CONCERTOUR

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

DELIVERABLE n. 1.1
Project Presentation

DISSEMINATION LEVEL: PUBLIC

Grant Agreement n. TCS7-GA-2007-213372
Coordination and Support Action

Project Funded by:

European Commission Research Directorate General

Workpackage n. 1

Version Final

Date of preparation 31/01/2008

CONCERTOUR Consortium ©

DOCUMENT CONTROL SHEET

Project	**CONCERTOUR** - Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism
Grant Agreement n.	TCS7-GA-2007-213372
Document Title	Deliverable 1.1 – Project Presentation
Nature	R : Report
Available languages	E : English
Dissemination level	P: Public
Version	Final
Date	31/01/2008
Number of pages	16+cover
Archive name	Deliverable1.1
Authors	Flavia Buiarelli – FIT
Contributors	Massimo Marciani and Giorgia Facchini
Revision	Paola Cossu - FIT
Keywords	Identity card, details, consortium, objectives, agenda

TABLE OF CONTENT

0. EXECUTIVE SUMMARY 3

1. CONCERTOUR CONSORTIUM 4

2. PROPOSAL INFORMATION 6

2.1 Proposal main figures 6

3. PROJECT INFORMATION 7

3.1 Project identity card 7

3.2 Contact Details 7

3.3 Official Logos 8

4. THE CONCEPT 9

5. OBJECTIVES 10

5.1 Overall Objective 10

5.2 Specific Objectives 10

6. PROJECT STRUCTURE 11

6.1 Project Work plan 11

6.2 The CONCERTOUR Community 14

6.3 Concerted Actions and Agenda 16

6.4 How to get information on CONCERTOUR Project 16

0. EXECUTIVE SUMMARY

This document, issued at early project stage (month 1), aims at giving an overview on the CONCERTOUR Project "Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism" - Grant Agreement n. TCS7-GA-2007-213372.

The reader will be provided of relevant information regarding the project objectives, tools, expected results, vision and approaches. In particular it will be underlined how the project activities will bring the Consortium to reach the main objective, "the development of new concepts to reduce the adverse impact of the transport system on European tourism". The project has many activities organized in different Work Packages. A clear link between the objectives and the 6 Work Packages will be established.

Furthermore the already planned agenda of CONCERTOUR public events and workshops as well as dissemination tools and channels will be provided in order to guide the reader along the project lifetime.

Keywords:

Tourism, mobility, accessibility, networking, community, Handbook, Action Plan.

1. CONCERTOUR CONSORTIUM

The CONCERTOUR Consortium is a complementary mix of experienced consultancies and research institutes, build on top of previous European transport and Tourism research activities.

The Consortium brings together well known specialists-experts in transport and tourism policies and economics, mobility management, tourism market services and extensive surveys, management and risk assessment/evaluation in order to delivery a competitive approach to the research issue.

Furthermore the international character of the Consortium is a fundamental added value: CONCERTOUR includes five partners from five different EU Countries (Belgium, France, Greece, Italy and Portugal) one from a New Accession Country (Romania) and one from EFTA Countries (Norway).

Beneficiary n°	Beneficiary full name	Beneficiary short name	Country	Partner Logo
1	FIT Consulting srl	FIT	Italy	
2	TIS.pt – Transportes, Inovaçao e Sistemas, S.A.	TIS	Portugal	
3	The Institute of Transport Economics - Transportøkonomisk institutt	TOI	Norway	
4	National Technical University of Athens	NTUA	Greece	
5	Rambøll Management Brussels S .A.	RAMB	Belgium	
6	Impact Consulting srl	IMPACT	Romania	
7	Institut National de Recherche sur les Transports et leur Sécurité	INRETS	France	

2. PROPOSAL INFORMATION

2.1 Proposal main figures

- Proposal Number: 213372
- Call identifier: FP7-TPT-2007-RDT-1
- Relevant Activity Code: TPT-2007-0.0-03
- Keywords: Transport, Tourism, Competitiveness, Co-modality, Integration, Networking, Concertation, Support, Accessibility
- Acronym: CONCERTOUR
- Title: Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism

3. PROJECT INFORMATION

3.1 Project identity card

- Project Title: *Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism*
- Project Acronym: *CONCERTOUR*
- Grant Agreement: *TCS7-GA-2007-213372*
- Funding Scheme: *Support Action*
- Starting Date: *1st January 2008*
- Duration: *21 months*
- Total EC Funding: *€ 652,199.00*
- EC Funding Rate: *100%*

3.2 Contact Details

Project Coordinator details

- Name: Paola Cossu
- Organisation: FIT Consulting srl
- Address: Via Lavinio, 15 - 00183 Rome (Italy)
- Phone: +39 06 77591430
- Fax: +39 06 77250649
- Email: cossu@fitconsulting.it

3.3 Official Logos

CONCERTOUR

7th Framework Programme

4. THE CONCEPT

Tourism sector is a key driver of economic growth and employment and has a fundamental role in matching the Lisbon Strategy objectives: making the EU more competitive and dynamic economy.

