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0. EXECUTIVE SUMMARY

The CONCERTOUR Project “Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism” - Grant Agreement n. TCS7-GA-2007-213372 is funded by the European Commission DG RTD.

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”.

In order to attend the aforementioned objective, the CONCERTOUR project focuses in particular on three main goals. The latter have been achieved thanks to the practical tools and solutions that the CONCERTOUR Consortium has produced along project activities, namely:

1. A state of the art review on transport measures affecting European tourism competitiveness with a scope to identify main gaps between tourism and transport sectors.
2. Setting up a 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.
3. Setting up the CONCERTOUR Community whose aim is to stimulate the 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 DGs of the EC.

In this document the reader will be provided with relevant information regarding the project dissemination and communication strategy, exploitation of achieved results, vision and approaches. Following a brief introduction, the CONCERTOUR Community and stakeholders involvement (Chapter 2) will be described. Then The CONCERTOUR Dissemination strategy: tools and channels (Chapter 3) will be further analysed before an explanation is provided on the Contribution of the CONCERTOUR experience to stakeholders in the enhancement of the European tourism (Chapter 4). The next two chapters will focus on the Dissemination of the final project outputs and the follow-up of CONCERTOUR (Chapter 5) and the Main conclusions and exploitation plan (Chapter 6). Finally the Consortium Dissemination Plans (Chapter 7) have been collated.

1. Introduction

1.1 The aim of the CONCERTOUR project

The main aim of the CONCERTOUR project is to “develop new concepts to reduce the adverse impact of the transport system on European tourism (e.g. baggage handling, waiting time for check in, etc.) via an integrated and co-modal approach, taking into consideration not only the specific needs of travellers, individually or in groups, and tour operators but also the socio-economic and environmental input on regions and cities affected”.

More specifically, the CONCERTOUR project focuses on three main goals. The first one is to undertake a state of the art review on transport factors affecting European tourism competitiveness with a scope to identify main gaps between the tourism and transport sectors. The second one is to set up a practical tool to support stakeholders in implementing sustainable tourism policies in Europe. This may in turn lead to the third one i.e. alternative solutions on how gaps and bottlenecks may be improved with new services based on emerging needs and behaviours, with the ultimate aim of maximising user benefits and providers' efficiency.

1.2 Scope of this document

This report aims to describe in detail the actions taken under the Work Package 5 (hereinafter WP5). The latter aim, primarily, to guarantee an effective and continuous interaction between CONCERTOUR and tourism and transport stakeholders. Second, they aim to develop project outcomes starting from tourism and transport needs and requirements and finally to disseminate actions carried out so as to promote the project results and recommendations to the audience.

The WP5 leader, Ramboll Management supported by all other partners, coordinated this horizontal task throughout the project's duration.

Efforts were made through day-to-day synergies with the CONCERTOUR Community that continuously evolved. Stemming from this, the adequate measures were undertaken to obtain maximum benefit from their involvement and spread the achieved results to a targeted audience.

The WP5 culminated in the Final Conference where Sustainable European Tourism, Transport and Mobility initiatives in Europe were awarded.

2. The CONCERTOUR Community and stakeholders involvement

2.1 The CONCERTOUR Community: objectives and achieved results

CONCERTOUR stands on the principle “Starting from the stakeholders’ needs”.

This implied a concrete and active involvement of stakeholders from both transport and tourism sectors and the WP5 had as its main objective the achievement of this critical success factor.

The Community was established at the early stage of the project with the following start-up actions (first 3 project months):

- 1) setting up a structured database according to specific segments of stakeholders
- 2) setting up of the web site including interactive tools (e.g. Forum)
- 3) direct contact with relevant key associations/organisations at EU level for each stakeholder segment (e.g. POLIS, UITP, HOTREC, ECMT, WTO, BITS, etc. The full list is annexed to this document)
- 4) collection of letters of interest
- 5) organisation of the first workshop

The main project outputs were developed after having consulted the stakeholders and asked them to provide their opinions as input and / or as final validation of the project outcomes.

In addition to the evidence of the interest showed by the interested key actors during the workshops, a letter of interest was communicated to the stakeholders who, by signing it, demonstrated a concrete commitment to the project.

A total of 10 signed Letters of interest were collected from the following stakeholders (top level contacts):

- Matrex Oy, Finland (Mr Tapani Säarkä, Managing Director)
- International Road Transport Union (IRU), Brussels (Mr Oleg Kambarski, Head Passenger Transport)
- Centre for Fine Arts Bozar, Brussels (Miss Leen Gysen)
- Brussels Mobility (AED), Brussels (Mr Pierre Schmitz, First engineer)
- Municipality of Perugia, Italy (Mr Antonello Chianella, Deputy Major in Transport and Mobility)

- Municipality of Perugia, Italy (Mr Ilio Liberati, Deputy Major in Tourism)
- Polis, Brussels (Mr Sylvain Haon, Executive Director)
- Flemish department of Foreign Affairs, Belgium (Mr Jan Korthoutd, Director/Advisor Tourism)
- Flemish Department of Foreign Affairs, Belgium (Miss Christel Leys, Policy officer Tourism)
- Environmental Protection Agency of the Sicily Region – ARPA – Italy (Mr Sergio Marino, General Manager)

Added to the 10 signatures received, CONCERTOUR has cooperated and created links with more than 3000 stakeholders, as presented in Table 1 below.

Table 1 - CONCERTOUR stakeholders (clusters)

Cluster	Role	Key stakeholders in Tourism	Number of stakeholders involved (from the database)
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.	232
B	Suppliers of tourist sector	Accommodation sector; Catering sector, Leisure sector; Conference sector; Tourist Guide services; Secondary suppliers; Transport sector.	198
C	Commercial Intermediaries in Tourism	Tour Operators; Information intermediaries (e.g. Internet)	213
D	Training Suppliers	Higher Education (including specialised tourism colleges and research institutes); Vocational training organisations.	84
E	Guests	Consumer Organisations	31
F	Host population	Local citizens' associations and interest groups	51
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;	919
H	Destination managers	Airport managers, Train stations managers, Port managers	13
I	Transport companies	Airline companies, European and National railways companies, ferry companies	174
L	Local transport companies	Local bus companies, local railways companies	667
M	Guests	Consumer Organisations, Environmental Organisations.	47
N	Host population	Local citizens' associations and interest groups	398

2.2 The continuous networking activities

Networking activities have been undertaken throughout the project lifetime but with the aim of making them effective also after the project completion.

A continuous interaction with a number of individuals and initiatives, listed below, are only some examples in which CONCERTOUR played its role of platform for supporting the EC in the improvement of competitiveness of the EU Tourism throughout a better accessibility at destinations. This was mainly the role of the CONCERTOUR Community.

- EC international initiatives
- The sponsorship of the CIVITAS FORUM in Bologna (having an attendance of more than 500 people dealing with transport and sustainable cities in Europe)
- Regular liaisons with relevant networks and projects (e.g. TTRA, POLIS, Eurochambers, relevant projects – EDEN – CIVITAS, TSG, etc)
- the Award,
- Other activities aimed at facilitating the dialogue and concertation among stakeholders and among different Directorates of the European Commission (i.e. ENTER, TREN, RTD, REGIO, etc)
- The continuous contacts with the Commissioner for Transport Cabinet (Vice President Tajani)
- The thematic workshops

The networking activities have thus targeted a very large high profile audience within the tourism and transport sectors.

Within the tourism sector first, were contacted:

- Policy makers at EU, national and local level dealing with 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
- Suppliers of the tourist sector (Accommodation sector; Catering sector, Leisure sector; Conference sector; Tourist Guide services; Secondary supplier),

- Commercial Intermediaries in Tourism Tour Operators
- Information intermediaries (e.g. Internet),
- Training Suppliers (Higher Education including specialised tourism colleges and research institutes; Vocational training organisations)
- Guests (Consumer Organisations)
- The host population (Local citizens' associations and interest groups)

Second, with the transport sector were targeted:

- Policy makers at EU, national and local level
- Destination managers (Airports managers, Train stations managers, Ports managers)
- Transport companies (Airlines companies, European and National railways companies, ferry companies, Local transport companies)
- Guests (Consumer Organisations, Environmental Organisations)
- The host population (Local citizens' associations and interest groups).

The Final Conference in Rome was the occasion where the Consortium expressed officially its willingness to continue and strengthen networking activities – having achieved and established a stable, consolidated and effective platform as first example of place where local problems in terms of accessibility at tourist level can have voice and become opportunities for improvement and where good practices could really known, validated and replicated at EU level saving and better using several resources of both European Commission and local / central authorities.

2.3 The thematic workshops

The CONCERTOUR stakeholders have had the opportunity to interact amongst each others and with the Consortium at dedicated Workshops where their representatives had a seat.

The three technical workshops – held during the project lifetime and having different aims - were organised so as to set up the Community starting from a well related audience, and achieve a common understanding on the problems/barriers/solutions, and at the same time validating project outcomes in order to provide to the Commission recommendations and tools validated not only by experts but also by the “real world” actors in both tourism and transport.

2.3.1 The first workshop (6th June 2008 in Brussels)

It was dedicated to set up the CONCERTOUR Community.

More specifically its objectives were:

- a. to establish contacts and relationships with relevant actors
- b. to be familiar with project objectives and share the vision with the stakeholders
- c. validate the state of the art review and collect good example in Europe tourist destinations from the participants

The Workshop proceedings are available on the Web Site (www.concertourproject.eu).

The list of attendees found below in Table 2.

