EU Bike

European cycle tourism educational program

Project Handbook

Lifelong Learning Programme

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EuBike Project – Brief Introduction

EuBike is a project and joint community for cyclists and tourism providers – its main objective is to bring these groups together in order to support the development of cyclotourism*.

The main idea of EuBike is that cyclists can be considered experts when it comes to their needs while travelling. As such, sharing their knowledge and their feedback with tourism providers can be useful in developing and improving cyclotourism offers.

EuBike partners initiated cooperation among cyclists, cyclotourism associations and tourism providers in Austria, Germany, Italy and Switzerland on developing and testing the cyclotourism products: cycling routes and an online platform, which presents these routes containing information and tips for tourism providers and cyclists. It consists of 2 main parts:

• eDucational Box contains information and tips for tourism providers on how to enhance their competitiveness and develop attractive tourist offers for cyclists;

• The Sharing platform presents the cycling routes – results of the cooperation process. The platform enables cyclists to provide feedback on the cycling paths and the Points of Interests. Moreover, it contains tips on how to plan and organize cycling trips.

Eventually, the aim of the project was to contribute to the following long-term goals:

• Tourism providers become better equipped to create offers appealing to the cyclotourism community by cooperating with cyclists and cycling associations.

• The informal competences of cycling associations are recognized and used with potential to become employment qualifications

* We use terms cycle tourism and cyclotourism interchangeably throughout the Handbook.

The main AIM of EuBike is to support the development of cyclotourism

EuBike is a project and a joint community for practitioners and experts in tourism and in cycling

What Cyclotourists Need

What Cyclists know

What Tourism Developers need to know
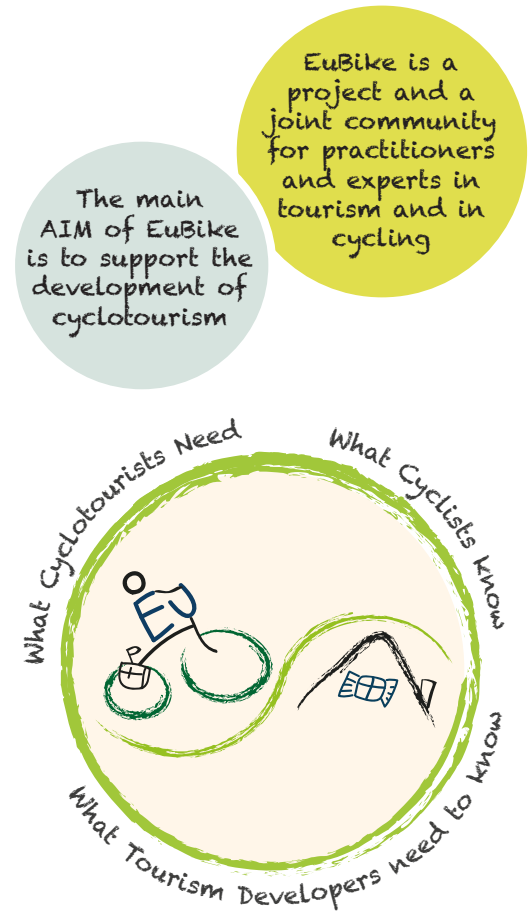
Tourism – Sustainable, slow, cycle tourism

Tourism provides a significant source of economic development in many European areas. New trends in tourism are moving toward environmentally friendly, sustainable development[1]. Moreover, growing awareness of climate change and the need to mitigate its negative effects calls for new, less carbon-intensive forms of transport[2].

Slow Travel

Slow travel is an alternative paradigm, with recent origins linked to the slow food movement in the 1980s, which also inspired the slow city (cittaslow) movement[7]. It is based on the main elements of the slow movement: doing things at the right speed, changing attitude towards time, and seeking quality over quantity[8]. Slow travel is characterized by slower and shorter distance-travel to destinations (by train, coach, cycle and on foot), minimized impacts on the environment, and a greater emphasis on the travel experience, including a focus on landscape and a closer connection with other travellers, the host population and the local history and culture. Moreover, in this case the travel itself and engagement with the mode of transport becomes an important part of the tourist experience[9].

Travel by bicycle is one of the forms of slow travel.

Sustainable Tourism

The United Nations Environment Programme (UNEP) and the World Tourism Organization (UNWTO) define sustainable tourism as Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

All forms of tourism in all types of destinations could become more sustainable if developed and managed accordingly with respect to balancing among its environmental, economic, and socio-cultural aspects.

