Tourism & transport Action Plan

Towards efficient and sustainable solutions

WHO ARE THE CONCERTOUR PARTNERS?

FIT Consulting - Finance, Innovation and Transport (Italy).
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 name in international Transport consultancy. The Company has been a leader of consortia, for the European Commission in R&D contracts, for a number of very relevant projects in the 4th and 5th Framework Programmes in the areas of 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 scientififi c 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 fifi rms, transport authorities, etc., and contribute to technical and professional committees.
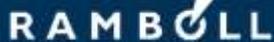
Rambøll Management Brussels (Belgium).
Rambøll Management Brussels is part of Rambøll Management, one of the leading management consultancies in Denmark and Europe, and has large experience in benchmarking, transfer of know-how and dissemination of information. The Company has been consistently involved 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-fifi nanced scientififi c and technological body having fifi ve 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.
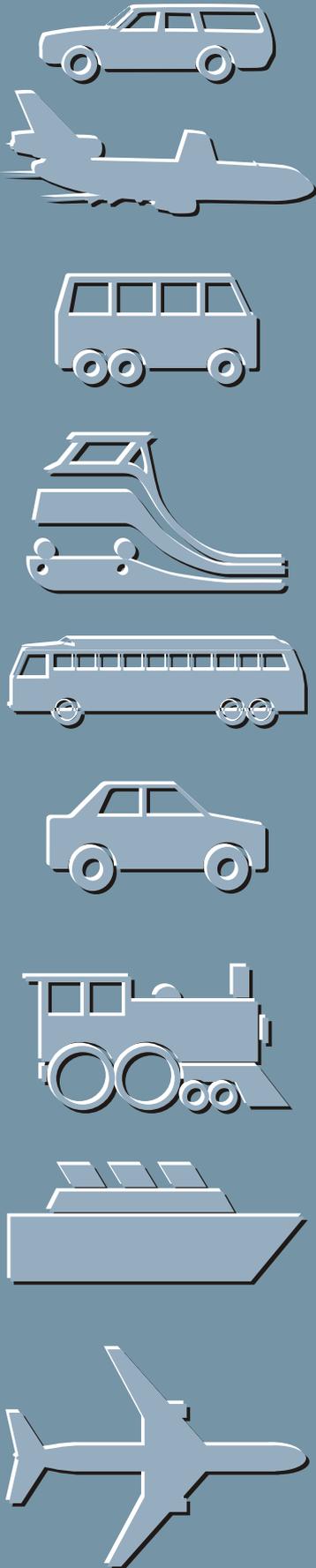
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1 INTRODUCTION & BACKGROUND[1]

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

The CONCERTOUR Action Plan is designed to provide 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. This Plan is addressed to the EC, local and national government, decision makers, the private sector, and others working with transport and tourism in Europe.

Throughout the Action Plan the findings of the CONCERTOUR project are translated into *nine main priorities*, comprising the main chapters of this document.

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.*

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 contents of this Action Plan are based on a synthesis of the research and assessments by tourism and transport experts (project partners), project deliverables including aspects validated by stakeholders, and input from stakeholders' position papers.

1.1 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 (see CONCERTOUR Best Practice Database), by introducing innovative solutions (see CONCERTOUR Handbook and DSS), and by taking effective actions in accordance with this Action Plan:

■ **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.

■ **CONCETRTOUR** 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.

For a more detailed explanation of the CONCERTOUR project background and the Action Plan development process, input sources, and composition, please see Deliverable 6.2.

2 INTERMODALITY SOLUTIONS Integration of infrastructure networks and transport services

2.1 Objectives

■ To make tourism travel easier, less time consuming, more comfortable and safe.

■ To provide efficient and secure exchange points (e.g. rail/air, rail/urban, urban/rural, etc) and minimise transfer times and effort needed to shift between travel modes.

■ To promote sustainable tourism through shifts to environmentally friendly transport modes.

2.2 Motivation

At some tourist destinations, smooth connections between transport modes (e.g. between airplanes and bus, train or boat, or between cars/RVs and local public transport, or even between public transport and on-foot/bike movement etc.) are neither not readily available, nor well organised en route or at the destination level. Schedules or terminal connections may not be compatible between

different transport suppliers, or across municipal or local borders. This can create queues and congestion, security problems, loss of time, and in turn, contribute to increase travel stress. Hence, it reduces comfort and convenience significantly for tourists depending on transferring between transport modes.

The aim here is to support **seamless intermodal travelling** through integrated infrastructure and services, allowing for smooth transfers both between transport modes and between long distance travel and local transport. Critical for public transport in competition with the door-to-door service offered by the private car, is the first and the last mile. High-quality integrated transport must consist of several public transport modes (e. g. underground, tram, local bus) operating at the interchange points, providing short wait intervals and several lines serving different directions, as well as information allowing travellers to take advantage of all available modes. At airports rapid public transport modes (urban railway, express trains and express buses etc.) are usually available, since they are located apart from the city centres, and a fast access/egress has to be provided. At main railway stations available public transport lines are generally adequate, because most stations are located near the city centre where the public transport network is dense. At less central points, comfortable and efficient intermodality options might be scarce or missing.

Tourist travellers need safe, secure, comfortable, efficient and (sometimes) independent travel modes, which can be offered through good intermodality solutions.

Accessible, secure, less tiring and confusing transfers is especially important for certain tourist segments. Disabled travellers and elderly people may find transfers cumbersome. Children, singles or groups, families with children, or incoming tourists from outside EU carrying much luggage may risk getting lost or intimidated during complicated transfers. In addition, efficient transfer is particularly required by business travellers.

Intermodality is not only a city issue, where transfers between multiple modes in a short time frame can be challenging. It is also a concern for non-urban destinations like mountain and rural areas, and particularly for peripheral areas and islands dependent on tourism. Intermodal solutions are also important for round trip travel and for travelling safely and efficiently to/from events or theme parks.

2.3 Strategic measures

Tax systems and incentives Toll/fee systems for environmental choices and incentives for intermodal cooperation between actors (transport and tourism operators, authorities, suppliers etc).

Infrastructure development Investments to make intermodal transport, public transport or soft transport modes (e.g. bike and walkways) more attractive for tourists..

Transport service arrangements Service and assistance at access and transfer points to support intermodal travel.

Organisational set-up Create an organisational structure that avails a high level of intermodality, so that involved stakeholders (transport companies, tourist operators, authorities, etc.) will be enticed and able to cooperate in providing well-designed, efficient and effective intermodality options at reasonable prices.

Information schemes Information systems for planning tourist travel taking full advantage of intermodal travel options. This also concerns exchange of information between involved stakeholders to make true intermodality possible, functional, user-friendly, and financially feasible.

