



EUROPEAN / European  
COMMISSION / Research Area / 7th Framework  
Programme



# Horizontal activities for implementation of the Transport programme

## 7<sup>th</sup> Framework Programme 2007-2013

Project Synopses - Volume 1  
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PROJECT INFORMATION

# CONCERTOUR

## Concerted Innovative Approaches, Strategies, Solutions and Services Improving Mobility and European Tourism

### State of the Art - Background

Tourism is a diagonal sector which involves many types of services and professions that are interrelated with each other and with other economic sectors and policy areas. The role of transport as a lever for sustainable development and competitiveness in European tourism is certainly of major importance. Actions from an integrated/concerted approach are needed - for example where the destination is placed in the middle of a network of relationships with other local tourism attractions in the surrounding environment - by developing door-to-door transport and effective co-modality. Accessibility is key for success in tourism competitiveness and is one of the criteria for ranking a tourist's experience.

There is a need for new policy and investigation on transport supplies where new initiatives are required to make destinations accessible. Due to very limited supply matches with accessibility needs, a large share of tourist demand and turnover remains unexploited. Literature has revealed that many of those requesting accessibility do not travel because of the many obstacles along the service chain. The redesign of tourism services will create opportunities and competition advantages, as well as greater employment.

### Objectives

The main objective is to develop new concepts to reduce the adverse impact of the transport system on European tourism via an integrated and co-modal approach, taking into consideration the specific needs of travellers, as well as the socio-economic and environmental input destinations affected.



The project identifies concerted solutions aiming at removing the barriers and creating the conditions for the provision of value added transport services (e.g. institutions/instruments facilitating the coordination between governmental departments in the planning phase, tourism travel plans, pricing policies and technical standardisation) and improving competitiveness within the transport industry.

The CONCERTOUR Community has been set up with the aim of stimulating an exchange of information and dialogue among stakeholders (from both public and private sectors) by creating a stable and active interface. The CONCERTOUR Community aims at strengthening convergence between policies and results from different DGs of the European Commission.

### Description of Work

The work is structured into six work packages (WP).

WP1: Project coordination and quality assurance. A contingency plan will be issued at an early stage in order to prevent potential risks.

WP2: Setting the scene. This diagnostic phase includes a state-of-the-art review on current drivers of tourism and transport and their interaction, identifying gaps in knowledge, etc.

WP3: Emerging needs of tourism segments: identifying needs in terms of transport facilities by integrating the tourism market and

transport supply as much as possible with an effective tourism flow, especially in historical cities and at large events.

WP4: Supply side: measures to increase tourism competitiveness in Europe by enhancing the sustainable competitiveness of tourism, and making tourist destinations and their accessibility more attractive.

WP5: Interaction with stakeholders: creating the CONCERTOUR Community that includes stakeholders from both tourism and transport sectors.

WP6: Action plan and policy implications. One of the project tools, the handbook, will generate added-value solutions to remove potential barriers to tourism competitiveness. The action plan is a policy document which will provide concrete indications at different levels (local, regional, national, EU and non-EU) on existing practices and their level of transferability, or it will recommend a new framework for research.

## Expected Results

For society: a co-modal transport will lead to the provision of high-quality integrated services contributing towards rebalancing the use of transport modes with positive impacts on the environment.

For the tourism and transport industry: increased efficiency might stem from the adoption of new transport solutions by transport and travel service suppliers, leading to a decrease in suppliers' costs.

For the tourists: a reduction in supplier's costs is likely to have a downstream effect in the transport prices, generating a positive economic impact on the tourism market.

**Acronym:** CONCERTOUR  
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