The overall project objective is to propose new concepts guiding tourists through "the stages of whole travel itinerary" and to support EU policies in improving tourism competitiveness, considering emerging needs and tourism demand by acting on main aspects affecting tourism market (e.g. intermodality, information, ticketing).

In CONCERTOUR tourism market and transport supply are considered as integrated environment, starting from the assumption that the local community is key to successful tourism destination as they are guardians of the local resources and provide the service for paying guests. As a matter of fact, tourism opportunities will be enhanced through transport supply and transport sector will be conceived as a tool for tourists, cities and citizens, tourist sights and stakeholders and policy makers.

The project focuses on transport as lever/opportunity and not as barrier to sustainable development and competitiveness, taking in consideration relevant key factors such as improvement of socio-economic benefits, sites attractiveness, reduction of adverse environmental/social impacts, guarantee fair/equal access to tourism for all.

CONCERTOUR is an Horizontal Activity (Support Action) aiming at creating synergies between transport research and tourism services in Europe, improving competitiveness and encouraging co-modality.

The project will identify policy driven solutions to remove barriers, creating the conditions for added value transport services provision (e.g. institutions/instruments facilitating co-ordination between governmental departments in the planning phase, tourism travel plans, pricing policies and technical standardisation) and addressing negative impacts from light volumes of tourism flows in areas where the provision of local infrastructures is not (eventually) satisfactory (i.e. airports serving low cost flight in remote areas).

5. OBJECTIVES

5.1 Main Project Objective

CONCERTOUR aims at "developing new concepts to reduce the adverse impact of the transport system on European tourism (e.g. waiting time for check-in, baggage handling, administrative checks, …) via an integrated and co-modal approach, taking into consideration the specific needs of travellers, individually, or in groups, and tour operators, as well as the socio-economic and environmental input on regions and cities affected".

5.2 Targeted project goals

In order to attend the aforementioned objective, CONCERTOUR Project focuses in particular on three main goals. These specific issues will be matched thanks to many tools that the CONCERTOUR Consortium will build up, as results of the Work Packages and related activities.

Objective 1

Undertake a state of the art review on transport factors affecting European tourism competitiveness with a scope to identify main gaps between tourism and transport sector.

Objective 2

Set up practical tool supporting stakeholders in implementing sustainable tourism policies in Europe leading to alternatives on how gaps, and bottlenecks can be improved by new services (respect to emerging needs and behaviour) with a view to maximise user benefits and providers' efficiency.

Objective 3

Set up the CONCERTOUR Community which aims is to stimulate exchange of information between the research community and stakeholders (from both public and private sectors) and especially among stakeholders themselves, by creating a stable interface, and converge research results from different DG's of the EC.

6. PROJECT STRUCTURE

6.1 Project Work plan

The project is planned along 21 months duration and it is organised into six work-packages and dedicated tasks. CONCERTOUR work plan is structured into one management activity (WP1) and five supporting activities, called Work Packages (WP, WP2 to WP6).

Each Work Package is made up of tasks clearly identifying milestones resulting in one or more outcomes (deliverables, progress reports, tools or other). The tasks will be carried on by the Consortium members and every WP is under the responsibility of one of them, as showed in the table below.

Each WP is conceived to create tools which will contribute to the main project results, the Handbook and the Action Plan. The search results and the tools are directly related with the three objectives of CONCERTOUR Project.

Work Package 1: Project Management – Lead beneficiary: FIT (IT)

The main objectives of this WP are to coordinate the CONCERTOUR Project in every activity and to ensure project quality completion concerning budget and timing as well as technical aspects. The WP includes overall co-ordination, progress monitoring, identification of difficulties, making corrective actions and updating of work plan.

Work Package 2: Setting the scene - Lead beneficiary: NTUA (GR)

The WP2 includes as a first point a diagnostic phase which main output, the state of the art review, will allow the Consortium to set a methodological framework and to select the case studies. The case studies will be designed to bridge specific knowledge gaps identified in the diagnostic phase and through consultation with stakeholders, as well as to transfer results of good practice.

Work Package 3: Emerging needs of tourism segments - Lead beneficiary: INRETS (FR)

The aim of this WP is the identification of European tourism segments, their mobility's attitude and the needs in terms of transport facilities (service, information, guidance, intermodality) in order to integrate as much as possible tourism demand and transport supply and a effective control tourism flows, especially in historical cities and special/large events.

