CONCERTOUR

CONCERTED INNOVATIVE APPROACHES, STRATEGIES, SOLUTIONS AND SERVICES IMPROVING MOBILITY AND EUROPEAN TOURISM

NEWSLETTER OF THE CONCERTOUR EUROPEAN PROJECT #4

MARCH 09

## Editorial

The second Concertour workshop was held on 22 January 2009 in Brussels bringing together a select number of stakeholders representing both the Tourism and Transport industries. The objectives of the 2nd Concertour Workshop were to validate the results found within Work Package 3 on Emerging needs of Tourism segments and Work Package 4 on measures to increase tourism competitiveness in Europe.

The Workshop was structured around two presentations on each theme aimed at stimulating a discussion on the relevant items to validate.

Throughout the day input was 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) of tourism to the EU/EFTA zone. Moreover information was gathered in response to the identification and assessment of transport concepts and solutions contributing towards the enhancement of tourism competitiveness in EU. The aim of the latter being 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.

## Related events

**Conference ''Tourism Industry: Employment and Labour Market Challenges''** 10-11 June 2009 - PRAGUE, CZECH REBUBLIC

The event will be organised in collaboration with the Czech Presidency. Further information will be soon available on the Czech Presidency website.

**Workshop on "Supporting sustainable growth and employment in tourism in the coastal regions"**
19-20 May 2009 - ROME, ITALY

The workshop will be held at the occasion of the European Maritime Day Celebrations.

## News

TIS has submmited an abstract of the Concertour project to the 3th Workshop of APDR: "Tourism and Sustainability", in Ponta Delgada, São Miguel – Azores, 26 and 27 April, 2009, accepted by the Organizing Committee.

## Future CONCERTOUR Event

Workshop 3 will be held on 24 April 2009, in conjunction with the TTRA Conference, Rotterdam, where position papers will be presented.
http://www.ttra-europeconference.com/

For information and registration please contact edn@r-m.com

## Progress achieved so far – Work Package 3: Emerging needs of Tourism segments

CONCERTOUR is a European research project funded under the 7th Framework Programme by the EU Commission. CONCERTOUR is based on the concept that transport supply may strongly contribute to the improvement of both European tourism demand and supply, destination's attractiveness and thus, to European tourism competitiveness.

Previous stages of the project have provided an overview of the relevant literature and a methodology for identifying transport needs and selecting examples of best practice. The objective of Work Package 3 was to identify the most relevant tourism segments (in terms of demographics and socioeconomics) and classify the most important tourism product categories (types of destinations and special occasions) of tourism to the EU/EFTA zone. The various segments have specific needs and motives which should be taken into consideration in the development and marketing of tourism transport services and products. Moreover, WP 3 has identified current and future transport challenges faced by the various tourist destinations.

The end product of this research has investigated actual and emerging trends, with respect to tourism demand and transport supply. The transport challenges identified, fundamental to provide for tourist needs so as to make European tourism more competitive and sustainable, will give impetus to later stages of the project (Work Package 4) which will address concrete, actual solutions to the challenges.

The report has analysed tourist and transport trends and prospects, discussed the tourist segments and needs, examined important segments and transport challenges at tourist destinations and special occasions. It has also provided conclusions on tourism prospects and transport challenges.

Three product/market Matrixes have been created representing three different dimensions. These matrixes present a concise summary of findings, especially in terms of transport challenges.Literature reviews and stakeholder opinions derived from workshop 2, and the qualitative consultation with stakeholders carried out through a web survey were taken into consideration, so as to reinforce the results achieved.

The core of the report however focuses on the important segments and transport challenges at tourist destinations and tourist occasions. The 5 tourism destinations categories are; urban, mountain, sun and beach, rural and round trip. Meanwhile occasions differ from international second homes to big events to theme parks. For each type of destination/occasion, tourist motives and important segments were described, and transport needs and challenges were analysed.
It was found that to a certain degree, tourists and residents have similar transport needs: inexpensive, efficient and simple transport solutions. However, tourists in general may have more needs in terms of information, especially in terms of help and easy-usability of the transport systems and ticketing. They are particularly dependent on good transfers from long distance to local travel (intermodality).

The main transport challenges which aim to be addressed in later stages of the project, together with other needs, are found to be to:

1. Reducing congestion, overcrowding, and manage seasonal and peak hour traffic;
2. Improving safety and security, both in transit and at destination;
3. Enhancing inter-modality, i.e. smooth transfers from one travel mode to another (services and ticketing);
4. Providing "access for all", including solutions for disabled and retired/elderly tourists;
5. Improving local public transport infrastructure and services adapted to tourists' needs;
6. Improving information availability before and while travelling, provide simple transport systems and ticketing;
7. Encouraging use of alternative and more environmentally friendly modes of transport, achieve better sustainability and reduce destination wear out caused by traffic.