Table 2 – Workshop 1 : the stakeholders

Organisation Name	Name of the representative	Role
PLANET Plc	Mr. Peter LANE	Expert in Sustainable Tourism
NHTV Centre for Sustainable Tourism and Transport	Mr Paul PEETERS	Associate Professor
Tourism Board of Flanders	Mr. Griet GEUDENS	Manager for Sustainable Tourism
ECC – European Cruise Council	Mr. Tim MARKING	Manager
KU Leuven – Catholic University of Tourism	Mrs. Dominique VANNESTE	Associate Professor
BITC – Brussels International Tourism and Congress	Mr. André VRIJDAGH	Director
FBAA – Fédération Belge des exploitants d'Autobus d'Autocars	Mr. Yves MAANERTS	Director
ECF – European Cyclist Federation	Mr. B. W. ENSINK	Secretary General
Sylvae Tours	Mr. Marc VAN DEN BOSSCHE	Manager
Ministry of Tourism (Greece)	Mr. Athanasios PANOPOULOS	Consultant
Touriscopie	Mrs. Josette SICSIC	Consultant
Bath and North East Somerset Council	Mrs. Joy JEFFERYS	Manager for Strategic Transport Projects
Brussels Mobility	Mr. Pierre SCHMITZ	First Engineer
Carristur	Mr. Antonio SILVA	Director
IRU – International Road transport Union	Mr. Rémi LEBEDA	Coach and Taxi Expert
BITS – Bureau International du Tourisme Social	Mr. Charles-Etienne BELANGER	Director
ICOMOS Belgique	Mr. Patrice GAUTIER	Member of the Board of Directors

Figure 1-2 – The Thematic Workshop 1 - Brussels



2.3.2 The second workshop (22nd January 2009 in Brussels)

This Workshop was aimed at validating – consulting the stakeholders - the results achieved in terms of emerging needs of tourist segments (WP3) and the related measures to increase tourism competitiveness in Europe (WP4). Inputs were gathered from stakeholders concerning the presented results on the identification of the most relevant tourism segments (in terms of demographics and socioeconomics) and classification of the most important tourism product categories (types of destinations and special occasions) in the EU/EFTA zone. Moreover information was gathered in response to WP4 intermediate results on the identification and assessment of transport concepts and solutions contributing to the enhancement of tourism competitiveness in EU. Regarding WP4, the goal was to perform a

validation/ classification of the different solutions that were identified, which largely result from previous transport projects and as such are already validated from that perspective. In terms of emerging issues, the workshop raised awareness on the conclusions concerning the barriers and strength that European tourism may face in terms of pointing solutions to enhance competitiveness in European Tourism.

The Workshop 2 proceedings are available on the Web Site (www.concertourproject.eu).

The list of attendees found below in Table 3.

Table 3 – Workshop 2 stakeholders

Organisation Name	Name of the representative	Role
ECC – European Cruise Council	Mr. Tim Marking	Manager
South West UK Brussels Office	Miss. Julieta Chiurtu	Young Professional Scheme Trainee
Fundacion Comunidad Valenciana Region Europea (FCVRE)	Miss Raquel Guardiola Sanchez	Technique of “Tourist Info” Brussels
Hanse-Office	Ms. Bea Roettgers	Policy Manager
South Finland EU- Office	Miss Anni Honka	Assistant
FBAA	Mr. Yves Mannaerts	Director
ACFCI –Assemblée Française des Chambres de Commerce et d’Industrie	Miss Camille le Borgne	EU Advisor
Unionecamere Lombardia	Miss. Valentina Pinna	Head of Office
International Hainaut Tourisme	Mr. Cédric Vandervaeren	Manager
London Underground	Mr. Michael O Banjo	Operational Manager
Office of the Region of Istria	Miss. Ruzica Buksa Tezzele	Trainee

2.3.3 The third Workshop (24th April 2009 in Rotterdam)

The 3rd CONCERTOUR Workshop was dedicated to the validation – carried out with the consultation with a selected group of experts (Academic, users’ association, PT operator, etc) - of the project achievements to be applied as input in the Action Plan and the Handbook. More in detail the validation was related to:

- The consolidation of the list of tourist emerging needs in terms of accessibility (achieved under WP3) related with challenges and transport solutions (achieved under WP4);
- The consolidation of the list of questions to be addressed to 20 major associations (the list is annexed) at EU level throughout the Position Papers for the Action Plan
- The consolidation of the Best practices elicitation as input for the Handbook as well as for the selection of the 6 case studies
- The validation by the group of experts and the consortium as valuable initiatives having an impact not only on tourism accessibility but also in terms of city attractiveness and economic/social development.

The workshop was chaired by Professor Willem Proper, Professor at the NHTV Centre for Sustainable Tourism and Transport.

The Workshop 3 proceedings are available on the Web Site (www.concertourproject.eu).

The list of attendees found below in Table 4 followed by the list of Associations at EU level to be contacted for the Position Papers in Table 5.

Table 4 – Workshop 3: the experts’ panel consulted

Restricted panel of expert invited for the final validation		
Mr. Jan Willem Proper	NHTV Centre for Sustainable Tourism and Transport	Professor
Mr. Paul Peeters	NHTV Centre for Sustainable Tourism and Transport	Associate Professor
Mr. Michael O Banjo	London Underground	Manager
Mr Jasper Knockaert	European Passengers’ Federation (EPF)	Head of Office

Table 5 – List of Associations at EU level to be contacted for the Position Papers

ID CODE	Name of organization	Role of the contact	Web site
01	HOTREC	President	www.hotrec.eu
02	ECTAA (European Travel Agents Associations)	secretary general	http://www.ectaa.org/
03	ETOA (European Travel Agents Association)	Head of Transport	http://www.etoa.org/
04	UNIFE (European Rail Industry)	Public Affairs Manager	http://www.unife.org/
05	ECAS (European Citizen Association)	Director	http://www.ecas.org/
06	EEA (European Environmental Agency)	Project manager - Transport and environment	http://www.eea.europa.eu/
07	ECC (European Cruise Council)	Secretary	http://www.europeancruisecouncil.com/
08	ERA (European Regions Airlines Association)	Adviser, Air Transport Policy	http://www.eraa.org
09	IATA	Manager	www.iata.org
10	ETAG (European Travel & Tourism Action Group)	Vice Chariman	http://www.etag-euro.org/
11	IRU (International Road Transport Union) coach/taxi	Coach and Taxi expert	http://www.iru.org
12	EUROCHAMBERS	Secretary General	http://www.eurochambres.be
13	POLIS	Director	http://www.polis-online.org/
14	European Federation For Transport and Environment	Secretary	http://www.transportenvironment.org/
15	BITS (Bureau Internationale du Tourisme Social)	Director	http://www.bits-int.org
16	UITP	Senior Director	www.uitp.org
17	EUCC (coastal and Marine Union)		www.eucc.net
18	WTO (World Tourism Organisation)	Director of Sustainable Development of Tourism for WTO	http://www.world-tourism.org
19	EPF (European Passengers Federation)	Responsible	www.treintrambus.be
20	CAST Network - ASSEMBLÉE DES CHAMBRES FRANCAISES DE COMMERCE ET D'INDUSTRIE	Chargée de mission / Advisor	

Figure 3-4 – The Workshop 3 in Rotterdam



2.4 The CONCERTOUR Award

The Best Practice (BP) elicitation process undertaken intended to provide a well structured and organised catalogue of the collected success stories in the field and a preliminary list of required inputs for the project Handbook.

Out of the 131 good practices all over the Europe, six initiatives (Case Studies) were selected as relevant to reduce barriers to tourist destination accessibility and, for this reason, awarded by the project during the Final Conference. The representatives of the winning cases were all invited to present their initiatives and receive their award in person during the Final Conference held in Rome, 25th September 2009.

The 6 awarded Case Studies are the following:

- Tourism at Black Sea - Constanta (Romania) and Dobrich (Bulgaria) - Constanta Municipality

The Project of Tourism at Black Sea is a crossborder cooperation project that was implemented between the cities of Constanta (Romania) and Dobrich (Bulgaria). An association aiming to develop the regional cooperation in tourism and related transport was set up by the partners (Mamaia Entrepreneurs Association, The Chamber of Commerce, Industry, Agriculture and Navigation Constanta, TUI international tour operator, Mamaia and Eforie Municipalities, the Romanian Association of Tourism Employers, Ovidius University of Constanta, the Chamber for Commerce and Industry Dobrich, the Regional Development Agency in Dobrich). The overall objectives of the project refer to the development and promotion of Black Sea tourism and the cross border cooperation intensification between Romania and Bulgaria.

Figure 5 – Screenshot of the award - Constanta



- Railway station Paris - Charles de Gaulle - Paris (France) - Aéroports de Paris

The High Speed Train integrated station, within the Terminal 2 compound located in Paris-Charles de Gaulle airport (CDG), provides easy and efficient connections for both air and train passengers. It is an environmentally-friendly and efficient intermodal transport for domestic and international tourists. Named "CDG-TGV", this intermodal station was created in 1994, and is exactly located 23 km from Paris centre. Located under the same canopy, two other transportation offers are available: the RER ("Réseau Express Régional" = regional rapid transit system) provides its final station, "Aéroport Charles de Gaulle 2 – TGV" directly connected to HST station, and the automatic subway CDGVAL, connecting the railway compound to other terminals and remote car parks. Therefore 8 railways are simultaneously available: 4 by HST, 2 by RER and 2 by CDGVAL (plus 2 passing through railways for HST). The RER offer allows tourists to reach the Centre of Paris within a 35 minutes trip, and this network is also serving directly Paris-Nord Villepinte Exhibition Centre and Eurodisney leisure parks through a single RER connection.

Figure 6 – Screenshot of the award - Paris



- Unification of the Archaeological Sites of Athens S.A (EAXA S.A.) - Athens (Greece) -

Pursuing the proposals of the Athens Master Plan and General Plan of Athens, a series of studies was assigned aiming at elaborating a joint ministry programme to unify the archaeological sites of the city. The term "unification" means the creation of a continuous fabric of public spaces, parks, and facilities for culture and recreation, which will incorporate and link all the significant cultural landmarks of Athens, including its principal monuments and archaeological sites. The unification programme aims at restoring the historic continuity of the city, and creating poles of attraction for its residents and tourists. In so doing it strives to provide a better quality of life with an upgraded environment and culture, where the harmonious coexistence of various city elements associated with its cultural history and its modern growth would highlight the historic physiognomy of Athens. In this context, the particular goals of the programme aimed at:

- Organising and enhancing the archaeological sites of Athens,
- Creating an upgraded network of pedestrian roads linking the archaeological zones,
- Creating public plazas and planted parks which unify the various parts of the project,
- Restoring and maintaining monuments and buildings,

Reducing building density in districts that affect the character of the zones unified under the project.

Figure 7 – Screenshot of the award - Athens



- On-line multi modal information - Rome (Italy) - ATAC S.p.A.

The Rome on-line INFOPOINT represents the consolidated internet-based tool which has been developed and tested by ATAC (the Agency for Mobility). It has been developed taking into consideration intermodality aspects combining Public Transport routes' calculation with other transport modes (i.e. Park&Ride). It provides sustainable multimodal choices, time table information, addresses, search and several points of interest, etc. The main objective of this action is to improve the Public Transport Information system with the high level of information provided. With this tool ATAC services are rather targeted to user profiles and the latter can easily combine and integrate the services for personalised journey planning.

Figure 8 – Screenshot of the award - Rome



- Increased mobility for Lisbon air arrivals (Portugal) – CarrisTur

Keeping up with the increasing expansion of the city of Lisbon towards the east, CarrisTur has launched the Aeroshuttle service created with the aim of establishing a connection between Parque das Nações, the airport and the city centre. While complementing the present Aerobus hotel shuttle service, this new route also provides a connection with the bus terminal at Sete Rios and the railway station at Oriente (Parque das Nações). One of the advantages of these services is that they both operate with the same ticket, which costs 3,50 Euros. It may be used on the Aerobus, Aeroshuttle and the Carris public transport network on the day of its validation. Another advantage is that the routes cover the main hotels in the city (approximately 100 hotels). Focusing on the passengers, these routes have been designed to benefit tourists by providing better mobility to the place they are staying at, or assuring the connection to the bus and train terminals if they travel to other Portuguese cities.

