



Sustainable Tourism & Mobility Hand by Hand development in ADRION cities

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Why Link Sustainable Tourism and Mobility?

- Tourism and mobility are interconnected in ADRION cities.
- Growing tourism puts pressure on infrastructure and the environment.
- Sustainable mobility enhances tourist experience and protects local life.
- ADRION cities share geographic and cultural traits influencing mobility.





Overtourism: A Growing Mobility Challenge

- Increased air and noise pollution.
- Congested public transport and streets.
- Conflicts between tourists and locals.
- Unsustainable dependence on private vehicles.





Examples of Overtourism Impact

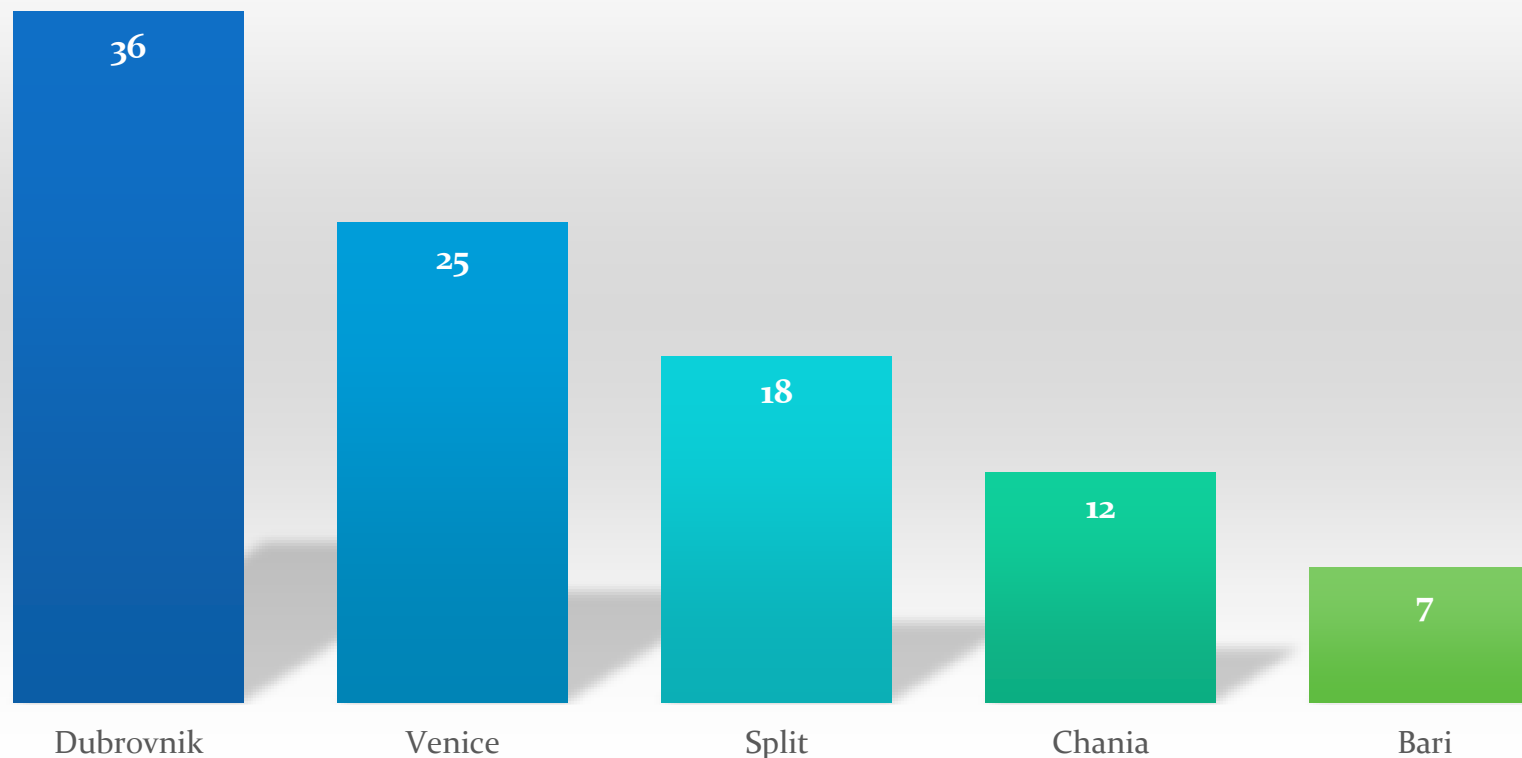
- Dubrovnik: Cruise ships causing daily surges.
- Venice: Limited mobility options, heavy tourist flows, .
- Split: Seasonal overload of urban transport services.
- Chania: High parking demand and pedestrian space problems especially in the old town.