2.4 Actions

Local and regional level

■ Develop local mobility plans targeting intermodality issues for tourists, especially long distance and local transport integration (infrastructure and services). Build pleasant and efficient terminals and allow easy access for bus services and coaches.

■ Develop a high quality local transport system with high frequency and good surface coverage.

■ Harmonise tariffs, routes and transport schedules across transport modes and regional or municipal borders, and introduce zone tickets and lower fares.

■ Provide intermodality-supporting services, especially easily accessible information systems for tourists on available transport modes and interchanges (routes and schedules).

■ Use marketing to achieve more tourist public transport use (i.e. through awareness of

services and image campaigns, and information on how to combine available modes).

■ Offer sufficient staff capacity at intercept terminals and central focus points in order to make the travel more convenient, pleasant and secure.

■ Locate bus/tram/taxi stops etc. near the access points of other public transport modes.

■ Develop and maintain sufficient transport connections to more remote tourist destinations (national parks, attractions, islands, etc).

National level

■ Develop main national terminals (airports and railway stations) and rail services (e.g. high speed) in order to enhance intermodality. Remove barriers against intermodality in national transport systems.

■ Develop and promote air/rail integration where applicable, for instance for transcontinental flights and charter flights combined with high-speed rail; or rail connections to low-cost airports.

■ Develop ship/rail/bus integration, which can be accomplished by connecting ports with onward travel modes like rail and bus.

■ Create incentives for local cooperation between transport companies, local authorities and private land owners to develop and build pleasant and efficient terminals (e.g. direct support or tax incentives to boost cooperation).

■ Work to create a level playing field between the modes of transport intended to be connected, including comparable tax or subsidy environments and infrastructure charging regimes, as well as motivators for the cooperation of the different modes of transport.

■ Support transport services to remote areas, and take tourist development into account when formulating service requirements and regulations.

EU level

■ Develop an integrated EU-wide long distance passenger rail network, and identify gaps in supply of both infrastructure capacity and rail services.

■ Develop and implement a concrete policy framework to encourage a shift from private car usage to train, bus and coach for tourist purposes. Business incentives should be provided for train, bus and coach travel. "At source" measures should be given priority as the most efficient and cost-effective measure for improving the intermodal and environmental performance of road transport.

■ Provide support action for cooperative initiatives to improve intermodality and encourage public-private cooperation and intra-EU cooperation for such efforts.

■ Promote co-modality in the cruise-liner sector, through an initiative of the European Commission, e.g. by allowing member states' governments to deploy public aid in pursuit of the promotion of combined travelling for those tourists intending to spend 'extra' days at the destination from where either a cruise itinerary starts or terminates.

■ Implement EU-wide research programmes for enhanced intermodality in tourist travel.

2.5 Time frame

It takes time (i.e. more than five years) to develop and harmonise services, ticket systems and infrastructure for improved intermodality. In many areas there is already work in progress on these matters. However, it is important to strengthen the work undertaken and to develop plans within a short term horizon (i.e. less than five years). Economic incentives are so far developed only to a small extent, but can be used to speed up necessary intermodality processes.

3

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INFORMATION SERVICES
Pre, during and after trip

3.1 Objectives

■ To provide tourists with easily accessible information before, during, and after their travel, so that they can plan their trip, get the most out of their visit and avoid problems.

■ To provide needed information and a platform for information exchange for tourist operators and other stakeholders so that they can plan and execute their operations well, and avoid problems.

■ To promote, through information systems and communication, sustainable tourist travel.

3.2 Motivation

Advance information will enable tourists to plan their trip and get the best possible travel experience. Information on all modes and stages of the travel to and at, destinations is a condition for a "seamless" and hassle-free travel. In-transit information on delays or breakdowns, changes of platforms/gates/docks and alternative routes, is necessary. Basic and supplementary information on accommodations and points of interest at the destination is also useful.

For stakeholders (e.g. operators in transport, accommodation, foodservice, attractions, government, NGOs, etc.) collection, analysis and dissemination of information is necessary to improve information exchange and to be able to offer market-oriented and competitive tourism products.

Disabled and elderly travellers find difficulties when planning their mobility. Incoming tourists from outside the EU would also benefit since they are not familiar with "the system" and surroundings in Europe. Active tourists (e.g. adults, families, and students) who engage in many activities and are highly mobile may also seek substantial information relevant for their travel and stay. The same can be said about high income groups and business travellers.

Information is most needed at destinations with individual travel and less reoccurring travel patterns, like rural areas. Also in hectic, congested areas, like cities and event venues, information may be useful to avoid problems and inconveniences. International round trip tourism also requires much information pre- and during tour.

3.3 Strategic measures

Information schemes Travel information integrating all available modes and necessary information about the destination. Promotion of mutual links between transport and destination web sites.

Organisational set-up Cooperation between transport and tourism providers to integrate their information systems, exchange information, share databases, and other relevant knowledge.

Infrastructure development Development and maintenance of information systems, like terminal displays and monitors, signage, maps, databases, web-portals, data collection, etc.

Transport service arrangements Physical information infrastructure in place, such as information desks, guidance, travel advisory services, etc.

Generation of relevant market knowledge

Information shared between tourism stakeholders like customer surveys, research, statistics and other data collection.

3.4 Actions

Local level and regional level

■ Provide a sufficient number of good visible display panels, panels with diagrams/maps of services and staffed info points for tourists

■ Make real-time information available at all departure boards, at computer-driven displays at all bus stops, rail/underground platforms, tram stops etc.

■ Provide adequate passenger information services, which could be help-points, inquiry bureaus, call centres, internet hot spots, guiding assistance, etc.

■ Use a consistent and understandable design in all information outlets

■ Provide travel information to tourists with a minimum common signage reference and a common visual standard (for instance common signs for bus stations, taxis, exit, trams, ticket counters, and in interchanges such as stations and airports)

■ Make sure all tourist and transport information is available in the most important visitor languages

■ Offer integrated information of different transport modes (e.g. data from different operators)

■ Make sure that all information is updated, consistent, and cohesive across the destination and across transport modes

■ Cooperate with nearby or similar destinations on the generation, integration and exchange of tourist and transport related information

■ Assure that information is also made accessible for disabled tourists and others with special needs

■ Collect information and communicate with tourists also after their travel is completed to get feedback on their trip and any problems encountered, so that corrective action can be taken

National level

■ Create a national transport and tourism portal with integrated information on all available transport modes, accommodation, tourist attractions, etc. (Make sure all important national entry points (airports, rail and road border crossings, harbours) and national attractions (national parks, monuments, historic

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sites, etc.) have relevant information accessible for all tourists.

