

# EuroFutures

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ESPON Co-ordination Unit  
Attn. M. Peter Mehilbye  
Technoport Schlassgoart  
66, rue de Luxembourg  
L-4221 Esch-sur-Alzette  
Grand Douché de Luxembourg

Action 1.4.5

**"Preparatory study in spatially relevant aspects of tourism"**

Following your call for tenders on 5 December 2005, we hereby submit a tender for ESPON project 1.4.5 "Preparatory study in spatially relevant aspects of tourism".

Please find attached one original and two copies of the tender. An electronic version has today been sent to [info@espon.lu](mailto:info@espon.lu).

Yours sincerely

EuroFutures



Halgeir Aalbu

Chairman of the Board

EuroFutures Fredriksson&Partners AB

Box 415  
101 28 STOCKHOLM

Besöksadress: Vasagatan 36  
Web: [www.eurofutures.se](http://www.eurofutures.se)  
E-post: [info@eurofutures.se](mailto:info@eurofutures.se)

Tel: 08-613 08 00  
Fax: 08-613 08 08

Pg 21 32 03-3  
Bg 198-1612

Säte: Stockholm  
Org nr: 556342-6559  
Företaget innehar F-skattesedel

Tender  
to the European Spatial Planning Observation Network  
(ESPON)

Action 1.4.5 of the ESPON Programme  
under Interreg III Art 53 entitled  
**“Preparatory study in spatially relevant aspects of tourism”**

On behalf of:

- **EuroFutures**, Stockholm, Sweden (Lead Partner)
- **Centre for Regional and Tourism Research**, Bornholm, Denmark
- **World Tourism Organization / Statistics and Economic Measurement of Tourism**, Madrid, Spain
- **Norwegian Institute for Urban and Regional Research**, Oslo, Norway
- **Universidad de les Illes Balears / Faculty of Economic and Business Sciences**, Mallorca, Spain
- **Wirtschaftsuniversität Wien / Institute for Tourism and Leisure**, Vienna, Austria

**Contact information:**

Senior Partner Hallgeir Aalbu  
EuroFutures, Box 415, S-10128 Stockholm  
Phone: +46-8-6130800, fax: +46-8-6130808  
GSM: +46-706875881  
hallgeir.aalbu@eurofutures.se

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## **Part I**

### **1. Information regarding the award criteria: services proposed**

#### **1.1 *Concepts and methodology***

Like in all parts of the world, tourism is rapidly emerging as one of the key sectors of the economy in a variety of European contexts. It has long been the major engine of economic growth in alpine and other mountainous settlements, cross-border regions, coastal and insular regions, but also cities of varying sizes. The tourism sector has been credited with creating numerous jobs (directly and indirectly) and many observers believe it generates a significant income multiplier. In an era where many traditional activities such as agriculture, logging or manufacturing have witnessed substantial decline in most localities, tourism has been boosted as one of the key sectors for economic restructuring.

Unfortunately, despite the obvious benefits associated with the sector there are also numerous negative impacts. The latter have led critics to question the value of tourism as a tool for economic development. Some academics have also argued that government officials and industry representatives regularly exaggerate the positive impacts of tourism in order to boost the sector's image (even though their statements are based more on opinion rather than rigorous analysis).

Additionally, it is obvious that despite a huge volume of academic research on the topic there remains a lack of clear consensus as to what the real benefits or downsides of tourism are. A major problem has always been that it is hard to define what tourism really is. Is it an industry? Is it an economic phenomenon? Is it a societal trend? If it is an industry what is its actual product? If it is an industry how do we measure it? How does one account for the non-economic aspects of tourism (such as the experiences of viewing a landscape or the feelings that result from hiking through a national park)?

In a certain locality how does one know, which businesses are supported by tourists or visitors? After all, there is not just one economic sector that neatly fits under the umbrella of tourism; rather, tourism transcends numerous sectors of the industrial classification system (SIC). While in some resort localities it is easy to assume that a major portion of

receipts at a business (like a restaurant) are coming from tourists, this is not as clear-cut for such a business in a major urban environment.

Beyond these economic questions there are numerous other issues that have occupied the attention of researchers in recent years. For instance, how can we measure the carrying capacity of touristic environments? Is there a way to handle a large number of arrivals without detrimental impacts on the very attractions that bring them there in the first place? How can tourism lead to a greater degree of social equity (one of the three prongs of sustainable development)? And so on.

**The ultimate purpose of this pre-study is twofold: First, to develop meaningful research objectives regarding the tourism sector in a variety of environments throughout the EU and; second, to indicate ways for developing more effective policymaking, one which better addresses the specific needs of various types of regions, taking into account their unique characteristics, and which identifies effective instruments (e.g., structural funds) that would lead to more balanced development forms.**

It is obvious that the methodology for assessing tourism and its impacts has improved drastically over the last few years. For instance, the emergence of the Tourism Satellite Account (TSA), a system based on a country's national accounts, allows analysts to more effectively gauge tourism's contribution to GDP. The TSA methodology allows "the international comparability of data related with the measurement of the economic impact of tourism" (WTO 2000: p. 3). Importantly, it is an extremely powerful tool for policy and strategy-making to no small extent because it can demonstrate to policymakers the magnitude of the tourist industry both in monetary as well as physical terms.

And yet, we still have so much more to learn about the tourism sector. It's not enough to recognize tourism's contribution to the overall national economy. To develop EU regional policy we need to be able to identify tourism's impacts at the sub-national (regional and local level). We also sometimes need to look at a cross-border region (one which transcends two or more national entities) and assess tourism's overall effects. To do this is a complicated exercise and one which requires the commitment of a vast amount of resources (both financial but also intellectual capital).

