

THE PARLIAMENT

POLITICS, POLICY AND PEOPLE **MAGAZINE**

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Europe's hidden treasures

All 21 of this year's EDEN award winning destinations profiled



"For five years this flagship initiative from the European commission has been working to maintain Europe's position as the world leader in tourism." *Antonio Tajani*





CONCERTOUR is a European project funded under the 7th Framework Programme by the EU Commission Directorate General Research.

CONCERTOUR stands for “Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism”. It is a Horizontal Activity (Support Action) funded by the European Commission and developed by a Consortium of seven Partners – consultancies and research organisations from seven EU/EFTA countries.

Intermodality solutions make travel smooth and motivate the use of sustainable transport solutions; sufficient available *information* makes it easier to plan and carry out travel; good *booking, ticketing and payment systems* can help tourists conveniently find the best travel options and prices available; and adequate *luggage handling and tracking* can make travel less strenuous, especially during mode transfers. *Less congestion and overcrowding* reduce travel stress, anxiety and time loss; and make destinations and travel *more safe, secure* and attractive. *Better local transport infrastructure and services* adjusted to tourist needs improves tourist action radius and accessibility; and “*access for all*” solutions encourage travel for tourists with special needs. Finally, some overarching policy matters relevant to stakeholders and the continued long term growth of tourism are dealt with through *policy-driven priorities*.



CONCERTOUR contributions

Competitiveness for European tourism amounts to creating, maintaining, and promoting better products and services than other regions, and making travel more accessible and easier. Competitiveness can be enhanced through new and improved services and the removal of travel-obstructing barriers.

CONCERTOUR aims to help stakeholders enhance competitiveness by presenting good practices, by introducing innovative solutions, and by taking effective actions:

- **CONCERTOUR** provides stakeholders with advice on how to improve structural elements and supporting services for tourism.
- **CONCERTOUR** outlines how stakeholders can remove bottlenecks and manage tourist traffic flows, in order for tourists to travel with ease.
- **CONCERTOUR** suggests actions to remove physical and/or psychological barriers to travel.
- **CONCERTOUR** gives governments input on how to create incentives for cooperation and infrastructure development
- **CONCERTOUR** suggests coordination and (de) regulation initiatives where needed
- **CONCERTOUR** can provide stakeholders with guidelines on how to develop and promote sustainable tourism.
- **CONCERTOUR** can help stakeholders cope with important policy issues in order to assure continued and sustainable tourism growth, in turn generating employment and other valued benefits of this economically important sector.

The **CONCERTOUR** policy-driven document is the “Action Plan” providing stakeholders with recommendations on how to improve the competitiveness of the European tourism sector through better transport solutions. First and foremost, the objective of this Plan is to act as a supportive document for policy recommendation on transport measures to support EU/EFTA-area tourism.



For information or questions about the **CONCERTOUR** Project, please visit the projects' official web site, www.concertourproject.eu or contact:

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