CONCERTOUR

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

NEWSLETTER OF THE CONCERTOUR EUROPEAN PROJECT #6

SEPTEMBER 09

Editorial

The successful CONCERTOUR Final Conference "Accessibility, Strategies, solutions and services improving a sustainable Tourism" was held in Rome on 25 September 2009 bringing together more than 40 participants from across the European Countries.

This Conference – supported by the Italian Ministry of Tourism, Enit, Province of Rome, Rome Municipality and Lazio Region - brought together EU, national and local policy-makers as well as NGOs, Academics, researchers and experts working in the industries of Tourism and Transport . It had as main theme the encouragement of synergies and cooperation among tourism demand and transport supply.
The Conference, chaired by Massimo Marciani (President of FIT Consulting), opened with the speech of the Deputy Mayor of Rome, Mauro Cutrufo and the reading of the speech of Piero Marrazzo (President of the Lazio Region) who expressed a great interest in such an initiative and welcomed a continuation of the debate.

The following session was entirely dedicated to present the project's main results: Mr Karsten Krause (DG Research) - as CONCERTOUR project officer – presented main EC objectives, Transport Research and it's Policy Dimension as well as explained which were EC expectations from the CONCERTOUR Supporting Action. Then Paola Cossu (the project Coordinator) introduced the project and highlighted the future challenges in the Consortium's willingness to continue with CONCERTOUR activities after the project completion.

Project Funded by:

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Research Directorate General

SEVENTH FRAMEWORK PROGRAMME

Then Paola Cossu (the project Coordinator) introduced the project and highlighted the future challenges in the Consortium's willingness to continue with CONCERTOUR activities after the project completion. This would be reached not only by promoting the main outputs, but also by establishing a stable platform where tourism and transport can interact bringing local needs at EU level and enhancing the debate at EU level among different EU Institutional Bodies (i.e. Parliament and European Commission) and different DGs of the European Commission – as auspicated by the Commission itself.

The following presentations were mainly dedicated to the CONCERTOUR final outputs : Handbook and Action Plan, presented respectively by Panayota Moraiti (National technical University of Athens) and Jon Inge Lian (Institute of Transport Economics – Oslo).

The Conference followed with a round table in which several aspects interrelated with tourism were discussed: social tourism (and accessibility) – Annagrazia Laura (COIN), tourism and accessibility at major EU destinations – Enrico Mingardi (Deputy Major for Transport, City of Venice) - tourism and freight transport in urban areas, and tourism – Paolo Uggè (President of FAI) and ended with two political interventions from Eugenio Magnani (Representative from the Italian Central Government – Ministry of Tourism) and Dimitrios Tsamboulas (Chairmen of Athens Urban Transport Organisation).

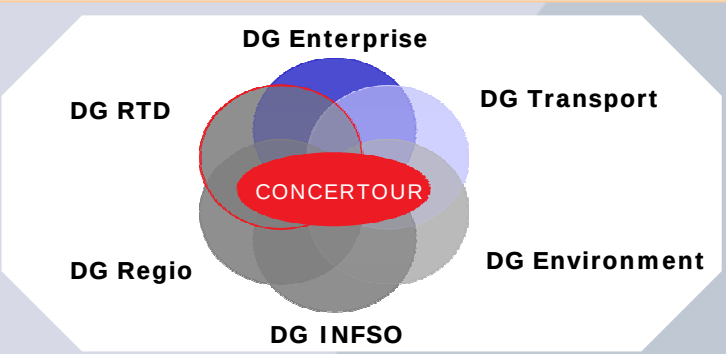
The Conference was concluded with the Award of 6 European case studies selected by the project as valuable initiatives in terms of improvement of tourism accessibility and services for the city. These initiatives been are all lessons to learn and transferred as best practices at EU tourist destinations.

- Oslo Pass (Norway)
- ATAC: Intelligent Infomobility for city users (Italy)
- Increased mobility for Lisbon arrivals (Portugal)
- Unification of Athens archaeological sites (Greece)
- HST Integrated Station (France)
- Tourism at Black Sea - Constanta (Romania) and Dobrich (Bulgaria).

The Case Studies Fact sheets can be downloaded at www.concertourproject.eu.

Simultaneous translation was provided from English into Italian

The Concertour Consortium



Discussions and presentations during the Final Conference
Rome, Residenza di Ripetta, 25th September 2009 (Agenda opposite)

The Deputy Mayor of Rome Sen. Mauro Cutrufo welcomed the attendants by underlining the strengths of tourism for the competitiveness of the City of Rome. He underlined the synergies with the Concertour project emphasising the willingness to improve tourism and city attractiveness in a sustainable way. The co-modal approach is a key issue in Rome, which is lagging behind in terms of transport and mobility. Sen. Cutrufo stressed the progress of other cities such as London, Paris and Tokyo in facing the issue, highlighting however the barriers coming from the safeguard of the impressive and unique cultural heritage in Rome.

The Panel Debate chaired by Mr. Massimo Marciani was mainly dedicated to accessibility to cities, Venice being a particular example. It was said that not enough was being done in this respect leading to the obligation of limiting tourism on certain days due to immense flows of tourists. In Italy, the congestion charge implemented in Milan which while being costly, has not solved the accessibility problem into the city centre. Mr. Karl Reiner brought up the topic of accessibility in the Alpine region and its destination and season specific stakes. Finally it was mentioned that transport companies should have a higher bargaining power. On the whole it was agreed by the panel that not enough was being done to solve accessibility and mobility issues and that more concrete steps should be taken to move towards improving the

DEPUTY MAYOR OF ROME, MR MAURO CUTRUFO

ITALIAN GOVERNMENT – DEPUTY MINISTRY FOR TOURISM, MR EUGENIO MAGNANI

Project Identity Card

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

Main outputs

- **State of the art depositary**: Review on transport factors affecting European tourism competitiveness
- **Best practice elicitation:** Identification of 130 practices at tourist destination in Europe.
- **Case studies:** 6 case studies have been selected all contributing to improve accessibility to services and destinations
- **Position papers:** 6 Position papers collected where stakeholders in tourism and transport expressed their position on accessibility at tourism destinations
- **Action Plan & Handbook:** Practical decision tools supporting stakeholders in implementing sustainable tourism policies in Europe (Newsletter 7).

MR KARSTEN KRAUSE, EUROPEAN COMMISSION, AWARDING THE REPRESENTATIVE OF ATAC, ITALY

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.

Contacts

Project Coordinator

Paola Cossu - FIT Consulting Srl

e-mail: cossu@fitconsulting.it

The CONCERTOUR website is available at

www.concertourproject.eu

CASE STUDY AWARDEES

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.