In final analysis, it is **an overriding aim of this pre-study to identify improved methodologies of assessing the magnitude of the tourism sector as an industry and also for comprehending its impacts on the economic, social, and environmental fabrics of a**

**variety of destinations/spatial settings.** Naturally, because the scope of such an approach is boundless, for this first step it is recommended that the research should focus mostly on the economic aspects of tourism with an aim of understanding its magnitude but it also its contribution to regional economic development. Among the guiding questions that could be examined are the following:

1. How can tourism in the context of the EU+2+2 be defined?
  - a. What kind of definitions should we rely on?
  - b. Are existing broad definitions (such as the ones used by the WTO) adequate for the purposes of this exercise?
  - c. Or, do we need a far more rigorous definition that takes into account the vast array of destination types and the different types of travel purposes?
  - d. How can we use the current standard industrial classification system to isolate what the tourist sector is in economic terms? Are there differences between regions and/or between localities?
2. To what extent does the economy of a specific locality depend on tourism?
  - a. What percentage of the GRP of a specific region is dependent on tourism (directly and indirectly)?
  - b. How can the existing TSA methodology be embellished to be able to assess tourism's contribution at the sub-national level? What are some of the major limitations associated with this methodology and is there another more effective system that can be used in its place?
  - c. How many jobs and what types of jobs are dependent (directly and indirectly) on tourism?
  - d. What is the quality of jobs that are created in tourism? (Is it true that while many jobs are created from tourism a significant number of these are seasonal, lowly paid and unskilled?)
  - e. To what extent does tourism boost entrepreneurial and innovative activity in the EU's various regions? What role does the new Information and Communication Technologies (ICT) play in this regard (e.g. 'dynamic packaging', Internet distribution models, GSP etc.)
  - f. Related to the above 2 points, are there marked differences between regions in terms of the tourism-

related employment characteristics? If so, how can these differences be assessed? How can tourism-related entrepreneurial activity be compared between regions? Are there significant differences in the characteristics of entrepreneurs, say between a popular tourist destination in Greece or Spain and those in an isolated rural environment in northern Finland or Norway?

3. What are the key characteristics of tourism flows within the EU+2+2?
  - a. How do these flows (both domestic and international) relate to the type of destination that evolves?

In addition to these three main questions, there are a number of other issues that could be examined. Specifically, it would be interesting to know whether there are differences in terms of tourism's respective contribution to the economies of the EU's largest urban areas and, if so, to comprehend why these differences exist? How important are cross-border regions, which transcend the boundaries of two or more countries, as tourist destinations (evidence suggests that there are a huge number of people who cross borders for shopping and other activities)? To what extent is remote/peripheral areas and developing regions depending on tourism? How can we measure the magnitude of tourism in such type of regions?

Better comprehending the role of tourism at the sub-national level in various countries (as well as the transboundary level) of the EU (+2+2) would allow the development of more targeted recommendations that would better shape the community's regional policies. Among the policy issues that require close scrutiny are ones addressing the following:

1. Employment training in the tourist industry;
2. Entrepreneurial and innovative activity;
  - a. Incentives to help SMEs in a variety of ways (marketing, business planning, product and process innovation) in different contexts (urban versus rural, coastal versus inland and so on);
3. Technological development;
  - a. Incentives to facilitate the development and application of ICT for various types of tourism destinations, particularly in peripheral areas and developing regions.
4. Sustainable development;

- a. Balancing the economic benefits derived from tourism in various destinations with the goals of environmental conservation and the promotion of societal equity.

The territorial extent of the EU+2+2 is substantial. Within this huge area are a variety of destinations: urban and rural; large cities and small villages; lakeside communities and ski resorts in mountainous areas; coastal resorts versus inland agro-tourism destinations; and so on. Because of this, it is very difficult to study tourism and its effects not to mention to develop regional policies that are community-wide (a one size fits all). In actual fact, it would be prudent and substantially more effective to develop a typology of regions (tourism regions) with the understanding that each type of region is the subject of tailor-made policies that are contingent on geographical and other characteristics.

Thus, the innovative aspect of the proposed project is that it promises to identify various types of tourist regions – a matter that would simplify the project’s research agenda and make policymaking an easier task. In other words, rather than have one blanket policy for sustainable tourism for the whole of the EU, or for that matter a region like the Mediterranean or the Alps, the policies that are developed will be tailor-made for various types of regions (the number of types of regions will be determined but care will be taken so that this remains manageable).

One of the accusations often levelled against the numerous studies on tourism and especially the term “sustainable tourism” is that the latter has been so overused it ends up lacking teeth. How, then, will this project distinguish itself from all the other studies that have been completed and, no doubt, are in the works? It will do so by moving beyond rhetoric as to what sustainable development entails to the actual recommendation of implementable actions. That would be the end-product of this whole exercise – namely developing an approach that has practical ramifications.

It is proposed that the project team develops a strong spatial database (through the use of geospatial technologies and specifically GIS). GIS (a spatial database) is extremely valuable because it allows one to develop a multilayered depiction of types of regions reflecting the combination of a variety of indicators. In laypersons’ terms one invaluable end-product arising from this project would be a thematic map indicating (through various colours or shadings) different types of regions. This visual tool will, in turn, aid in the development of region specific policies to more effectively guide the development of tourism.

The precise definition of what is meant by tourism will be an important aspect of the study. From an economic standpoint, it is



important to adopt as wide a definition of tourism as possible – namely treating tourism as an export industry albeit one where the product is consumed by the buyer at the place of production and not at the market. In other words, if people come from outside a region (for whatever purpose – recreation, business, shopping, etc) and they spend money in that region then they will be treated as tourists and the income earned from their expenditures will be treated as tourism income. Tourism income can be generated at the national level by foreign tourists or can be generated within a country (at the regional level or the level of a locality) either by foreign visitors or domestic tourists who are coming from another part of the country. In a crossborder situation where people cross over (even for a few hours) to shop or to visit an attraction, these people can also be treated as tourists.

There are obviously a variety of destinations within the EU. Such destinations can be defined according to the type of visitor they attract (e.g., mass tourist versus individual traveller) but they can also be identified according to what they have to offer or according to whether or not they are urban. Other definitions will be derived from geography (e.g., coastal versus inland or mountain versus valley). There are also transboundary destinations as for example national parks or other environmental resources that lie across a border.

