this document are the responsibility of the user. The DESTI-SMART project partnership and the specific partner assume no responsibility for any consequences arising from use of the information described within this document.

November 2020

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC_(2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

www.interregeurope.eu

DESTI-SMART Project

Integration of regional/local policies for Sustainable Mobility, Accessibility & low-carbon Responsible Travel, with policies for efficient sustainable tourism towards a low-carbon economy, requires particular attention in the EU. This is a common challenge that public regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism travel flows (including in South Europe, coastal, maritime & insular, mass tourism destinations). Immediate action is needed through interregional cooperation to capitalise best practices, improve policy instruments & prepare action plans with implementation monitoring & evaluation.

The DESTI-SMART project, addresses the above towards 'Smart Destinations', for sustainable & responsible tourism development in Europe, with low-carbon, multimodal sustainable mobility & accessibility.

The overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building.

The following pressing issues are addressed:

- Investments in low-carbon transport systems for mode shift to sustainable tourism mobility, incl. Electro-Mobility
- Intermodality facilities for visitors, including ICT, Mobile Aps & MaaS
- Accessible tourism for all
- Cycling & Walking facilities & promotion for visitors.

Main outputs:

- policy learning & capacity building for public authorities & their stakeholders
- improved policy instruments & action plans in 9 destinations, with close involvement of stakeholders
- advances in EU2020 objectives
- communication & dissemination learning materials.

DESTI-SMART Project Partnership

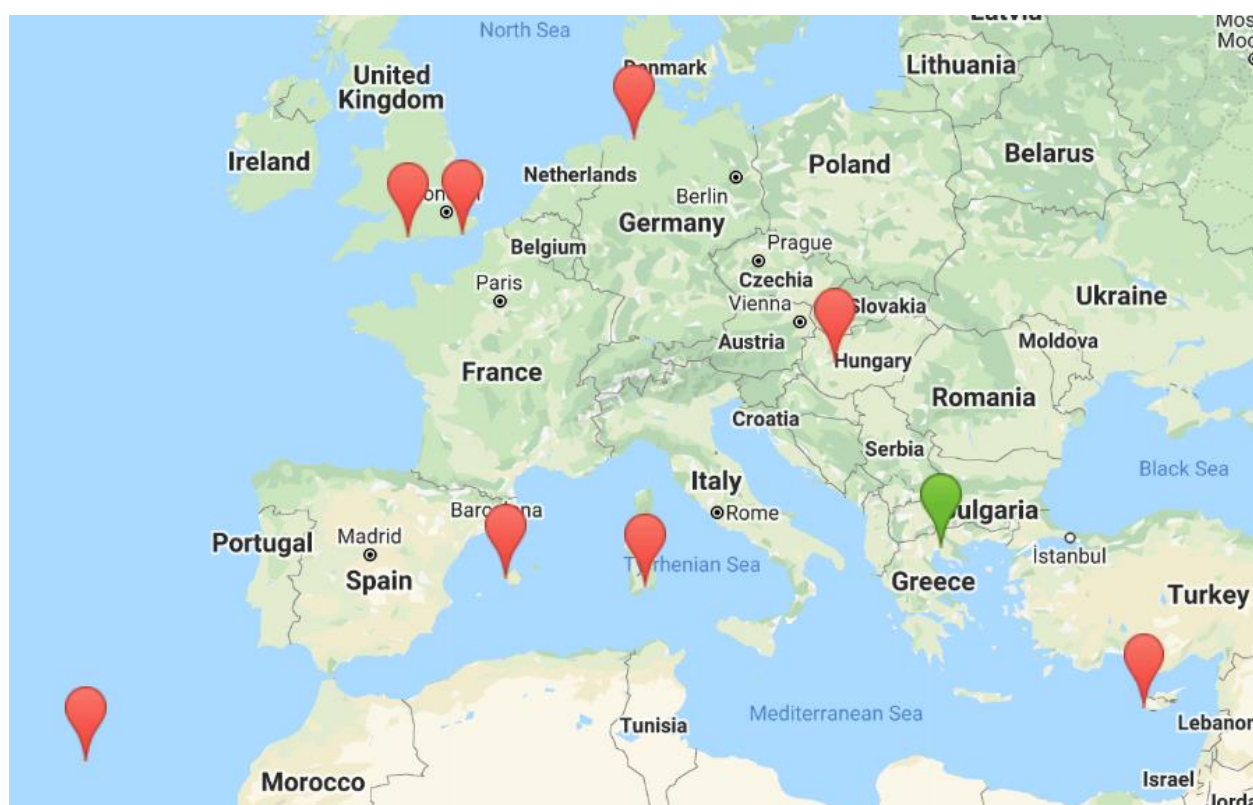
Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:
Sustainable Mobility, Accessibility and Responsible Travel

DESTI-SMART
Interreg Europe



European Union
European Regional
Development Fund

Lead Partner



Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU

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

www.interregeurope.eu/desti-smart

FOREWORD



by **Georgios Mais**,
President of Pafos Regional Board of Tourism

The '**Pafos Regional Strategic Tourism Development Plan**' is a policy instrument related to the DESTI-SMART project aims, approach and expected results. There is a great need of updating and upgrading this Plan, in the light of the rapidly changing tourism demand and developments in the tourism mobility and accessibility needs that are not currently included. The Plan must have a new target year of 2025 and beyond. Pafos Regional Board of Tourism is particularly interested in introducing innovative approaches towards transforming Pafos Region into a '**Smart Destination**', based on the DESTI-SMART concepts from the exchange of experience with our partner destinations. These include implementation of investment preparation for a low-carbon transport system in sustainable tourism mobility (from Hastings Borough Council and Bournemouth University, UK), enhancing intermodality for visitors at key travel nodes (from Experience Bremerhaven City Marketing and Events company), accessibility to tourist sites for persons with mobility problems (from Mallorca Island Council), as well as active modes of cycling and walking facilities provision and improvements for tourists (from Latvian Greenways Association and Bournemouth University, UK). Moreover, we are interested to pilot the first application of 'Mobility as a Service' (MaaS) concept with extension to sustainable tourism (MaaS4ST) and the first ever MaaS in the Republic of Cyprus. We have learned a lot from our partners, particularly from similar island tourist destinations of Madeira, Mallorca and Sardinia, as well as Lake Balaton, Thessaloniki, Bremerhaven, Latvian Greenways, Hastings and Bournemouth University as advisory partner. We are grateful to all DESTI-SMART partners for the exchange of experience and their good practices that we are aiming to transfer and adapt to Pafos region through this Action Plan implementation and monitoring.