According to UNWTO, sustainable tourism should:
1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation[4].

The framework for tourism in Europe communicated by the European Commission in 2010 calls for making European tourism a competitive, modern, sustainable and responsible industry[5]. Development of cyclotourism plays an important role in implementing the framework. EuBike aims at contributing to the implementation this framework, as well as to "Europe 2020 – A European strategy for smart, sustainable and inclusive growth"[6]

The travel element of tourism accounts for 50–97% of its greenhouse gas emissions – depending on the travel distance, mode of transport, the length of stay, accommodation and activities at the destination[3]

Cycle tourism

Cycle tourism is a form of slow, sustainable travel. It is sustainable in terms of environmental, economic and socio-cultural aspects of tourism development. It has a minimal ecological impact, it provides considerable economic potential for the local communities, and encourages interest in cultural and natural heritage and community life[10].

Cycling gained popularity, both as a means of transport and a leisure activity, in the 1980s, as it was accessible to most societal classes. The first cycling associations appeared at that time: the League of American Wheelmen[11] and the Cyclists' Tourism Club in the UK. Cycling remained highly popular until the 1920s, but declined by the end of the twentieth century, as private car ownership increased [10c, 12a, 12b].

In Denmark, Germany and the Netherlands cycling remains popular as a mode of transportation. These countries, as well as Austria, France, Germany and Switzerland have been successful in developing cyclotourism. Their success is based not only on an extensive cycling route networks, but also on an effective marketing effort that involves key actors in this field.

Key Actors in Cycle tourism:
- ministries of transport,
- regional departments,
- local administrations and authorities,
- non-motorised traffic specialist organisations,
- tourism providers, including destination management organizations,
- hospitality and tourism businesses,
- cycling associations,
- cyclists,

For **tourism providers**, successful tourism product development and management requires a wide range of knowledge, skills and attitudes[15]; informal skills can play a big role as well. Formal education among the key stakeholders in this field is sometimes lacking, especially in the rural regions. In this respect, informal learning resources and exchange of tacit knowledge and skills on the local level could play an important role in helping the local communities adapt to the evolving tourism trends and demands.

In 2012, the economic impact of cycling tourism in Europe was around 44 billion euro, generated by over 2 million trips and 20 million overnight stays.[10b, 13]

Europe's cycling industry – which includes bicycle production, tourism, retail, infrastructure and other services – has higher employment intensity than any other transport sub-sector. In general, cycling jobs are more geographically stable than other sectors, and offer a more inclusive and easily accessible labour market for low-skilled workers[14].

Learning can be differentiated among three forms:
- **Formal learning** generally refers to scheduled, organised and socially recognised learning and encompasses such areas as learning at school.
- **Non-formal learning** is a collective term for all forms of learning, which take place outside of the formalised educational system.
- **Informal learning** takes place in an environment outside formal educational establishments; it is not accorded recognition/certification by the public education system and usually develops within the context of other activities.[16]

Skills are differentiated between hard and soft:
- **Hard skills** comprise technical expertise and knowledge needed for a job,
- **Soft kills** are interpersonal qualities – people skills and personal attributes that one possesses[17].

Tourists themselves can also contribute to tourism development – they are the main "experts" in what they want to experience while travelling – and may be seen as co-creators of new tourism experiences[18] – as they actively participate in shaping and personalizing their travels.

However, in case of cyclotourism it remains unclear to what extent the knowledge of cyclists and cyclist associations is used in tourism product development. Knowledge integration among tourism providers and end-users is often lacking. The non-formal and informal knowledge skills and competences of cyclists and cycling associations remain neglected. Moreover, tourism providers tend to have low involvement in the development of cycle tourism[10b].

Innovation in EuBike

EuBike project aimed at complimenting existing cyclotourism initiatives and projects, both on European level, such as EuroVelo[20], and those on national/sub-regional level in the participating countries – Austria, Italy, Germany and Switzerland. The innovative contribution of EuBike was providing a common ground for cooperation between the 2 key stakeholder groups – tourism providers and cyclists. It tested potentials for co-creation and co-management of cyclotourism products by these groups, fostering joint destination governance, as well as potentially supporting new job opportunities and self-employment. The project also aimed at capacity building by providing non-formal learning resources for these groups. This was implemented based on online learning and sharing platforms, which also support marketing of the jointly created cyclotourism products.