Figure 9 – Screenshot of the award - Lisbon



- OsloPass – VisitOslo

The Oslo Pass is marketed and administered through VisitOslo, which was established in 1984 modelled after the Stockholm pass, which was the first European city combination pass of its kind from the early eighties. The Oslo Pass has become a template for cities across Europe, and Visit Oslo has been active in helping other cities to establish their passes, anywhere from Moscow to Palermo. The Oslo Pass gives you free entry to 33 museums and attractions, free travel on all public transport within zone four, free parking in all Oslo municipal car parks, free entry to outdoor swimming pools, free lunch cruise, free winter walks, discounts on sightseeing, car hire, Tusenfyrd Amusement Park, ice skating and ski rental, and special offers in restaurants, shops, entertainment and leisure.

Figure 10 – Screenshot of the award – Oslo



Figure 11-12 – Photo of the case studies representatives awarded



Figure 13 – The Award



3. The CONCERTOUR Dissemination strategy: tools and channels

3.1 The strategy

The CONCERTOUR Final Plan for the use and dissemination strategy aims at describing activities for effectively promoting knowledge and relevant project achievements laying the basis for the exploitation of main project achievements.

Based on the overall objective of the CONCERTOUR project, the aim of the Dissemination Plan is to combine information gathering, information provision and information exchange through the relevant channels, tools and contents in order to obtain an active and significant contribution and cooperation from stakeholders. These aspects resulted to be fundamental for the project's success. The CONCERTOUR Dissemination strategy objectives are the following:

- Raising awareness and promoting support actions and potential benefits for Europe's economic growth to public and private stakeholders at European, national and local level;
- Assessing main outputs and strategic outcomes in order to provide the EC with valuable and shared practical tools towards the competitiveness of the tourism sector in Europe;
- Reinforcing the exchange of information between the research community and stakeholders and among stakeholders themselves to strengthen and converge research results from different DG's of the EC and exploit cooperation with existing networks;
- Designing and implementing effective dissemination tools and channels to widely promote project outputs all over Europe, support a continuous debate and facilitate access to CONCERTOUR results;
- Creating the basis for a networking community of public and private organisations having a strong interest in the improvement of tourism transport and mobility.
- Creating the basis for the exploitation of project achievements after project completion.

Operational objectives of CONCERTOUR dissemination activities are the following:

- Identifying target groups and their needs;
- Sending and collecting letters of interest from relevant stakeholders, as their formal commitment to the Community;
- Organising focus groups in case of in depth information needed;
- Elaborating criteria for competition between candidate use cases;

- Identifying proper dissemination channels and products addressed to every specific target group (clusters);
- Establishing a detailed dissemination implementation plan for CONCERTOUR partners.

By sustaining and promoting networking activities with stakeholders, the dissemination activities encouraged and stimulated the exchange of information – throughout a proactive “top level” contribution - between the research community and the stakeholders as well as among stakeholders themselves.

Dissemination was active throughout the project duration, aiming to gather explicit input and feedback from stakeholders and to share the project findings. The nature of the CONCERTOUR project implied a continuous improvement and update of actions throughout the 21 months, as new opportunities and changes arose.

The dissemination strategy was a two-tiered approach, reaching out to the:

- European/International level: the project included actions, events and instruments able to promote the transfer of information to other stakeholders / institutions / organisations / researchers of an “integrated package” of initiatives aimed at stimulating more innovative concerted concepts encouraging the co-modal approach and guiding travellers through “the stages of whole itinerary”.
- Local level, the dissemination undertook a wide range of targeted measures so as to maximise the attendance of relevant key local actors, achieving consensus and transparency among the different target groups.

The CONCERTOUR dissemination strategy was developed to foster project results and impacts – at local/national/international level - even after project completion. CONCERTOUR stands on the principle that strategy is an allocation of resources that engages the organisation/project in a programmed manner on a defined way for a certain (usually long) period of time (Bernard Brochand, Jacques Lendrevie, *Le publicitor*, Editions Dalloz, Paris, 1993, pg. 44).

Therefore CONCERTOUR is not limited to awareness raising. In most cases, the raising of awareness about either projects or their results involves the transfer of a number of the projects' information/recommendations.

By considering the communication strategy as an ensemble of major interdependent and stand-alone decisions on the objectives to be pursued and means to implement them in a proper and effective way, the CONCERTOUR dissemination strategy was based on providing answers to the following queries:

- a) Why is CONCERTOUR important? In this respect, the Dissemination Plan identified activities, products and services to be developed and in particular established the identity of the CONCERTOUR project.
- b) Who may be interested – who will benefit – in/from CONCERTOUR results and achievements? In this respect, CONCERTOUR identified and involved different target audiences and stakeholders (clustered).
- c) Which are the main benefits from the proper dissemination of project results? Networking, interacting, concertation activities and a wide endorsement of project results encouraged and improved the creation of networks, sharing of knowledge and methodologies, exchange of experience and lessons learned.

The answers to these questions paved the way for creating and promoting a project identity and an efficient and stable networking.

3.2 CONCERTOUR dissemination tools and channels

A well structured mix of dedicated tools was proposed and implemented to ensure wide information and participation of stakeholders throughout the project and also after project completion.

3.2.1 *The Community database*

A stakeholders database was consolidated, improved and updated throughout the project. The database covered a record of more than 5000 stakeholders across Europe representing the target audience for project dissemination activities. They all had a privileged access to project results, such as minutes of meetings and workshops, newsletters, forum entrance from the website, website updates, etc. The set up of the CONCERTOUR Community allowed the Consortium to establish day-to-day contacts with relevant Transport and Tourism key actors and representatives from EU Member States. It also ensured that a high level team of experts, active and committed on the field, was closely associated to the project input and final validation at different stages. The Community database was the backbone of the CONCERTOUR Project.

This database was structured by segmenting the stakeholders according to the CONCERTOUR clusters dealing with transport and tourism in order to tailor the dissemination activities as well as identify which stakeholder involve at different project stage (and according to project's requirements) .

Table 6- Screenshot of the CONCERTOUR DATABASE

Organisation Name	Type of organisation			Address	City	PostalCode	Country/Region	WorkPhone	Fax	Web address	Title	FirstName	LastName	Position	Private Phone	EmailAddress
A.C.F.C.I. Pôle Transports	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	45 Avenue Iena	PARIS	BP 3003	France					Emilie	Preat			
AB Uppsala bus	Transport	Local transport companies	Local buses companies	Box 12	Uppsala		Sweden					Hilde	Klasson			
ADENC	Transport	Quests (Transport)	Environmental Organisation	Ca l'Estruch, Carrer de Sant Sabadell			SPAIN					Anna	Miralles	Presidenta		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Copernicuslaan 1 12	ANTWERPEN		Belgium					Catharina	Bamps	verantwoordelijke co		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Copernicuslaan 1 12	ANTWERPEN		Belgium					Patrick	Debaere	afdelingshoofd		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Markt 1	BRUGGE		Belgium					Johan	Hanssens	Mobiliteitscoördinator		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Ferrarisgebouw, K. Albert I	Brussel		Belgium					Paul	Boterbergh	Adjunct van de direct		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Ferrarisgebouw, K. Albert I	Brussel		Belgium					Luc	de Graeve	adjunct van de direct		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Ferrarisgebouw, K. Albert I	Brussel		Belgium					Lieve	Pieters	Adjunct v/d directeur		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Ferrarisgebouw, K. Albert I	Brussel		Belgium					Armand	Rouffaert	Afdelingshoofd		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Kleinhoefstraat 1	GEEL		Belgium					Adri	Versteynen			
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Bullebergen 2b 12	GENT	GENT - ZWJNAAR	Belgium					Jean	de Vlieger	Hoofd afd. Verkeer &		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Taxandria-Center - Gouver	HASSELT		Belgium					Herman	Swillen	afdelingshoofd		
Administratie wegen en verkeer	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Gouverneur Roppesingel 23	HASSELT		Belgium					Stijn	Daniels	Mobiliteitscoördinator		
Ajuntament de Barcelona	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Arago, 311	Barcelona		SPAIN					Carme	San Miquel i Ruibal		932916247	
Alcaldesa de Valencia	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Plaza del Ayuntamiento, 1	Valencia		SPAIN		34963529795			Rita	Barbera Nolla		34963516994	
Alytaus Autobus Parkas	Transport	Local transport companies	Local buses companies	Jotvingis g.5	Alytus	LT-62116	Lithuania	+370 315 32 523	+370 315 51 168	http://www.alytausautobusparkas.lt/		R.	Varenauskas			
Amt d. Bgld. Landesregierung	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Europaplatz 1□	Eisenstadt	7000	Austria	057- 600/2000		http://www.burgenland.at/		Thomas	Perlaky			
Amt d. Bgld. Landesregierung (Amt der Burgenländischen Landesregierung)	Transport	Policy makers (EU, National, Local) (Transport)	National, regional and local	Europaplatz 1□	Eisenstadt	7000	Austria	057- 600/2000		http://www.burgenland.at/		Emil	Csentsais			
Arbeitskreis Öffentlicher Verkehr	Transport	Transport companies	European and National rail	Kolingasse 13/2/7	WIEN	1090	Austria	43(1)/587 97 27	+43(1)/585 36 15			Reinhard	Müller			
Arriva Nederland	Transport	Local transport companies	Local buses companies	Trambaan 3	Herenveen		Netherlands			www.arriva.co.uk						

3.2.2 Letters of Interest (LOI)

Letters of interest were circulated among stakeholders in order to obtain their commitment to interact with the project not only by attending dedicated workshops and conferences, but also by providing sound contribution to project findings, such as the Action Plan (throughout position papers), consolidation of main definitions and terms, and best/worst practices identification. It would be still possible – after the project completion – to join the CONCERTOUR Community – by signing the Letter of Interest - at the following link (on the CONCERTOUR Web site): <http://concertourproject.eu/downloads>

Figure 15 - CONCERTOUR Letter of Interest



CONCERTOUR
Co-funded by the European Union
Co-funded by the European Union

Declaration of Interest

I, Mr Sylvain HAON, currently representing the association POLIS asbl, hereby confirm my interest in the Concertour Project and wish to be considered part of its Community. In doing so, I support the idea of increasing tourism in Europe by improving accessibility and mobility through transport. Creating synergies between research in European transport and tourism services, improving competitiveness and promoting a co-modality approach are three incentives that I agree the EU and Member States should strive towards.