Much research has been undertaken over the last few years on tourism and its impacts, both within the EU and internationally. This project promises to set itself aside from this existing body of knowledge by adopting a comprehensive approach that ultimately would be aimed at superior policy building with the aim of implementing solutions that are within the framework of sustainable development. Given the breadth of competences associated with each of the project partners it is the aim of the project to both answer a series of research questions but also to address these with the aim of developing implementable policies that address tourism development within the framework of sustainability. Unlike much of the work that is undertaken in the tourism field, this work will be largely comparative (not single case study oriented). This will allow the development of further knowledge building associated with the tourism sector and by default lead to a more rigorous conceptual framework.

## **1.2 Data sources and qualitative information sources**

For the proposed study it is useful to divide data requirements into two parts: (a) data at a general level which may or may not be directly linked to tourism – such as GRP, level of unemployment, demographic data and

so on. This type of data exists in detail at the NUTS 3 level; (b) data relating specifically to tourism – both demand-side and supply-side.

There are a variety of data sources relating specifically to tourism for countries within the EU. Some countries (e.g., Spain) have better data collection than others. Unfortunately, the data from these unrelated sources is not always consistent; it is easier to obtain data at the national level relating to tourist demand (e.g., the number of arrivals) but it is not always easy to obtain data relating to tourism supply (e.g., bed spaces). It is even harder to obtain tourism data when dealing with sub-national areas (e.g., regions or individual settlements). To further complicate matters, different countries often have different ways of measuring tourism (especially from the supply perspective).

The datasets of the World Tourism Organization (mostly dealing with arrivals and expenditures at the national level) are, of course, useful and will be referred to in painting a picture of the general state of tourism within the EU. National databases (most national tourism organizations keep datasets relating to tourism demand and supply) will also be consulted. Detailed information for specific regions or municipalities will prove far harder to obtain and because of this it is proposed that at this stage the focus of the study remains narrow by comparing a handful of destinations (preferably representing the different types of destinations within the EU – see discussion further down) as opposed to examining all destinations within the EU

At the very minimum the data needed for this study relate to both tourism demand and supply. On the demand-side it is important to access information that accurately paints a picture of the type of tourism each destination depends on. Demand side data must be provided both for the national but also the regional/local levels. Variables that will be collected relate to the following:

**Demand:**

1. Arrivals (by country, by region) by month (to reflect seasonality)
2. Expenditures (by type of tourist)
3. Country/region of origin (number and type of tourist from each)
4. Mass versus individual tourists (did they participate on a charter tour?)
5. Reason for visit (by number of tourists)
6. Length of stay (bed nights)
7. Type of accommodation used (by number of tourists)
8. Type of attractions frequented (by number of tourists)

9. Mode of transportation used (by number of tourists)
10. Other

Similarly, on the supply-side care will be taken to ensure that data is consistently measured to allow for comparison.

**Supply:**

1. Number of bed spaces by type of accommodation
2. Key attractions
3. Transportation capacity (to and from the country and within the country)
4. Information on tour operators and other parts of the tourism distribution channel selling each specific destination
5. Other

It is also suggested that the spatial dimension of tourism development is related to the increasingly important issue of sustainability. In this case, the sustainable tourism indicators developed by the WTO will be an essential resource. These indicators are applicable at local destinations, as well as at regional and national levels, and addresses positive and negative effects in environmental, social, economic, and cultural areas.

### **1.3 Suggestions of key territorial indicators**

Numerous spatially relevant aspects relate to tourism. While it is impossible to list all of these here, it is essential to highlight some of the most relevant ones that have policy implications in the long-run. Among the most relevant are:

1. Land use effects (e.g. rate of tourism-led urbanization)
2. Related to the above could be indicators such as the loss of open space or farmland arising from tourism led development (for instance in coastal regions)
3. Impacts on communities – interregional migration flows (as tourism areas develop they may draw people away from other activities in the hinterland)
4. Population growth in tourist destinations

5. Physical Impacts: Effects on water resources, air pollution, waste production and management, loss of agricultural land (also ties to the one above)
6. Transportation Impacts (interregional as well as intraregional)
7. Economic effects: Size of the tourist industry in terms of employment creation and contribution to GDP. Structure and composition of the tourist industry (degree of foreign ownership versus local control). Entrepreneurial activity and innovation (process and product). Labour force skills. Seasonal unemployment.
8. Cultural effects: Disruption of traditional way of life. Urbanism as a way of life. Indicators linked to increased social disruption like crime. Increasing resentment on the part of residents towards tourists.

There are numerous additional effects. Obviously, these effects vary from region to region (or type of region to type of region). Thus, in a mass Mediterranean tourist destination the adverse effects may be mostly of an adverse environmental nature whereas economic concerns may be most dominant in an ultra-seasonal destination that has few if any options for economic development. An urban area is more likely to absorb the tourists without significant additional negative impacts on the environment (beyond what already occurs from its regular activities). But economically, tourism may be a major contributor.

It is important to gather indicators for variables that apply to various types of destinations (for comparative purposes). Since the data required for developing these indicators must come from a variety of sources and given that various countries may not always measure the same variable in a consistent manner this study will focus narrowly on a handful of regions (ones that have rich data sources and which represent different destination types)

#### **1.4 *Envisaged deliveries***

A vast body of knowledge relating to tourism, its effects, and its relationship to sustainable development has been generated over the last three decades. Much of this research is international in scope, often focusing on less developed countries (e.g., islands) or peripheral regions within more developed nations. In the EU itself a lot of research has also been undertaken although one of the problems is that it is sometimes hard to know what has been done in certain regions especially when the

publications are in the local language – for instance, there is a lot of research on tourism within Hungary but this rarely is acknowledged outside that country as it is published in Hungarian journals.