Cycling trivia from EuBike partner countries:
German cycle tourists produce 66% fewer emissions per trip than the average German tourist[10b]. The German bicycle association ADFC (Allgemeiner Deutschrer Fahrrad-Club), has over 130,000 members and is very active, both in the urban cycling and in the growing cycle tourism.

In **Switzerland**, a national network for non-motorised traffic has been established in 1998 – Veloland, now SchweizMobil, which has a broader target including hiking, mountain biking, skating and canoeing in addition to cycling. The network includes national and regional routes, bicycle rental schemes and accommodation providers[12a].

Austrian regional and local authorities have invested in the Danube cycle route (Donauradweg), which is now one of the most popular in Europe[19].

The best examples of cycle tourism in **Italy** come from the provinces of Trento and Bolzano, which have been investing in cycling for many years. Almost 1,000 km of cycle tracks cross the region, and bikes can be transported on all trains. Many tour operators offer cycle holidays, including accommodation.

In the **United Kingdom**, the National Cycle Network is an initiative of a sustainable transport charity, Sustrans, which aims to create a nation-wide cycling network both for commuters and recreational cyclists[10c].

Cycling and cyclists

There are several types of cycling, distinguished by the cyclists' intent, the nature of cycling and the type of bicycle used.

Daily (commuter) cycling integrates cyclists commuting to work, school or shopping, or running other errands by bike. The intention of such cyclists is to reach their destination in an effortless, fast and safe way. The bicycle is used as a means of transportation.

Sports cycling (road and mountain) comprises various practices and competition types of cycling, such as road cycling and mountain biking of different types (downhill, climb, parallel slalom, stage race, acrobatics, cross-country, adventure orientation race), track cycling of different types, as well as duathlon and triathlon cycling.

Sports-recreational cycling is practiced by recreational athletes seeking relaxation and entertainment, as well as wishing to become fit as cyclists and potentially train to participate at various cycling events and sports-recreational races. Those cycling mostly to release energy and keep fit often cycle daily and along the same routes. They opt for distinct mountainous destinations close to their homes.

It is typical of **Mountain biking** to take place in forest and hilly areas, with cyclists being particularly attracted to unspoiled nature, irregular terrains, increased difficulty and a great choice of possible locations. An interesting option is the so-called single trails, where sometimes you have to hire a local guide. Mountain bikers are usually young men and women, who are interesting to the tourist industry for being sports cyclists, recreational cyclists, trip cyclists and adventure cyclists.

Family cycling is an important type of cycling as it enhances internal family ties, mutual understanding and a healthy lifestyle. Families with children look for safe and easy cycling trails. Because of differing wishes, needs and time available, it is reasonable to prepare different programmes for different types of families. In family cycling, families with young children can opt for cycling trips and holidays on flat countryside roads where there is not much other traffic.
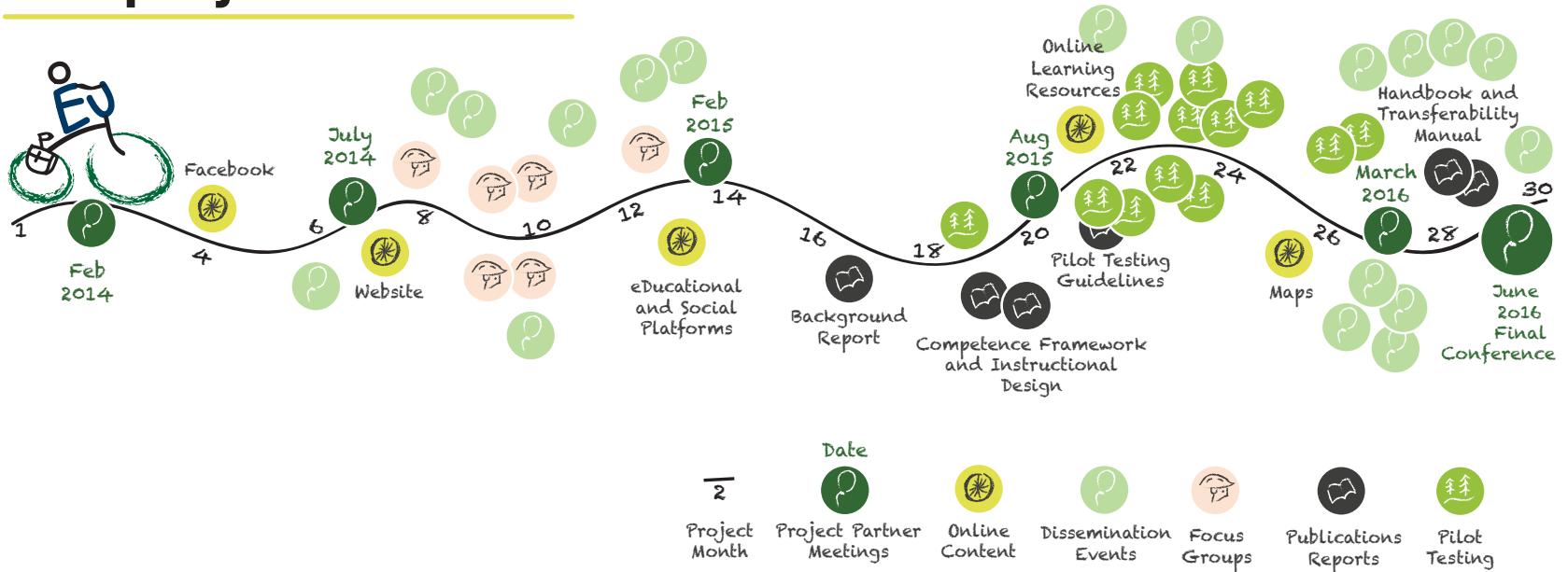
Trip – Day cycling does not exceed a single day. The intention is to spend time in a natural environment with relatively modest intensity, often in the company of friends and family. What matters to such cyclists is the experience, comfort and safety on the road. The length of daily recreational cycling ranges between 25 and 50 km, and does not exceed 80 km. Trips can be made in combination with other means of transport (e.g. car, bus, train). In choosing their destination, these cyclists consider the traffic regulation (safety), as well as the natural, cultural and tourist attractions with regard to each route. In almost all circumstances, this is the largest demand segment, which is drawn to traffic-free routes or quiet roads[21].