Pafos Regional Board of Tourism has direct capacity to develop and coordinate activities towards the implementation of the improved policy instrument and its aims:

- To promote the region of Pafos as a quality tourist destination.
- To coordinate activities between the private and government sectors related to the tourism industry in terms of sustainable mobility and accessibility for visitors.
- To act as a coordinator for the implementation of tourism and other projects such as smart mobility and accessibility in the region, towards the further development of the tourism industry with potential transformation towards 'smart tourism' and becoming a 'smart destination', with sustainability and digitalisation as appropriate.

We look forward to hosting the high-level dissemination event of the DESTI-SMART project (final conference) in Pafos, scheduled to take place in the Spring of 2022, where we hope to present the results of our Action Plan implementation and our related policy instrument upgrading, towards **Pafos region as a 'Smart Destination'**.

Authored by:

Manos Vougioukas, Managing Director, EuroTrans consulting ltd
BSc Civil Engineering, MSc Transportation, Diploma in Economics



With contributions by:

Dr Nikolos Bogiazides, Policy Adviser,
University of Thessaly, Department of Planning and Regional Development, Laboratory for
Tourism Planning, Research and Policy

Polikarpos Karkavitsas, Urban and Regional Planner, Transportation Engineer, MSc

Acknowledgements

This Action Plan forms a part of the DESTI-SMART interregional cooperation project. It is developed with co-funding support from European Regional Development Fund (ERDF) and made possible by the Interreg Europe programme.

The authors are grateful to the following people for their contribution and supervision in the development of this document:

- Georgios Mais, President of PRBT
- Nasos Hadjigeorgiou, Executive Manager of PRBT
- Nicolas Tsifoutis, Marketing Manager of PRBT
- Lucas Nikiforou, Officer of PRBT
- Kyriaki Charalambous, PR and Administration Officer of PRBT.

And to the following policymaker that has taken part in the interregional Workshop A:

- Andreas Christodoulou, President of Neo Chorio Community in Pafos region.

Furthermore, the authors would like to thank the other project partners for their Good Practices submitted and posted on the project website, which form the sound bases for the actions defined in this action plan for Pafos regions through suitable transfers of the Good Practice elements. Also to the advisory partner for the peer review of the draft action plans and the valuable suggestions for improvement.

Any remaining omissions or weaknesses are the sole responsibility of the authors and not the awarding partner PRBT, nor any of the other project partners.

Contents

Foreword	5
Acknowledgements	6
Contents.....	7
 Executive Summary.....	 8
Part I General Information	12
Part II Policy context	12
Part III Details of the actions envisaged.....	14
Action 1: New Project – Low carbon transport system.....	14
Action 2: Improved Governance – Intermodality.....	18
Action 3: Structural Change – Accessibility.....	22
Action 4: New Project – Cycling and Walking.....	25
Action 5: PILOT ACTION – New Project.....	29
 Signature.....	 32

Executive Summary

Introduction

Main lessons from the interregional cooperation exchange of experience on Low-carbon transport systems, Intermodality, Accessibility, Cycling & Walking for visitors have been learned from the 4 Thematic Workshops A, B, C, D, the Virtual Study Tour of Madeira and Staff Exchanges.

These mainly include:

- Low-carbon transport systems and sustainable mobility services in Sardinia IT, Madeira PT and Hastings UK, as well as from advisory partner Bournemouth University UK.
- Intermodality improvements for visitors at key transport nodes from Bremerhaven DE and Madeira PT.
- Accessibility policy frameworks in Mallorca ES and Bremerhaven DE.
- Active modes of Cycling & Walking from Latvian Greenways LV and Bournemouth University UK.
- Resilience strategy concept extended to sustainable tourism mobility and accessibility, from Thessaloniki EL.
- 'Mobility as a Service' introduction for sustainable tourism mobility, from advisory partner Bournemouth University UK.
- Guidelines for greater integration of tourism and transport sectors, from Madeira PT (Partner Horarios do Funchal).

Stakeholder involvement has been ensured throughout, based on the Board members that include all the local authorities of the Pafos region. Specific meetings were held with the transport operators.

Tourism Mobility and Accessibility current status and requirements

The current policy instrument addressed '**Pafos Regional Strategic Tourism Development Plan**' does not include any reference to sustainable tourism mobility and accessibility. There is a need therefore to enhance this Plan with specific appropriate measures towards making Pafos region a '**smart destination**', in terms of accessible tourism and sustainable mobility options for visitors.

Vision and Goals

Pafos Regional Board of Tourism fully accepts the overall DESTI-SMART mission statement developed during Phase 1 of the project, viz:

"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."

In particular, the goal is to implement the lessons learned during the exchange of experience (Phase 1), towards the vision of smart mobility for sustainable tourism in the Pafos Region, as an innovative element for 'Smart Destination'.