Work Package 4: Measures to increase tourism competitiveness in Europe - Lead beneficiary: TIS (PT)

WP4 focuses on identifying and assessing transport concepts and solutions with potential added value in terms of the contribution to the enhancement of tourism competitiveness in the EU. A central issue is to understand how transport co-modality can be achieved in order to enhance the sustainable competitiveness of tourism in the EU, making more attractive access and mobility in the tourism destination.

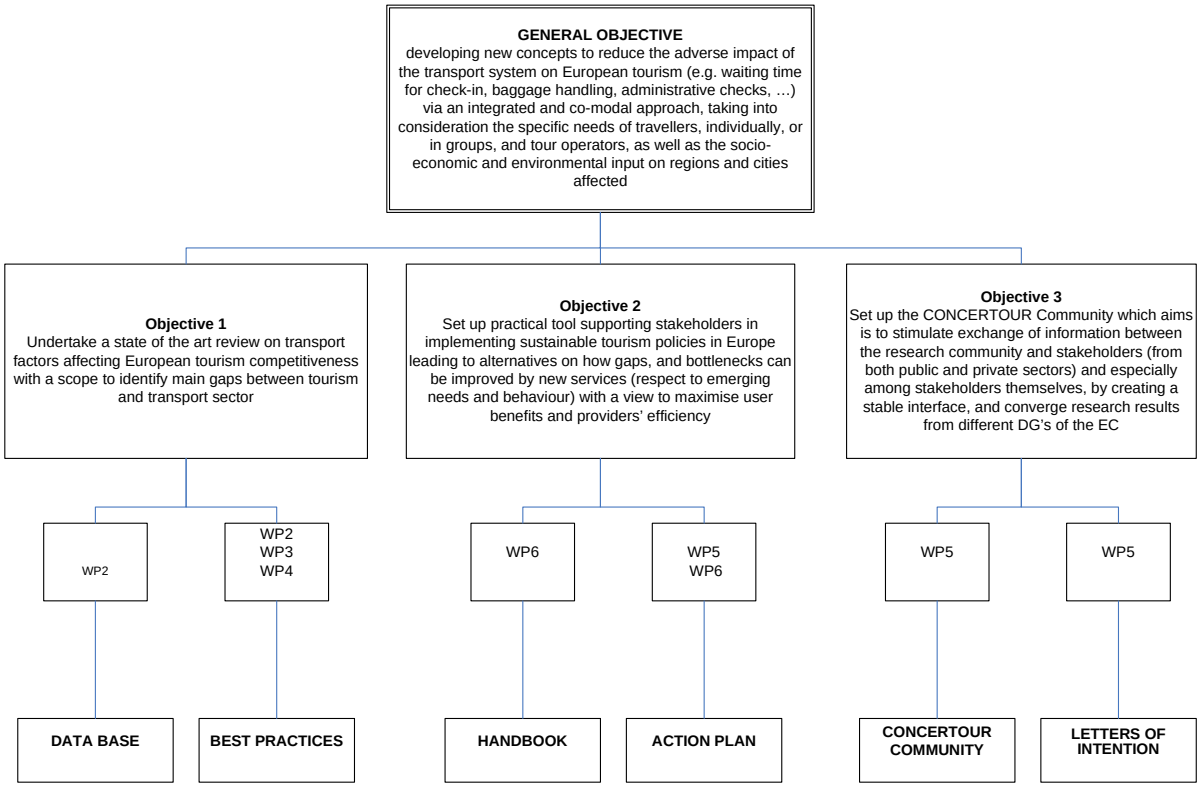
Work Package 5: Interaction with stakeholders - Lead beneficiary: RAMBOLL (BE)

WP5 aims at managing the continuous interaction between CONCERTOUR and stakeholders as well as the dissemination of findings and recommendations. This will be achieved in particular by the creation of the *CONCERTOUR Community*, that includes stakeholders both from tourism and transport sectors and representatives from each Member State. The *CONCERTOUR Community* will be continuously involved, especially regarding the best practices elicitation for the **Best Tourism Transport and Accessibility Practices Award** and will – probably – evolve in a Network of Excellence at completion of project lifetime.

Work Package 6: Action Plan and policy implications - Lead beneficiary: FIT (IT)

This WP will provide EC and relevant stakeholders with the main CONCERTOUR tools, the Handbook and the Action plan. The first one is a catalogue of the integrated innovative solutions to remove potential barriers to tourism competitiveness, while the Action plan is a supporting document which will provide recommendation (at different levels, such as local, regional, National, EU, non EU) for best practices promotion and transferability or for new research framework.