Bicycle touring/cycle holidays extends over several days. They are usually chosen by cyclists who are more experienced and for whom cycling is the principal holiday activity. Cycle touring implies travelling from place-to-place along long-distance routes. Cycle holidays revolve around a single base from where a day's cycling normally begins and ends, sometimes with the support of public transport. (Richard Weston et al) When choosing the path, what matters is tourist infrastructure, natural beauties, various attractions and specialties of sites. It is important for cyclists to have rest areas (water supply), lookout spots, tourist information, cycling maps and guides available along the road. Information about the difficulty of different route options, and about cycling-friendly accommodation is also desired.

Holiday cycling – in this case, cycling is not the principal activity, but one of the activities undertaken while on holiday. As such, cycling is not the primary motivation for the choice of destination. Such cyclists are typically less experienced and prefer traffic-free cycle routes[12b].

The project timeline

Feb 2014

1

4

Facebook

Feb 2014

July 2014

6

Website

8

10

12

eDucational and Social Platforms

Feb 2015

14

16

Background Report

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Competence Framework and Instructional Design

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Pilot Testing Guidelines

Aug 2015

Online Learning Resources

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Maps

26

March 2016

28

Handbook and Transferability Manual

30

June 2016 Final Conference

Legend

| 2 Project Month | Date / Project Partner Meetings | Online Content | Dissemination Events | Focus Groups | Publications Reports | Pilot Testing |

Work Packages

Duration

WP1 Knowing the context, knowing the actors

WP2 Digital tool kits for cyclotourism development

WP3 EuBikE Learning contents development

WP4 Piloting and Validation

WP5 Network-based sustainability and exploitation

WP6 Dissemination and knowledge sharing

WP7 Managing the project and the partnership

WP8 Developing a high quality project

Knowing the Context, Knowing the Actors

A background analysis was conducted, aiming at understanding the preferences and needs of cyclists, as well as the resources of tourism providers, their interests and readiness to deal with growing demands of cyclotourism. It consisted of two parts:

1. Identification of the existing cyclotourism situation and needs in the countries, via desk research
2. An exploratory analysis made using web data collection, which also allowed compiling a list of possible interested stakeholders.

Questionnaires have been designed, both for cyclists (demand-side) and tourism providers (supply-side), and sent out to various identified stakeholders: accommodation providers, food providers (restaurant and bars), travel agencies and tour operators, Destination Management Organizations, associations and informal groups of cyclotourists. The background analysis provided the basis for development of all other project components.

Focus Groups have taken place in each pilot country, where the local cyclists, administrators, hotel owners, tourism and cycling associations participated to give their feedback on the project. Within these groups they discussed the current situation, the needs, and their expectations for the cyclotourism in the region to provide advice for the project team to make EuBike most useful to their region.