Tourism Pressure in Selected ADRION Cities

Tourists per Resident Ratio in Peak Season





The main objectives of sustainable mobility and tourism planning

To promote integrated planning and implementation of sustainable mobility systems that:

- Support sustainable tourism
- Reduce environmental pressure
- Improve accessibility and intermodality
- Foster regional cooperation





How SUMP can enhance the sustainable tourism

1. Demand Management

- Limiting the number of tourists per day (especially in fragile historic centers).

Example: Dubrovnik restricts cruise ship arrivals to prevent congestion in the old town.

- Time Slot & Ticketing Systems Pre-booked access with time-stamped tickets. Helps spread visits throughout the day or week.

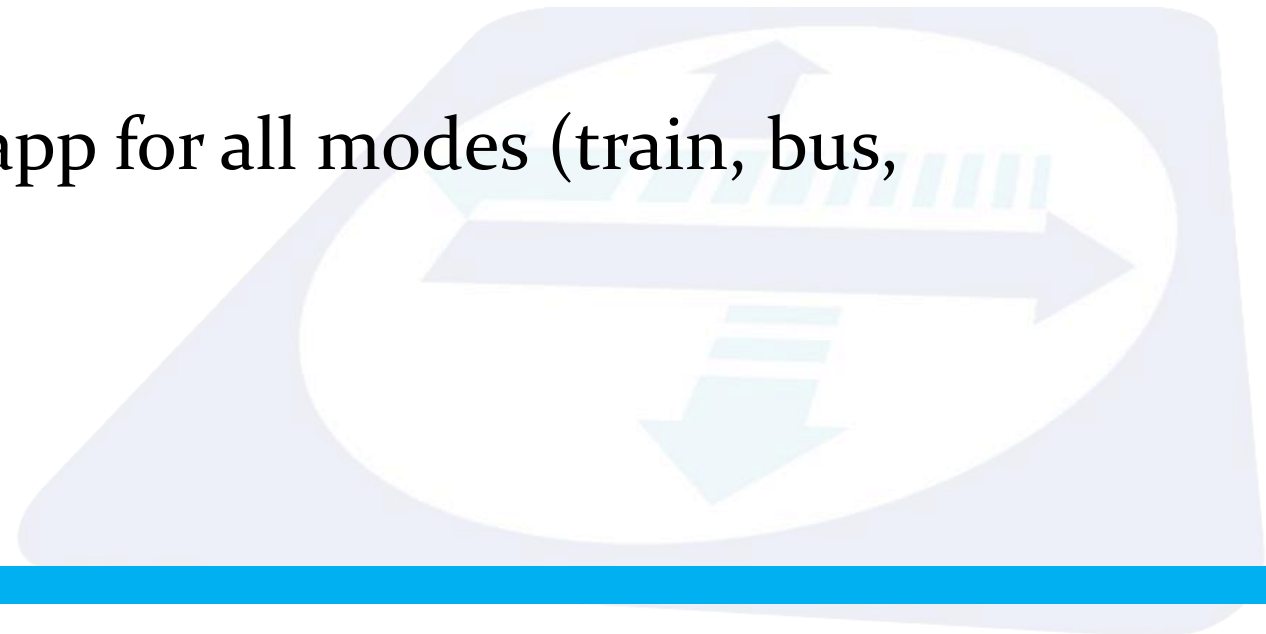
Example: Venice is introducing a reservation system and entry fee for day visitors.



How SUMP can enhance the sustainable tourism

2. Multimodal Transport Integration

- Develops intermodal hubs that integrate buses, ferries, rail, and micromobility.
- Provides tourists with easy and green options to reach historic or natural sites.
- Integrated Ticketing - One pass or app for all modes (train, bus, tram, ferry).





Multimodal Passenger & Freight Hubs

- Integration of bus, rail, micromobility, and tourist transport.
- Reduce inner-city traffic and improve access.
- Logistics centers to manage freight away from cores.

