



Tourism & Mobility Eco Forum 2023

January 31, 2023

European Commission Office in Barcelona

Organisers:



eco-union

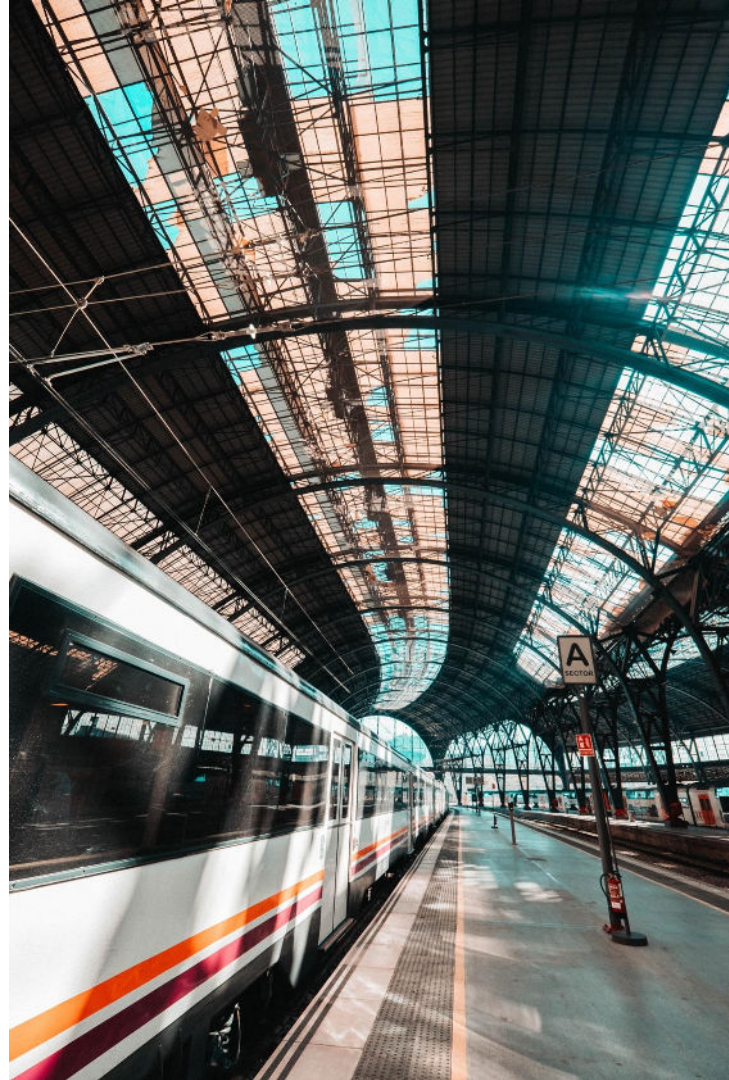


PROMOCIÓ DEL
TRANSPORT PÚBLIC

FUNDACIÓ
MOBILITAT
Sostenible i segura

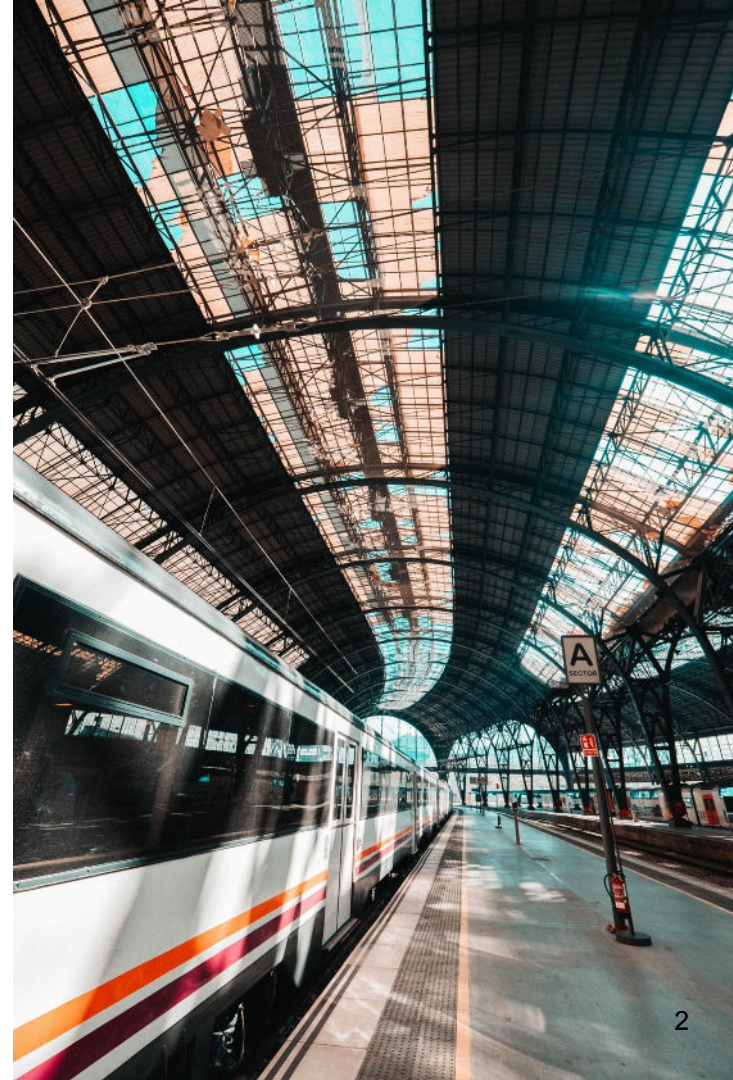


⇒ Viaja en Verde



Tourism and Mobility in numbers

- **Tourism activities** are associated with global GHG impacts and emissions, with **transport and mobility being the main factor increasing the carbon footprint** in the sector.
- **Emissions from tourist mobility** represented between **5% - 8%** of all global emissions and 22% of total transport emissions in 2016 ([OMT](#), 2022).
- Most tourist travel is **by air or road**, with rail being one of the least used modes of passenger transport.
- In **Spain**, transport is the [main source of carbon emissions](#).
- In **Barcelona**, more than [95% of the emissions associated with tourism](#) come from passenger transport, especially **aviation**.