11
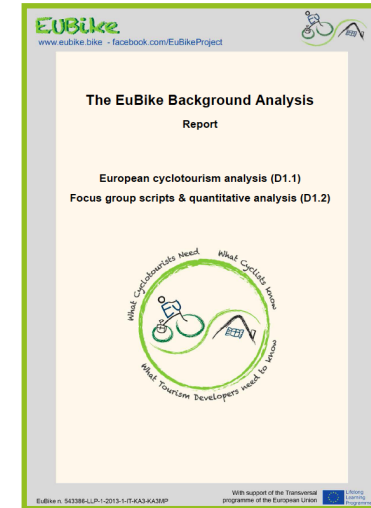
Electronic Learning Resources
– for cyclists and tourism providers

Competence Framework

The Competence Framework, which is based on the European Reference Frameworks and qualification systems, has been developed as a guiding resource, in order to determine the useful learning content for cyclists and tourism providers. The description of the European Reference Framework of competences of the tourism providers and cyclotourists is based on professional and training standards, and will indicate training inputs as well as learning outcomes (explicit reference to the EQF and the ECVET), skills and competences. It is also based on the project objectives – supporting development of cyclotourism and facilitating contribution of cyclists and tourism providers to this goal.

Instructional Design

The Instructional design outlines the learning approach for the two different EuBike target groups: (i) the supply side – tourism providers and cycling communities and (ii) the demand side – the actual cyclists. At the same time, it provides a solution of linking the two groups together and enabling their communication and cooperation. It describes the proposed pedagogical approach, explains the difference among Formal, Non-formal and Informal Learning, and proposes a model for the learning products.

Main outcomes summarized from the background analysis:
1. Enhancing usable **skill/competences sets** usable in a transversal way by a series of professional profiles **operating in different sectors** involved in providing services for cyclists.
2. Development of a figure **specialized in the creation of thematic products for cyclists**. This is extremely versatile as it can be used in consortiums, product clubs, local tourist systems, with incoming tour operators, and within accommodation businesses desiring to be part of integrated products.
3. Enhancing training for **guides accompanying cyclotourists**.

eDucational Box
The Box presents a more formal learning experience for Tourism Providers – with a series of case studies and best practices. It serves to foster:

- integrated design of cyclotourism products in order to take into account cycling, cultural and tourism issues into account,
- solutions to hospitality issues related to cyclotourism, and
- strategy and tactics of online promotion and user generated contents management.

This approach is aimed at equipping tourism businesses with theoretical and practical tools to understand the travellers' needs and to create, market and manage tourism products. The four modules of the eDucational Box follow the conclusions of the Background Analysis and the Competence Framework:
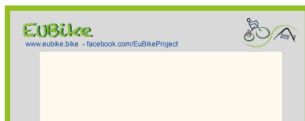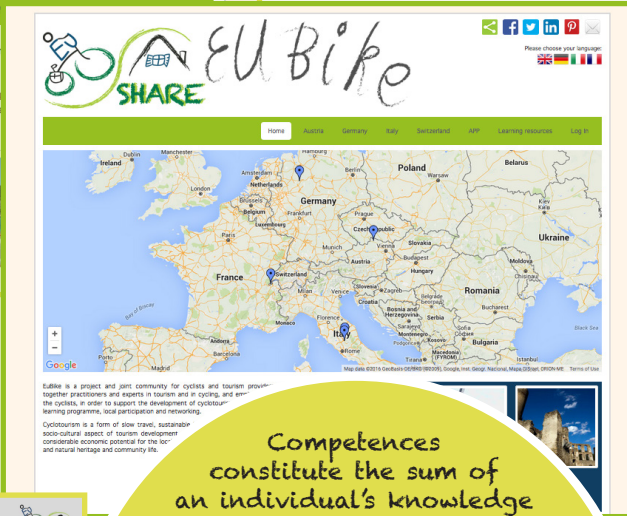
1. Information & Communication Technologies
2. Networking
3. Product Management & Development
4 Promotion & Marketing

Each module is structured around several Case Studies. Each case study is structured as follows: a case rationale & problem statement, the presentation of the case study itself, a call for action and a formative evaluation section, including a quiz and a reflective assignment.

Each chapter consists of 2 case studies, which are aimed at providing inspiration and ideas. The Call for Action section provides more direct tips and advice on each subject area. Those who want to test their knowledge and skills can take a quiz available in every section.