■ Work towards harmonisation of local signalling - let all tourist relevant information devices (e.g. road signs, road maps, transport terminals, bus schedules) have a consistent and uniform design across the country and across transport providers and modes (rail, bus, air, boat).

■ Set up a national information network for the interchange of tourist information for stakeholders, including statistics, surveys, research, market information, etc.

■ Set up a system for provision of information to tourists via their own nomadic device (GPS, mobile phone, PDAs, other hand-held devices) at an affordable cost.

■ Ensure the sustainability of tourists' travel behaviour. Intermodal solutions must be strengthened, promoted, and well coordinated. They should be promoted via integrated information and ticketing.

■ *Facilitate cooperation between accommodation companies and transport operators, which is a priority to provide a better information service to tourists.*

EU level

■ Create an European intermodal web portal providing information to long distance travellers on local and regional transport, and to redirect visitors towards the websites of the

local and regional transport services providers.

■ Support international cooperation between main passenger transport hubs, which can be helpful to provide door-to-door information to long distance travellers.

■ Define and promote a set of minimum standards for information provision to tourists for different destination types and transport modes in Europe.

■ Work to harmonise tourism information in Europe. Fragmented and non-cohesive information makes it difficult to have an overview of all available transport modes to arrive at destination, to get around at destination and to travel between desired destinations (different websites/leaflets for each mode and for each country).

3.5 Time frame

With today's level of technology most of the actions suggested for information provision to tourists should be possible to accomplish within a short- to-medium time frame (within five to seven years), including the set-up of information infrastructure and services. Some national and international cooperative efforts involving many stakeholders across regional and international borders (e.g. common web portals, uniform design, data bases, information networks, standards etc) can be expected to take longer time, i.e. up to 10 to 15 years.

4 BOOKING, TICKETING, AND PAYMENT SYSTEMS

4.1 Objectives

■ To enable tourists to use booking, ticketing, and payment systems for easy and efficient intermodal travel and for accommodation.

■ To provide systems for operators/suppliers for effective marketing, booking, and payment

■ To utilise booking and payment systems to promote sustainable tourist travel

4.2 Motivation

Integration of systems of ticketing, fares, booking and payment across travel modes and geographical boundaries makes intermodal travel convenient and easy for tourists.

Intermodal tariff and ticketing systems are however widely missing, particularly across borders, although there are a few good examples of such initiatives, especially in the

air-rail sector or in the ferry-rail combination. Technologies exist, but countries differ in their practices.

Information on best prices available and facilities for booking and payment are helpful for planning a seamless, intermodal travel and also adds to the comfort and autonomy for tourists.

Incoming tourists from outside the EU will appreciate integrated booking and payment systems, which will allow them to cross borders for onward travel with more ease. Business tourists can also benefit from "one stop shopping" for travel arrangements. Round-tripping students and adults visiting many destinations also need integrated ticketing, as well as children travelling alone or accompanied in groups.

Round-trip destinations being part of typical international travel routes will benefit from good integrated ticketing systems. Urban destinations, with many available travel modes and many tourist attractions requiring high mobility, will also need such systems. Theme parks and special events can also successfully combine venue entry and transport ticketing, as well as mountain or beach resorts with combined transport and recreational activity ticketing.

4.3 Strategic measures

Infrastructure development Facilitate easy integrated booking, ticketing and payment systems including operators' common booking/ticketing systems (GDS), databases, web- portals, nomadic device ticketing access (mobile phone, PDA etc), and so forth. Large booking systems including yield management are developed by actors providing commercial services. The ambition of public authorities vs. commercial actors should be considered carefully.

Information schemes Travel information integrating all available modes and needed information about the destination.

Organisational set-up Encourage and facilitate operators to cooperate across transport modes, tourism services, and across geographical borders in order to achieve integrated booking and ticketing systems.

Monitoring systems Survey tourist mobility patterns within integrated transport to better adapt booking and ticketing systems to tourist needs and behaviour.

4.4Actions

Local and regional level

■ Work to harmonise fares and ticketing procedures, where possible

■ Develop destination passes combining public transport, accommodation, attractions, activities and other tourist products and services

■ Supply a tourist service for the provision of information on booking and ticketing via the tourists' own nomadic device at affordable costs

■ Make sure all ticket outlets offering integrated ticketing have a uniform design, and is usable and understandable to all travellers

■ Analyse which local/regional operators who could best cooperate under an integrated booking and ticketing umbrella, and stimulate operators to cooperate towards such solutions

■ Provide a destination (or regional) web-portal, accessible by internet and e.g. mobile phone, web-kiosks, etc.; where integrated booking is easily accessible for all tourists

National level

■ Stimulate joint ticketing systems by providing financial planning stability to the operators until the new system has reached a state where positive effects have levelled out the difficulties regarding revenues splitting

■ Harmonise fares in public transport across destinations/regions using subsidies or tax incentives where applicable

■ Stimulate cooperation between transport and tourism operators to allow them to offer integrated ticketing

■ Make sure new ticketing solutions have a positive impact on the mobility of impaired and disabled people and other groups with special needs

■ Prioritise new ticketing systems that favour sustainable transport and tourism

EU level

■ Support development of common standards for electronic ticketing (e.g. smart card, GSM, etc), in order to improve public transport access to tourist destinations (a common standard for smart card based ticketing in urban/regional public transport in order to ensure that the traveller is interoperable)

■ Support the sale of through-tickets for long distance rail in and between countries

■ *Set up EU-wide standards for passengers' rights in case of delays and missed connections, and* support a single contract of carriage for long distance journeys by public transport, and assure a level playing field across modes with respect to passenger rights