Action Titles / Headings

- **Action 1: New Project – Low carbon transport system**
Implementation of investment preparation for a proposed cable car/teleferic/aerial ropeway system for visitors at Neo Chorio community, as a low-carbon sustainable tourism mobility solution, towards procurement and delivery.
- **Action 2: Improved Governance - Intermodality**
Enhancing Intermodality for visitors by closer cooperation and better coordination between transport modes at key nodes such as airport and bus station.
- **Action 3: Structural Change - Accessibility**
Establishing a policy implementation framework for accessibility provision for visitors with mobility handicaps (disabled, elderly, infirm, families with young children) at tourist attractions.
- **Action 4: New Project – Cycling and Walking**
 - a. Provision of Cycling facilities for visitors, such as signing and priorities, towards development and promotion of cycling tourism as low-carbon sustainable tourism mobility product and service.
 - b. Promotion of walking tourism to explore Pafos urban and rural areas destinations at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness.
- **Action 5: PILOT ACTION – New Project**
Testing '**Mobility as a Service**' (**MaaS**) for sustainable tourism, (**MaaS4ST**) with low-carbon smart E-Mobility multi-modal services for visitors to archaeological sites, including accessible tourism mobility facilities. Pilot introduction of electric scooters, e-bikes, e-carts for accessibility within sites, integrated use of existing electric minibus, charging station for e-cars.

Conclusions and Recommendations

The Pafos Action Plan is expected to achieve significant policy improvements on **smart and sustainable tourism mobility**. These concern all priority themes of the DESTI-SMART project: low-carbon transport systems, intermodality for visitors, accessible tourism and active modes of cycling and walking in tourism.

The Action Plan is comprised by **sustainable and smart tourism mobility and accessibility innovations**, linked to new projects, improved governance, policy change and specific policy instrument improvement. The legacy of this action plan implementation is expected to lead towards Pafos becoming a 'Smart Destination' in terms of sustainable tourism mobility and accessibility.

It is recommended that, based on the results of Phase 2 implementation, the actions would become permanent features of the Pafos Region tourism offer and related policies, in close cooperation with key stakeholders such as Municipalities, Communities, Deputy Ministry of Tourism, Ministry of Transport and Communications, transport operators and tourism businesses.

Action Title by project theme	Type New project/ Improved Governance/ Structural Change	Source/ Good Practice transfer	Source Partner	Comments
<p>▪ Low-carbon transport system:</p> <p>Investment preparation for a cable car/teleferic/ aerial ropeway system for visitors at Neo Chorio community, as a low-carbon sustainable tourism mobility solution. Examination of available ropeway technologies, energy consumption, demand forecasting, accompanied measures requirements (e.g. park and ride, smart and integrated multi-modal e-ticketing with other tourism services), estimation of expected decarbonization and other development benefits (multi criteria analysis) and funding options (inc. PPP).</p>	New project	<p>Funchal teleferic Madeira Cable Car Virtual Study Tour</p> <p>Heights of Abraham Cable Car as a low-carbon tourism mobility system</p> <p>Hastings Funicular Railways, West Hill and East Hill Lifts Repurposing</p> <p>Methodology and results of the feasibility studies in other partner destinations (Sardinia, Bremerhaven, Hastings, Thessaloniki, Lake Balaton)</p>	<p>Horários do Funchal - Madeira, PT</p> <p>Bournemouth University, UK (advisory partner)</p> <p>Hastings Borough Council, UK</p> <p>Sardinia Autonomous Region, IT</p> <p>Experience Bremerhaven – Tourism, Marketing and Events company, DE</p>	<p>Transfer of relevant experience with proven success.</p> <p>Inspired by the study visit at the Hastings East and West Cliffs Funicular lifts (part of interregional thematic workshop A on low-carbon transport systems for visitors at tourist destinations, March 2018). Aiming towards investment preparation for the introduction of the first ever aerial ropeway in Cyprus, as a low-carbon system for sustainable tourism mobility.</p>
<p>▪ Intermodality for visitors:</p> <p>Enhancing Intermodality for visitors by closer cooperation and better coordination between transport modes at key nodes such as airport and bus station.</p>	Improved Governance	<p>Sustainable Tourism Mobility in Balatonfüred – Intermodal developments</p> <p>Practical guidelines for smart and sustainable mobility in tourism</p>	<p>Lake Balaton Development Cooperation Agency, HU</p> <p>Horários do Funchal - Autonomous Region of Madeira, PT</p>	
<p>▪ Accessible Tourism:</p> <p>Establishing a policy implementation framework for accessibility provision for visitors with mobility handicaps (disabled, elderly, infirm, families with young children) at tourist attractions.</p>	Structural Change	<p>Promoting accessible Tourism in Mallorca Island</p> <p>Free access for all - visitors with handicaps can experience the German Emigration Center</p>	<p>Mallorca Island Council, Spain</p> <p>Experience Bremerhaven – Tourism, Marketing and Events company, DE</p>	
<p>▪ Cycling & Walking:</p> <p>(a) Provision of Cycling facilities for visitors, such as signing and priorities, towards development and promotion of cycling tourism as low-carbon sustainable tourism mobility product.</p>	New Project	Latvian Greenways Network - New and Unique Product for Visitors	Latvian Greenways Association, LV	

(b) Promotion of walking tourism to explore Pafos urban and rural areas destinations at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness.		GPSmyCity - Exploring cities on foot at your own pace	Bournemouth University, UK (advisory partner)	
<p>▪ Pilot Action:</p> <p>Testing 'Mobility as a Service' (MaaS) for sustainable tourism, with low-carbon smart E-Mobility multi-modal services for visitors to archaeological sites, including accessible tourism mobility facilities; pilot introduction of electric scooters, e-bikes, e-buggies for accessibility within sites, integrated use of existing electric minibus, charging station for e-cars.</p>	New Project	<p>New public transport line increases accessibility and intermodality in Funchal for tourists (with electric minibuses)</p> <p>PoolBus digital platform for integrated mobility services</p> <p>Promoting and enhancing shared e-bikes for tourists and visitors in Thessaloniki</p> <p>Practical guidelines for smart and sustainable mobility in tourism (from CIVITAS DESTINATIONS H2020 project)</p> <p>Mobility as a Service (MaaS) for visitors to destinations: The case of Manchester</p>	<p>Horários do Funchal - Public Transport - Autonomous Region of Madeira, Portugal</p> <p>Sardinia Autonomous Region, Italy</p> <p>Major Development Agency of Thessaloniki (MDAT), Greece</p> <p>Horários do Funchal - Public Transport Autonomous Region of Madeira, Portugal</p> <p>Bournemouth University, UK (advisory partner)</p>	