CONCERTOUR Objectives chart and outputs



6.2 The CONCERTOUR Community

The added value of CONCERTOUR Project is the active and actual involvement of stakeholders and relevant public actors from both transport and tourism sectors. As mentioned before, the WP5 particularly concerns this important aspect of the Project.

The relevant actors will be involved by several synergic activities planned in order to create a networking community of public and private organisation having a strong interest in the improvement of tourism, transport and mobility resulting in more efficient system.

The main outputs of the actors' involvement are at research level and at dissemination level. It means that the Consortium will take advantage of the stakeholders expertise in the research stage and will take into account the stakeholders' positions and requests. Furthermore, the relevant actors' implication will also be important to widely disseminate the projects results.

Relevant public and private actors will be carefully selected in order to represent tourism and transport sectors properly. As example the following cross-cutting table list will be used to cluster CONCERTOUR stakeholders in tourism and transport sector:

CONCERTOUR stakeholders (clusters)

Cluster	Role	Key stakeholders in Tourism
A	Policy makers (EU, National, Local), destination management, and quality control	ECDGs, Relevant European bodies (e.g. ECMT), national, regional and local administrations (including destination managers); Quality and certification authorities (CEN); Control services; Environmental Organisations.
B	Suppliers of tourist sector	Accommodation sector; Catering sector, Leisure sector; Conference sector; Tourist Guide services; Secondary suppliers; Transport sector.
C	Commercial Intermediaries in Tourism	Tour Operators; Information intermediaries (e.g. Internet)
D	Training Suppliers	Higher Education (including specialised tourism colleges and research institutes); Vocational training organisations.
E	Guests	Consumer Organisations
F	Host population	Local citizens' associations and interest groups
Cluster	**Role**	**Key stakeholders in Transport**
G	Policy makers (EU, National, Local)	ECDGs, Relevant European bodies, national, regional and local administrations Quality and certification authorities (CEN); Control services;
H	Destination managers	Airports managers, Train stations managers, Ports managers
I	Transport companies	Airlines companies, European and National railways companies, ferry companies
L	Local transport companies	Local buses companies, local railways companies
M	Guests	Consumer Organisations, Environmental Organisations.
N	Host population	Local citizens' associations and interest groups

It should be emphasized that the stakeholders implication will be carried on through:

- the *CONCERTOUR Community*, for the establishment of a day to day interaction and concertation;
- the organisation of three workshops, in which the expertise and position of relevant actors will be analysed for the individuation of the best practises;
- the creation of a **Best Tourism Transport and Mobility Practices Award**;
- the organisation of two main conferences, during one of which the Award ceremony will take place.

6.3 Concerted Actions and Agenda

The following table will give a precise overview of the main events and publications foreseen by the CONCERTOUR Consortium in which *CONCERTOUR Community* will be mainly involved.

CONCERTOUR Public Interest Events Agenda

Type of Event	Issue Date	Audience type
Workshop n.1	February 2008	Clusters A, C, D, G, H, I
Public Conference, Rome	December 2008	*Full CONCERTOUR Community*
Workshop n.2	December 2008	Clusters A, B, C, D, E, F, G, H, I, L, M, N
Workshop n.3	July 2009	Clusters A, B, C, F, G, H, I, L
Final Conference – Award Ceremony, Brussels	September 2009	*Full CONCERTOUR Community*

6.4 How to be informed on CONCERTOUR

CONCERTOUR newsroom and media channels

Media Used	Issue date	Audience Type
Project website	February 2008	Public Interest
Project Brochure	February 2008	Public Interest
e-Newsletter – issue 1	February 2008	*Full CONCERTOUR Community*
Proceedings Workshop n.1	March 2008	*Full CONCERTOUR Community*
e-Newsletter – issue 2	June 2008	*Full CONCERTOUR Community*
e-Newsletter – issue 3	September 2008	*Full CONCERTOUR Community*
e-Newsletter – issue 4	December 2008	*Full CONCERTOUR Community*
Press Release	December 2008	Public Interest
Conference Proceedings 1	December 2008	Public Interest
Proceedings Workshop n.2	January 2009	*Full CONCERTOUR Community*
e-Newsletter – issue 5	March 2009	*Full CONCERTOUR Community*
e-Newsletter – issue 6	June 2009	*Full CONCERTOUR Community*
Proceedings Workshop n.3	August 2009	*Full CONCERTOUR Community*
e-Newsletter – issue 7	September 2009	*Full CONCERTOUR Community*
Press Release	September 2009	Public Interest
Conference Proceedings 2	September 2009	Public Interest