4.5 Time frame

Local and regional ticketing integration systems with a limited number of operators and geographical borders should be possible to develop on a short time basis (less than five years). Implementation of national ticketing systems should be possible medium term (five to ten years). EU/ international systems may take more than ten years to develop, since they will involve a number of operators and other stakeholders across many national borders.
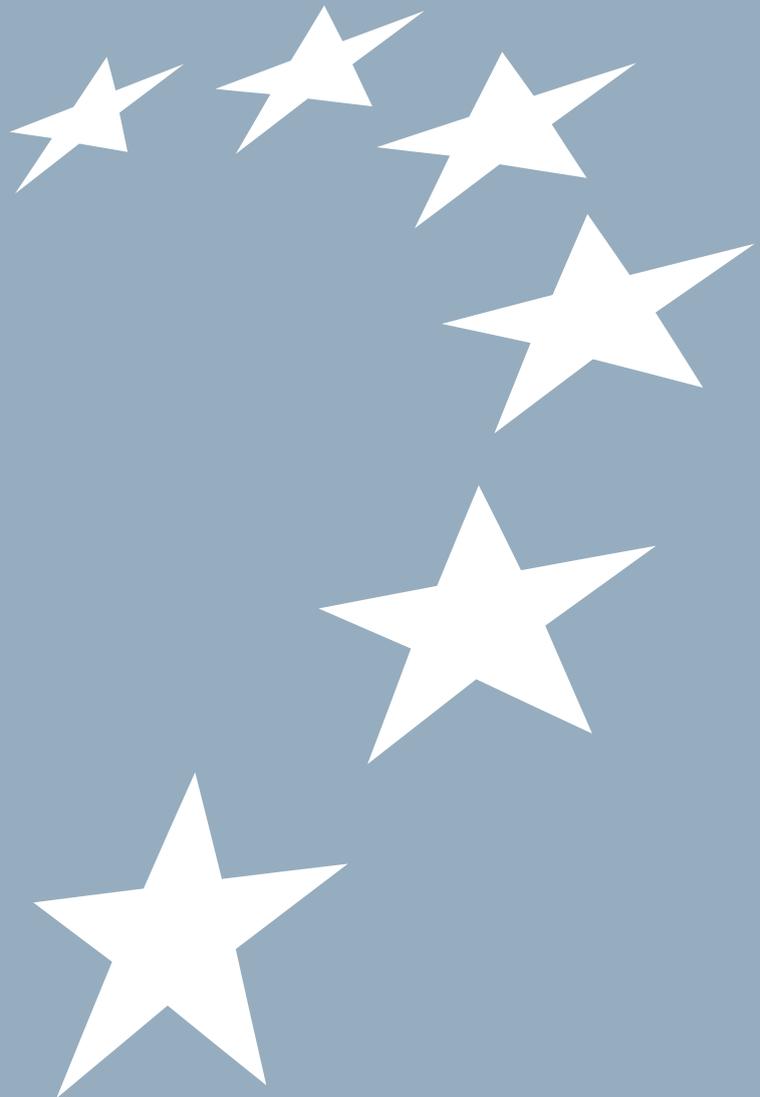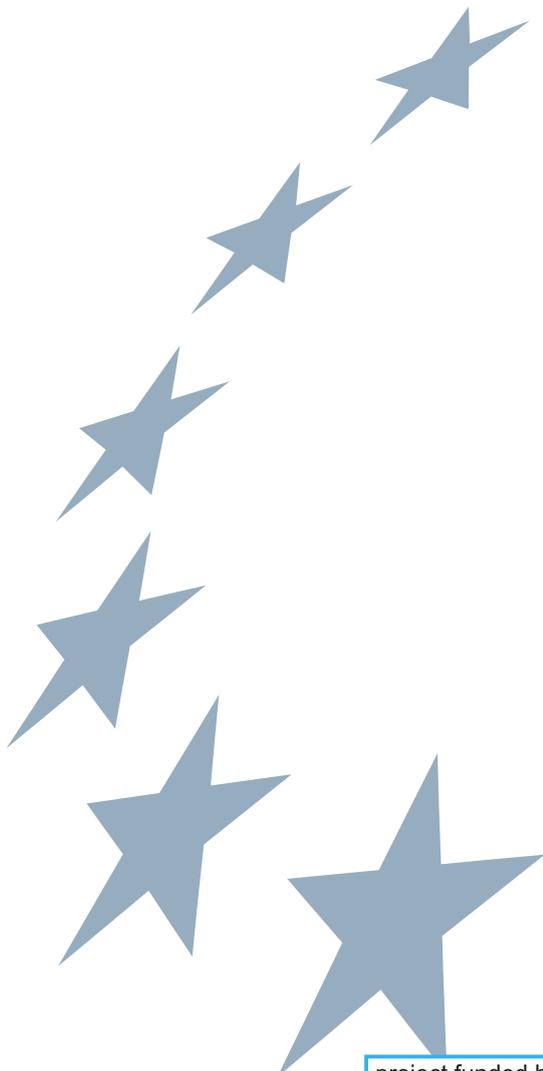
5 HANDLING AND TRACKING OF PASSANGERS' LUGGAGE

5.1 Objectives

■ To develop and implement better solutions for tourists in handling and tracking of their luggage, assuring seamless and intermodal travel.

5.2 Motivation

Handling and tracking of luggage is an important user concern during intermodal journeys. Carrying baggage from one mode to the other is a major inconvenience and a forceful disincentive for intermodal travel. Baggage handling, especially from an intermodal perspective, is rather poor in most countries. Special services with low extra costs like door-to-door service, check-in at (local) train/bus stations, pre-check-in, self check-in, easy luggage transport, can act as reliable services tourist will appreciate and use.

When travelling, tourists want to feel relaxed and comfortable, but at the same time they want to be sure that their luggage is secure and arrives punctually at the destination (which also adds to the convenience of travelling.)

Carrying and handling luggage is a particular burden for the elderly, children, families, persons with impaired mobility and those with heavy luggage; the latter being for instance extra-EU travellers or students or adults carrying recreational equipment.

Typical round trip destinations, or second home destinations where tourists carry much luggage for prolonged travel and stays, will benefit from better luggage handling systems. Destinations like mountain or beach resorts, where quite a few tourists carry a lot of recreational/sports equipment, will also need sufficient luggage handling infrastructure.

5.3 Strategic measures

Infrastructure development Investments for better tracking and handling of tourists' luggage, including equipment and systems for transferring luggage between connections (both for self-handling and professional services).

Transport service arrangements Supplement to luggage-handling infrastructure, e.g. low-cost luggage carrying services at terminals and between terminals and bus/taxi stop and onward to accommodations.

Information schemes Information on luggage handling services and facilities.

Organisational set-up Stimulate cooperation between operators (infrastructure providers, transport companies, accommodations, etc) for improved luggage transfers.

Monitoring systems - Better tracking of passengers' luggage throughout the travel chain.

5.4 Actions

Local and regional level

■ Ensure infrastructure design for convenient self handling of luggage between modes.

■ Provide a sufficiently high number of luggage trolleys with well distributed pick-up and collection points, (possibly) develop self-propelling trolleys.

■ Make sure luggage carrying services are

available at all transport terminals and related tourist areas, especially for elderly and disabled tourists. Offer special services with low additional costs like door-to-door service, check-in at (local) train/bus stations, pre-check-in, self check-in, easy luggage transport etc.

National level

■ Develop standards for terminal design facilitating luggage handling.

■ Support action for cooperation on intermodal luggage tracking and handling between operators/modes (air-rail, air-boat, coach-rail, etc).

■ Provide a national tracking system for tourists, accessible on-line or via mobile phone PDA, in order for tourists to track the exact location of their luggage door-to-door.