Contact details:

Mr/Ms/Ms/Miss: Mr _____
Name: HAON
Surname: Sylvain _____
Organisation: Polis asbl
Position: Executive Director _____
Cluster: _____
Transport: Public local authorities
Address: rue du Trône 38 - 1250 Brussels (Belgium) _____
Telephone: 02 500 56 71 _____
E-mail: sylvain@polis-online.org / sylvain@polis-online.org _____
Website: www.polis-online.org _____



3.2.3 The CONCERTOUR website

The project website (www.concertourproject.eu), launched at early project stage in March 2008, was structured into public (Figure 16) and restricted areas (Intranet). It was a fundamental channel for providing information to broad audiences all over Europe while supporting interrelation with the CONCERTOUR Community.

It was easily accessible, having multimedia content capabilities in compliance with the World Wide Web Consortium accessibility standards. Its development and update was a priority for the partners.

It was also aimed to be a Forum for discussion – even after project completion – acting as platform for discussion and continuous information.

The website address is accompanying the project in all the dissemination channels and tools in order to be familiar to a wider audience as possible (at all relevant conferences, links in related web sites, presentations, paper dissemination tools, etc). The occasion of the newsletters (sent to the full contact database) were also used to invite stakeholders to access the project web site stimulating them to feed the dialog and discussion.

Figure 16 – CONCERTOUR website public area



The screenshot shows the public area of the CONCERTOUR website. At the top, there is a navigation menu with links for Project description, Concertour Community, Workshops & Conferences, Newsletters, Downloads, Forum, and Contacts. Below the menu is a search bar with a 'Search' button. The main content area is divided into several sections:

- Project Summary:** A section with a red header and a vertical line on the left. It contains text about the project's goals and objectives.
- User login:** A section with a red header and a vertical line on the left. It includes fields for Username and Password, a Log in button, and links for Create new account and Request new password.
- Join the CONCERTOUR Community!:** A section with a red header and a vertical line on the left. It contains text about the project's need for stakeholder participation and a link to learn more about the community.
- Newsletter:** A section with a red header and a vertical line on the left. It contains text about the importance of being a community member and a link to subscribe.

3.2.4 The CONCERTOUR Brochure

The CONCERTOUR brochure was issued at early project stage. This “project business card” was disseminated as widely as possible between April 2008 and September 2009. In total approximately 3000 brochures were disseminated.

Besides presenting the objectives of the project, the brochure focused on building the CONCERTOUR Community. The brochure stressed the expected contribution and the benefits of attending CONCERTOUR events.

The CONCERTOUR may be found at the following link:

<http://www.concertourproject.eu/downloads>

Figure 17 – The CONCERTOUR Project Brochure



The CONCERTOUR Project

“How can transport contribute to better tourism quality in Europe? How can we improve co-modal transport? How can we propose sustainable means of transport for tourist destinations? How could we improve tourist information on transport and mobility?”

If you can answer any of these questions, if you understand what the actual challenges are in this field and what could be done to solve them, then we are very pleased to invite you on board the CONCERTOUR project!

The CONCERTOUR research project starts from the assumption that qualitative transport supply can increase tourism opportunities, and contribute in this way to European tourism competitiveness. In short, we believe that acting for better transport will entail better quality in tourism (by better co-modal connections, improved information on sustainable transport modes, and enhanced ticketing systems, among other solutions).

Maximizing the positive effects of transport and tourism research requires coordinated action by all stakeholders. The European Commission has thus gathered a multi-national team of experts from the academic and consultancy sectors to coordinate a tourism and transport stakeholders group (private and public, policy makers, federations, commercial intermediaries, suppliers of the tourism sector, universities, host and guest organisations). We would like to offer you to join this CONCERTOUR community, which means that you will identify strategies and actions for improving tourism transport and mobility together with other key stakeholders.

Your support and input is crucial to ensure the success of this project. Our ambition, which we hope you share, is indeed to produce solid results and action guidelines to strengthen European tourism. As a main actor in this domain, your perspective on actual issues and stakes is highly valuable and can actually contribute to EU policy making.

We are looking forward to meeting you at the CONCERTOUR Community!

The CONCERTOUR project partners

Join the CONCERTOUR Community!

Your Benefits:

- Your contribution will be part of the project and your input will be considered fundamental in “position papers” and Action Plan
- You can contribute to coordinate actions towards public authorities (regulation issues etc) for a better coordination of transport and tourism.
- You have privileged access to information (guidelines, best practices)
- You gain new possibilities of cooperation and new partners.
- You acquire more prestige as your name will appear in the final study and in press releases
- You will receive a synthesis of the study before it is officially published
- You are encouraged to organise a conference in your country, with country officials, where the study results will be presented in presence of a member of the European Commission or a project partner.

Your Contribution

Becoming a CONCERTOUR Community member is a unique opportunity to influence policies at EU level. Concretely, members of the CONCERTOUR Community will actively participate in debates leading to the European Commission Action Plan for better integration of transport and tourism.

Debates will take place through the web, via a forum, and at workshops and conferences. 3 workshops will be held during the 21 months of the project, as well as 2 EU conferences. You will be invited to express your views on the topics raised during these events either face to face or indirectly through a web platform. Of course, we will keep you informed by means of regular newsletters on dates and topics.

Basically, whatever your location in Europe and the amount of time you can offer, you will get a chance to push your ideas straight to the European Commission decision level.

The 3 objectives of the CONCERTOUR project:

- 1) Undertake a review of transport factors affecting European tourism competitiveness.** We will carry out a structured inventory of current and past related research projects and identify best practices regarding services provided and correlation with traveller needs.
- 2) Create a Handbook as a practical tool to assist the Commission.** The Handbook will focus on how to effectively implement sustainable tourism policies in Europe.
- 3) Stimulate exchange of information between research community and stakeholders and among stakeholders themselves, by creating a stable interface: the CONCERTOUR Community!**

Who’s invited?

The CONCERTOUR Community will be composed of:

- Transport and tourism policy makers at all levels (including non-EU)
- Suppliers of tourism and transport sector (transport operators, car rentals, accommodation, catering, leisure, conference, etc.).
- Commercial Intermediaries in Tourism (Tour Operators)
- Training Suppliers, whether Universities or vocational training organisations.
- Consumer Organisations
- Local citizens’ associations and interest groups

How to become a CONCERTOUR stakeholder?

If you are interested in participating as a stakeholder in this project, please register on the project website www.concertour.eu.

3.2.5 Letter of Commitment from the Commission

The brochure was accompanied by an Invitation Letter signed by Mr. Andreas SIEGLER, Director, Directorate “International Scientific Cooperation” Directorate-General for Research, European Commission.

Figure 18 – Invitation Letter from the Commission



3.2.6 E-Newsletters

The CONCERTOUR e-newsletters (7 issues) was addressed to a wider audience with the aim of keeping them informed on the project progress.

The newsletter was distributed to all the 5000 members of the CONCERTOUR Community.

The CONCERTOUR e-newsletters are available at the following link:

<http://www.concertourproject.eu/newsletters>

Figure 19 – E-Newsletter



3.2.7 Two public conferences

Two conferences were organised within the scope of the CONCERTOUR project:

The intermediate Conference (12th December 2008 in Brussels)

This public event was mainly dedicated to:

- Promote project objectives and providing interested actors with information on emerging tourist segments and prospects of the European tourist market and needs.
- Push forward new concepts and proposed solutions for added-value dissemination encouraging co-modality and competitiveness of EU tourism.
- Bring together various stakeholders (industry experts, transport and tourism companies, policy makers, researchers, associations and interest groups) and have a platform to interact and reinforce the network of interested common parties in both transport and tourist sectors for future cooperation and synergies.

Organised in the headquarters of POLIS, the network of leading European Cities and Regions working together to develop innovative technologies and policies for local transport, and in the latter's headquarters, the Conference brought together high level speakers from the EC from different directorates who could put forward their respective views regarding

tourism and transport. Speakers included, amongst others, Mr. Karsten Krause from DG Research, Mr. Massimo Baldinato from the Cabinet of Vice President of the European Commission Antonio Tajani, Mr. Giuseppe Rizzo from DG Transport and Energy and Mr. Francesco Ianniello from DG Enterprise. The Conference was attended by EU regional representations, transport organizations and Regional and Urban Tourism offices.

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

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

Tables 7 and 8, below, respectively list the speakers and participants to the Conference.

Figure 20 – Intermediate conference leaflet



Table 7 – List of speakers

Organisation name	Name	Role in the project
POLIS	Mr. Sylvain Haon	Executive Director
FIT Consulting	Mr. Massimo Marciani	President
European Commission	Mr. Karsten Krause	DG Research
FIT Consulting	Mrs. Paola Cossu	Director
European Commission	Mr. Massimo Baldinato	Cabinet of Vice President
Ramboll	Mr. François Burhin	Managing Director
European Commission	Mr. Giuseppe Rizzo	DG Energy and Transport
European Commission	Mr. Francesco Ianniello	DG Enterprise

Table 8 – Participants

Bureau International du Tourisme Social	Mr. Charles-Etienne Bélanger	Director
Bruxelles Mobilité	Mr. Thierry Duquenne	Chief engineer
East of England European Partnership – Brussels Office	Miss. Amy Williams	Senior European policy officer
European Commission - DG Enterprise	Ms. Judith Estol	Seconded national expert
EU Office of Bavarian Local Authorities	Miss. Mariella Jousten	Assistant
Fédération Belge des exploitants d'Autobus d'Autocars	Mr. Yves Mannaerts	Director
Federturismo Confindustria	Mr. Antonio Barreca	Head of office for European Affairs
Federturismo Confindustria	Miss. Mara Litto	Assistant to the Head of Office
Flemish Department of Foreign Affairs	Mr. Jan Korthoutd	Director Tourism
Flemish Department of Foreign Affairs	Miss. Christel Leys	Policy officer tourism
Hanse Office	Miss. Bea Roettgers	Liaison Officer
International road transport Union	Mr. Rémi Lebeda	Policy officer
Junta de Andalucia	Mr. Pablo Saraza Jimena	Policy officer
London Underground	Mr. Michael O Banjo	Operational Manager
Office of the Region of Istria	Miss. Ruzica Buksa Tezzele	Trainee
Ramboll	Mr. Gildino Tavares	Business Manager
Ramboll	Mrs. Lene Topp	Senior Consultant
Ramboll	Mr. Vassilis Alexandris	Senior consultant
Ramboll	Miss. Eugénie de Naurois	Consultant
Ramboll	Miss. Laura Sanchez	Consultant
Ramboll	Miss. Oana Costachescu	Project Assistant
Regione Emilia-Romagna	Miss Aki Ishiwa	Civil Servant
Regional Development Agency of Slavonija and Baranja	Miss. Ana Pravica	Collaborator
Représentation de l'Île-de-France	Mrs Françoise Guaspere	Manager for Strategic Transport
South Finland EU Office	Miss. Anni Honka	Assistant coordinator
South West UK - Brussels office	Miss. Julieta Chiurtu	Young professional trainee
Tourist Office Ghent	Mr. Erwin Van de Wiele	Director Manager
Unioncamere Lombardia	Miss. Valentina Pinna	Head of Office
Valencian Regional Office	Mr. Gustavo Martinie	Head of Transport & Tourism

Figure 21 – 22 – *The Intermediate Conference – Brussels (POLIS office)*



The CONCERTOUR Final Conference

The CONCERTOUR final Conference “Accessibility, Strategies, Solutions and Service improving a Sustainable Tourism “ was held on 25th September 2009 in Rome.

