

**Concerted Innovative approaches, Strategies,  
Solutions and Services  
Improving Mobility and European Tourism**

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## **CONFERENCE PROCEEDINGS**

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## **1. GENERAL INTRODUCTION**

### **1.1 Objectives of the meeting**

The objectives of the CONCERTOUR Intermediate Conference are to:

1. Promote project objectives and intermediate results by providing interested actors with information on emerging tourist segments and prospects of the European tourist market and needs and CONCERTOUR added value
2. Put forward new concepts and proposed solutions for added-value dissemination encouraging co-modality and competitiveness of EU tourism.
3. Bring together different clusters of stakeholders by establishing a continuous and permanent platform to interact and reinforce the network of interested common parties in both transport and tourist sectors for future cooperation and synergies.

The Conference took place at POLIS offices in Brussels on 12<sup>th</sup> December from 9.00 to 12.00.

## 1.2 List of Participants

<b>Speakers by order of intervention</b>		
<b>POLIS</b>	<b>Mr. Sylvain Haon</b>	<i>Executive Director</i>
<b>FIT Consulting</b>	<b>Mr. Massimo Marciani</b>	<i>President</i>
<b>European Commission</b>	<b>Mr. Karsten Krause</b>	<i>DG Research</i>
<b>FIT Consulting</b>	<b>Mrs. Paola Cossu</b>	<i>Director</i>
<b>European Commission</b>	<b>Mr. Massimo Baldinato</b>	<i>Cabinet of Vice President</i>
<b>Ramboll</b>	<b>Mr. François Burhin</b>	<i>Managing Director</i>
<b>European Commission</b>	<b>Mr. Giuseppe Rizzo</b>	<i>DG Energy and Transport</i>
<b>European Commission</b>	<b>Mr. Francesco Ianniello</b>	<i>DG Enterprise</i>
<b>Attendees</b>		
<b>Bureau International du Tourisme Social</b>	<b>Mr. Charles-Etienne Bélanger</b>	<i>Director</i>
<b>Bruxelles Mobilité</b>	<b>Mr. Thierry Duquenne</b>	<i>Chief engineer</i>
<b>East of England European Partnership – Brussels Office</b>	<b>Miss. Amy Williams</b>	<i>Senior European policy officer</i>
<b>European Commission - DG Enterprise</b>	<b>Ms. Judith Estol</b>	<i>Seconded national expert</i>
<b>EU Office of Bavarian Local Authorities</b>	<b>Miss. Mariella Jousten</b>	<i>Assistant</i>
<b>Fédération Belge des exploitants d'Autobus d'Autocars</b>	<b>Mr. Yves Mannaerts</b>	<i>Director</i>
<b>Federturismo Confindustria</b>	<b>Mr. Antonio Barreca</b>	<i>Head of office for European Affairs</i>
<b>Federturismo Confindustria</b>	<b>Miss. Mara Litto</b>	<i>Assistant to the Head of Office</i>
<b>Flemish Department of Foreign Affairs</b>	<b>Mr. Jan Korthoutd</b>	<i>Director Tourism</i>
<b>Flemish Department of Foreign Affairs</b>	<b>Miss. Christel Leys</b>	<i>Policy officer tourism</i>

Hanse Office	<i>Miss. Bea Roettgers</i>	<i>Liaison Officer</i>
International road transport Union	<i>Mr. Rémi Lebeda</i>	<i>Policy officer</i>
Junta de Andalucia	<i>Mr. Pablo Saraza Jimena</i>	<i>Policy officer</i>
London Underground	<i>Mr. Michael O Banjo</i>	<i>Operational Manager</i>
Office of the Region of Istria	<i>Miss. Ruzica Buksa Tezzele</i>	<i>Trainee</i>
Ramboll	<i>Mr. Gildino Tavares</i>	<i>Business Manager</i>
Ramboll	<i>Mrs. Lene Topp</i>	<i>Senior Consultant</i>
Ramboll	<i>Mr. Vassilis Alexandris</i>	<i>Senior consultant</i>
Ramboll	<i>Miss. Eugénie de Naurois</i>	<i>Consultant</i>
Ramboll	<i>Miss. Laura Sanchez</i>	<i>Consultant</i>
Ramboll	<i>Miss. Oana Costachescu</i>	<i>Project Assistant</i>
Regione Emilia-Romagna	<i>Miss Aki Ishiwa</i>	<i>Civil Servant</i>
Regional Development Agency of Slavonija and Baranja	<i>Miss. Ana Pravica</i>	<i>Collaborator</i>
Représentation de l'Île-de-France	<i>Mrs Françoise Guaspere</i>	<i>Manager for Strategic Transport</i>
South Finland EU Office	<i>Miss. Anni Honka</i>	<i>Assistant coordinator</i>
South West UK - Brussels office	<i>Miss. Julieta Chiurtu</i>	<i>Young professional trainee</i>
Tourist Office Ghent	<i>Mr. Erwin Van de Wiele</i>	<i>Director Manager</i>
Unione Camere Lombardia	<i>Miss. Valentina Pinna</i>	<i>Head of Office</i>
Valencian Regional Office	<i>Mr. Gustavo Martinie</i>	<i>Head of Transport &amp; Tourism</i>

## **2. MINUTES**

### **2.1 Welcome**

Mr. Sylvain Haon (POLIS) welcomed the participants. He introduced the aim of the Conference its challenges and the objectives to be met.