■ Support door-to-door intermodal luggage handling initiatives with financial support or tax incentives where applicable, until demand for such services has been properly manifested in the tourism market.

EU level

■ Establish intermodal regulations on baggage handling and tracking, including passengers' rights in case of luggage damage or loss, in line with the schemes in place for modal solutions.

■ Work to further develop door-to-door baggage transport services, available across European countries.

■ Work to coordinate security requirements for handling of passengers' luggage for safe, secure and efficient door-to-door services.

■ Conduct surveys/data collection to better estimate market demand for integrated multimodal door-to-door luggage services, in order to estimate feasibility and timing of any infrastructure (planned) investments in member states or internationally.

5.5 Time frame

Continuous infrastructure improvements on local and national level are needed. Some basic services, e.g. air-rail luggage integration, are already in place, and could be further developed in a short time frame (less than five years). International cooperation on security and other issues coordinating a number of international stakeholders will take some time.

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6

CONGESTION, OVERCROWDING AND PEAK MANAGEMENT

6.1 Objectives

■ To improve access and travel ease for tourists by reducing congestion at and around destinations.

■ To enhance the tourism experience by reducing overcrowding at destinations.

■ To manage tourist flows in peak hours or peak seasons.

■ To promote sustainable tourism by reducing the negative impact of (overcrowded) tourism on the natural environment and the local community.

6.2 Motivation

Rapid growth in tourism and increased mobility in general over the last few decades has resulted in overcrowding and congestion in and around popular tourist destinations. Infrastructure and services are in many places not sufficiently dimensioned to handle an increasing number of tourist visits. Overcrowding can damage the natural environment, the tourist sites and the local community. Negative tourist experiences of queues, noisy and overcrowded destinations, along with safety and security issues may lead to (irreversible) downward trends in tourism.

Tourists need comfortable, efficient, safe and secure travel, which can be accomplished by reducing overcrowding and congestion.

Segments especially affected by congestion or overcrowding are disabled travellers, retired tourists, or children who may have problems moving around in crowded areas or wait in queues, or can get lost; but also incoming tourists from outside the EU, who may have much luggage or can be easily confused in new surroundings. Congestion is generally high in big cities, but that is mainly a local transport issue, where improved public transport systems and car traffic management are relevant measures. At typical tourist destinations, like mountain or costal resorts or second home destinations, problems are often of a more seasonal character. At such places, congestion often occurs in villages, towns, sports/recreational areas, and at beaches. In addition, large events, theme parks and attractions may have very high peak traffic loads, which need to be managed.

6.3 Strategic measures

Tax systems and incentives: Peak pricing and other incentives to avoid congestion and overcrowding at and around destinations and to encourage the use of public transport or softer mobility alternatives.

Infrastructure development To get rid of traffic flow bottlenecks and to make local public transport more attractive and efficient for tourists.

Organisational set-up For better planning and managing of tourist mobility by involving relevant actors/suppliers.

Information schemes For leading tourists from congested areas and transport modes.

6.4 Actions

Local and regional level

■ Integrate tourism into local mobility plans. Ensure stakeholder cooperation and involvement of local residents / travellers.

■ Discourage the use of private cars for tourist travel, and develop sustainable means of transport, such as public mass transport.

■ Implement combined passes for tourist attractions and public transport; as well as inter-destination, multi-mode public transport passes valid across many destinations, to encourage public transport usage.

■ Consider peak hour and high season fees, and off-peak/season travel discounts.

■ Encourage tourists to detour around pressure spots such as city/town centres and main highways. Provide scenic detour options.

■ Develop park-and-ride opportunities, feed- or shuttle bus services, better access for buses at historical sites, and soft transport options (walk and bike pathways).

National level

■ Develop a detailed national transport plan for tourist mobility. Remove major bottlenecks in national transport infrastructure at or close to important tourist destinations, and provide alternative routes.

■ Give national tax incentives or support to strengthen local cooperation and sustainable (non-congestive) tourist transport. Reward sustainable and congestion-free tourist destinations.

■ Consider peak hour/season taxes on long distance travel (at airports or roads).

■ Develop railway services for tourists.

■ Develop real time information systems on transport services (schedules and delays) and road congestion (delays and alternate routes), available by mobile phones/internet, at terminals, and roadside.

EU -level

■ Implement a research programme mapping European destinations facing critical limits of congestion, define critical limits of congestion (tourism exposure: # cars per hour, # visitors per square km, etc.), for various types of destinations (urban, mountain, rural etc) and events.

■ Develop an action plan for de-congestion of important European destinations and a quality certification of "congestion-free" destinations.

■ Create and encourage cooperation among member states to make special Intra-EU tourist travel routes across national borders, circumventing congested areas (e.g. main highways and city centres).

6.5 Time frame

Research programs, quality certifications, season and peak hour tolls, local PUBLIC TRANSPORT passes, and off-season promotions may be implemented on a short term basis (less than five years). Local and national tourist mobility plans may also be developed on a short term basis, but implementation like infrastructure investments and development of real time information systems may take some time (more than five years).

7

SAFETY AND SECURITY

7.1 Objectives

The objectives under this priority are:

■ To improve tourist safety by creating or improving safety structures and services, and removing and reducing factors that can cause accidents and mishaps.

■ To improve tourist security by protecting tourists from terrorism, robbery and other criminal acts.

■ To enhance the tourist experience by creating a safe and secure travel environment.

■ To balance safety and security issues against other aspects that influence the tourist experience.

7.2 Motivation

Surveys consistently note that safety and security are important concerns among individuals travelling abroad. A good safety and security situation can give Europe a strategic advantage over other regions perceived to be less safe and secure. The four major perceived risks at international destinations are related to terrorism, crime, war /political instability and health.

At some destinations, enlarged tourism flows can also attract terrorists and criminals. Tourists will often limit their activity or hesitate to travel at all when security and safety issues are perceived not to be handled well at a given destination or transport mode. Thus, poor safety and security can be a forceful psychological barrier for tourist travel since tourists expect and demand safe and secure travel.

However, "too much of one thing" can also be less than ideal. Exaggerated security controls at terminals or destinations and cumbersome border crossings can also be a deterrent to tourist travel. Therefore, the *right* level of safety and security, providing safe but hassle-free travel is what one should seek to accomplish within this priority.

Segments most affected by safety and security issues can be business travellers or incoming tourists from outside the EU, who may be carrying many valuables. More vulnerable groups like children, elderly, and disabled travellers may need extra protection. (Road) traffic safety issues may be most relevant for families with children, who often use car for transport.

Safety and security issues may be most prevalent at urban destinations, areas although these are areas where

the presence of police and security staff tend to be the highest. Resort areas (beach and mountain), second home destinations and large events can also be targeted by criminals or terrorists. Finally, rural tourist areas with poor road/infrastructure standard and low police/security coverage may be less than safe in some cases.