Much of the existing research on tourism tends to be focused on case studies. While the plethora of such examinations has gone a long way towards building the knowledge base relating to the field of study, the lack of comparative work has undermined rigorous theory building meaning that there still remains a large lacuna in our understanding of tourism as an economic but also a social phenomenon.

**The proposed research will provide an in-depth examination of the existing literature especially as it relates to the outlined research questions.** In particular, the research will provide in-depth investigations of methodologies that have been developed thus far for assessing the magnitude of the tourism production system and the advantages and disadvantages of each method will be outlined. Moreover, a discussion of definitional issues as well as typology development as they respectively relate to tourism will be presented. Best practice scenarios will also be discussed if seen to relate specifically to the proposed project

Earlier, it was indicated that in order to develop a typology of tourist destinations within the EU it is vital to **create (through the use of GIS) a composite map that overlays a number of key indicators.** This is seen as one of the primary end products of this project. However, to illustrate the state of the tourism industry within the EU it is also important to develop a **series of detailed maps that will be useful in terms of displaying variations between regions in terms of tourist demand but also supply.** The number of such maps will depend on the data available, and should preferably be at the NUTS III level.

One important end-result of this pre-study will be **a detailed proposal for a full scale ESPON-project.** This shall be based on the definitions and suggested typologies identified in the pre-study. The proposal will also outline strategic areas of research to be included in the full-scale project regarding the tourism sector in a variety of environments throughout the EU, as well as areas of policy development related to the specific needs of various regions (or types of regions), taking into account their unique characteristics.

## **1.5 Co-ordination and networking**

The team consists of researchers with vast experience in tourism research as well as research on spatial development in Europe. All participants have for many years been involved in international research at European and at world level.

Clear responsibilities and mutual commitment are necessary requirements for international projects. A detailed division of labour has been established and dates have been set when the deliveries should be finalised.

We aim at efficient co-operation within the team, mainly based on e-mail communication, phone conversations and tele conferencing (eg. through Skype). The project leader will take the responsibility for involving all members of the consortium.

Networking with other ESPON projects and co-operation with the ESPON Coordination Unit will also be important elements of the project.

This proposed study will use previous ESPON projects whenever possible. The ESPON database is an important source of information for our study of spatial impacts of tourism, as well as for our work on typologies for possible impacts of tourism throughout Europe 29. We expect to contribute to the database with input of data on tourism.

The project will participate in programme activities such as ESPON seminars and Lead Partner Meetings.

The Norwegian Institute for Urban and Regional Research (NIBR) will, as a national ESPON Contact Point, provide a link between the programme and the project levels.

## **2. Organisation of the project**

The project will be organised in six Working Packages. A budget for each WP is provided in Part II of this tender, together with the expected input from each partner to each of the WPs.

The WPs are:

- *Working Package 1 – Concepts and definitions:*

This part is where we establish the platform for further work, i.e. establish the definitions used, the concepts regarding types of tourism, types of tourists, and types of tourism regions, and the hypothesis the analysis will build on. The work will depart from existing research and a critical review of state-of-the-art literature.

- *Working Package 2 – Patterns and trends:*

The second part includes a review of existing data sources regarding tourism and travel patterns. The main sources for these data will be the databases organised and managed by the project partners WTO (eg. for the National Tourism Satellite Accounts) and ITLS-WU Vienna (TourMIS – A Tourism Marketing Information System: an open source database system on tourism statistics which provides various decision support features for tourism managers in Europe. Regionalised data – as far as possible at the NUTS 3 level and for EU 29 – will be organised into a database

which allow variables to be easily accessed and analysed together with data from the ESPON database.

- *Working Package 3 – Spatial effects of tourism:*

In this section data will be analysed with the purpose of establishing a typology of ways the spatial characteristics of various types of regions. The impacts may be both positive (employment, economic growth, vitalisation of natural and cultural heritage, etc.) or they may be negative (economic pressure on certain locations and the spatial planning in those regions, damages to natural and cultural sites of particular value, threats to local culture etc.)

- *Working Package 4 – Future ESPON research:*

This will be one of the main deliveries from this pre-study, namely a proposal for a project on the spatial impacts of tourism for the next ESPON programme. The proposal will take into consideration the present ESPON geography of 29 countries, and will also have an outline of research questions of particular importance for a further enlarged EU or ESPON participation with the remaining EFTA countries as well as Turkey and the countries in the Balkans. Two proposals of different scope will be developed, one based on a budget of 500,000€ and one for a budget of 1,500,000€ in which research will be expanded in terms of statistical efforts as well as and in terms of usefulness for sustainable tourism development.

- *Working Package 5 – Co-ordination and reporting:*

A successful international project co-operation depends on the skills of each partner and the willingness to share knowledge within the project team. Good leadership is also necessary, as there are rather demanding reporting requirements for ESPON projects. Content wise we will deliver two reports, an Interim Report at the end of May and a Final Report at the end of October 2006. In addition, there will be two Progress Reports (including Payment Claims), the first after six months (August 2006) and the second when the project is finalised.

- *Working Package 6 – ESPON networking:*

The project team is aware of the importance of the good co-operation within the ESPON programme. One of the partners is the National Contact Point for Norway, and will have a particular responsibility for 'vertical' mutual information within the programme. Members of the team will participate in the two ESPON seminars planned for in 2006, and the Lead Partner will be present at the two envisaged Lead Partner Meetings.

### **3. Price**

The price offered is a fixed price of 50,000€, with all costs included. VAT will not be charged.

A detailed breakdown of costs per budget category and per TPG member is provided in section 7.1.



## Part II

### 4. Precise identification of the tenderers and the consortium

EuroFutures proposes to lead a transnational project group including the Centre for The Centre for Regional and Tourism Research (CRT), the World Tourism Organisation (WTO) and the Norwegian Institute for Urban and Regional Research (NIBR) as partners and the Universidad de les Illes Balears and Wirtschaftsuniversität Wien as sub-contractors. The Norwegian Institute for Urban and Regional Research is a national ESPON Contact Point.

