CONCERTOUR

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

NEWSLETTER OF THE CONCERTOUR EUROPEAN PROJECT #7

OCTOBER 09

Editorial

After 21 months, the Concertour Project is coming to an end in the hope of moving on to further perspectives linking Tourism and Transport.

The Concertour Consortium takes this opportunity to thank each and everyone who has contributed to the successful results of the project in the hope that it may lay the basis for future research and discussions in the field leading to concrete achivements.

This final Newsletter aims to describe in further depth the two main results of CONCERTOUR, i.e. the Handbook and the Action Plan and the future that lies ahead for the latter.

It also aims to explain how networking and dissemination have been fundamental tools to reach the targeted audiences and how they have highly contributed to the interest Concertour has benefitted from.
Please do not hesitate to contact us for any information relating to the project and its follow-up. the website shall remain online and in use.

Kind Regards,

The Concertour Consortium

Project Funded by:

European Commission
Research Directorate General

SEVENTH FRAMEWORK PROGRAMME

CONCERTOUR Community
The Position Paper

The **CONCERTOUR POSITIONS PAPERS** are the voice of key players

Among the 20 most representatives associations in Europe 6 Position papers have been collected where stakeholders in tourism and transport expressed their position on accessibility at tourism destinations and how transport could contribute:

* European Passengers Federation (EPF)
* Bureau International du Tourisme Social (BITS)
* The CAST Network: an EU network of Chambers of Commerce and Industries active on Sustainable Tourism
* HOTREC (Hotels, Restaurants and Cafè in Europe) Associates - Malta Hotels & Restaurants Association
* International Road Transport Union (IRU)
* European Cities and Region networking for Innovative Transport Solutions POLIS)

Stakeholders were asked to describe Tourist Needs, priorities and strategic measures related to each of the following transport priorities:

- Priority 1 - Inter-modality solutions - Integration of infrastructure networks and transport services (air/rail, coaches, UPT/ secondary airports, taxis, UPT/ ports, etc)
- Priority 2 - Information services (door to door) pre, during and after trip
- Priority 3 - Booking and payment systems
- Priority 4 - Handling and tracking of passengers and luggage
- Priority 5 - Policy-driven initiatives
- Priority 6 - Reduce congestion, overcrowding; and manage seasonal and peak hour traffic
- Priority 7 - Improve safety and security
- Priority 8 - Enhance inter-modality; i.e. smooth transfers from one travel mode to another - Priority 9 - Provide “access for all”; including solutions for disabled and retired/elderly tourists

- The Concertour project findings and results -

CONCERTOUR
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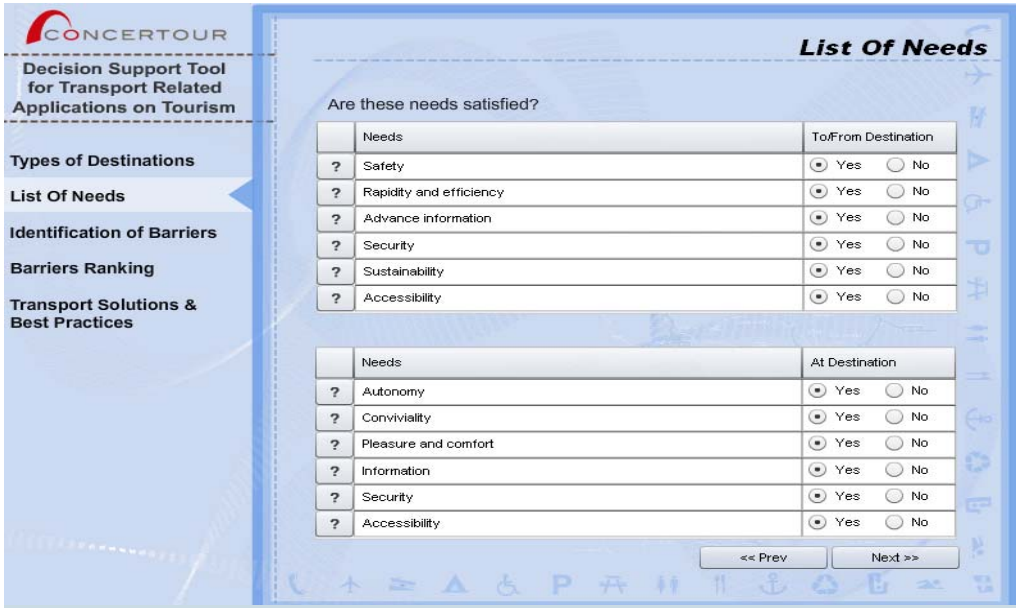
Tourism & transport Action Plan

Towards efficient and sustainable solutions

The **CONCERTOUR ACTION PLAN** is designed to be a useful reference tool for everyone who is working with tourism and transport in Europe.

The Action Plan shows how the needs of the various European tourism segments, destinations and stakeholders are best met through the priorities suggested. It also contains advice on the use of a few strategic measures to accomplish these priorities at EU-, national, and local level. Lastly, the Action Plan is a communicative document designed to convey the results of the CONCEROUR project to a broader audience across Europe.

The objective of the Action plan is to improve competitiveness and sustainability of EU tourism sector by better transport solutions by providing stakeholders with recommendations and supporting policy development.
Throughout the Action plan the findings of the Concertour project are translated into nine main priorities: Intermodality solutions, Information services, Booking, ticketing and payment systems, Handling and tracking of passengers' luggage, Congestion, overcrowding and peak management, Safety and security, Local tourism mobility infrastructure and services, "Access for all" tourism and Policy-driven priorities.
The plan provides potential applicable strategic measures for each priority and formulates some priority actions at different stakeholder levels. The suggested actions involve infrastructure, supporting services, information schemes, incentives for stakeholder cooperation, regulation, promotion of sustainable tourism and remove physical/psychological barriers to travel.



The **CONCERTOUR HANDBOOK** is a practical Decision Support Tool (DST) targeted at Tourism and Transport stakeholders to guide and support decision-making in the tourism sector on issues relating to transport.

The decision-making process has three phases (1) Initial identification of a specific tourism scenario, (2) Identification of the associated needs and barriers and (3) Selection of measures/best practices alleviating the aforementioned barriers and leading, if successful, to a decision.

These phases consist in:

(1) The user is asked to initially select the category of interest (between tourist segment/tourism destinations) and subsequently choose amongst the different types of each category.
(2) Based on the previous phase's input, the tool generates a list of needs for both cases travelling to/from destination and travelling at destination. The user has the option to identify whether these needs constitute barriers for the scenario under study; these barriers are ranked by importance.
(3) The tool checks along the available list of transport solutions and best practices and recommends those that are applicable to remove such barriers.

The DST is developed in an user-friendly way, is easy to use and is developed in the Adobe Flash platform.

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

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The CONCERTOUR website is available at
www.concertourproject.eu