Action Plan (main part)

Part I – General information

Project: **DESTI-SMART**

(**D**elivering **E**fficient **S**ustainable **T**ourism with low-carbon transport **I**nnovations:
Sustainable **M**obility, **A**ccessibility and **R**esponsible **T**ravel)

Partner organisation: **Pafos Regional Board of Tourism (PRBT)**

Other partner organisations involved (if relevant): **Bournemouth University, UK**
(advisory partner)

Country: CYPRUS

NUTS2 region: CYPRUS

Contact person: **Nasos Hadjigeorgiou, Executive Manager**

email address: nasos@visitpafos.org.cy

phone number: +357 26811500

Part II – Policy context

The Action Plan aims to impact:

- ☐ Investment for Growth and Jobs programme
- ☐ European Territorial Cooperation programme
- ☒ Other regional development policy instrument

Name of the policy instrument addressed:

Pafos Regional Strategic Tourism Development Plan

Further details on the policy context and the way the action plan should contribute to improving the policy instrument.

It is not possible that the initial policy instrument, Operational Program "Competitiveness and Sustainable Development" of the Republic of Cyprus, to be influenced given its ending time scale (2020) at the start of Phase 2 (December 2020). Instead and more important for relevant policy development and potential policy change, PRBT is aiming to improve/upgrade the '**Pafos Regional Strategic Tourism Development Plan**', as a more appropriate policy instrument directly related to the project aims, approach and expected results. There is a great need of updating and upgrading this Plan, in the light of the rapidly changing tourism demand and developments in the tourism mobility and accessibility needs that are not currently included. The Plan must have a new target year of 2025 and beyond.

PRBT is particularly interested in introducing innovative approaches towards a 'smart destination', based on the DESTI-SMART concepts from the exchange of experience with other partner destinations during Phase 1, such as investment preparation for a low-carbon transport system for visitors (from Madeira and Hastings), intermodality improvements at key travel nodes (from Bremerhaven), accessibility to tourist sites for persons with mobility problems (from Mallorca), as well as cycling facilities and improvements for tourists (from Latvian Greenways).

PRBT has direct capacity to develop and coordinate activities towards the improvement of the new policy instrument '**Pafos Regional Strategic Tourism Development Plan**' and its aims:

- To promote the region of Pafos as a quality tourist destination.
- To coordinate activities between the private and government sectors related to the tourism industry.
- To act as a coordinator for the implementation of tourism and other projects such as smart mobility and accessibility in the region, towards the further development of the tourism industry with potential transformation towards 'smart tourism' and becoming a 'smart destination', with sustainability and digitalisation as appropriate.

The policy instrument **Pafos Regional Strategic Tourism Development Plan** does not include any reference to smart / sustainable tourism mobility, nor accessibility. There is a need to incorporate low-carbon transport provision, intermodality improvements, accessibility for all, as well as to strengthen cycling and walking active modes for visitors, towards making Pafos Region a 'Smart Destination' in terms of smart tourism mobility with low-carbon transport.

All of the actions in the action plan are directly aiming to achieve the above targets and are fully in line with the project aims, approach and priority themes of low-carbon transport systems, intermodality for visitors, accessible tourism and active modes of cycling and walking, for smart and sustainable tourism mobility.

Part III – Details of the actions envisaged

ACTION 1

Title:

Implementation of investment preparation for a cable car/teleferic/aerial ropeway system for visitors at Neo Chorio community, as a low-carbon sustainable tourism mobility solution, towards procurement and delivery.

Type of Action: New Project

Project theme: Low-carbon transport for visitors at tourist destinations

1. The background

This action has been inspired by the study visit at the Hastings East and West Cliffs Funicular lifts, part of the interregional thematic **Workshop A on 'Low-carbon transport systems for visitors at tourist destinations'**, held in Hastings, UK, in March 2018. In this project event the President of Neo Chorio Community in Pafos Region, Cyprus, participated as a key stakeholder in the DESTI-SMART project (also a Board member of the Pafos Regional Board of Tourism, project partner). At the Workshop A the low-carbon solution of 'aerial cable cars / teleferic systems' was presented and discussed as a possible investment towards sustainable tourism mobility. The potential introduction of a low-carbon electric mobility system at Neo Chorio community has been identified as a result.

Several preparatory tasks have to be carried out to investigate the potential for such major investment.

This action is based on good practices identified, analysed and documented in the DESTI-SMART project during Phase 1 by the exchange of experience process, viz:

- **Heights of Abraham Cable Car as a low-carbon tourism mobility system**, by Bournemouth University, UK (advisory partner).
- **Hastings Funicular Railways, West Hill and East Hill Lifts Repurposing**, by Hastings Borough Council, UK.

And the **virtual study tour of Funchal, Madeira**.

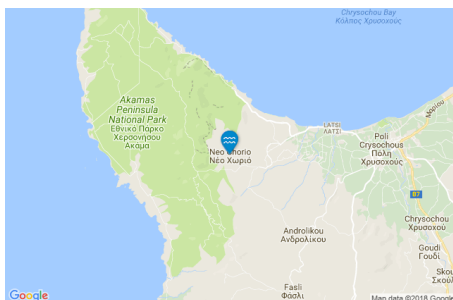


Funchal Teleferic (*Portuguese: Teleférico do Funchal*), or **Madeira Cable Car**

Of particular relevance is the transfer of the experience from Funchal, Madeira, PT, regarding the Funchal Teleferic system or Madeira Cable Car. This is achieved through the exchange of experience by virtual study tour and further discussions. Construction of this cable car system began in September 1999. It was opened in November 2000 and has been in service since then. The bottom station is located at Almirante Reis Park in central Funchal. The length of the cable car line is 3718 m and the height difference 560 m. The journey takes approx. 15 minutes. The cableway has over 39 cabins with 8 seats each, and can transport up to 800 passengers per hour. The Funchal Cable Car is a low-carbon, environmentally-friendly transport system between the sea and the mountain. The electric drive, without emission of Carbon dioxide gas or other gases, make the cable car a means of transport which substantially contributes to sustainability. While travelling by cable car is still promoting a reduction in the use of cars and pollutant diesel buses. Riding the cable car in Funchal is taking a trip through nature. The journey allows passengers to see the city from a unique perspective. It starts out in an urban landscape, which is gradually replaced by lush green mountains and valleys with the bay of Funchal as the backdrop. People with limited mobility can enjoy the experience comfortably, since both the departure and the arrival stations are equipped to assist passengers who need help getting on and off the lift.



