

# RENAISSANCE AND NEW TRANSPORT SYSTEMS

10 settembre 2010 - Perugia, Palazzo dei Priori, Sala dei Notari

## Position paper on Mobility issues in historic cities

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### Biographical Summary

#### Abstract

As older more traditional European industries decline and relocate, historic cities have found themselves increasingly reliant upon cultural tourism to support their local economies. The development and promotion of this visitor economy is now widely recognised to be both an economic and a social asset, one that can help build towards local urban regeneration. However, if poorly managed, the increase in tourist numbers can also create substantial city pressures in the form of congestion, pollution and deterioration of the urban fabric particularly within European heritage cities.

In order to establish a competitive and sustainable visitor economy it is important to recognise that the essence of the historic city itself is just as significant as the local attractions. The essence of each city can be considered to be the connection provided by the public space and it is the role of transport and urban planners to maintain this essence. Planners must meet two objectives when designing the infrastructure supply in response to tourism pressures. They should provide an efficient and comfortable system that caters for the needs of all, while also acting to minimize negative externalities, particularly those perceived by local residents during high tourist seasons.

This paper addresses the key challenges in providing sustainable urban transport within historic cities. Acknowledging existing organisational and structural inefficiencies resulting from the poor communication through multi-layered, compartmentalised transport and tourism departments, the paper highlights the key tourism challenges facing today's historic cities before reviewing numerous solutions that sustainable transport and urban planning can provide.



*Steve has worked within academic research, transport consultancies and for a multinational technology provider. The focus of his work has been on urban transport policy and travel behaviour. He has specific interests and expertise in urban technology strategies and in particular smart ticketing and smart media.*

*He is currently Project Co-ordinator the EC Research Project CATCH and undertaking a strategic analysis of future mobility in six Canadian cities, as well as evaluation and baseline research work within CIVITAS+ RENAISSANCE.*

*MRC McLean hazel Ltd is a wholly owned subsidiary of the MMM Group, a Canadian engineering and consultancy company with 2,000 employees throughout Canada, UK, Australia and China. MRCMH has developed the company's work in urban mobility audits and the global city mobility Index. Steve is now based in Edinburgh UK – the move having triggered giving up the family car: follow his experiences on !*

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## Summary of Paper

As older more traditional European industries decline and relocate, historic cities have found themselves increasingly reliant upon cultural tourism to support their local economies. The development and promotion of this visitor economy is now recognised as both an economic and a social asset, one that can help build towards local urban regeneration. However, while the tourist industry does provide a strong stimulus for local economies, the increase in tourist numbers can also create substantial city pressures in the form of congestion, pollution and deterioration of the urban fabric particularly within European heritage cities.

In order to establish a competitive and sustainable visitor economy it is important to recognise that the essence of the historic city itself is just as significant as the local attractions. The essence of each city is the connection provided by the public space and it is the role of transport and urban planners to maintain this essence.

The relationship between transport and tourism has for a long time remained asymmetrical; without transport, tourism could not exist. However, despite the overlapping nature between tourism and transport, there has been limited research conducted on the complex relationship between these two inextricably-linked fields. It is argued that the difficulty in considering the importance of transport networks and infrastructure within tourism development is due to the difficulty in identifying tourism transport as a discrete functional entity in order to conduct analysis and define policies. This issue is exacerbated since despite tourism's obvious potential to create employment and stimulate the local economies of historic European cities, this potential is rarely realised by a single 'holistic' organisation or authority operation. The role instead often falls upon numerous municipal, not-for-profit and commercial enterprises. A consequence of this multi-layered and compartmentalised structure is the fragmentation of tourism strategies and resource allocation which often results in transport provision within historic cities being predominantly supply driven. Availability of transport routes and services often exerts a stronger influence over the volume and type of tourism demand at particular times and places.

In many historic cities across Europe, this form of transport network management is beginning to cause significant problems. Many destinations are now struggling to cope with large amounts of traffic and congestion. Failure to balance resident needs with visitor needs can create additional demand

pressures from tourists and situations resulting in a situations where tourists are forced to compete with residents for limited urban resources, resulting in negative local externalities. Increasing tourist congestion can also alienate local residents, forcing them to avoid some areas altogether, coincidentally turning historic centres into tourist enclaves.

Historic cities are complex living environments faced with conflicting demands upon land use, preservation and enjoyment of the public realm. Planners must meet two objectives when designing the infrastructure supply in response to tourism pressures. They should provide an efficient and comfortable system that caters for the needs of all, while also acting to minimize negative externalities, particularly for local residents during high tourist seasons.

Although every city has its own unique characteristics, there are certain principles which span geography and culture which are fundamental to the success of any city. We call these principles 'The Seven Deadly Wins'. These principles outline the importance of space and connectivity within the city. The movement of both residents and visitors within the city is vital to the city's economy and quality of life for its residents. Seasonal congestion from tourism may encourage visitors to vacation elsewhere, conversely leading to a decrease in economic competitiveness for tourism, as well as a decline in the quality of life for commuters due to increased travel time and an increase in local air pollution. Effective movement of people and goods ensures that the city remains an attractive and convenient place to live in and visit. A city should aim to have efficient connectivity, with the integration of all modes of transport, high quality arrival points for connection within the wider region and a positive approach to management of movement as an essential part of city life. A city should optimise the balance between movement space (roads, railways, busways) and useable public space, enhancing urban vitality, ensuring a better quality of life, economic development and well being.

However, historic cities are facing additional pressures given their reliance upon tourism and dealing with its impacts. The paper reviews 'Seven Deadly Wins' for successful cities and extends these into the context of historic tourist based cities. This is based upon policy evaluation research which is being undertaken as part of the Evaluation programme of the RENAISSANCE Project.