More detailed descriptions of the members of the consortium are included in Annex 1. The participating institutions are:

- Lead Partner: EuroFutures AB, Stockholm, Sweden. EuroFutures is a limited company founded in 1992, with 14 professional staff specializing in the field of regional development. EuroFutures is working with national as well as European projects and have staff members with extensive experience from the ESPON programme as well as from other pan-European studies.
- Partner: The Centre for Regional and Tourism Research, Bornholm, Denmark. The Centre carries out inter-disciplinary research and research-based development activities for the promotion of regional and tourism development in peripheral areas, particularly islands and maritime regions. CRT was the lead institution in the large-scale Tourism Research Programme 1996-2001, funded by the Danish Social Science Research Council, which laid the foundation for tourism research in Denmark. The CRT has since its start been involved in several EU Interreg projects focusing on tourism and regional development in various parts of Europe, including Interreg-projects, Social Fund projects and ESPON. CRT has currently 17 members of staff.
- Partner: World Tourism Organisation, Madrid, Spain. The World Tourism Organization (WTO/OMT), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how. With its headquarters in Madrid, Spain, the WTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to

economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of developing countries in the field of tourism. The WTO plays a catalytic role in promoting technology transfers and international cooperation, in stimulating and developing public-private sector partnerships and in encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts. In 2005, the WTO's membership is comprised of 145 countries, seven territories and more than 300 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

- Partner: Norwegian Institute for Urban and Regional Research (NIBR) is an interdisciplinary social science centre for urban and regional research. The Institute is charged with a national duty to conduct environmental research and works internationally on urban and regional research from an environmental and developmental perspective. Within an urban and regional research framework NIBR studies and reports on the following sectors: public administration, governance and democracy; welfare, health and living conditions; planning, land use and urban development; regional development, business environments and demography; and environmental and development issues.
- Sub-contractor: Universidad de les Illes Balears, Mallorca, Spain. The University of the Balearic islands was established in 1978. The economic structure of the Balearic islands, in the world of tourism, has sculpted the actual island university model. What is of interest is the world of enterprise, the management of information, the environment and the historic values involved. The success of the university's adaptation to its cultural and economic surroundings is quite evident: 15,000 students are enrolled in 36 courses taught at the *UIB*.
- Sub-contractor: Wirtschaftsuniversität Wien, Vienna, Austria. The Institute for Tourism and Leisure Studies (IfTL, [www.tourism.wu-wien.ac.at](http://www.tourism.wu-wien.ac.at)) at the Vienna University of Economics and Business Administration (VUEBA, [www.wu-wien.ac.at](http://www.wu-wien.ac.at)) was founded in 1934 to provide research and education services in the field of tourism. 10 faculty members strive to maintain an internationally recognised

history of accomplishment in instruction, research and public services. About 40 Master's students finish their studies each year with a specialization in tourism; a smaller number of Ph.D. candidates are conducting their research projects and write their theses at the institute. The institute runs a student exchange program with the Southern Denmark Business School in Sønderborg, Denmark, for international management. On university level the VUEBA maintains more than 100 partnership and joint study agreements world-wide, all of these also being accessible by tourism students.

## **5. Information regarding conditions of exclusion**

Annex 1 includes statements and declaration of financial capacity, legal status and absence of conflicts of interest of the tenderers, the project partners and the sub-contractors.

There are no conflicts of interest or legal or financial reasons which would lead to exclusion from this tender as far as the team is aware.

## 6. Information regarding the selection criteria

### 6.1 Precise identification of the tenderers

Information on the identity of the Lead Partner is provided in the box below. Legal and financial statement for the Lead Partner is provided in Annex 1, and detailed information on each of the Project Partners and Sub-contractors in Annex 2.

<i>Identity of the Tenderer:</i> Organisation Legal Name Short name Activity type Legal Status Founding Date: VAT No. Number of salaried employees	EuroFutures Fredriksson & Partners AB EuroFutures Research and consulting Limited Company 1988 SE- 6556342-6559-1 14
<i>Registered Office Address:</i> Visiting address Post address	Vasagatan 36 Box 415, SE-10128, Stockholm, Sweden
<i>Tenderer's Bank Details:</i> Name of bank Post address BIC IBAN no Account number	SE Banken Odengatan 71, SE-10640 Stockholm ESSESESS SE30 5000 0000 0526 7103 3095 5267 10 330 95
<i>Person who will sign the contract (statutory legal representative):</i> Surname, forename Nationality Address Phone E-mail Acting in his capacity as	Björne, Stig Swedish EuroFutures, Box 415, SE-10128 Stockholm +46-8-6130800 stig@eurofutures.se Managing Director

### 6.3 Technical capacity

Data on the average number of staff in each organisation is provided in the table below:

	Total no of staff (average 2003-05)	Professional staff	Administrative staff
EuroFutures	15	14	1
CRT	17	14	3
WTO	90 (statistics 4).	39	51
NIBR	69	64	5
Univ. Baleares	n.a.	n.a.	n.a.
Wirtschaftsuniv. Wien/IfTL	11	10	1

The partner organisations all have up to date IT provision for all research staff. The available software at each institution is listed in the table below:

	Writing	Maps	Statistics
EuroFutures	Office 2003, XP	MapInfo 7.8	Excel
CRT	Office 2003	MapInfo 7	SPSS, Excel
WTO	Office XP		Office XP
NIBR	Office 2003	ArcGIS 9.0	SPSS 12.0 Excel 10
Univ. Baleares	n.a.	n.a.	n.a.
Wirtschaftsuniv. Wien/IfTL	Office 2000, 2003, XP File, Web and SSH Server ActivePerl Corel Draw Visio		SQL Server SPSS AMOS M-Plus Matlab R ACAWeb Statgraphics Glimmix NeuralWare

The project will be conducted in English, which is the common language of all participating organisations. Taken together, members of the team are fluently speaking, reading and writing the following ESPON languages:

- English: Aalbu, Billing, Foss, Friis Jensen, Ioannides, Marcussen, Massieu, Mazanec, , Pérez, Wöber
- Danish: Billing, Friis Jenssen, Marcussen
- French: Friis Jensen , Massieu, Mazanec
- German: Marcussen, Mazanec, Wöber
- Greek: Ioannides
- Norwegian: Aalbu, Foss
- Spanish: Billing, Massieu, Pérez
- Swedish: Aalbu, Billing

#### **6.4 Project organisation**

In addition to the input of relevant knowledge and expertise of the project team, a vital ingredient for the success of the project will be co-ordination and management, which have been identified (see below) as a separate component of the project.