This public event was not only an occasion to present and launch the CONCERTOUR main results and practical tools to a wider audience as possible but also to consolidate the role of the project as relevant stable platform able to ensure a proper, continuous and effective liaison with relevant bodies at EU level, bringing – starting from the tourist needs – local problems at EU level to be included into the EC Agenda.

The Conference roundtable – having a top level participation of the speakers being local /central authorities, experts in social and alpine tourism, relevant associations - was successful and provided the audience with significant input on the accessibility needs and solutions of our cities. The Conference was chaired by Massimo Marciani, President of FIT Consulting.

The Conference was opened by the Deputy Mayor of Rome, Mr. Mauro Cutrufo. His speech was followed by a presentation of the project vision/strategy and its main results. The event ended with the presentation and the Award Ceremony of 6 relevant initiatives (Case studies) at EU level selected by the Consortium and validated by a Panel of stakeholders during the third workshop as sustainable European Tourism Transport initiatives.

Figure 23 - Final conference invitation



Figure 24 – The Conference Programme

Moderatore della giornata: Massimo Marciani RT Consulting srl - Presidente	Chairman: Massimo Marciani RT Consulting srl - President	> Accessibilità, Strategie Soluzioni e Servizi per un Turismo Sostenibile	> Accessibility, Strategies Solutions and Services Improving a Sustainable Tourism
> 09.30-10.00 Registrazione dei partecipanti		> 09.30-10.00 Registration	
> 10.00 SALUTO DI BENVENUTO On. Gianni Alemanno Sindaco di Roma		> 10.00 WELCOME On. Gianni Alemanno Mayor of Roma	
> 10.10 APERTURA DEI LAVORI On. Piero Marrazzo Presidente della Regione Lazio Sen. Mauro Cufuro Vice sindaco di Roma		> 10.10 KEYNOTE ADDRESS On. Piero Marrazzo President of Lazio Region Sen. Mauro Cufuro Deputy Mayor of Roma – Tourism	
> 10.30 LE POLITICHE EUROPEE SUL TURISMO: Quali opportunità per migliorare accessibilità, occupazione, stagionalità e facilitare lo scambio di buone pratiche On. Gianni Pittella Vice Presidente del Parlamento Europeo On. Antonio Tajani* Vice Presidente Commissione Europea Commissario per i Trasporti		> 10.30 EUROPEAN TOURISM POLICIES: Which opportunities on accessibility, employment, seasonality and knowledge exchange On. Gianni Pittella Vice President of the European Parliament On. Antonio Tajani* Vice President of the European Commission Commissioner for Transport	
> 10.50 DIBATTITO Enrico Mingardi Assessore ai Trasporti – Comune di Venezia Paolo Ugge Presidente FAI Annagrazia Laura CO.N Cooperative Integrate ONLUS Karl Reiner ÖAR Regionalberatung GmbH		> 10.50 PANEL DEBATE Enrico Mingardi Deputy Mayor for transport and mobility City of Venice Paolo Ugge President of FAI Annagrazia Laura CO.N Cooperative Integrated (NSC) Karl Reiner ÖAR Regionalberatung GmbH	
> 11.30 COFFEE BREAK		> 11.30 COFFEE BREAK	
> 11.50 I RISULTATI DEL PROGETTO EUROPEO CONCERTOUR: Obiettivi e prospettive di sviluppo di turismo ed accessibilità in Europa Karsten Krause Project Officer del Progetto Europeo CONCERTOUR Commissione Europea - Direzione Generale Ricerca Paola Cossu Coordinatore del Progetto Europeo CONCERTOUR FIT Consulting Srl – Direttore Generale Panayota Moraiti The CONCERTOUR Handbook National Technical University of Athens - CONCERTOUR Partner Jon Inge Lian The CONCERTOUR Action Plan Institute of Transport Economics, Norway - CONCERTOUR Partner		> 11.50 THE CONCERTOUR PROJECT: Key issues, results and prospects in European Tourism Karsten Krause DG RTD – CONCERTOUR Project Officer Paola Cossu CONCERTOUR Project Coordinator Panayota Moraiti The CONCERTOUR Handbook National Technical University of Athens - CONCERTOUR Partner Jon Inge Lian The CONCERTOUR Action Plan Institute of Transport Economics, Norway - CONCERTOUR Partner	
> 12.30 LE ESPERIENZE SIGNIFICATIVE E LE BUONE PRASSI Presidente: On. Michela Vittoria Brambilla Ministro del Turismo Italiano Intervento del Prof. Dimitrios Tsamboulas Chairman dell'Athens Urban Transport Organisation		> 12.30 SUCCESS STORIES AND GOOD PRACTICES Chair: On. Michela Vittoria Brambilla Italian Ministry of Tourism Speech of Prof. Dimitrios Tsamboulas Chairman of the Athens Urban Transport Organisation	
> 13.00 CERIMONIA DI PREMIAZIONE DI 6 CASI STUDIO EUROPEI		> 13.00 AWARD CEREMONY – 6 CASE STUDIES IN EUROPE	
> 14.00 LUNCH		> 14.00 LUNCH	
*Presenza da confermare		Sarà disponibile un servizio di traduzione simultanea Italiano/Inglese Simultaneous translation will be provided from English into Italian *Waiting confirmation	

The Conference launched was supported by the following actions:

- 1) Invitation to the public (sent by email to 6000 contact by the consortium)

Figure 25 – The invitation to the audience

*Accessibility, Strategies
Solutions and Services
improving a Sustainable Tourism*
Friday 25th September 2009, Rome.

Dear Mr/Mrs

We have the pleasure of inviting you to the final **CONCERTOUR Conference** which will take place in **Rome, 25th September 2009**. Organised in the framework of the European Commission's coordination and support action project it will address the **Accessibility, Strategies, Solutions and Services improving a Sustainable Tourism**.

The **CONCERTOUR Project** is funded by **DG Research** of the **European Commission**. CONCERTOUR, *Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism* aims to provide the European Commission with specific information on how the tourism and transport sectors interact in Europe nowadays. The project has identified policy-driven solutions which aim to remove obstacles or create conditions for the provision of value-added transport services and would render access to tourism in Europe easier and more attractive for travellers.

The aim of this conference will equally be to award the representatives of the 6 Winning Case studies in the field, coming from all over the EU.

Please find attached below this e-mail the official invitation, the agenda and the separate registration form.

The conference shall take place in Residenza di Ripetta, Friday 25th September, from 9.30 to 14.00 when lunch will be offered to you. You shall be contacted by *CCC Comunicazione* for all further logistics and organisational aspects.

Do not hesitate to contact Eugénie de Naurois, edn@r-m.com, for any further information. Unfortunately, we are not in a position to cater for accommodation and travelling expenses.

Please reply by return on attendance to this e-mail or complete the attached registration form.

We thank you for your attention and very much hope on your attendance and meeting you in Rome!

- 2) Invitation of a dedicated newsletter to the 5500 registered actors (mainly coming from Italian Public Authorities and Transport operators) managed by the portal www.clickmobility.it and publication on the portal home page (equipped with 3 web banner)

Figure 26 – The newsletter on the clickmobility portal (www.clickmobility.it)



Il giorno **25 settembre a Roma** - presso la Residenza di Ripetta (Via di Ripetta, 231) dalle ore 9,30 - si terrà il Convegno conclusivo del Progetto **CONCERTOUR** (Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism). Nel corso del convegno verranno presentati i risultati raggiunti e le indicazioni su come tutti gli stakeholder potranno beneficiarne.

CONCERTOUR è un progetto che punta a valorizzare le sinergie tra il turismo ed i trasporti.

Negli ultimi anni la Commissione Europea ha messo in piedi azioni concrete di cooperazione con e tra gli Stati Membri, coinvolgendo i principali portatori di interesse con lo scopo di creare e rafforzare le sinergie tra il settore del turismo e i settori che con esso interagiscono fortemente - anzi ne influenzano irrimediabilmente lo sviluppo - tra i quali i trasporti e la mobilità ricoprono un ruolo rilevante.

Occorre quindi riordinare le politiche del turismo coordinandole con le politiche dei trasporti, coinvolgendo - tenendo conto dell'assetto delle competenze e dei ruoli delle amministrazioni pubbliche centrali e locali - in maniera continua gli attori chiave che forniscono orientamenti, misure e policy

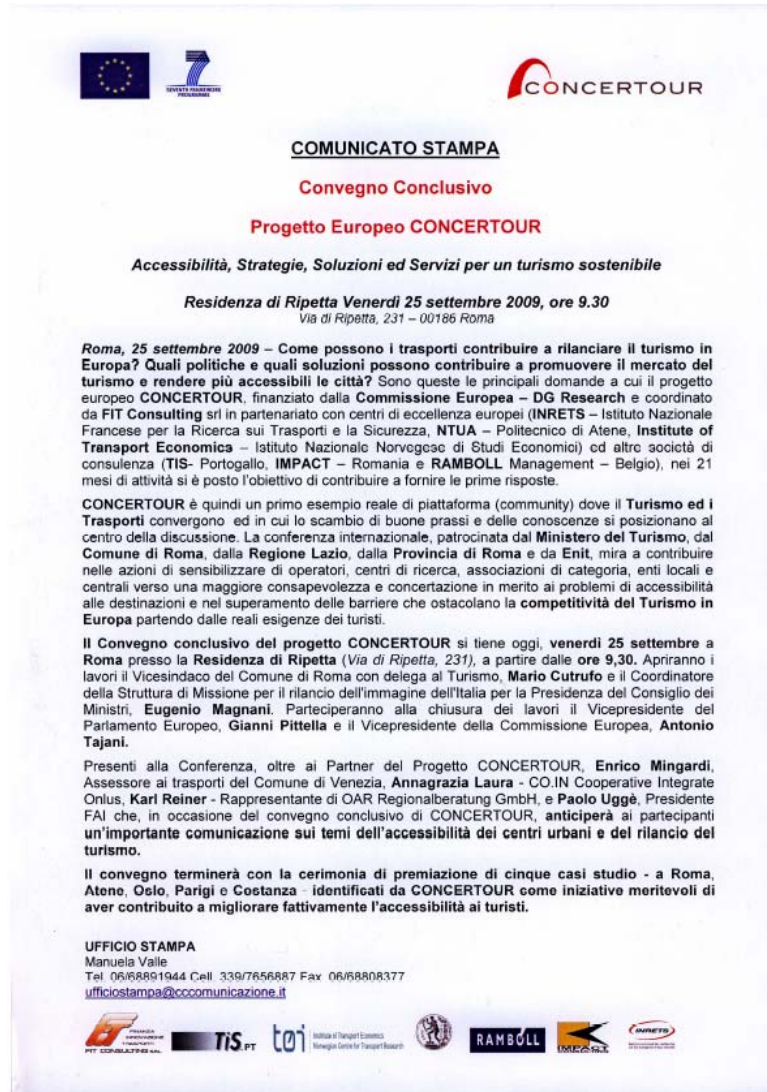
CONCERTOUR ha accompagnato per 21 mesi, ed intende proseguire anche dopo il termine del progetto, i soggetti istituzionali come la Commissione Europea ed il Parlamento Europeo che per primi devono rendersi e tenere conto delle reali esigenze ed opportunità di un settore così strategico - come il turismo - per tutta l'economia Europea.