Move21 project :Mobility Hub Network in Oslo

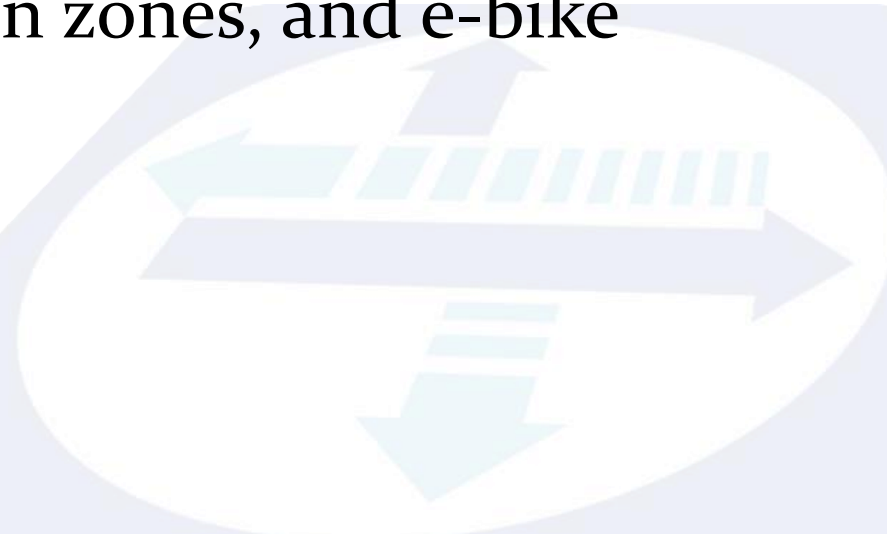




How SUMP can enhance the sustainable tourism

3. Improved Connectivity by green mobility modes

- SUMP's often focus on the provision of green mobility solutions, especially important for tourist who are living away from the city centers or the main points of interest.
- Solutions include electric shuttles, pedestrian zones, and e-bike rentals.



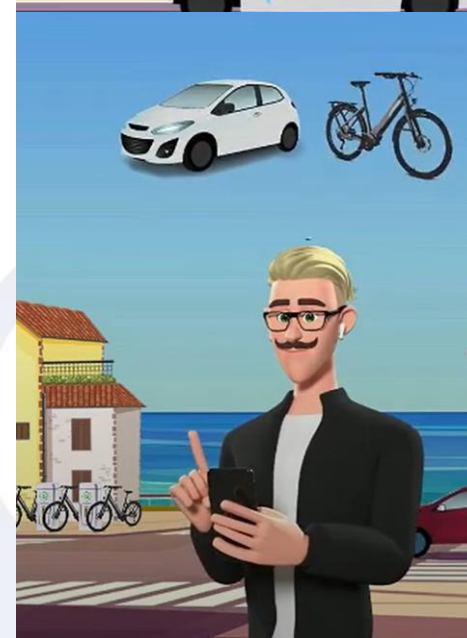


Active and Shared Mobility

- Expansion of bike-sharing and e-scooter sharing fleets dedicated to tourism services.
- Pedestrianization of tourist areas and development of walking tours.
- Mobility-as-a-Service (MaaS) apps tailored for tourists.