The eMarketing/Social Platform
The eMarketing/Social Platform is a multi-purpose tool: it presents the developed cycling routes and the points of interest, provides a chance for the cyclists to comment on each point of interest and on the route itself, and includes basic information (informal learning resources) useful for planning cycling trips. It consists of four themes:
1. Thinking/Alternative Experiences – inspiration and rational for sustainable slow tourism
2. Experience Planning
3. Networking
4. Orientation

The comments sent by the cyclists are received by local tourism providers – either individual pro-

Competences constitute the sum of an individual's knowledge in conjunction with the ability to apply this knowledge . Competence comprises active and passive areas of knowledge, which arise from visible and hidden abilities and skills, which are therefore describable and indescribable. Within the context of the European Qualifications Framework (EQF), competence is described in terms of the assumption of responsibility and autonomy

Figure 2: the EuBike Platforms facilitate interaction among cyclists and tourism providers.
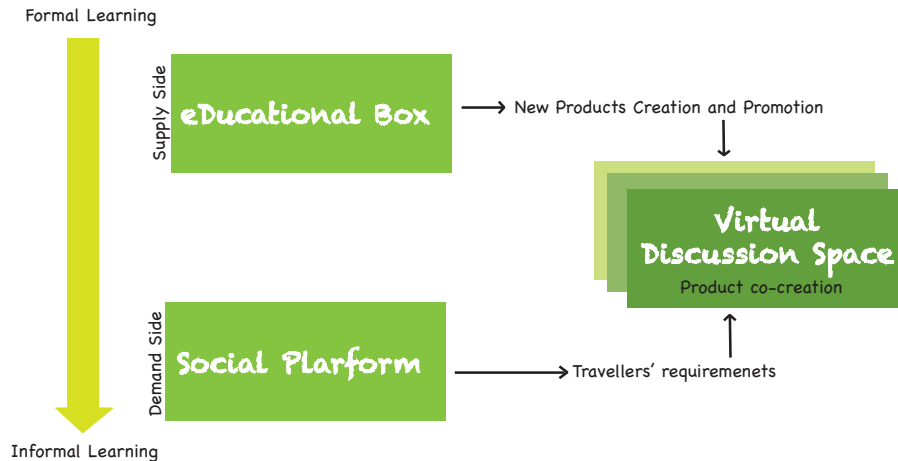
viders or local/regional tourism managers. As such, the eMarketing/Social platform provides the connection and a communication channel between the two target groups of the project.

The main objectives of this platform are:
• cycling path design for everyday life,
• reflection of the cyclotourism experience through structured reviews and
• experience sharing with other cyclotourists in order to strengthen the cyclotourism market.

The EuBike App
The app is a mobile version of the social platform. It presents the cycling paths and points of interest, allows cyclists to download all infor-

mation about the paths to be used offline and allows the users to share comments.

The content and online platforms developed by the project partners have been tested in the project pilot regions in Austria, Germany, Italy and Switzerland.

The main learning objective of the pedagogical design, both in the **eDucational Box** and in the **eMarketing Social Platform and App**, is to connect the actors of the cyclotourism products' creation chain, to foster their active participation in tourism product building and to uncover and make use of informal competences of cycling associations.
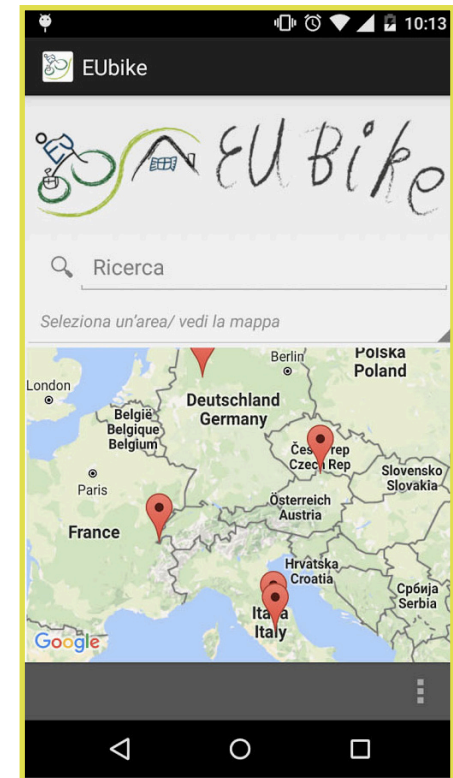
Project partner meetings: dates, places, summaries

EuBike Kick-off meeting
Perugia, Italy, February 10 – 11, 2014

The EuBike partners came together for the first coordination meeting in Perugia, Italy, organized by the lead partner, Superficie 8. The meeting served to finalize the initial steps of the project and especially the background analysis. On the second day, the partnership was hosted by the administration of the Province of Perugia, where a press – conference with the EuBike partners was held.

