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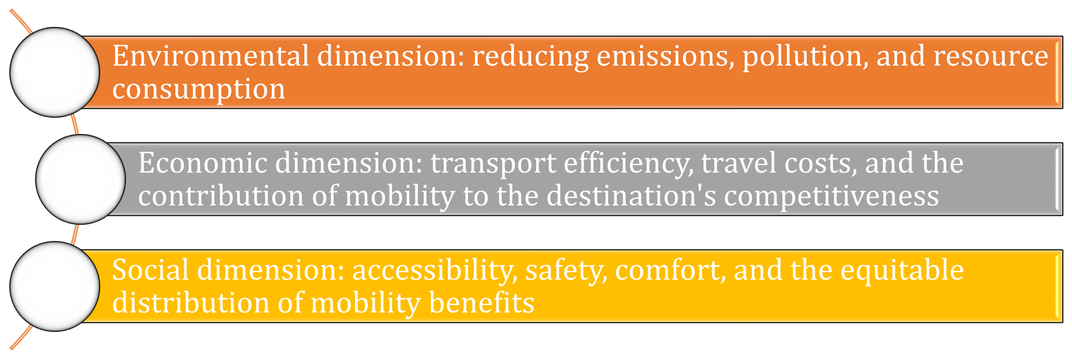
SUSTAINABLE TOURISM AS A MEANS OF REDUCING THE NEGATIVE IMPACT OF TRANSPORTATION: GREEN MOBILITY STRATEGIES AND PROSPECTS FOR IMPLEMENTATION IN TIMIȘOARA

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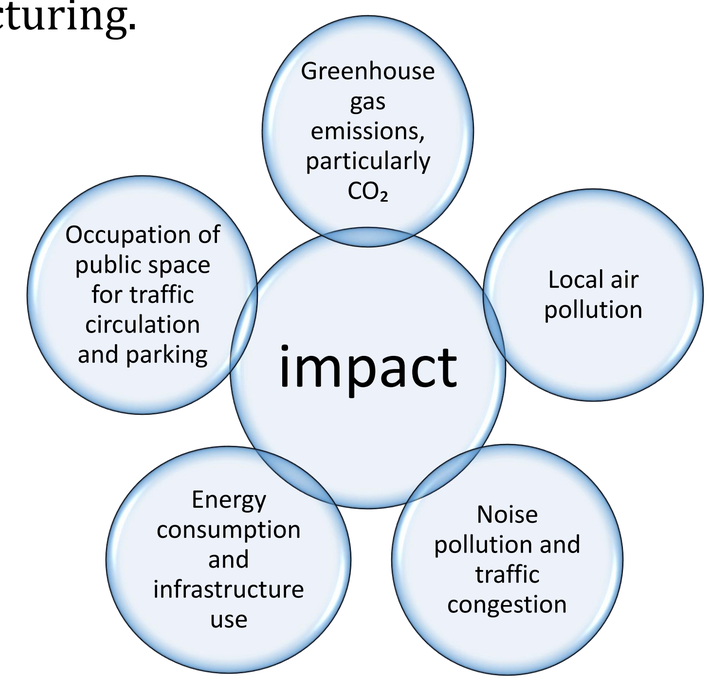
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Abstract: Transportation is one of the major contributors to the environmental impact associated with tourism activities, contributing to greenhouse gas emissions, air and noise pollution, traffic congestion, and the intensive use of urban infrastructure. In this context, the development of sustainable tourism requires the integration of low-emission mobility into destination management strategies, as well as the promotion of alternative modes of transport to private cars. The aim of this paper is to analyze the potential of sustainable mobility solutions to reduce the negative impact of tourist transportation, using the city of Timișoara as a case study. The research seeks to identify the main transport alternatives available to visitors, assess the factors influencing their choice of transportation, and formulate recommendations for integrating green mobility into the development of urban tourism.

- Introduction
- Sustainable tourism involves the development of tourism activities in a way that takes into account their long-term economic, social, and environmental impacts. In the transport sector, this principle can be put into practice by promoting public transport, rail travel, walking, cycling, low-emission vehicles, and better coordination between transport operators and tourism service providers.
- At the urban level, sustainable mobility is particularly important because visitors use the same infrastructure as residents. Choosing private cars for short-distance journeys can increase traffic congestion and place additional pressure on public spaces, while the availability of accessible and well-connected alternatives can contribute to a tourism experience that is less dependent on cars.
- Results and discussions
- Sustainable tourism involves managing resources and the impacts of tourism activities in such a way that economic and social benefits are compatible with environmental protection and the preservation of the quality of life of local communities.
- From a transport perspective, the concept can be analysed through three dimensions (figure 1).
- A sustainable tourism transport system does not solely involve replacing conventional cars with electric vehicles.



- The impact of transport should be analysed across the entire travel chain. For a tourist visiting Timișoara, this may include the journey from their place of residence to the city, the transfer from the railway station or airport, and travel between tourist attractions.
- The main categories of impact are presented in figure 2. It is important to distinguish between direct emissions resulting from vehicle use and emissions associated with energy production or vehicle manufacturing.



Conclusions: Reducing the negative impacts of transport is an important priority for the development of sustainable tourism, as mobility influences both the environmental performance of tourism activities and the accessibility and quality of the visitor experience.
In urban destinations such as Timișoara, the integration of public transport, active mobility, and tourist information can create favourable conditions for reducing dependence on private cars. However, the effectiveness of these measures must be assessed using environmental indicators and by analysing the actual behaviour of visitors.