Il progetto ha individuato alcune possibili soluzioni che il trasporto (valorizzando, senza pregiudizio ma solo per il bene collettivo, le caratteristiche offerte da ciascuna modalità) può fornire per contribuire al miglioramento dell'offerta turistica e alla accessibilità delle destinazioni con una sempre maggiore attenzione alla sostenibilità ambientale e alle possibili opportunità che la crescita di questo settore può generare.

CONCERTOUR rappresenta quindi uno dei primi esempi di piattaforma (community) europea dove il Turismo ed i Trasporti hanno l'opportunità di convergere - ed in cui lo scambio di buone prassi e delle conoscenze si posizionano al centro della discussione.

- 3) Interview to the coordinator published on www.clickmobility.it on 22nd September 2009
- 4) two press release (dated 25 September before and after the conference)

Figure 27 – The Press release



Furthermore during the conference, the audience was provided with the following project material:

- 1) Folder including : press release, 1 copy of the Action Plan, conference programme
- 2) Drive pen including all the Conference power point presentations and relevant project public material: Action Plan, Decision Support tool (Handbook), newsletters, brochure, case studies fact sheets.

The CONCERTOUR practical outputs have been presented during the Conference:

- The CONCERTOUR Handbook as a practical Decision Support Tool (DST) - targeted at Tourism and Transport stakeholders that provides suitable solutions to transport and tourism problems in a prioritised way.
- The CONCERTOUR Action Plan designed to be a useful reference tool for everyone who is working with tourism and transport in Europe. In the Action Plan the findings of the project have been summaries into key priorities. These priorities are what we believe the EU, national and local governments, the tourism sector, and others should focus on in order to make tourism to Europe more accessible and attractive now and in the future. The Action Plan is a public policy document aimed at bringing CONCERTOUR recommendations to a broader audience across Europe.

The Award ceremony of the 6 Case Studies was the final and special conclusion of the project event and was a very effective occasion where practical European initiative have been presented to the audience sharing information on initiative that are recommended as best practices having a track of positive impacts at local level.

The list of final conference participants is listed in Table 9 below.

Table 9 - Final conference participants

List of attendants	
VisitOslo	Mr. Tor Sannerud
Unification of Athens Archaeological sites	Ms. Magda Kopsidaki
Unification of Athens Archaeological sites	Ms. Maria Vasilaki
Fit Consulting Srl	Mr. Luca Lucietti
eLOGOS	Mr. Michele Fanelli
Metropolitana di Roma	Mr. Robertor Grappelli
Bute	Mr Matthias Juhasz
ATAC Spa	Mr. Mirko Campelli
Asociatia G.A.D.	Ms. Emilia Maria Marginean
Angala Hotels	Ms. Monica Mennella
Regione Umbria	Mr. Francesco Nesta
Metropolitana di Roma	Mr. Gianfranco Rossi
ATAC Spa	Mr. Emilio Cera
ATAC Spa	Mr. Assunta Mastellone
BME NVT	Ms. Gabriella Papp
Interclub Servizi S.r.l.	Mr. Alberto Paris
Trasporti Peroni S.r.l.	Mr. Emilio Peroni
FAI	Mr. Angelo Punzi
KPMG Advisory Spa	Mr. Giorgio Ribaudo
KPMG Advisory Spa	Mr. Roberto Mollica
Regione Umbria	Ms. Piera Sensi
Bute	Ms. Agnes Szanto
Astral spa- Azienda strade Lazio	Mr. Ivo Vernieri
ATAC S.p.a	Mr. Guisepe Noia
Confcommercio	Mr. Enrico Zavi
Thegate	Mr. Emiliano Dandrea
Engineering	Mr. Massimo Di Virgilio
ATAC S.p.a	Mr. Stefano Menguzzi
Company Regione Lazio	Ms. Roberta Pascolini
ISVIT	Ms. Raffaella Pettograsso
ISPRA	Ms. Giovanna Martellato
DONATION S.r.l	Ms. Annalisa Maffey
Reali Tour	Mr. Egidio Reale
AT Lazio	Ms. Federica Alatri
Terrace Ltd	Mr. Orosz Csaba
ATAC	Ms. Chiara Di Majo
ATC TERNI	Ms Stefania Di Serio
ATAF Spa	Mr. Massimo Cagnoli
ATAF Spa	Ms. Elena Casucci
FIT Consulting	Ms. Francesca Angelucci

3.2.8 Other related events

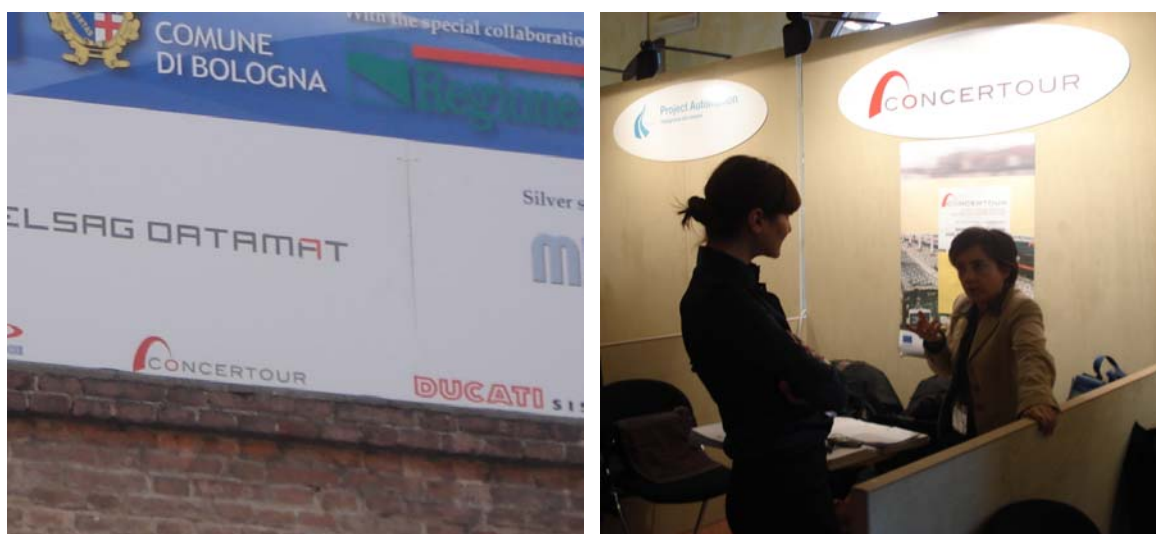
CIVITAS Forum 2008 - Bologna

The CONCERTOUR project sponsored the CIVITAS (City-VITALity-Sustainability) Forum 2008, hosted by the city of Bologna (Italy), from 9th to 11th November 2008. Considered as one of major international initiatives dealing with sustainable mobility, the Consortium was keen to take part in it and interact with more than 400 representatives, among which relevant politicians from European authorities. The event counted, among others, the Mayor of Bologna, Mr. Sergio Cofferati, and the Vice-President of the European Commission and Commissioner for Transport, Mr. Antonio Tajani.

The plenary and technical sessions dealt with fundamental themes relating to urban transport in Europe, giving the opportunity to cities and representatives to share and exchange their experience and proposed solutions on mobility issues.

The CONCERTOUR consortium held a stand equipped with the project logo (as sponsor), a large poster and dissemination materials (brochure, newsletter, leaflet with information on the Intermediate Conference) so as to promote the project to all the invitees. The CONCERTOUR logo appeared in all the CIVITAS Forum dissemination tools and materials (programme, bag, external panels, etc) - www.civitas-initiative.org

Figure 28 -29 – CONCERTOUR at the CIVITAS Forum 2008 – Bologna (Italy)



European Forum of Social Tourism – Malaga (October 2009)

The Consortium has been invited to present the project at the fifth European Forum of Social Tourism (Malaga 15-17 October 2009).

Liaison with other initiatives

CONCERTOUR has been promoted and disseminated at any relevant occasion:

- VIII congress of transport engineering, 2-4 July 2008, La Coruna – Spain
- Motecheco, Rome – May 2009
- Mobilitytech, Milan - October 2009
- Public transport in the context of Sustainable Urban Development Sibiu -April 2008
- The European Conference on Mobility Management (ECOMM), London - June 2008
- The 4th Innovation Days, 18-20 June 2009 Lisbon – Portugal
- ITS Romania 2009 Conference, Bucharest
- The 3rd workshop APDR – Tourism and sustainability, 27th April 2009 – Azores
- The Norwegian Ministry of Trade and Industry October 2009
- The Instituto de Estudios Turísticos (IET) (Institute for Tourism Studies), October 2009)

and through networks (e.g. TTRA conference, POLIS network, Cast Network of Chamber of Commerce, ERRIN, etc) and projects (e.g. CAST, EDEN, CIVITAS/RENAISSANCE, MUSTT etc.) throughout the project lifetime.

A paper shall equally be submitted at the 12th World Conference on Transport Research, 11-15 July 2010, Lisbon. The paper shall be entitled: *A decision support tool (dst) for the identification of transport solutions to remove barriers to tourism sector competitiveness*, by D.Tsamboulas, P.Moraiti, P.Cossu.

The liaisons took different shapes:

- Invitations to participate to the project
- Organisation of workshops and conferences as a partnership
- Participation to conferences as Speakers
- Sponsoring

The relevant stakeholders were regularly updated via e-newsletters, workshops and conferences.