DIAGORAS-Shared mobility service for touristic islands

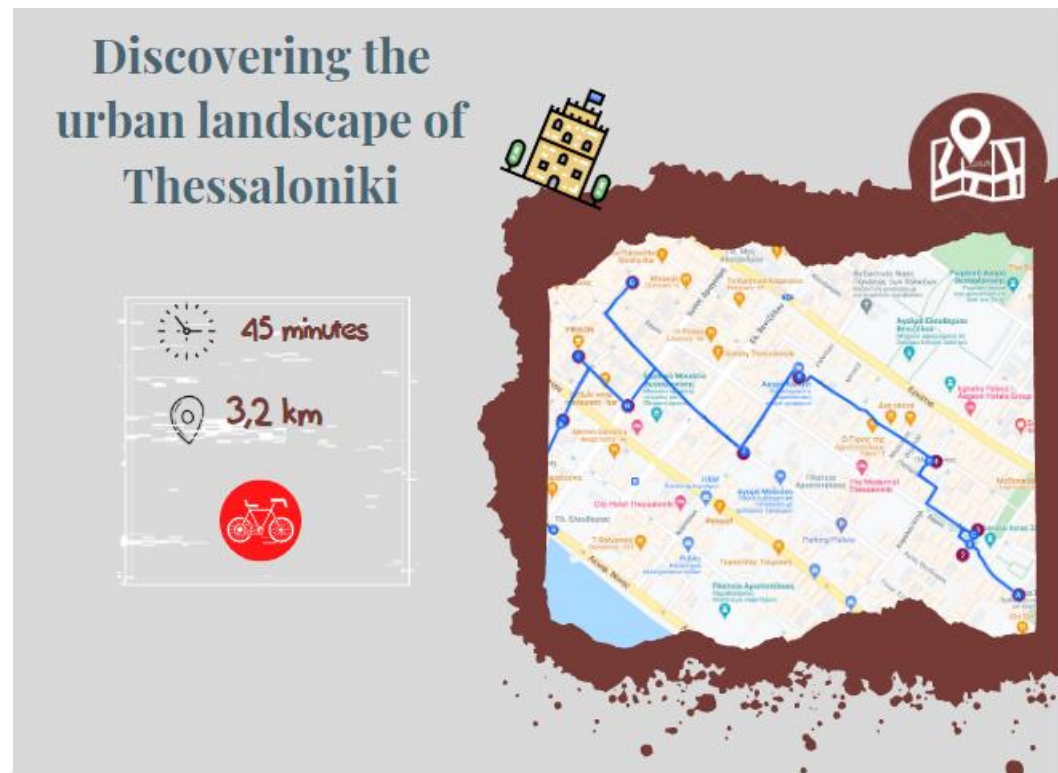




How SUMP can enhance the sustainable tourism

4. Pedestrian and Cycling Infrastructure

- Enhances walkability of city centers and cultural districts.
- Supports creation of thematic walking/cycling routes for tourists.
- Reduces dependency on cars, alleviating congestion and emissions.





How SUMP can enhance the sustainable tourism

5. Digital Tools and Smart Mobility

- SUMP integrates real-time data platforms to inform visitors about traffic, public transport, ticketing etc.
- Digital tools that motivate visitors to use sustainable means of transport through gamification techniques can be also introduced in the Sustainable Plan of touristic areas.



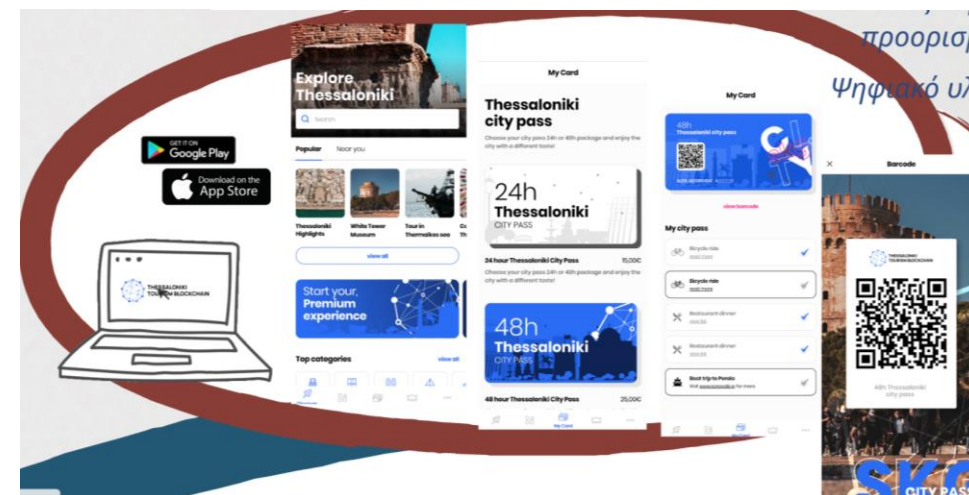
Digital Tools for Smart Mobility



- Real-time mobility
- Mobile apps integrating tourism & transport information,
- Sustainable tourism packages/services,
- Transportation and tourism tickets.



THESSALONIKI
TOURISM BLOCKCHAIN



10 partners from 7 ADRION countries

18 SUSTOURISMO Touristic Packages (TP)

- Cooperation with 30 stakeholders
- More than 400 tourists experience a SUSTOURISMO TP

1 common app for 10 ADRION areas

1 transnational strategy on 'sustainable tourism hand in hand with mobility planning'