Neo Chorio in Pafos Region, Cyprus, is proposing the construction of a telepheric from the Baths of Aphrodite to a hill near the village, some 2 km away. Such a project would attract tourists and generate revenue for the local authority, potentially attracting visitors to currently inaccessible peaks with breathtaking views. The project would be eco-friendly and in line with preconditions to be set by the Environment Authority. There is scope for development of visitor services too.



This action is also based on the methodology of the feasibility studies carried out in other DESTI_SMART partner destinations (Sardinia, Bremerhaven, Hastings, Thessaloniki, Lake Balaton).

2. Action

This action aims to implement the necessary investment preparation for the introduction of the first ever teleferic/aerial ropeway/cable car system in the Republic Cyprus, as an innovative, low-carbon transport system for sustainable tourism mobility, towards facilitating procurement and delivery.

The exchange of experience in the DESTI-SMART project supports the potential viability of a teleferic/aerial ropeway/cable car system, in terms of the similar cases of Funchal, Madeira, PT, and Heights of Abraham, Matlock, Derbyshire, UK, identified, analysed and documented during Phase 1.

For the case of **Neo Chorio** in **Pafos region**, the following tasks will be carried out to implement the required investment preparation phase for the introduction of a cable car/teleferic system, as part of the required overall project implementation activities:

- examination of available aerial ropeway technologies and systems
- energy consumption calculation
- demand forecasting, including behaviour change analysis of potential users
- accompanied measures requirements, such as:
 - park and ride,
 - smart and integrated multi-modal e-ticketing
 - potential for combined ticketing with other tourism services,
- operational and maintenance costs consideration,
- estimation of expected **decarbonization benefits**,
- other environmental and developmental benefits estimation (multi criteria analysis),
- funding options, including Public Private Partnership (PPP), Design Build Finance Operate (DBFO), BOT (Build Operate Transfer), concession.
- legal issues, required permissions and procurement procedures.

The above are very necessary tasks for the **investment preparation phase**, which is the **first phase of implementation** of such a major low-carbon transport system. It is expected that the above tasks, as part of the action plan for Pafos Region, will greatly contribute to the overall implementation of the teleferic/aerial ropeway/cable car system for Neo Chorio in Pafos Region, facilitating its implementation and delivery.

This first implementation phase is expected to conclude with the launch of the procurement for the infrastructure and equipment (publication of the relevant and required Terms of Reference, Call for expression of interest, Concession arrangements as appropriate).

Outputs:

- Investment preparation dossier for use in procurement implementation process
- Terms of Reference for launch of procurement (infrastructure and equipment)
- Application for integration into national Operational Programme 2021-2027 for sustainable development.

3. Players involved

- Neo Chorio Community Council
- Ministry of Transport and Works
- Deputy Ministry of Tourism
- Ministry of Finance
- Neighbouring Municipalities of Pegia and Polis Chrysochous
- Akamas national park.

4. Timeframe

December 2020 – May 2021

5. Costs (if relevant)

20000 EUR

6. Funding sources (if relevant):

Own resources of the Pafos Regional Board of Tourism.

ACTION 2

Title:

Enhancing Intermodality for Visitors through cooperation and coordination between transport modes at key tourism mobility nodes such as airport and bus stations.

Type of Action: Improved Governance

Project theme: Intermodality for visitors and tourist destinations

1. The background

The experience in other partner destinations, exchanged during Phase 1, showed that significant benefits can be obtained by a better coordination of available transport modes and increased cooperation between transport operators at relatively low-costs, mainly by using existing resources more efficiently. To achieve this there is no need to create a new body, but just to adopt better and proven practices for smart mobility solutions to serve the tourism market through improved governance.

Existing interchanges between transport modes in Pafos Region need several improvements for visitor services, in particular in terms of cooperation between transport operators and coordination between modes of travel, towards **enhanced visitor intermodality** and **seamless tourism mobility**.

This action has been inspired by the following good practices from other partner destinations, through the exchange of experience process during Phase 1:

- **Sustainable Tourism Mobility in Balatonfüred – Intermodal developments,**
by Lake Balaton Development Cooperation Agency, Hungary.
- **Practical guidelines for smart and sustainable mobility in tourism,**
by Horários do Funchal - Autonomous Region of Madeira, Portugal.

Also, the study visits in Bremerhaven Hbf, Germany, as well as the Bremerhaven feasibility study on a bus line between the port and the railway station to serve visitor mobility.

Regarding the latter, the following guidelines are very applicable for Pafos Region:

1. Bring the tourism and mobility sectors to work closely together
2. Enrich the tourism product: Promote mobility solutions as a benefit for enhancing the tourist product
3. Generate experiences: Design tourist experiences combining sustainable mobility modes

4. Create an information hub: Provide electronic and print information about sustainable mobility options
5. Encourage PT operators to improve and promote their rural services to the tourist market
6. Involve Tourism stakeholders: Train hotel front office staff and other hospitality professionals to provide primarily sustainable travel solutions to their guests
7. Combine transport modes: Create synergies between sustainable mobility modes i.e. on PT card offer discount for bike-sharing, on bike-sharing card offer discount for electric car rental
8. Collect and share data between tourism and transport operators
9. Include the upgrading of sustainable mobility modes and infrastructures in the destination strategic planning
10. Reward tourism businesses for promoting green, sustainable mobility solutions.