4. Contribution of the CONCERTOUR experience to stakeholders in the enhancement of the European tourism

The direct involvement of the stakeholders was fundamental. Their continuous interaction with the project brought mutual benefits, as presented in the tables below:

Role	Key stakeholders in Tourism	Benefits
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.	-Exchange of best practices -Confronting ideas between different political levels -Confronting priorities and policies between different fields and observing cross-cutting fields
Suppliers of tourist sector	Accommodation sector; Catering sector, Leisure sector; Conference sector; Tourist Guide services; Secondary suppliers; Transport sector.	-Knowledge sharing on the impact of co-modality on suppliers -Having the sector's voice heard throughout workshop participation
Commercial Intermediaries in Tourism	Tour Operators; Information intermediaries (e.g. Internet)	-Increased participation towards an enhanced integration of Transport and Tourism solutions -Advising and informing policy makers, Associations and other public bodies
Training Suppliers	Higher Education (including specialised tourism colleges and research institutes); Vocational training organisations.	-Discovering other pertinent expertise in the field -Providing expertise to policy-makers
Guests	Consumer Organisations	-Increased participation towards an enhanced integration of Transport and Tourism solutions
Host population	Local citizens' associations and interest groups	-Increased participation towards an enhanced integration of Transport and Tourism solutions

Role	Key stakeholders in Transport	
Policy makers (EU, National, Local)	ECDGs, Relevant European bodies, national, regional and local administrations; Quality and certification authorities (CEN); Control services;	-Exchange of best practices -Confronting ideas between different political levels -Confronting priorities and policies between different fields and observing cross-cutting fields
Destination managers	Airport managers, Train stations managers, Port managers	-Exchange of best practices -Coordination, and cooperation in order to increase attraction and integration of existing and potential solutions -Advice to policy Makers
Transport companies	Airline companies, European and National railway companies, ferry companies	-Exchange of best practices -Coordination, and cooperation in order to increase attraction and integration of existing and potential solutions -Advice to policy Makers
Local transport companies	Local bus companies, local railway companies	-Exchange of best practices -Coordination, and cooperation in order to increase attraction and integration of existing and potential solutions -Advice to policy Makers
Guests	Consumer Organisations, Environmental Organisations.	-Increased participation towards an enhanced integration of Transport and Tourism solutions
Host population	Local citizens' associations and interest groups	-Increased participation towards an enhanced integration of Transport and Tourism solutions

5. Dissemination of the final project outputs and the follow-up of CONCERTOUR

The experience gained by CONCERTOUR Workshops and Conferences has to be considered as a tangible added value, mainly due to the great interest raised along the project lifetime.

Listed below are the means through which may best be deployed the results of the project so as to affect the active involvement of stakeholders as project followers.

- **The Handbook**

The Handbook is conceived as a practical guide-tool: once travellers' segments, needs, transport concepts and services have been identified, the Handbook is able to point solutions/ best practices for implementing and promoting value-added services and policies considering climate friendly solutions in particular. The Handbook will support the Commission in taking decisions and thus indirectly serve the common purpose of the general public in terms of improving tourism and transport initiatives.

Its dissemination thus will take place via the use the European Commission makes of it.

The Handbook may be found on the CONCERTOUR website: <http://concertourproject.eu/downloads>.

- **The Action Plan**

The main project output to be publicly disseminated is the CONCERTOUR Action Plan.

The Action Plan describes strategic measures (i.e. tax systems, infrastructure development, transport service arrangements, information schemes, organisational set up, monitoring systems, production of relevant knowledge etc.) to be recommended to the EC, decision makers and the private sector: policy and planning according to specific segments.

This document is essential for a long-term impact of the project's findings all over the Europe. The public version is available both in paper and on the web site.

It has been – and will be - disseminated by all the partners in their respective countries.

The Action Plan may be found on the CONCERTOUR website: www.concertourproject.eu.

- **The Best Practices**

The development of position papers, best practices to enhance tourism competitiveness will be made available from the Internet website as Forum discussion.

The 6 Awards presented at the Final Conference shall enable the project to be disseminated by the awardees in their respective countries et any local or international event they

participate to. Added to this they will benefit from a tailored press release which they may use to disseminate further the project.

- **The Forum**

The forum that was created as an add-in to the CONCERTOUR website is meant to be a platform of exchange of ideas, questions and experiences among stakeholders. The project being new to their eyes, the involvement to this platform has been rather low, which is expected. The project's results, as well as their dissemination, have served among others in building a brand or a trademark of quality, under which stakeholders would have the opportunity to access information, to discuss and disseminate further results and experiences, as well as to establish specific dialogues with other stakeholders.

The forum may be found at the following link: <http://www.concertourproject.eu/forum>.

- **Future actions**

The Consortium has been invited to present the CONCERTOUR project at the fifth European Forum of Social Tourism (Malaga 15-17 October 2009). This will be a unique opportunity to disseminate the project's results and outputs and perhaps lead to new questions and opportunities for research on the topic.

The CONCERTOUR Consortium aims at carrying out a proper awareness campaign among key decision makers highlighting the benefits of CONCERTOUR approach. The main final outputs of the CONCERTOUR project i.e. the Action Plan and Handbook should thus be used in the future. CONCERTOUR will foster impacts that last beyond project lifetime by taking a life-long approach and attempting to influence different groups in different roles.

Consortium Implementation Plan for project dissemination at relevant events (2009-2010).

Conference details (title, venue, etc)
World Conference on Transport Research 2010, Lisbon
Conferences co-organised by the Hellenic Institute of Transport Engineers
XII World Conference on Transport Research 2010, Lisbon, July 2010
XVI Pan-American Conference of Traffic and Transportation Engineering and Logistics, July 2010
7 th Transportes em revista seminar, place to be defined, 2010
Towards a better integration of long distance and local transport 2nd European LINK Conference on Passenger Intermodality 5-6 November 2009 – Bucharest http://www.urtp.ro/library/eventimente/05nov/LINK_Bucharest_Conference_agenda.pdf
Reiselivskonferansen (Norwegian Travel and tourism conference, Oslo, http://reiseliv09.linkevent.no/home.aspx)
Forum MobilityTech 2009, Milan, 5 - 6 October 2009 www.mobilitytech.it
Forum on Social Tourism: 15-17 October 2009, Malaga, Spain http://www.foroturismosocial.com/
CIVITAS FORUM 2009: Krakow, Poland, from 19-21 October 2009 http://www.civitas-initiative.org/main.phtml?lan=en

6. Main conclusions and exploitation plan

The CONCERTOUR Consortium has carried out throughout the project several dissemination activities in order to increase awareness, participation and interaction among different stakeholders in relation to Tourism and Transport across Europe.

From the beginning, dissemination and communication of activities and outputs throughout a wide community of stakeholders have been identified as crucial for CONCERTOUR, since it is based on setting the ground for an increased participation among them, based upon common actions, discussions and the exchange of (good) practices.

These elements of awareness and interaction have been initiated through communication and dissemination activities such as:

- an extensive awareness campaign,
- the invitation, participation and involvement of key stakeholders on different stages of the project, through workshops, conferences
- the dissemination and communication of activities and results on a wider channel through general communication tools, such as newsletters and web-oriented solutions
- the maintenance of the CONCERTOUR Community, aiming at ensure cooperation between Tourism and Transport stakeholders at all levels, from citizens to operators and policy makers.

The main result of these activities is that they have led to a wide level of acceptance of the CONCERTOUR Community among stakeholders, which however requires to be pursued and extended at the next stage of CONCERTOUR, beyond the present mission.

The following tables will include the target audience identified by all partners (in their specific Country) at local and national level to whom address CONCERTOUR results and involve in all future actions and initiative. These actors will be all involved - after project completion - in the Community as part of the platform facilitating knowledge share and identification of peculiar problems that could be faced only with cooperation and awareness. CONCERTOUR outputs will be then promoted at all levels.

7. Consortium Dissemination Plans

1.1 GREECE

Partner

NTUA

Target Audience

Local/Regional level	National level
Municipality of Athens	Hellenic Ministry of Tourism
Athens Urban Transport Organisation	Greek National Tourism Organisation
Athens International Airport "El.Venizelos"	Hellenic Ministry of Transport & Communications
Athens Metro	Hellenic Ministry of Culture
Unification of Archaeological Sites of Athens	Hellenic Ministry of Mercantile Marine, The Aegean and Island Policy
Municipality of Thessaloniki	Hellenic Railways
Municipality of Chania (Crete)	Greek Interurban Bus Operators (KTEL)
Municipality of Heraklion (Crete)	Hellenic Chamber of Hotels
Municipality of Mykonos	Hellenic Association of Travel and Tourist Agencies (HATTA)
Municipality of Santorini	Minoan Lines, Blue Star Ferries, Superfast Ferries
Municipality of Corfu	Olympic Airlines
Municipality of Rhodes	Aegean Airlines
Port Authority of Piraeus	
Port Authority of Thessaloniki	International Association of Public Transport (UITP)
Port Authority of Patras	International Transport Forum
Port Authority of Igoumenitsa	
Port Authority of Heraklion	
Port Authority of Chania	

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
World Conference on Transport Research 2010, Lisbon
Conferences co-organised by the Hellenic Institute of Transport Engineers

Journals and web detail
Scientific Journals
Journal of Tourism Management
Journal of Sustainable Tourism
TOURISMOS: An International Multidisciplinary Journal of Tourism
European Journal of Tourism Research
Periodicals and Financial Newspapers: Nautemboriki, Kerdos

1.2 PORTUGAL

Partner

TIS

Target Audience

Local/Regional level	National level
Região Turismo (5 in country)	Instituto do Turismo
Metropolitan Transport Authority Lisbon	Instituto Mobilidade e Transportes Terrestres
Metropolitan Transport Authority Porto	APAVT-Associação Portuguesa das Agências de Viagens e Turismo
CCDR Lisboa e Vale do Tejo	CP (national railways)
CCDR Alentejo	ANA- Aeroportos de Portugal
CCDR Algarve	High school of Tourism
CCDR Norte	Ministry of Economy – Secretariat of Tourism
CCDR Centro	
Main municipalities in touristic regions	
Regions of tourist products (sea, snow, wine, religion, etc.)	