### **2.3 General introduction – opening remarks**

Sylvain Haon (POLIS) – Introductory Notes.

- 1) He welcomed the participant and stressed the importance of involving Polis network of European Cities and Regions in the CONCERTOUR project. This liaisons matches with several objectives of the Association and is recommended to be reinforced the communication
- 2) He underlined that there are several areas of common interest POLIS-CONCERTOUR for example the interconnection between distance travel and tourists

He stressed the importance of cooperation between stakeholders. The integration of information on ticketing would help.

Furthermore, the issue of mobility management is going to be looked at.

### **2.4 The work done**

Massimo Marciani (FIT – project coordinator) introduced project objectives and its challenges at EU level.

Project outcomes and expectations have been presented to the audience, as well as the Handbook, a practical guide-tool, which will be available in July 2009 and will point to solutions/best practices, allowing the EC to take decisions towards tourism competitiveness and undertake new research work.

Karsten Krause (EC DG RTD), as CONCERTOUR Project Officer, presented the following main issues:

1. EC challenges : environment, energy, enlargement, globalisation
2. Strong commitment of the EC concerning the EU greenhouse gas emissions
3. Presentation of global transport emissions 1990-2030 from different world regions
4. EU effort to integrate the transport and tourism policies:
  - better understanding of tourism demand and transport supply factors
  - identify options for a greener tourism without any unacceptable loss of comfort

- better communication among stakeholders
5. Presentation of different DG RTD Horizontal Activities
  6. CONCERTOUR Project : expected impact, scope of the project and outcome of this Coordination and Support Action
  7. Opportunities created by the CONCERTOUR project:
    - establishing a sustainable dialogue among stakeholders
    - compilation of research results
    - identifying future research needs

Paola Cossu (FIT – project coordinator) introduced intermediate project results and key findings.

This presentation was mainly based on intermediate project results. In particular, main items presented were:

- Need for innovative tools tailored on new needs
- Importance of harmonising the definitions / presentation of different tourism definitions in the literature
- Presentation of emerging barriers and project approach
- Presentation of tourist segments (destinations and occasions)
- The roadmap and future scenarios

Furthermore some first results on transport challenges and solution have been presented.

Massimo Baldinato's (EC – Cabinet of the Vice President) presentation was mainly based on the following items:

- 1) Tourism is an enormous resource for the EU, for example it increases employment. It deserves all the attention it may receive.
- 2) Enterprises are fundamental in this field: SMEs work especially in this field and should be focused on – focus should be put on DG RTD which works a lot with SMEs.
- 3) Easy and comprehensible words are necessary. The EC is a service for the citizens and it is vital to understand its messages.
- 4) Commissioners have limited resources and need to do more. The Vice President Tajani, Commissioner for Transport, is putting a special focus on Tourism. We should let him know if there are any intermediary deliveries.

- 5) The Cabinet collaborated in a project commissioned by FP6: it is frustrating to see the EC's lack of attention towards results – dissemination is fundamental.
- 6) Regarding air transport:
  - a. There has been a real boom with low cost airlines and the democratization of access.
  - b. EC Single sky competition policy and the “Open sky agreement”.
  - c. A strong pillar now exists on the protection of consumers / protection of passenger rights. A black list of airlines was drafted by the European Commission.
- 7) Regarding urban mobility
  - a. Civitas initiative: ex 15 Million Euro made available to the needs of historic cities.
  - b. Commission will launch an internet portal facilitating electronic ticketing – But to be attractive you have to be reliable
  - c. Support for a number of actions
  - d. Mobility = connecting

Francesco Ianniello (EC- DG ENTERPRISE) gave a very informal speech, informing the audience on the initiatives and projects – promoted by DG Enterprise - which can establish a liaison with CONCERTOUR

- 1) In 2007: the Communication on Competitive Sustainable Tourism was approved. Major initiatives the Unit is working on are:
  - Better coordination with other services in the Commission
  - Tourism is not an isolated field
  - Focus on sustainability: Tourism must be sustainable.
- 2) Some good examples: three regions (Tuscany, Catalonia, PACA) established a network (including 25 regions in Europe) – This network is called NECSTOUR. Actually this network is self funded - and the Regions did not ask for financial support.
- 3) Open days: Tourism day organised by the Committees of Regions and DG Regio.
- 4) The EDEN project – European Destinations of Excellence – is a preparatory action funded by DG Enterprise having as objectives:
  - Highlighting some emerging destinations.
  - Award ceremony during European Forum for Tourism (last one was in Bordeaux).