7.3 Strategic measures

Monitoring systems - Anti-crime and terrorism surveillance infrastructure and monitoring of crime rates and traffic safety at transport facilities and in surrounding areas (around terminals and airports, and tourist areas and attractions).

Infrastructure development Structural design elements to prevent crime and accidents.

Information schemes Provide tourists with reliable and updated safety and security information and campaigns, enabling them to take precautions if necessary.

Transport service arrangements Training of service and security staff to cope with safety and security risks, and to handle safety and security incidents when they occur. Help desks for tourists.

Organisational set-up Establish designated authority responsible for planning and coordinating safety and security efforts for tourism. Cooperation and continuous exchange of safety and security related information between stakeholders at various levels and between destinations.

7.4 Actions

Local and regional level

■ Physical design like good visibility, illumination, emergency exits, open spaces.

■ Trained staff and staff presence, emergency preparedness.

■ Access control (identity checks and dangerous items).

■ Technology for access control, surveillance, illumination and communications.

■ Information and help points for tourists.

■ Information exchange between stakeholders and incentives for cooperation.

■ Balance safety and security efforts against the tourist experience

National level

■ Consider tourist safety and security in national transport plans.

■ Develop national anti-crime and anti-terrorism policies.

■ Ensure sufficient safety and security resources (national and regional police and rescue service) to cope with expected tourist flows.

■ Create training centres for specialists in tourism safety and security.

■ Develop national standards of tourism safety and security and monitor them.

■ Emergency preparedness for swift recovery of tourism in case of natural disasters, etc.

EU-level

■ Create an EU-led body for tourist safety and security in Europe coordinating standards and providing relevant safety and security information to tourist stakeholders and governments.

■ Establish a research programme identifying tourism related safety and security risk in Europe, and a system to record incidents and to monitor tourist safety and security perceptions.

■ Develop a Handbook for safety and security in tourism for stakeholders' use.

■ Develop an EU-wide database of safety and security related information, including an alert system for safety and security risk for European countries. (Could be developed in concert with e.g. Interpol).

7.5 Time frame

Tourist safety and security work is a continuous process. Training programs, procedures/standards, information exchange, support services, and minor infrastructure development and improvement can be accomplished in a short term time frame (less than five years). Local and national tourist safety and security plans may also be developed on a short to medium term basis. Deeper infrastructure redesign or development (terminals and road network) and coordination efforts between stakeholders beyond local levels and research efforts may take longer time (more than five years).

8 LOCAL TOURISM MOBILITY INFRASTRUCTURE AND SERVICES

Tourism & transport Action Plan - Towards efficient and sustainable solutions

8.1 Objectives

■ To improve local infrastructure and services to meet tourist mobility needs at and around destinations

■ To encourage tourists to use local public transport and other environmentally friendly transport modes

8.2 Motivation

Local transport infrastructure and services are typically designed to meet the needs of the resident population, which may not be adequate for tourism needs. Schedules may favour inbound traffic in urban areas in the morning, while tourists may want to travel outwards. Transport connection points may be too few and public transport route supply inferior in rural areas, around resorts or event venues, leading tourists to use taxis, private or rented cars instead. Increased congestion, pollution, traffic safety problems, and reduced tourist activity may be the result.

When visiting destinations, tourists want efficient and comfortable local transport. They also need enough autonomy in order to see and experience what they want when they want it. Sustainable local transport at affordable prices is also in demand by many visitors.

Tourism adapted mobility infrastructure and services are important for active tourists who want to explore the destination, such as young people/students and adults (singles and couples), and families with children or groups of children. Elderly people and disabled travellers may also need local infrastructure adapted to their special mobility needs.

Urban destinations usually have a fairly well-developed local mobility infrastructure and services. For tourists, information and language aspects may be important. Sun/beach and mountain resorts need infrastructure and services adapted to move masses of people in peak periods. Also, large events and theme parks need facilities to move masses of visitors to and from the venue. For rural destinations, sufficient coverage to give tourists access to natural attractions, parks, villages and points of interest, is essential.

8.3 Strategic measures

Infrastructure and services To secure sufficient coverage of tourist

mobility needs, like transport between main accommodation sites, recreational areas, tourist attractions and event venues.

Tax systems and incentives Extra support for tourist services.

Information schemes Multi language information on services, schedules and ticket types.

Organisational set-up Co-operation between transport operators and tourism stakeholders.

8.4 Actions

Local and regional level

■ Adapt public transport services to tourist needs and attractions.

■ Create combined destination-wide transport and attraction/event passes.

■ Improve public transport shelters and stations to make them accessible and user-friendly for tourists.

■ Improve signage for public transport to make it comprehensible to all visiting tourist segments, provide maps, guidebooks and transport instructions for tourists.

■ Plan for soft mobility options (walkways, bike paths or rentals), improve accessibility for buses and coaches to tourist attractions and promote close-by attractions.

■ Develop and promote cooperation on tourist mobility between accommodations, attractions, events, and transport operators.

National level

■ Create tax incentives or financial support (where allowed and feasible) for development of local and regional tourist transport infrastructure.

■ Support cooperation between local tourism and transport operators and between destinations in order to improve tourist mobility.

■ Support development of sustainable mobility infrastructure.

■ Carefully plan location of new tourism developments with respect to accessibility.

■ Adjust taxation and pricing mechanisms to reflect environmental cost.

EU-level

■ Coordinate taxation and incentive

mechanisms between member states to promote efficient and sustainable local tourism transport

■ Harmonise environmental zone restrictions and access taxes for touring coaches in EU cities and tourist sites

■ Establish a research programme on how to adapt sustainable local infrastructure to tourism needs, without compromising the mobility needs of the local population