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
XII World Conference on Transport Research 2010, Lisbon, July 2010
XVI Pan-American Conference of Traffic and Transportation Engineering and Logistics, July 2010
7 th Transportes em revista seminar, place to be defined, 2010

Journals and web detail
Transportes em Revista (www.transportesemrevista.com)
Jornal de Turismo

1.2 ROMANIA

Partner

IMPACT

Target Audience

Local/Regional level	National level
Constanta County Council (Regional Authority)	Ministry of Tourism (central government)
Municipality of Bucharest (Local Authority)	Ministry of trade and industry (central government)
Municipality of Sibiu (Local Authority)	Ministry of Transport (central government)
Municipality of Ploiesti (Local Authority)	Ministry for Small and Medium Sized Enterprises, Trade, Tourism and Liberal Professions (central government)
Municipality of Constanta (Local Authority)	CISR – (Inter-ministerial Council for Traffic Safety)
Municipality of Timisoara (Local Authority)	Chamber of Commerce of Romania (economic body)
Municipality of Braila (Local Authority)	Romanian Municipalities Association (network of Romanian Municipalities)
The Bucharest Academy of Economic Studies	Intelligent Transport Systems Romania (professional association)
Polytechnic University Bucharest –Transport Faculty	Romanian Union of Public Transport (national association of transport operators)
Baneasa Airport Bucharest (Airport Infrastructure manager in Bucharest)	S.C. Atlassib (private tourist bus operator)
The National Company "Bucharest Henri Coanda International Airport" S.A. (Airport Infrastructure manager in Bucharest)	The National Society for Passenger Transport "C.F.R. Calatori"-S.A. (railway transport operator)
Regia Autonoma de Transport Public Ploiesti (urban public transport operator)	Clubul Feroviar Feroviar (Romanian association of railway professionals)
SC BRAICAR Braila (urban public transport operator)	Federația Industriei Hoteliere din România (National association of Hotels)
SC TURSIB Sibiu (urban public transport operator)	Romanian Chamber of Commerce and Industry (National Association of Trade and Commerce)
Regia Autonoma Transport Urban de Calatori Cluj Napoca (urban public transport operator)	Romanian Convention Bureau (not-for-profit organizations in charge with representing a specific destination)
Transurb Galati (urban public transport operator)	National Association of Travel Agencies (association of Romanian Employers in Tourism)
Regia Autonoma de Transport Bucuresti (urban public transport operator)	
Metrorex SA (urban transport operator in Bucharest underground)	
Compania de Transport Public Arad (urban public transport operator)	
Regia Autonom ade Transport Timisoara (urban public transport operator)	
Regia Autonoma de Transport Brasov (urban public transport operator)	

The Port of Constanta (Port Infrastructure manager)	
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Dissemination opportunities (2009-2010)**Conference details (title, venue, etc)**

Towards a better integration of long distance and local transport 2nd European LINK Conference on Passenger Intermodality 5-6 November 2009 – Bucharest
http://www.urtp.ro/library/evenimente/05nov/LINK_Bucharest_Conference_agenda.pdf

Journals and web detail

Buletinul Informativ URTP (publication)

Tranzit journal (publication)

1.3 Norway

Partner

TOI

Target Audience

Local/Regional level	National level
Oslo Havn (Oslo harbour)	NSB (Norwegian Railways)
Oslo Convention Bureau VisitOSLO	Nærings- og handelsdepartementet (Ministry of trade and industry)
Bergen Convention Bureau	Samferdselsdepartementet (Ministry of transport)
Landsdelsutvalget for Nord-Norge (regional development assoc. Northern Norway)	Innovation Norway (NTO)
Høgskolen i Molde (Molde Univ. College)	HSH – Reisebransjeseksjonen (Tourism trade assoc.)
Oslo Lufthavn Gardermoen (Oslo Airport)	Avinor (National airport authority)
University of Stavanger (Hotel college)	The Norwegian Hospitality Association
Fjord 1 Fylkesbaatane (costal ferries)	Choice Hotels Scandinavia
Fjord Norway (Tourism market. org. West coast)	Norwegian Public Roads Administration
Lillehammer University College	Statens Vegvesen Region Sør (road admin. South)
Destinasjon Trysil (local tourism marketing org)	Norwegian Air Shuttle (airline)
Ruter (Oslo public transport co.)	NAF (Automobile assoc.)
Finnmark Reiseliv (local tourism marketing org)	Nettbuss Travel AS
Kystopplevelser (tourism operator North N.)	Green in Practice
Kristiansand dyrepark (Theme park)	Hurtigruten (Norwegian costal express)
Norges Merkantile Fagskole (Univ college)	Select Service Partner AS (airport service supplier)
Destination Lofoten (local tourism mark. org)	SAS Braathens (airline)
Regionrådet for Hallingdal (regional development assoc. Eastern Norway)	Forbrukerrådet (consumer rights council)
Handelshøyskolen BI (Norw. School of Management)	Color Line (cruise ferry company)
Telemarksreiser (tourism operator Eastern N.)	Fremtiden i våre hender (sustainability interest org.)
Sørlandet Reiseliv (regional tourism mark. org)	National Tourist Roads
Nordland Fylkeskommune (county auth. North)	NOR-WAY Bussekspress AS (bus/coach company)

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
Reiselivskonferansen (Norwegian Travel and tourism conference, Oslo, http://reiseliv09.linkevent.no/home.aspx)

Journals and web detail
Samferdsel (Norwegian transport publication, www.samferdsel.toi.no)
Scandinavian Journal of Hospitality and Tourism (www.tandf.no/sjht)

1.4 ITALY

Partner

FIT

Target Audience

Local/Regional level	National level
Lazio Region (Local Authority)	Ministry of Tourism (central government)
Municipality of Matera (Local Authority)	Unioncamere (union of chambers of commerce)
Municipality of Parma (Local Authority)	ENIT (National Organisation for Tourism)
Municipality of Rome (Local Authority)	Ministry of Transport (central government)
Municipality of Perugia (Local Authority)	Ministry of Economics and Productive Activities (central government)
Municipality of Terni (Local Authority)	ASSTRA (national association of transport operators)
ATAC spa (transport operator in Rome)	Federmobilità (national association of local authorities and transport operators)
Municipality of Frosinone (Local Authority)	ANCI (network of Italian Municipalities)
Province of Frosinone (Local Authority)	Federalberghi (National association of Hotels)
Municipality of Padova (Local Authority)	Confcommercio (National Associations of Trade and commerce)
Municipality of Genova (Local Authority)	Angala Hotels (Hotels Network)
Municipality of Milano (Local Authority)	URI - Unione Radiotaxi d'Italia (association of taxis)
Municipality of Florence (Local Authority)	Confindustria (National Association of Industries)
ATC Terni (Local Authority)	COIN – NGO Association for Social Tourism
APT (tourist regional agency)	Federturismo (Italian association of Tourism actors)
Chamber of Commerce of Milan (economic body)	Federconsumatori (Italian consumer association)
Aeroporti di Roma (Airport Infrastructure manager in Rome)	FAI Bus (private tourist bus operator)
Municipality of Venice (Local Authority)	ENEA (National Agency for Environment)
Province of Rome (Local Authority)	
Metro Roma (transport operator)	
University of Rome	
ARPA Lazio (Regional Agency for Environmental protection)	

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
Forum MobilityTech 2009, Milan, 5 - 6 October 2009 www.mobilitytech.it
Forum on Social Tourism: 15-17 October 2009, Malaga, Spain http://www.foroturismosocial.com/
CIVITAS FORUM 2009: Krakow, Poland, from 19-21 October 2009 http://www.civitas-initiative.org/main.phtml?lan=en

Journals and web detail
TP Trasporti Pubblici (publication)
Onda Verde – ACI journal (publication)
Clickmobility news (www.clickmobility.it)
Clickutility news (www.clickutility.it)
TTS Italia News (www.ttsitalia.it)

1.5 Belgium

Partner

RAMBOLL

Target Audience

Local/Regional level	National level
Toerisme Vlaanderen - Tourism Board of Flanders	Ministère de la Communauté française
Catholic University of Tourism - KU Leuven	Service Tourisme de la Commission Communautaire Française
Brussels Mobility	SNCB Voyageurs National
Bureau International du Tourisme Social (BITS)	Thalys International
Fédération belge des exploitants d'autobus et d'autocars et des organisateurs de voyages (FBAA)	FTI/FIT Belgian Federation of Tourism Industry
BI-TC : Bruxelles International - Tourisme et Congrès	BTO Belgian Travel Organisation
Antwerp Tourist Office	BATM Belgian Association of Travel Managers
Association Intercommunale pour le Développement économique durable de la Province de Luxembourg	Belgian International Events
Local Government International Bureau	International Association of Public Transport (UITP)
Observatoire du Tourisme à Bruxelles	Ministry of Transport and Mobility
Office de Promotion du Tourisme Wallonie Bruxelles	
BEPN : Bureau Economique de la Province de Namur - Département Tourisme et Programmes Européens	
Flanders-Brussels Convention Bureau	
Brussels International Tourism and Congress	
CFTO Conseil Francophone des Touroopérateurs	
Office de Promotion du Tourisme Bruxelles-Wallonie	
Brussels Regional Government	
STIB - Société des Transports Intercommunaux de Bruxelles	

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
Forum on Social Tourism: 15-17 October 2009, Malaga, Spain http://www.foroturismosocial.com/

1.6 France

Partner

INRETS

Target Audience

Local/Regional level	National level
CCI Paris (Regional Associations of Trade and commerce)	A.C.F.C.I. (National Associations of Trade and commerce)
RATP (local transport company - Ile de France)	Eurotunnel - France
CGFTE	GART (Assembly of transport management authorities)
Municipality of Paris (Local Authority)	Ministry of Transport (central government)
RATP (transport operator in Ile de France)	Ministry of Research (MENRT)
SNCF-Ile de France ((transport operator in Ile de France)	Revue Transport Public (interest groups)
STIF (transport management of Ile de France)	SNCF (French Railway Company)
Paris Ile de France Tourist Board (Local Authority)	UNAT : (Social Tourism Association)
Société Lyonnaise de Transports en Commun (local authority)	UMIH (National association of Hotels)
Institut d'Aménagement, de Transport et d'Urbanisme (regional Ile de France)	ACCOR (Hotels)
University of Paris-EST	Transdev (Transport company)
Municipality of Lyon (Local Authority)	OECD (international level)
Aéroport De Paris(Airport Infrastructure manager in Paris)	AFIT (engineering tourism national agency)
DRT Ile de France (tourism regional agency)	FNTR (national association for road tourism transport)
Municipality of Saint Denis (Local Authority)	COMITE 21v (sustainable development)
CNAM (University)	UIC – International Union of Railways
	DGAC (Airplane national direction)
	ADEME (national agency for energetic problem)

Dissemination opportunities (2009-2010)

Conference details (title, venue, etc)
AET, 8- October 2009, Leiden- NL
IATBR , 11-18 December 2009, Jaipur, India
WTCR, June 2010, Lisbon, Portugal

Journals and web detail
Tourism management (Publication)
Touriscopie (journal)
INRETS collection