1 business model for the SUSTO app and TPs exploitation

More than **600** registered users

4 capacity building webinars on sustainable tourism

Interreg **ADRION** ADRIATIC-IONIAN

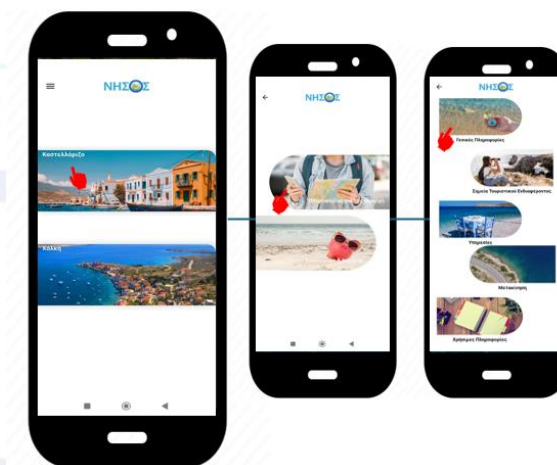
European Regional Development Fund - Instrument for Pre-Accession II Fund

SUSTOURISMO



Ελλάδα 2.0
ΕΘΝΙΚΟ ΣΧΕΔΙΟ ΑΝΑΚΑΜΨΗΣ ΚΑΙ ΑΝΔΕΚΤΙΚΟΤΗΤΑΣ

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How SUMP can enhance the sustainable tourism

6. Stakeholder & Citizen Involvement

- Local residents often feel the burden of overtourism—SUMP processes involve them in shaping mobility solutions.
- Ensures social acceptance and helps align tourism development with local quality of life.





Stakeholder Engagement

- Development of a close collaboration between the tourism and transport stakeholders and private parties.
- Public involvement to ensure local acceptance.
- Transparent decision-making boosts sustainability.

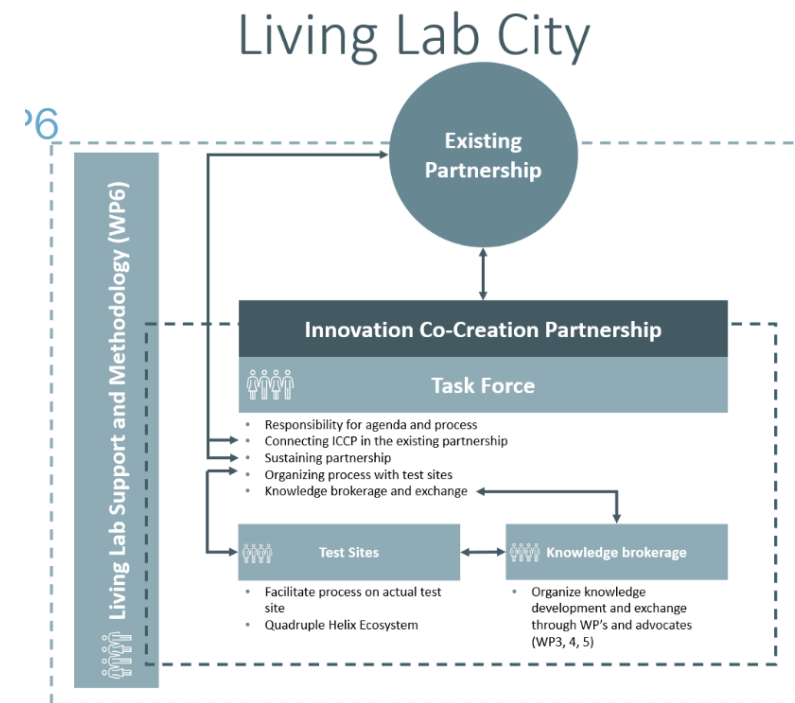


New!

TERRAIN Living Labs

Involving stakeholders in our cities

TERRAIN Living Labs are collaborative spaces which aim to empower local stakeholders, drive innovation and paving the way towards a more sustainable mobility across the Adriatic-Ionian Region.



MOVE21

Interreg



Co-funded by the European Union

IPA ADRION

TERRAIN




Benefits of Applying SUMP to Overtourism:

Challenge	SUMP Solution
Congestion in historic centers	Pedestrian zones, electric shuttles
Tourist-local conflicts	Participatory planning, time management
Environmental pressure	Green infrastructure, multimodal hubs
Poor accessibility to attractions	Intermodal planning, last-mile services
Unpredictable tourist flows	Real-time digital management systems



Looking Ahead: Future Directions for ADRION Cities

- Regional coordination on tourism mobility planning in close cooperation with the local and regional SUMP.
 - Greater investment in green infrastructure for achieving low emission mobility of tourists.
 - Development of integrated Mobility and Tourism as a Service Systems and Apps.
 - Use of AI and predictive data for management of citizens and visitors' demand.
 - Development of new business models and co-operation schemes between representatives of mobility and tourism sectors.
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Thank you!

For more information
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