8.5 Time frame

Providing the right quantity and quality of local tourism infrastructure will take time (i.e. more than five years), especially since it may be politically and financially challenging. However, minor developments and supporting services can be accomplished in a shorter time frame, such as design of bus stops, walkways, bike routes, etc. Planning, coordination efforts and implementation of taxation/toll or financial support schemes on national and EU level will probably take longer time (more than five years).
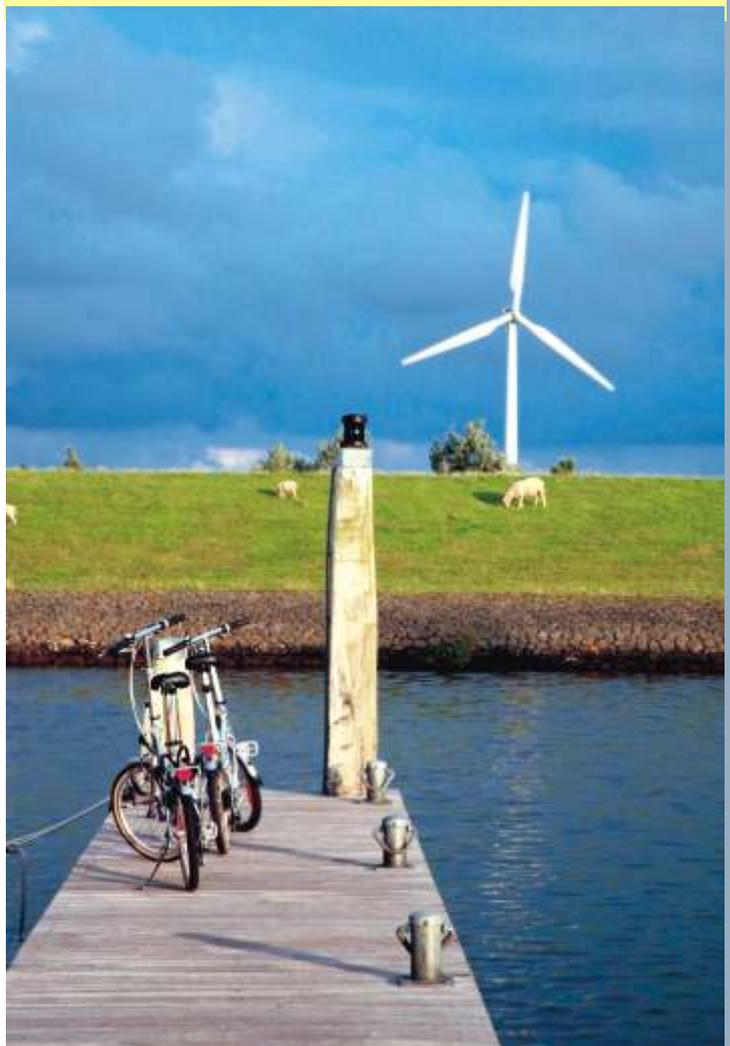
9 "ACCESS FOR ALL" TOURISM

9.1 Objectives

To make tourist travel accessible and pleasant for all tourist segments.

■ To create a business environment motivating operators to develop "access for all"-solutions.

9.2 Motivation

The number of disabled and elderly tourists and other groups with special needs are on the rise in Europe. The general mobility of these tourist groups is also increasing, accentuating the need for "access for all" solutions like easy access for wheelchairs, rollators, electric scooters, or accompanying persons or animals. Solutions for the blind and hearing-impaired are also needed, as well as universal design (of info-points, stairwells, escalators, or entry ramps. etc.).

Tourists with disabilities or special needs will seek accessible, comfortable, convenient, safe and secure travel, at relatively affordable prices. Information before and during travel is also needed in order to plan and manage for their mobility.

Destinations most visited by this segment are resorts, second homes and recreational areas in beach or mountain regions (spas, special accommodations, etc.), or special events targeted at this segment. Urban tourism is also common, where "access for all"-solutions are developed to varying degrees. Problems may arise in rural and more

peripheral destinations, where "access for all" solutions may be scarce.

9.3 Strategic measures

Infrastructure development Allow for easy access to transport modes and tourist areas for all segments, also for those with special needs.

Transport service arrangements Supporting services for tourists with special needs, including help desks, personal assistance, special pick-up services, etc.

Information schemes To help tourists with special mobility needs to plan for travel and foresee obstacles.

Production of relevant knowledge Generate and communicate knowledge about special tourist needs to transport and tourism operators and authorities, in order to adapt and take necessary action.

Organisational set-up Coordinate transport and tourism stakeholders in efforts to provide access for all.

Tax systems and incentives Encourage transport and tourism operators to invest in "access for all" infrastructure and services.

9.4 Actions

Local and regional level

■ Ensure that the transport network is fully accessible to all tourist segments, for instance by introducing level entrance to transport vehicles.

■ Provide trained staff and help desks/information points that meet the requirements of people with special needs, with useful information on how to use the available public transport modes.

■ Provide appropriate signage/guidance for all segments in several formats (e.g. tactile, iconic, audible).

■ Use targeted information (e.g. on special routes/options for the disabled or elderly).

■ Training guidelines to ensure that bus/tram drivers wait for people with disabilities to sit down before departing, or provide assistance.

■ Accommodation sites could cooperate in organising collective transport services for tourists with special needs.

National level

■ Develop an "access for all" plan for the country's most important tourist areas

■ Make national and regional tourist maps or routes especially designed for people with special needs/reduced mobility.

■ Develop and implement regulations for national transport operators, (new) tourist establishments or destinations, requiring focus on "access for all" solutions

■ Provide tax breaks or support for businesses/destinations that is working to provide "access for all"-solutions. Encourage cooperation between accommodation companies and transport operators.

■ Secure "access for all" intermodal solutions at airports and international terminals (bus, train, boat).

■ Offer training programs for transport and tourism management and staff at destinations.

■ Remove barriers against the use of health services by visiting tourists with special needs.

EU-level

■ Develop and implement a European "accessible for all" destination certificate for all-accessible cities, resorts, terminals, accommodations, etc.

■ Harmonise regulations across member states and set minimum standards for all-accessibility (excluding some tourist segments can be considered discriminatory).

■ Create a research programme for all-accessible tourist travel across Europe, possibly with focus on new member states. Analyse supply and demand and provide forecasts.

■ Provide financial support for regions or businesses that develop "access for all" tourism.

■ Develop an EU-wide information service (e.g. as the portal www.holidays-for-all.com developed from BITS), to provide a real display of accommodations and services of social/special needs tourism at an international scale.

9.5 Time frame

Soft measures like help desks, information portals, maps, personal assistance and training, etc. may be implemented on a short term basis (less than five years). Redesign of terminals, transport carriages, attractions, and accommodation structures may take longer time, as well as regulations and coordination efforts.

Tourism & transport Action Plan - *Towards efficient and sustainable solutions*

10

POLICY-DRIVEN PRIORITIES

10.1 Policy priorities

So far focus has been on issues directly linked to tourists. There are also issues of an overarching, public policy nature; or priorities mainly affecting transport operators (supply side priorities). Most of these issues have surfaced from the analysis of stakeholders' position papers in The CONCERTOUR project. The main areas of policy-driven priorities are:

■ Mainstreaming policy measures affecting tourism

■ Promoting tourism sustainability

■ Enhancing the knowledge and visibility of tourism

Within this priority we will identify stakeholders' needs that have not been fully addressed under the preceding eight tourist-oriented priorities. We will also outline the strategic measures to deal with these matters.