The 2nd Project Partner Meeting
Bournemouth, UK, July 7–9, 2014

The partners reviewed and adjusted the Background analysis and agreed on the draft contents of the eDucational Box and the eMarketing/Sharing Platform. The content was prepared to be presented to the local tourism and cycling community in the pilot areas, in order to receive feedback from the practical experts.

The 3rd Project Partner Meeting
Bielefeld, Germany, February 16–18, 2015

The partners discussed the project progress, completion and improvements of the Background Report, the technical realization of the project tools – the eDucational Box and the eMarketing/Sharing Platform, as well as the Pilot testing of the project in all its regions. The partnership also enjoyed a tour of the cycling facilities in Bielefeld. An associate partner from Switzerland was welcomed to the project – Pro Velo.

**Meeting of the EuBike partners
with the project officer from
European Commission**
Rome, Italy, 25 August, 2015

The aim of the meeting was to discuss the project progress, especially the piloting phase, and to address some of the challenges (such as bringing more tourism providers on board) and ways forward.

The 4th Meeting of EuBike partners
Krems, Austria, 2–3 March, 2016

The partners discussed finalization of the piloting stage, production of the project publications, as well as the best way to ensure follow-up and transferability of the project results.

Developing and Testing the project in the Pilot regions

PILOTING Guidelines

In order to support the partners in the testing of the project in Austria, Germany, Italy and Switzerland, Piloting Guidelines have been developed. The guidelines document suggested institutional, organisational and sociocultural procedures to facilitate the pilot testing in each country and provided supporting tools and templates to be used for the assessment process.

Why pilot?
The piloting served several aims:
- Testing the functionality and relevance of the project products for the target/beneficiary groups – cyclists and tourism providers.
- Receiving feedback from the participants in order to improve the project results.
- Identifying mechanisms to reach the target groups;
- Enhancing communication between cyclists and tourism providers and involving both sides in the co-creation of tourism products.

Following the guidelines, partners organized various events for the Demand and Supply target groups:

- Cycling tourism and feedback sessions on the Social platform – with the cyclists
- Workshops, presenting and discussing the eDucational Box – with the tourism providers.

Selection criteria for Piloting participants used:
- Participating tourism providers should:
  - be local tourism providers or working in local tourism organisations (DMOs, NGOs etc.)
  - have a personal connection to the respective destination
  - be willing to present their products/services in the Social & Sharing Platform and to enhance them or to co-create new products (in cooperation with cycling experts)
  - have enough computer and internet skills to use the platforms
  - be willing and capable to implement (or contribute to the implementation) concrete tourism products to develop the tourism profile of the destination.

- Cyclists testing the path should:
  - be experienced cyclists/cycling experts (during the first testing tour only)
  - have a personal connection to the respective destination
  - be willing and capable of implementing the pilot testing on a continuous base within the respective destination
  - be willing and capable of advising the supplying side on their cycling tourism products/services
  - have (at least basic) knowledge in tourism/product development
  - have basic ICT skills and a mobile device.

At the end of the pilot testing in each pilot area, both the participating cyclists and the tourism providers have been invited to come together for a final event, where the resulting paths and associated tourism products have been presented, in order to share experiences and celebrate the joint accomplishments.

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EUBIKE PILOT Testing Stories

THAYA VALLEY – Austria

The Austrian pilot area for the EuBike Project is located in the north of the Waldviertel (Forest Quarter) in the district of Waidhofen an der Thaya in the Thaya Valley. The Waldviertel is the northwestern region of Lower Austria. It is bounded to the south by the Danube, to the southwest by Upper Austria, to the northwest and the north by the Czech Republic and to the east by the Manhartsberg (537 m), which is the survey point dividing Waldviertel from Weinviertel (Wine Quarter). The district Waidhofen an der Thaya comprises 15 municipalities with approximately 28.000 inhabitants and a population density of 39 people per square kilometer. The rather remote region is characterized by woods, hills, moor landscapes and scattered, traditional villages. Agriculture and craftsmanship are the pillars of income for the local communities. In the last years, several innovative enterprises, mainly in the technology sector, established businesses in the Waldviertel. In 2006 the 15 municipalities of the district Waidhofen an der Thaya jointly founded the association "Zukunfsraum Thayaland" (Future Space Thaya Land). The association is meant to foster cooperation and communication among all municipalities and support regional development. The construction for the transnational cycling trails Thaya Runde started in autumn 2014 and will be completed by 2016. Abounded trail lines are converted to bike paths and will amount to approximately 90 km of bike trails. The Thaya Runde will also connect the Austrian bike paths to the Czech cycling route network.