Guidelines number 1, 4, 7 and 9 above are particularly applicable in this action, in terms of transfer from Madeira to Pafos. These refer to:

- Improved cooperation between tourism and mobility sectors
- Information provision about sustainable mobility options for visitors
- Integration of available transport modes
- Strategic planning for sustainable mobility modes and infrastructures.

2. Action

Based on the transfer of highly relevant good practices, particularly from Madeira, the intermodality of visitors will be enhanced through better coordination of available transport modes and increased cooperation between transport operators and tourism services in Pafos. This will be achieved by better use of existing resources, as improved governance, without the need to form a new organisation.

A '**Sustainable Tourism Mobility Forum**' will be established with participants all the transport operators in the Pafos Region, including public transport company, airport, taxis, car rentals, cycling providers, tour operators, travel agents, hoteliers, tourism businesses, museums, archaeological sites and local authorities Municipalities - Communities. The central government responsible ministries could also be invited as observers (Ministry of Transport and Works, Deputy Ministry of Tourism). This new forum should meet at least once a year (i.e. minimum of 2 times during Phase 2), aiming to improve cooperation and coordination between modes of transport for visitors, particularly at key tourism mobility nodes such as at Pafos International Airport and Bus Stations.

The remit of this (informal) Forum should include the preparatory tasks for the potential introduction of **low-carbon E-Mobility** systems and services in due course, such as:

- charging stations for electric vehicles,

- electric traction for public transport,
- accompanied measures for **smart tourism mobility** such as:
 - smart and intergated e-ticketing with multi-modal applications
 - integration with admission charges to tourism sites as integrated payments
 - multi-lingual public transport information provision.

The Forum will examine potential new EU and national funding sources in the next programming period of 2021-2027, for green mobility and digital applications, towards a '**smart destination**', in terms of smart mobility and accessibility for visitors.

It is envisaged that the full Forum will meet at least once a year, but several working meetings may be held at any time for specific subjects with the competent organisations. Secretariat facilities will be provided by PRBT. The anticipated outputs will be collective proposals for submission to central Government departments (Ministry of Transport and Communications, Deputy Ministry of Tourism, Antiquities Department), as appropriate.

The Forum will be effectively integrated into the forthcoming Sustainable Urban Mobility Plan (SUMP) for Pafos, expected to be launched in 2021-2022.

Outputs:

- Memorandum of Understanding and Cooperation between transport and tourism operators, establishing the 'Sustainable Tourism Mobility Forum' (by September 2021)
- 'Sustainable Tourism Mobility Forum' minutes of meeting
- Report of results of the Forum initiatives and undertakings (September 2022).

3. Players involved

- Bus operator company
- Taxi services
- Car rentals
- Airport
- Tour operators
- Travel agents
- Hoteliers
- Tourism businesses
- Municipalities – Communities.

- Ministry of Transport and Works
- Deputy Ministry of Tourism
- Department of Antiquities (for archaeological sites, UNESCO WHS)
- Museums.

4. Timeframe

December 2020 – November 2022

5. Costs (if relevant)

Costs for this action are not significant, only costs related to staff time and meeting expenses. At around 1000 EUR per meeting for 4 meetings during Phase 2 (every 6 months), total costs: 4000 EUR.

NB: This action on improved governance will not create a new body, but use existing resources more efficiently through better coordination of transport modes and increased cooperation between transport and tourism operators.

6. Funding sources (if relevant):

Own resources of Pafos Regional Board of Tourism.



ACTION 3

Title:

Implementing a policy framework of structural change for accessibility provision for visitors with mobility handicaps (disabled, elderly, infirm, families with young children), in terms of Accessible Tourism implementation.

Type of Action: Structural Change

1. The background

During the exchange of experience process in Phase 1 several cases of accessible tourism provision have been examined, with related policy learning by Pafos Regional Board of Tourism staff, policy-makers and stakeholders. The need for an appropriate policy implementation framework on accessible tourism in Pafos has been identified as a result.

This Action is based on the following good practices adapted from other partners:

- **Promoting Accessible Tourism in Mallorca Island,**
by Mallorca Island Council, Spain
- **Free access for all - visitors with handicaps can experience the German Emigration Center,**
by Experience Bremerhaven – Tourism, Marketing and Events company, Germany

And the recent UNWTO Guide on accessibility for tourists:

“Ensuring accessibility for tourists with specific access requirements can be a ‘game changer’ for destinations as they look to bounce back from the impacts of the pandemic. A new set of Inclusive Recovery Guides from the World Tourism Organization, produced in partnership with the European Network for Accessible Tourism (ENAT) and the ONCE Foundation of Spain, makes clear the importance of placing inclusivity at the centre of recovery plans and provides key recommendations for achieving this.”

2. Action

There is a need to establish a new policy implementation framework regarding accessible tourism facilities provision and promotion of Pafos Region as a ‘Smart Destination’ in terms of Accessibility. The action involves the following aspects:

- Identification of policy gaps
- Requirements by visitors
- Infrastructure and services
- Role of transport operators
- Role of hotels
- Museums
- Archaeological sites
- Shopping areas
- Beaches.

This new policy framework will be implemented as follows:

- a. Adapt similar policies from other partner destinations, mainly from Mallorca and Bremenhaven.
- b. Draft a common policy statement implementation framework for Pafos Region to implement accessible tourism facilities.
- c. Present this policy statement to the the competent authorities, policy-makers and tourism operators in Pafos Region (Municipalities, Museums, Tourist attractions, Hoteliers Association, Tour operators, Transport providers) and obtain their requirements and feedback accordingly.
- d. Establish a final version of the policy statement implementation framework to be adopted by all parties concerned in Pafos Region.
- e. Monitor the implementation of the above policy framework and suggest improvements, as appropriate; inform the national authorities accordingly (Ministry of Transport, Deputy Ministry of Tourism, Ministry of Education and Culture for museums, festivals and other cultural activities).

Output:

It is expected that this policy implementation framework will lead to a significant and highly relevant **structural change** in Pafos Region, to be fully incorporated into the improved policy instrument within Phase 2.