Session I: The decarbonization of tourist mobility (I)

“Climate change is changing the seasonality of tourism”

“Almost 82% of tourists arrive in Barcelona by plane”

“There is a huge lack of night trains in Spain”

INFRASTRUCTURE

- Any new infrastructure must be designed to **decarbonise mobility**.
- There is a growing disconnect between **political mandates** (short term) and **environmental needs** (medium to long term).

“If we didn't have a railway, we would be inventing it, for its advantages”

- It is essential to enhance the value of **existing infrastructures**:
 - Need to **recover and improve** existing infrastructures.
 - Promotion of the **bus** as a flexible means of **articulating the railway**.
- The **medium-long distance railway** should be promoted:
 - “Tren-tram Costa Brava” and “Tren-tram Olot-Banyoles-Girona” projects.
 - **Cross-border connections** between France, Portugal and Spain.

Moderator: Jérémie Fosse, Director of eco-union

Speakers:

- **Marc Montlleó**, Biologist, Director of environmental projects at **Barcelona Regional**
- **Oriol Martori Gallissà**, Director General of Transport and Mobility, **Generalitat de Catalunya**
- **Jaime Moreno García-Cano**, Director General for Land Transport, **Ministry of Transport, Mobility and Urban Agenda (MITMA)**
- **Enric Cañas Alonso**, Civil Engineer, Member of the Board of **Fundació Mobilitat Sostenible i Segura**

Session I: The decarbonization of tourist mobility (II)

*"It is necessary to recover the culture of travelling by train and decarbonised modes"
"More than 500 institutions in Spain signed the Glasgow Declaration"*

RETHINKING TOURISM

- A **cultural change** is needed with a new way of approaching tourism and valuing the destination.
- The **"romanticism" of the journey** can be promoted, encouraging an appreciation of the (decarbonised) journey.
- **Collective transport** (trains, buses) should be optimised and promoted.

TRAIN COMPETITIVENESS

- Air travel is too cheap. **Rail services** are often **deficient** in terms of supply, accessibility, functionality or comfort.
- Need for **regulatory measures** and **increased investment** to support rail competitiveness, decarbonise mobility and stimulate demand for rail services.



Session II: The potential of modal shift in tourist mobility (I)

“Rail has difficulties to dynamise the potential market”

MOBILITY, GENDER AND TOURISM

- There is a lack of **gender-sensitive mobility data**.
- It is more difficult for women to travel and to **travel safely**.

COST AND ACCESSIBILITY

- Rail cannot compete with air travel on price.
- The price of air travel does not internalise the **environmental costs** involved.

INTERMODALITY

- **Inefficient intermodality** in certain municipalities.
- Failure to integrate the bus system with rail or other modes of transport.
- **Lack of capillarity** of rail services in inland areas.

Moderator: Pau Noy, Fundació Mobilitat Sostenible i Segura (FMSS)

Speakers:

- **Asunción Blanco**, Geographer, **Universitat Autònoma de Barcelona (UAB)**. Member of the **TUDISTAR** research group.
- **Martí Sarrate**, Vice President, **Corporate Association of Specialist Travel Agencies (ACAVE)**.
- **Carles Casas**, Director of Strategic and Prospective Planning, **Ferrocarrils de la Generalitat** and President of **Toprail (UIC)**.
- **Joan Carles Salmerón**, Historian, Director of the **Centre d'Estudis del Transport (CET)**.
- **Albert Arias-Sans**, Postdoctoral Researcher at the **URV**. Project coordinator of **Visitmob**

Session II: The potential of modal shift in tourist mobility (II)

“There is a growing interest in tourism products that are much more environmentally friendly, but also much more sustainable in all aspects”

SUSTAINABILITY

- Tourists are looking for **more sustainable, accessible, inclusive travel options** and more information on suppliers.
- Need to **diversify the tourism** that comes to Barcelona through the territory. Consider mobility itself as a tourism vector.
- There are difficulties at national level for regulators to implement measures to **decarbonise mobility** and **modal shift to rail**.
- The **integration of tourist mobility with regular mobility** (services, vehicles) should be explored.
- Importance of thinking not only about how to decarbonise tourist mobility, but also how to **decarbonise institutions**.
- **Redefine tourism quality**: try to use other variables to assess the quality of tourism, apart from economic impact.



- ❑ The **railway** is a **key element** in the **decarbonisation of tourism**.
- ❑ It is necessary to make **tourist visits compatible with care for the environment**.
- ❑ Measures must be promoted to **stimulate demand for rail mobility**.
- ❑ **Revalue existing infrastructures** to **decarbonise mobility** and improve **intermodality**.



Webpage of the event: <https://www.global-ecoforum.org/tourism-mobility-eco-forum-2023/>