## Planned progress – Work Package 4: Measures to increase tourism competitiveness in Europe

Workshop 2 was also the occasion for Work Package 4 to raise 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. Moreover it was essential to validate the measures to the destination and around the destination taking into account the stakeholders' opinion and expertise was.
– Special stress was laid upon the following issues:

- The presentation of the general objectives of WP4 – Identification and Access transport concepts and solutions with added value contributing towards the enhancement of tourism competitiveness in the EU, and Better understanding in how transport intermodality can be a driver to a more competitive and sustainable European Tourism, Making mobility more attractive in Tourism destinations.
- The presentation of the methodology that was used to point measures solutions (throughout the use of the main criteria, by taking as guidance the Impact Assessment guidelines):

- Effectiveness: the extent to which options can be expected to achieve objectives / user needs;
- Efficiency: the extent to which objectives can be achieved for a given level of resources/ at least cost (cost-effectiveness);
- Consistency / relevance: the extent to which options are likely to answer to the policy objectives.
- Focusing on the challenges, barriers that are preventing tourism to become competitive.

The presentation of the key findings in this area fit in 5 main topics:

- Booking and payment systems
- Information Systems (door to door)
- Handling and tracking
- Integration of infrastructure networks and transport services
- Policy driven initiatives

## Who are the CONCERTOUR Partners?

**FIT Consulting - Finance, Innovation and Transport (Italy) (Project Coordinator)**
Founded in 1997, FIT built up considerable experience within the management of applied research projects both on a national and European level, in particular within the areas of ITS, logistics, sustainable mobility and intermodality. The company is involved in 40 national and more than 20 transnational R&D projects supporting and promoting EU policy.

**TIS – Transport, Innovation and Systems (Portugal).**
Founded in 1992, today TIS is a well recognised company in international Transport and mobility consultancy. With a wide coverge of transport related themes for bothe passenger and freight sectors, the Company has been a leader of consortia, for the European Commission in R&D contracts, for a number of very relevant projects since the 4th Framework Programme, supporting and promoting EU Transport Policy.

**TØI – Institute of Transport Economics (Norway).**
This national institution for transport research and development, established in 1958, holds no interests in any commercial, manufacturing or supply organisation. The main objectives of the Institute are to carry out applied researches on issues related to transport and to promote application of research results by advising government authorities, transport industry and the public at large.

**NTUA – National Technical University of Athens (Greece).**
Founded in 1836, NTUA is an institution of higher education as well as a centre of analytical, experimental and applied scientific research. The teaching and research staff of the Department of Transportation, Planning and Engineering have wide practical experience in Greece and abroad, act as advisers to government, consulting firms, transport authorities, etc., and contribute to technical and professional committees.

**Rambøll Management Brussels (Belgium).**
Rambøll Management Brussels is part of Rambøll Management, one of the leading management consultancies in Denmark and Europe, and has large experience in benchmarking, transfer of know-how and dissemination of information. The Company has been consistently involved in public transport projects, freight and logistics assignments for both public and private sectors, as well as in tourism studies for both local institutions and international bodies like EC's Tourism Unit, European Parliament and European Cities Tourism (ETC).

**Impact Consulting (Romania):**
Established in 1997, I.C. offers consulting services to both public and private sector organisations in Romania and abroad including feasibility studies and business plans, strategic transport, e-government, quantitative statistical surveys and sustainable development (Local Agenda 21).

**INRETS – National Institute for Transport and Safety Research (France).**
Created in 1985, INRETS is a state-financed scientific and technological body having five key issues at the heart of its research: leisure and tourism mobility, road safety, transport networks and services, driving aids (information, assistance, automation) and transport and environmental projection.

SEVENTH FRAMEWORK PROGRAMME

Project funded by the European Commission DG RESEARCH

3rd Workshop: April 2009 organised at the same time as the Travel and Tourism Research Association, European Chapter annual conference 22-24-April 2009, with Inholland University Rotterdam

http://www.ttra-europeconference.com/

**TTRA 2009**

The European Chapter of the Travel and Tourism Research Association invites you to participate in its 2009 annual conference on Transport and Tourism: challenges, issues and conflicts, organized by InHolland University of Applied Sciences and NHTV Breda University of Applied Sciences. The sub-themes are: global transport developments, transport and logistics at destinations, ICT in tourism and transport, ethical issues and sustainable development. Of course papers on other issues in tourism research are most welcome as well. This three-day conference in the Netherlands will be held at venues in Rotterdam and Breda from April 22 to April 24, 2009

The CONCERTOUR website is available at www.concertourproject.eu
It can be used for:

- learning more about the project's goals, partners and Community;
- staying informed with regards to recent developments or future workshops and conferences;
- downloading project documents and deliverables;
- registering as a Community Member through an online form;
- subscribing to the newsletter or reading past issues;
- discussing with other stakeholders and partners in the forum.

The topics (forum members are kindly invited to post new topics) will be related to the transport aspects in the travel chain like: travel information, travel to/from the destination and travel within the destination, transport infrastructure, transport services, quality, comfort and design of transport services and terminals, passport and visa control, access for all (inclusive elderly and disabled), etc

We remind you of all the available dissemination tools such as:
- The website, www.concertourproject.eu, where you may find all the news about the project and interact through the online forum. We encourage you to equally register so as to become a member of the Community.
- The information e-mail address, info@concertourproject.eu, where you may send your questions and comments.
- The Newsletter which will keep you updated on the project and its evolution.
- The Declaration of interest which you may sign and send back to us via post or e-mail. You may download it from the website.