Selection is not at the European level because it is too difficult to compare.

- It has planned the organization of a competition among young people,.
- New project for 2009: preparatory action for social tourism = youth, seniors and family with needs.

5) Best practices:

- Chèques vacances in France (but too difficult to implement at the European level)
- Insertion action in Spain (ES government supporting finances of seniors' holidays during out of peak seasons. Sends every year approximately 1 Million seniors on holiday.) Spanish government wants to launch the operation at the European level: a European mechanism that can enable exchange of seniors, youth and families in need.
- Develop knowledge on trails along the Iron Curtain (asked by Germany in the EP)

6) Aims:

- Follow-up of the informal ministerial meeting in Bordeaux
- Understand the behaviour of consumers in terms of tourism expectations – survey/euro barometer
- Call for proposal for networks of knowledge: to create a bridge between the academic world and the organization representative of small businesses – TAC = Tourism Advisory Committee.
- Cooperation with DG RTD on Era-net project already exists.

Giuseppe Rizzo (EC – DG TREN) presented the EC Public Consultation Integrated Ticketing for Air and Rail Transport – achieved in 2008.

This presentation was based on the results achieved under the Public Consultation (opened from 4 July to 30 September 2008) as part of existing policy and a renewed political interest.

Main items:

a. 48 high quality answers among a number of specialized operators

b. Preliminary conclusions:

- Many stakeholders will be convinced only upon the results of a specific study
- A win-win (€!) solution has to be found
- Registered luggage is not a priority

- Airport Express services have a great inter-modal potential
  - Integration with local transport already happens in some countries
  - Some success stories already exist and have to be analysed closely
- c. Options for further developments:
- Networking, visiting, comparing, learning!
  - More specific studies (e.g. on real market potential, obstacles, pax priorities & wishes)
  - Working groups
  - Commission communication
  - New program: “Marco Polo for Passengers”
  - Legislation

François Burhin (Rambøll Management Brussels) launched the CONCERTOUR project Award presenting:

- b. Aim of the CONCERTOUR Award:
- Awarding the best innovative passenger transport practice, be it public or private
  - Contributing to facilitating tourists’ accessibility and mobility to a tourism destination
  - Improving tourism competitiveness
- c. Award as such:
- The winner will be awarded his prize by the CONCERTOUR Consortium at the closing CONCERTOUR Conference, September 2009, in Rome.
  - Prospective dissemination of the Best practice on the CONCERTOUR website ([www.concertourproject.eu](http://www.concertourproject.eu))
  - Prospective minimal funding to support the practice
- d. Example of an innovative initiative: The “talking car” in San Francisco: designed for tourists who want an easy way to explore the city, it has a talking “tour guide” built into the dashboard.

## 2.5 Main achievements

### Other remarks from attendees:

- Belgium presidency in second term of 2010: “Carbon for Tourism in Europe” – European Tourism Day will take place. Maybe it will be possible to establish liaisons with this initiative and CONCERTOUR
- Yves Mannaerts (Fédération Belge des exploitants d’Autobus et d’Autocars) stressed that due to the change in the global economic market It is very important to take into account:
  - Inter-modality: this is much too limitative taking into account the original objectives of CONCERTOUR
  - Things should be looked at in a much wider way –including sustainability.
  - Important: to take into account people’s behavior from the beginning to the end – One has to distinguish collective from individual traveling.
- Charles-Etienne Bélanger (BITS): stated that it is vital that the study focuses on needs in transport and tourism of particular segments, such as the youth and the disabled.”

#### General output:

The CONCERTOUR Intermediate Conference was a good occasion to bring together institutional speakers coming from different DGs of the European Commission and thus hear EC’s latest input regarding tourism and transport.

Sharing different points of view with the stakeholders from the audience, identifying policy-driven solutions aiming to contribute to better policies from the EC and point towards future research needs.

It was an opportunity to reinforce the dialogue among stakeholders and communication between the different EC units regarding their activities and latest projects.

The Conference put forward various facts such as: new market segments and new needs are emerging, the importance of harmonizing definitions and terms and the use simple words, the importance of an integrative approach of tourism demand and supply factors, etc.

We remind you of all the available dissemination tools such as:

- The website, [www.concertourproject.eu](http://www.concertourproject.eu) where you may find all the news about the project and interact through the online forum. We encourage you to equally register so as to become a member of the Community.
- The information e-mail address, [info@concertourproject.eu](mailto:info@concertourproject.eu), whether you may send your questions and comments.
- The Declaration of interest which you may sign and send back to us via post or e-mail. You may download it from the website.