Senior Partner Hallgeir Aalbu at EuroFutures will co-ordinate the project. To ensure that the work runs smoothly, the project partners have agreed, in advance, responsibility for the different tasks (see below), together with an assigned budget to each task and each partner.

Clear communication channels have been established between project partner leaders and team members in the preparation of the Tender.

Each partner has committed senior and experienced researchers to the project. Where necessary, there will be delegation of detailed tasks to junior researchers within institutions but this will always be under the guidance of the named experts.

Project meetings will be held to review progress on the work package tasks, to review issues that have arisen, to provide comment and suggestion to partners and to monitor achievement. An e-mail-list will be established for quick and informal exchange of ideas and texts throughout the project. All partners will take part of the documentation produced and make their comments to drafts and suggestions.

A workshop will be arranged as part of Working Package 4. The aim of this workshop is to discuss draft conclusions from WP 1-3 and to develop the suggestions for further ESPON work on tourism. The workshop will be arranged in early June, i.e. shortly after the Interim Report is delivered.

The project organisation and the main responsibilities of each partner can be summarised as follows:

- Project management and ESPON networking (WP 5 and 6) is taken care of by EuroFutures with assistance from the Centre for Regional and Tourism Research (CRT).
- The World Tourism Organisation (WTO) and CRT will take the main responsibility for concepts and definitions (WP 1) and patterns and trends (WP 2).
- In WP 3, where typologies of spatial effects of tourism will be developed, the tourism knowledge of CRT and WTO will be brought together with EuroFutures' and NIBR's knowledge on spatial development in EU 29.
- The development of a proposal for future ESPON research on this topic (WP 4) will be developed through a workshop where NIBR, Univ. Balears and Wirtshafsuniv. Wien – all widely known for their knowledge on tourism research – will play a central role.

NIBR will, in its capacity as an ESPON Contact Point, provide a link between this project and other ESPON projects.

## **6.5 Professional capacity**

This trans-national project group combines a unique set of knowledge and skills in the field of tourism, regional development and spatial planning analysis. They have all worked collaboratively with partners in different European countries and in projects involving substantial networks of countries. A CV for each team member is included in Annex 2.

Members of the transnational project group are (in alphabetical order):

- Senior Partner Hallgeir Aalbu, EuroFutures. Mr. Aalbu is educated as a geographer from the University of Oslo in 1980. He has extensive experience in administering both European and Nordic collaborative projects. He served for almost eight years (1997-2004) as Director of the international research institute Nordregio and has co-ordinated several large projects covering the ESPON space of 29 countries, including the ESPON 1.1.1 project on polycentricity and the Mountain Study commissioned by DG Regio. He has also participated in several other ESPON projects, like the co-ordination projects 3.1 and 3.2 and in 2.3.1 on ESDP application.
- Director Peter Billing, Centre for Regional and Tourism Research, has a PhD in Modern History from Lund University, Sweden. During the last 15 years he has engaged in numerous inter-disciplinary research projects focusing on urban and regional post-industrial regeneration, the growth of service and experience economy, regional identity and

culture, development and policy on European islands, as well as tourism research. Since 2002 he is director of the Centre for Regional and Tourism Research, Denmark, where he has been participating in several EU-funded projects on tourism and regional development.

- Research director Olaf Foss, the Norwegian Institute for Urban and Regional Research. Foss has been active in research on matters of relevance to territorial development and regional policy since the beginning of the 1970s, for nine years in the Socio-demographic Research Unit of Statistics Norway and later at the Norwegian Institute for Urban and Regional Research (NIBR). For a considerable period of time he was Research manager, Head of division and Research director at NIBR, respectively, responsible for research on spatial and regional matters and related research fields. He has had a coordinating role in two comprehensive research programmes on regional development at the Norwegian Research Council. Since 1985 he has been the editor of the Norwegian journal "Regionale trender" (*Regional trends*), two issues per year, and his publications (alone or as co-author) within the themes mentioned (books, articles, reports etc.) count more than a hundred. Among international engagements he has been continuously involved in the OECD activity on rural and territorial statistics and indicators since 1991. He is involved in the ESPON programme (European Spatial Planning Observation Network) in the function as Norwegian ESPON Contact Point (on behalf of NIBR) and as partner to ESPON-Activity 1.1.1, 1.1.4 and 2.1.5 (transnational research projects).
- Associate Professor Jens Friis Jensen, World Tourism Organisation. Jensen has his permanent position at the University of Roskilde, Department for Social Sciences and Business Studies, where he is Programme Manager for the Masters Programme in Experience Management. He is also coordinating a research programme on Management, organization and innovation in the Experience Economy. He lectures on the management of tourism flows at the Copenhagen Business School. From 2001 – 2004 he worked for the UNWTO as Programme Manager for the Affiliate Members and its Business Council. During his stay with UNWTO he was responsible for studies on public/private sector cooperation, congestion management and the economic importance of the meetings industry. His main fields of expertise in tourism are: Public/private sector cooperation, Destination Management, Education and Training, Innovation, Sustainable development of tourism, Congestion management and E-business.
- Professor Dimitri Ioannides, Centre for Regional and Tourism Research, has a PhD from Rutgers University, USA, and is currently professor of



planning at the Missouri State University, USA, and is part-time employed at the CRT since 2003. His broad field of expertise include land use planning, sustainable development, tourism planning, and the economic geography of tourism. He has published numerous books and is member of the editorial boards for a number of leading academic journals, including *Tourism Geographies* and *Current Issues on Tourism*. He is contracted as an international expert, representing the CRT, on sustainable tourism development in the Interreg IIC-project Gederi involving ten island regions in Europe.