10.2 Mainstreaming measures affecting tourism

Given the large number of policies affecting tourism, a better coordination of policies and financial measures both at national and European level should be promoted. This can be accomplished e.g. through DG Enterprise policy instruments and financed by tourist-related project schemes and other supportive measures.

Stakeholders' needs

■ The charter for passenger rights for air transport and cross-border rail services is not sufficient to remove uncertainty and variation of standards regarding the rights of long distance passengers, which still affects tourist travel in Europe negatively.

■ There is a need for better coordination of transport and tourism at the national level. Today, competencies are fragmented between different national authorities and agencies (transport, tourism, industry, taxation, police, environment, bodies responsible for small and medium-sized companies, etc.).

■ Also in regional planning, more cooperation between tourism and transport stakeholders is necessary. A tourist destination area may not be linked to a precise administrative unit, thus falling within the responsibility of transport authorities and land-planning authorities at different levels. This can often be a problem.

■ It is necessary to improve (sustainable) accessibility by air, train or boat to insular and peripheral destinations. Low service levels and high fares inhibit tourist travel. It is also necessary, both at the national and community-level, to focus on co-modality solutions for overcoming structural barriers to accessibility for insular destinations.

■ The bulk of the EU bus and coach market has been either partially or fully liberalised. Coach tourism is fully liberalised, while international regular bus and coach services are still subject to authorisation, although quotas have been abolished within the EU. Thus, there is a need to continue liberalisation in the transport sector, and remove barriers to free markets.

■ It is necessary to identify the Chambers of Commerce and Industry (CCI) as part of the solution to increase the level of cooperation between key stakeholders. This is because CCIs have experience in support of tourist companies on a wide range of issues (e.g. implementation of mobility plans at the level of a tourism zone, supporting the role of the accommodation sector, informing tourists of the soft transport solutions, and/or in providing such solutions in partnership with other local actors).

10.3 Promoting tourism sustainability

Acknowledging economic growth and employment as the immediate target, social or environmental objectives for European tourism sustainability are crucial additional aspects that may also boost continued growth, competitiveness and commercial success of European tourism.

Stakeholders' needs

■ The existing competition between the main stakeholders prevents common regulation for sustainability in transport and tourism. The level of awareness of sustainability issues should be also improved.

■ There is a need for research on transport and tourism, followed by a common EU regulation of transport to improve transport service technologies and promote the use of more sustainable modes.

■ It is necessary to adopt norms to reduce the negative impacts of tourism, especially related to transport and environmental aspects.

10.4 Enhancing the knowledge and visibility of tourism

Collection, analysis, and dissemination of detailed statistics and other research material on tourism development and the impact of tourism on society are necessary to understand and evaluate tourism in Europe. Information on the needs of both tourists and involved tourism stakeholders can be used both to formulate policy and to provide support for the promotion of European destinations - and at the same time favour the creation of continued growth, including more jobs, sector investments, infrastructure, and the development of remote areas, etc. through attracting more tourists to Europe.

Stakeholders' needs

■ The travel dimension of mobility and tourism within *a travel and mobility chain* is often

overlooked by policymakers. It is necessary to create a strong connection between worlds of tourism and transport by EU policy-makers, giving high priority to transport for tourism both by the tourist industry and transport policy makers.

■ It is crucial to enhance the knowledge and visibility of transport and tourism among stakeholders, authorities, and the general public.

10.5 Actions

The majority of the actions for policy-driven priorities are at the European level:

Stakeholder-driven actions

■ The charter of passenger's rights in long distance international travel should be improved and extended to cover all travel modes and transfers between modes.

■ The EU should assist member states with national and international efforts at improving coordination of transport and tourism-related activities. The aim is to obtain fewer authorities and agencies, and clear and non-conflicting policies in member states.

■ Coordination between tourism actors, land use planners, and transport authorities should be strengthened at the local level. Reflection on tourist mobility needs should be more systematic during the drafting of transport plans by local authorities. The EU could therefore develop guidelines assisting local authorities with their transport plans, incorporating land use and tourist mobility needs.

■ The EU should support liberalisation in the transport sector with appropriate measures and policies at the EU level to guarantee a free EU travel area and free EU travel consumers' market.

■ Authorities should support efforts to establish and maintain sufficient routes and provide the seat capacity required for insular other peripheral destinations.

■ Sustainable tourism practices have already been developed to improve tourism itineraries, such as The Oslo Pass; The Freedom Ticket Copenhagen; Belgian Coast 'Soft Mobility Network'; ÖBB: Wedelweiss-InklusivTicket Austria; Deutsche Bahn Fahrtziel Natur and so on. EU should support dissemination of such good practices.

■ A European intermodal and sustainable tourism travel information portal should be established. Within five years, this portal should be able to provide intermodal solutions with timetables, routes, prices, and CO_2/toxic emissions for any travel within Europe. Through international cooperation and the cooperation of important non-European transport hubs, this portal could be extended to door-to-door intermodal and sustainable travel solutions starting outside Europe.

Other actions

■ Evaluate the economic impact of improved accessibility in the tourism sector on macroeconomic growth, employment, business opportunities, SMEs, the quality of services, and competitiveness.

■ Publish literature and guidelines to support the upgrading of worker and management skills in the tourism sector, involving all stakeholders.

■ Develop official statistics and commission e-business Watch studies to assess future implications and impact of e-business on the tourism industry.

■ Study tourism-related employment trends in insular/coastal and sea-related tourism sectors, as well as in peripheral areas in Europe (i.e. more remote/rural areas).

■ Identify national and international measures to support tourism-related SMEs and the development of tourism in peripheral areas, and set up a good-practices exchange process.

■ Continue initiatives and collaboration with Member States, the industry, and the World Tourism Organisation in order to combat sexual exploitation of children, especially when such crimes are committed by tourists.

■ Conduct and disseminate research also on the potential *negative* impacts of tourism, including tourism related crime; worker exploitation; pollution, congestion and environmental damage; adverse land use and cultural deterioration, in order to better understand and communicate the grounds for sustainability of European tourism.

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CONCERTOUR

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Tourism & transport Action Plan

Towards efficient and sustainable solutions

The Action Plan suggests a number of priorities important for enhancing European tourism competitiveness through better transport solutions:

- Creating intermodality solutions - Integration of infrastructure networks and transport services;

- Providing information services pre-, during and after trip;

- Enhancing booking and payment systems;

- Managing handling and tracking of passenger's luggage;

- Reducing congestion, overcrowding and managing seasonal and peak hour traffic;

- Improving safety and security;

- Improving local tourism transport infrastructure;

- Providing "access for all" - including solutions for disabled and retired/elderly tourists;

- Policy-driven priorities.