3. Players involved

- Municipalities
- Transport Operators
- Tour Operators
- Hotels
- Museums
- Department of Antiquities
- Central Government departments

4. Timeframe

December 2020 – May 2022

5. Costs (if relevant)

Staff costs of 4 person-months, c. 15000 EUR

6. Funding sources (if relevant):

Own resources of Pafos Regional Board of Tourism.



ACTION 4

Title:

- A. Provision of Cycling facilities for visitors, such as signing and priorities, towards development and promotion of cycling tourism as low-carbon sustainable tourism mobility product and service.**
- B. Promotion of the GPSmyCity app for walking tourism to explore Pafos urban area destination at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness.**

Type of Action: New project

Project theme: Cycling and Walking

1. The background

During Phase 1 the exchange of experience process has shown that 'Active modes of Cycling and Walking' can provide attractive sustainable mobility options for visitors, as well as being sustainable tourism products and services in their own right. In Pafos Region there are several opportunities for enhancing the visitor experience and sustainable tourism mobility with Cycling and Walking facilities and initiatives.

This Action is inspired by and based on the following good practices from other partners:

- **Latvian Greenways Network - New and Unique Product for Visitors,**
by Latvian Greenways Association, Latvia
for Cycling Tourism, and
- **GPSmyCity -Exploring cities on foot at your own pace,**
by Bournemouth University, UK (advisory partner)
for Walking Tourism.

Greenways

Greenways are non-motorized transport corridors, built using the decommissioned railway lines. There are more than 300km of Greenways lines in Latvia currently.

Greenways are a relatively new initiative in Latvia to develop the former railway lines for the use for hiking and cycling as low-carbon, non-motorised transport corridors.

Greenways are accessible for visitors with different levels of mobility: the elderly, young children, the disabled, as the routes rarely involve slopes steeper than 3%, since most of them follow the routes of disused railway lines. Thus Greenways provide for Accessible Tourism, further contributing towards a Smart Destination. Greenways development have shown that it is possible to transfer the visitors from the main cities and make them interested to visit remote areas and spend time and finances in the rural areas. Hence, Greenways support sustainable tourism mobility. For creating diverse experience, many recreational areas on the route are installed, improvements of nearby culture or nature objects (including former stations), making the course accessible (including route marking using former railway sleepers), connections with existing infrastructure and creating the restriction for motorized transport, where necessary.

The routes have been promoted via electronic, as well as printed materials (maps). Numerous agreements were made with the private and public landowners to use the land for the routes.

Significant work for communicating with the residents as well as building the knowledge for the local policymakers, nature heritage managers, tourism specialists and local authorities took place.

GPSMyCity

GPSMyCity (<https://www.gpsmycity.com>) promotes walking by providing an opportunity to explore destinations at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness. GPSMyCity can, therefore, not only promote health and subjective-wellbeing among destination visitors, but also reduce greenhouse gas emissions that would otherwise be generated in the case of car travel. GPSMyCity has developed a free smartphone app (available on iOS and Android) which offers self-guided walking tours in over 1000 urban destinations around the world. As of September 2020, the app was available for 80 cities in England, including all major destinations, such as London, Liverpool and Manchester, but also a number of smaller/less popular destinations, such as Bournemouth, Southampton and Norwich. The app enables the choice of the length of a walking itinerary alongside its difficulty in line with time budget and level of physical fitness of visitors. It integrates historical commentaries on the main landmarks and/or places of interest. The app offers an opportunity for tourists to create their own walks in line with their personal preferences. The main beneficiaries of the app are destination visitors who can use smartphone technology to explore the destinations by walking at their own pace. Destination managers and tourism industry professionals are the key stakeholders as they develop the app development by promoting it through their networks.

2. Action

A. Provision of Cycling facilities for visitors, such as signing and priorities, towards development and promotion of cycling tourism as low-carbon sustainable tourism mobility product and service.

In particular:

The aim is to facilitate the active modes of Cycling and Walking for tourists, by provision of new suitable facilities with upgrading and integration of existing facilities. Including digital information provision to encourage tourists to cycle and/or walk instead of driving cars. In particular, the action will involve the following steps:

- Provision of cycling lanes and signing for cycling routes.
- Development of cycling tourism product, as zero-emission leisure activity.
- Promotion of cycling tourism, based on the 'Greenways' concept.

The Action implementation tasks are as follows:

- a. The cycling lanes network will be expanded with additional 3 cycling routes (12 in total of over 600 km).
- b. Signage and parking facilities will be placed on each route.
- c. Introduction of Smart Signs (QR codes) in order to promote and provide efficient, rich, complete and dynamic information about the cycling experience for tourists.
- d. All cycling routes will be promoted through exclusive portals such as komoot, bikemap, Wikilock, etc.



B. Organisation of walking tourism to explore Pafos urban and rural areas destinations at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness.

The following activities will be implemented as part of this action during Phase 2:

- a. Organisation of walking tours of Pafos old town.
- b. Promotion of walking as a zero-emission leisure activity for visitors.
- c. Combining public bus with walking tours in rural areas: Public bus will be departing from main tourist areas, taking visitors through several villages in order to join a free guided walking tours and experience rural Pafos.

- d. Upgrading 10 walking trails following the criteria set by the European Ramblers Association and the leading quality trails.
- e. Opening of a new nature trail in the community of Kritou terra 13 km length in an area of exceptional natural beauty.
- f. Introducing Smart Signs (QR codes) in order to promote and provide efficient, rich, complete and dynamic information about the trail, walking tours and the interest of each trail.
- g. Promoting walking routes through the Visit Pafos website and also through exclusive portals such as komoot, alltrails etc.



3. Players involved

- Municipalities
- Tour Operators
- Hotels
- Cycling association
- Citizen groups

4. Timeframe

December 2020 – December 2021

5. Costs (if relevant)

Some staff costs in the order of 2-3 person-months, c. 9000 EUR

6. Funding sources (if relevant):

Own resources of Pafos Regional Board of Tourism.