- Senior Researcher Carl Henrik Marcussen, Centre for Regional and Tourism Research, has a MBA and PhD in marketing. Dr Marcussen is an internationally recognized expert in the use of ICT in tourism (particularly internet-based distribution models), and has carried out major investigations concerning cruise and maritime tourism in various parts of Northern Europe.
- Head of Department, Antonio Massieu, Department for Statistics and Economic Measurement of Tourism, World Tourism Organization. Born in the Canary Islands, Mr. Massieu studied economics in Madrid, before joining the "Instituto de Estudios Turísticos" (Institute for Tourism Studies). Mr. Massieu began to work in the World Tourism Organization (WTO) in May 1999 as Chief of the Department of Statistics and Economic Measurement of Tourism and his immediate goals were to develop support systems for member countries and to expand cooperation with other leading organizations in the industry. Following the World Conference on the Measurement of the Economic Impact of Tourism in June 1999, he was deeply involved in gaining the United Nations approval for the Tourism Satellite Account methodology. The United Nations Statistical Commission (UNSC) adopted this document in March/April 2000 with the title: "Tourism Satellite Account: Recommended Methodological Framework".
- Dr. Josef A. Mazanec is head of the Institute for Tourism and Leisure Studies. He has been full professor of business administration in tourism and head of the Institute for Tourism and Leisure Studies of the Vienna University of Economics and Business Administration (WU Wien) since 1981. He was a visiting scholar at the Alfred P. Sloan School of Management, MIT, Cambridge MA, during the spring term 1992. From 1997 to 2001 he also functioned as the Vice-Rector for Research of WU Wien. In 1997-2000 he was also the project coordinator of the Joint Research Program on 'Adaptive Models and Systems in Economics and Management Science'. His research interests are in hospitality and tourism management, explanatory models of consumer behaviour, strategic marketing, multivariate

methods, decision-support systems, and management science applications in leisure and tourism.

- Professor Eugeni Aguiló Pérez, Dean of the Faculty of Economic and Business Sciences, Universidad de les Illes Balears.
- Dr. Karl Wöber is Associate Professor at the Department for Tourism and Leisure Studies at WU Wien, where he holds a tenure position since 2000. His main research activities are in the fields of computer support in tourism and hospitality marketing, decision support and expert systems, and strategic planning particularly in international city tourism. Mr. Wöber is Technical Advisor to the two leading professional tourism associations in Europe, European Travel Commission and European Cities Tourism, where he has developed an information dissemination and decision support system for more than ten years. He is a member of the International Federation of Information Technology and Tourism (IFITT); the International Association of Scientific Experts in Tourism (AIEST), and the Travel and Tourism Research Association (TTRA). He was a Program Committee Member of the International Conference on Information and Communications Technology in Tourism (ENTER) in 2002, and Conference Chairman of the International City Tourism Conference (ICTC) in the same year. He is also Associate Editor of Information Technology and Tourism and editorial board member of Journal of Travel Research.

## **7. Info regarding the award criteria: knowledge of regional pol. and ESDP**

### **7.1 Knowledge about regional policy and the ESDP**

The team has an in-depth knowledge of regional policy and spatial development in EU25+2+2 from previous projects within ESPON and other pan-European studies.

The team leader, Hallgeir Aalbu, has been participating in ESPON activities since the early days as co-ordinator of the ESDP predecessor "The Study Programme on European Spatial Planning" in 1999-2000. He is also an expert on Structural Fund evaluations and thematic studies, and is currently working on studies on the future Objective 1 as well as the future Objective 2.

CRT participated (through Senior Research Fellow Jesper Manniche) in the ESPON project 2.2.2, "Territorial Effects Of The "Aquis Communautaire", Pre-Accession Aid And Phare/Tacis/Meda Programmes", finalised 2005. CRT also have gained experience with the ESPD as a central conceptual framework through analyses within the Interreg IIIA project, "Helhedsorienteret udvikling og delregionale roller i Øresundsregionen" (Comprehensive development and sub-regional roles in the Oresund Region). Currently, CRT takes part in the EU Sixth Framework project, EURODITE, "Regional trajectories to the knowledge economy: a dynamic model", in which tourism and other economic sectors are subject to analyses.

Dr. Karl Wöber, principal investigator of IfTL in the ESPON project, has been Technical Advisor for two main professional tourism associations in Europe (European Cities Tourism and the European Travel Commission) for more than a decade. He has been working in the field of destination benchmarking and tourism impact studies for many years, and has also developed a tourism management information system ([www.tourmis.info](http://www.tourmis.info)) which today is used by more than 2,000 users.

### **7.2 Knowledge about tourism**

The World Tourism Organization, a specialized agency of the United Nations, is the leading international organization in the field of tourism.

UNWTO gives priority to National Tourism Satellite Account (N-TSA) development in both member and non-member countries, as well as support to governments in their quest for expanding their knowledge of the structure, performance and determinants of tourism and of its profile in the domestic economy, as a sine qua non for the promotion of more effective economic policy measures relating to tourism. But we also note the growing interest in various countries in the introduction of Regional TSAs (R-TSAs) as a response to their own tourism activity, which in many of them has a very different territorial pattern. We therefore feel it is our responsibility to put forward general guidelines on how to adapt the national TSA to the regional level.

