



European Integrated Projects

Sustainable transport and tourism – opportunities for development

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Key issues

- ***Demographics*** – trends, values and lifestyle
- ***Tourism*** – trends
- ***Insularity*** – features and core aspects
- ***Transport*** – particularities in tourist destinations
- ***Take-away*** messages







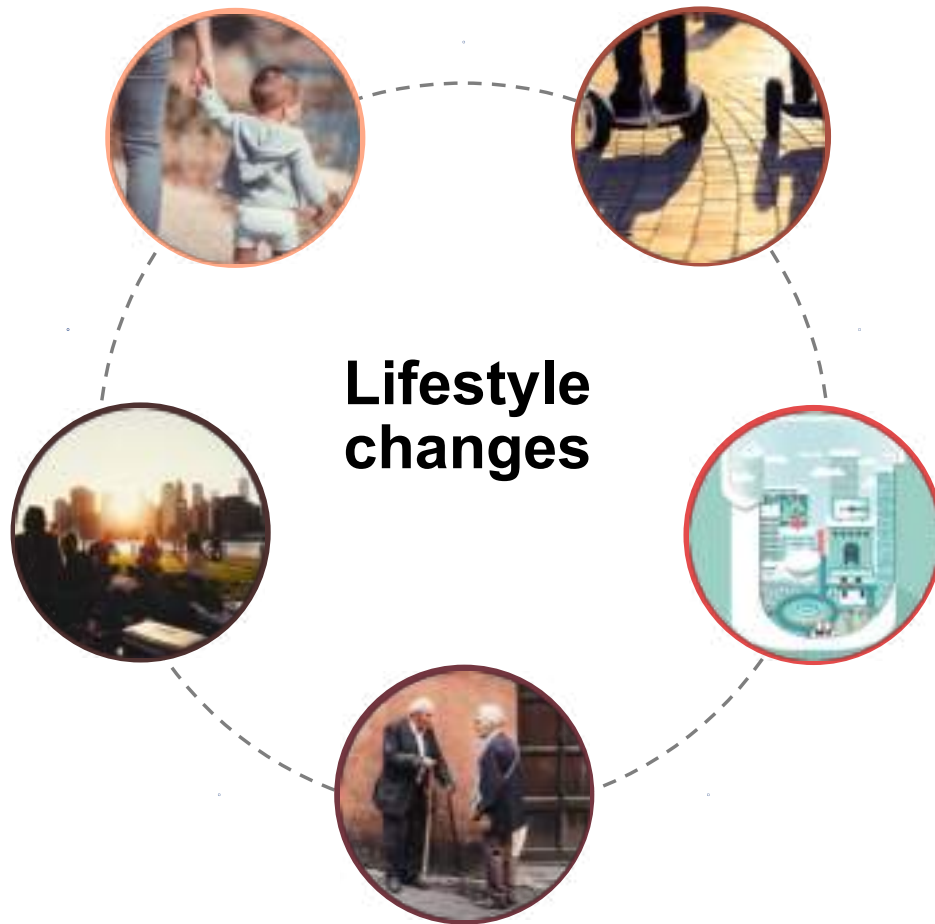


Key value transitions across the generations

- Competitive → collaborative
- Environmental protection → sustainable mobility → carbon reduction
- Ownership → sharing → individually customised
- Digital illiteracy → digital competency → digital normality



Lifestyle changes



01 Somewheres vs. anywheres

02 Increased percentage of disabled population

03 Trading place and the rise of the “progressive province”

04 Micro-mobility

05 Uncoupled society



The future of tourism: trends

- *Digitalisation*
- *Responsible tourism*
- *Solo travel*
- *Personalisation*
- *Experience over product*



Understanding Insularity – main features

- Small dimension
- Rich natural and cultural resources
- Place to experience the separation
- Geographical isolation

Insularity aspects

- Limited economies of scale
- Limited agglomeration positive externalities
- Higher prices of services and goods
- Significant time delays
- Infrastructures and operation costs
- Limited skill base
- Vulnerability of environment
- Limited services and goods to final users
- Governance issues





Transport in tourist destinations

- Accessible
- Integrated
- Inclusive



Considerations

- Integration between more sectors
- Building trust and confidence
- Seasonality
- Resilience





Thank you

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