ACTION 5 – PILOT ACTION

Title:

Testing of 'Mobility as a Service' (MaaS) for sustainable tourism, with low-carbon smart E-Mobility multi-modal services for visitors to archaeological sites, including accessible tourism mobility facilities; pilot introduction of electric scooters, e-bikes, e-carts for accessibility within sites, relevant use of existing electric minibuses, charging station for e-cars, towards a 'smart destination'

Type of Action: New Project – Pilot Action

Project theme: Low-carbon transport for visitors at tourist destinations, Intermodality, Accessible tourism, Cycling and Walking for visitors

1. The background

The proposed pilot action is based on the following good practices from other partner destinations:

- **New public transport line increases accessibility and intermodality in Funchal for tourists (with electric minibuses),**
By Horários do Funchal (HF) - Public Transport, Autonomous Region of Madeira, Portugal
- **PoolBus digital platform for integrated mobility services,**
by Sardinia Autonomous Region, Italy
- **Promoting and enhancing shared e-bikes for tourists and visitors in Thessaloniki,** by Major Development Agency of Thessaloniki (MDAT), Greece
- **Practical guidelines for smart and sustainable mobility in tourism** (from CIVITAS DESTINATIONS H2020 project), by Horários do Funchal – Public Transport, Autonomous Region of Madeira, Portugal.
- **Mobility as a Service (MaaS) for visitors to destinations: the case of Manchester,** by Bournemouth University, UK (advisory partner).

Also based on the virtual study tour of Funchal, Madeira, as well as the H2020 CIVITAS DESTINATIONS project results, led by common partner HF Madeira PT.

Mobility as a Service (MaaS) a new concept for sustainable mobility, can be extended to sustainable tourism mobility, as an enabler of seamless and more environmentally-friendly visitor travel at a destination. Although many tourists are prepared to use public transport and bicycles to move around a destination, they often abandon the idea in favour of personal or hire cars. This happens because visitors do not always know about available public transport options, their prices and accessibility.

Mobility as a Service (MaaS) makes use of smartphone technology in order to visualize various means of travel at a destination and enable access to them by advance ticket purchasing and/or pre-booking. MaaS can promote low-carbon transport for sustainable tourism mobility, towards smart destinations.

Local residents and visitors are the main beneficiaries of MaaS. The key stakeholders are represented by the MaaS platform developer and its operator, local providers of various transport services, including bicycle and car rentals, and city authorities.

2. Action

This action involves the development of an app providing detailed, integrated information about all transport options available in Kato Pafos tourist area, including pricing. The app will facilitate journey planning and offer an opportunity to its selected users to book trips on the go. The app will enable access of its users not only to the city's public transport, but also bike-share services and, potentially, rental cars. In its final and full form, this '**MaaS for sustainable tourism**' (**Maas4ST**) app may also be further integrated with admission to tourism attractions, such as archaeological sites, museums, festivals and organised beaches.

Context and nature of the pilot action:

Testing a '**Maas4ST**' system in terms of low-carbon, smart E-Mobility solutions, such as: E-bikes, E-scooters, Charging station for electric vehicles, accessibility to archaeological sites by electric carts/buggies for persons with mobility handicap, towards a 'smart destination'.

Main beneficiaries: Antiquities Department, Municipalities, Tourism Board.

Policy relevance: Inputs to policy development and targeted policy change on low-carbon, smart tourism mobility and accessibility investments, by pilot field trials in a specific tourist destination area, for policy instrument upgrading with efficiency and resilience considerations.

Durability: The piloted smart solutions will be upscaled to the wider Pafos region if found effective.

Interregionality: The pilot action involves transfer of relevant good practices from other partner destinations, such as Madeira, Mallorca and Sardinia. It is also a joint approach with Lake Balaton tourist destination. These partners will be involved in the detailed design and evaluation of the pilot field trials.

Additionality: this pilot cannot be funded by the existing policy instrument "Operational Program "Competitiveness and Sustainable Development", which does not include calls for such smart tourism mobility and accessibility solutions by destination authorities.

3. Players involved

- Antiquities Department,
- Municipalities,
- Tourism Board
- Transport operators

4. Timeframe

February 2021 – May 2022

5. Costs (if relevant)

64900 EUR

6. Funding sources (if relevant):

Interreg Europe ERDF (85%)
Own contribution (15%)



Date:

29/01/2021

Name of the organisation(s) :

Pafos Regional Board
of Tourism

Signatures of the relevant organisation(s):



NASOS HADJIGEORGIOU

Action 1: New Project – Low carbon transport system

Implementation of investment preparation for a cable car/ teleferic/aerial ropeway system for visitors at Neo Chorio Community, as a low-carbon sustainable tourism mobility solution, towards procurement and delivery.

Action 2: Improved Governance - Intermodality

Enhancing intermodality for visitors by cooperation and coordination between available transport modes at key nodes such as airport and bus stations.

Action 3: Structural Change - Accessibility

Establishing a policy implementation framework for accessibility provision for visitors with mobility handicaps (disabled, elderly, infirm, families with young children) at tourist attractions.

Action 4: New Project – Cycling and Walking

- A. Provision of Cycling facilities for visitors, such as signing and priorities, towards development and promotion of cycling tourism as low-carbon sustainable tourism mobility product and service.
- B. Organisation of walking tourism to explore Pafos urban and rural areas destinations at the pace chosen by tourists in accordance with their personal preferences and levels of physical fitness.

Action 5: PILOT ACTION – New Project

Testing 'Mobility as a Service' (MaaS) for sustainable tourism, (MaaS4ST) with low-carbon smart E-Mobility multi-modal services for visitors to archaeological sites, including accessible tourism mobility facilities. Pilot introduction of electric scooters, e-bikes, e-carts for accessibility within sites, integrated use of existing electric minibus, provision of charging station for e-cars.



www.interregeurope.eu/desti-smart

DESTI-SMART Project improves transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations

Mission Statement:

"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."