CRT was the lead institution in the large-scale Tourism Research Programme 1996-2001, funded by the Danish Social Science Research Council, which laid the foundation for tourism research in Denmark. The CRT has since its start been involved in several EU Interreg projects focusing on tourism development in various parts of Europe. This includes the Interreg IIIC-project Gederi where CRT through professor Dimitri Ioannides has been contracted as an international expert on sustainable tourism development on European islands, and the Interreg IIIA-project Bothnian Arc on tourism business development in the Swedish-Finnish cross border area (Ioannides and Billing). In addition, senior researcher Carl Henrik Marcussen is a leading international expert in the area of the role of ICT for tourism development, and maritime/cruise tourism.

To serve the needs of the people in the tourism and leisure industry IfTL (WU-Wien) tries to maintain a balance of basic and applied research. With a lack of basic research there won't be radically new ideas in the long run. Without applied research there is no knowledge transfer. Exploring cause-effect relationships and improving the data techniques in empirical research for providing more reliable decision support are the main concerns of the faculty at IfTL (WU-Wien). Consequently, the educational program at IfTL emphasizes those pieces of knowledge and competence which cannot be trained on the job and which are either acquired while staying at university or never. The expertise of faculty members at IfTL includes knowledge in hospitality and tourism management, models of consumer and tourist behavior, strategic marketing and strategic planning, multivariate methods and neurocomputing, decision support systems, and management science applications to travel & tourism.

## 8. Information regarding the award criteria: time management

### 8.1 *Tasks and allocation of financial resources*

The project will be organised in six Working Packages:

- *Working Package 1 – Concepts and definitions:*

This part is where we establish the platform for further work, i.e. the definitions used, the concepts regarding types of tourism and types of tourists, and the hypothesis the analysis will build on.

- *Working Package 2 – Patterns and trends:*

This second part includes a review of existing data sources regarding tourism and travel patterns. Regionalised data – as far as possible at the NUTS 3 level and for EU 29 – will be organised into a database where the data can be analysed together with data from the ESPON database.

- *Working Package 3 – Spatial effects of tourism:*

Data are here analysed with the purpose of establishing a typology of ways that the travel industry impacts the spatial development as well as particular kinds of regions.

- *Working Package 4 – Future ESPON research:*

The proposal for a future study of the potentials for a future sustainable tourism sector that contributes to economic growth and to cohesion will take into consideration the present ESPON geography of 29 countries, and will also have an outlook for research questions of particular importance for an even further enlarged EU or ESPON participation with the remaining EFTA countries as well as Turkey and the countries in the Balkans.

- *Working Package 5 – Co-ordination and reporting:*

Solid project management is necessary for a successful international project co-operation. We will deliver two reports, an Interim Report at the end of May and a Final Report at the end of October 2006. In addition, there are two Progress Reports (including Payment Claims), the first after six months (August 2006) and the second when the project is finalised (February 2007?).

- *Working Package 6 – ESPON networking:*

The project team is aware of the importance of the good co-operation within the ESPON programme. Members of the team will participate in the two ESPON seminars planned for in 2006, and the Lead Partner will be present at the two envisaged Lead Partner Meetings.

## **8.2 *Planned calendar for each task***

A more detailed description of each task is provided in the table below, together with a planned calendar for each task.

The bulk of the work under WPs 1-3 will be carried out in the months March to May and the first results reported in the Interim Report that is due for 31 May. On the basis of comments received, the work will be finalised and reported in the Final Report on 31 October.

A key element in the proposal is a workshop in early June (indicated as part of WP 4). This workshop will be the only time when all partners meet face-to-face. Here, the research done so far, and reported in the Interim

Report, will be discussed. The main issue will be to discuss how tourism can be developed as a research topic for the next ESPON programme.

The dates for Progress Reports, ESPON seminars and Lead Partner meetings are also indicated in the table – even if we at present don't have all the actual dates at hand.

Key tasks/Months	1	2	3	4	5	6	7	8	9	10	11	12
Date (provisional)	mar	apr	may	june	july	aug	sep	oct	nov	dec	jan	feb
<b>WP 1 Concepts and definitions</b>												
Literature review	x	x	x									
Propose concepts	x	x	x									
<b>WP 2 Patterns and trends</b>												
Review of existing knowledge		x	x									
Assembly of database			x	x	x		x	x				
Mapping of indicators		x	x	x	x		x	x				
Analysis of trends		x	x	x	x		x	x				
<b>WP 3 Spatial effects</b>												
Analysis of tourism and indicators for spatial development		x	x	x	x		x	x				
Propose typologies				x	x		x	x				
<b>WP 4 Future ESPON research</b>												
Draft proposal			x									
Workshop				x								
Revised proposal					x		x	x				
<b>WP 5 Co-ordination</b>												
Project management	x	x	x	x		x	x	x	x	x	x	x
Liaison with ESPON CU	x	x	x	x			x	x	x	x	x	x
Progress reports							PR				PR	
<b>WP 6 ESPON networking</b>												
ESPON seminars			ES					ES				
Lead Partner Meetings			LPM					LPM				
<b>Reports</b>			IR					FIN				

Notes: Dates are provisional, based on start in March 2006,

IR = First Interim Report    FIN = Final Report    PR = Progress Reports

LPM = Lead Partner Meetings    ES = ESPON seminars



The time allocated to each of the tasks, for each of the members of the consortium, is as follows (expressed in man-days):

<b>Consortium member</b>	<b>Euro-Futures</b>	<b>CRT</b>	<b>WTO</b>	<b>NIBR.</b>	<b>Univ. Balears</b>	<b>Univ. Wien</b>	<b>Total</b>
<b>Key tasks</b>							
WP 1 Concepts and definitions	2	4	4				<b>10</b>
WP 2 Patterns and trends	1	5	7				<b>13</b>
WP 3 Spatial effects	5	5	4				<b>14</b>
WP 4 Future ESPON research	3	5	4	3	3	3	<b>21</b>
WP 5 Co-ordination	5	3					<b>8</b>
WP 6 ESPON networking	6	3	1				<b>10</b>
<b>Total</b>	<b>22</b>	<b>25</b>	<b>20</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>76</b>