Developing EuBike with the local actors in the Thaya Valley

The focus group with the local actors took place on October 2014 in Raabs an der Thaya. From the meeting, it became clear that the local partners from "Zukunftsraum Thayaland " have very good tourism management skills and the region has already undertaken some actions in developing the bike path Thayarunde, as well as improving the infrastructure for cyclists. The partners named the lack of tourist accommodations and restaurants along the path as the main problem of the region. It was clear that EuBike would be useful for them because of the digital tools and the networking on national and international level. The partners were interested in improving their tourism services and in developing and promoting new ones in collaboration with EuBike.

Testing EuBike in the Thaya Valley

The Austrian team took three different groups for a ride from September to October and organized three workshops with local tourism providers.

The first cycling group of experts cycled about 40 km on the Thayarunde from Dobersberg to Slavonice (Czech Republic) and then back to Austria. The participants first took part in a short workshop in order to learn about the social & sharing platform and the mobile app. The cyclists tested the app and shared some comments on the bike path, the infrastructure

and the provided services. The cyclists also had to focus and critically observe the details of tourist infrastructure (e.g. signposting, public toilets, restaurants, bike rental etc.) in order to give some advice in their comments.

The second group of cyclists was organized by the local partners from "Zukunftsraum Thayatal". They took 26 tourists from Austria and the Czech Republic on a two-day trip and cycled almost the entire Thayarunde. They managed to download and test the app, but the Czech tourists were not able to send comments because they had no Internet connection (internet connection is needed for sending comments via the app). They gave us feedback about the app in questionnaires. It is planned that WiFi will be provided on different parts of the path.

The third group organized by IMC FH Krems (students of the IMC) cycled on the same route as the first group and tested the app. At this stage, the app was working on almost all devices, and the students submitted many comments that were useful for the development of the new tourism product.

During the first workshop with local tourism providers and potential stakeholders in Thaya, IMC FH Krems presented the eDucational Box and the learning materials, as well as the opportunity to present tourism products on the social and sharing platform. Most of the tourism providers said that they would be happy to use the platform for promoting their services. Experienced provides, who have already established their tourism business, were mostly interested in the part of the educational materials devoted to ICT skills and new social media marketing tools and strategies.

The second workshop in Raabs was organized with stakeholders, who were interested in learning more through the eDucational Box and the four modules, which were discussed in detail. There was also a discussion on promoting products/services on the social and sharing platform and about the best way to present them. The local stakeholders reviewed the comments sent by the cyclists via the app and discussed how to use them when developing a new tourism product. They decided to undertake a third workshop together with some of the students from the IMC FH Krems, who participated in the pilot testing tour, in order to co-create a tourism package including a guided cycling tour and other services.

During the third workshop, four different stakeholders met the IMC FH Krems team and students for developing the final product.

In general, the pilot testing was successful and gave some information and feedback on how to improve and optimize the developed digital tools and learning materials. Feedback was collected through the developed questionnaires and also during the face-to-face meetings with both cyclists and tourism providers.

"The EuBike project is a wonderful support for our emerging bike paths. We and the local stakeholders have now a tool, which will helps us to do our "homework" very well"

Wilhelm Erasmus,
Zukunftsraum
Thayaland

"Working together with the IMC FH Krems on the EuBike project in the Austrian pilot region was a great experience and a good start for a long lasting cooperation between the region and the research institute. We hope that we can use this cooperation and the results from EuBike and to further develop them in our future ideas for national projects and for interregional projects with the Czech Republic"

Gerhard Linhard, Manager
„Wallenberger& Linhard
Regionalberatung" Ltd.

Final Cyclotourism Product
– Thaya Valley

The final product is a tourism package, which includes a guided cycling tour on the bike path Thayarunde and different tourism services, such as transportation, accommodation, meals and visits of local sites and points of interest. It is a weekend (two day) organised bike tour, which is suitable also for seniors and families with children (no big elevations, cycling only on cycling paths, no streets):

- 1st day: arrival with bus from Vienna and biking in the region of Raabs an der Thaya, lunch in Thaya, in the afternoon canoe tour on the Thaya river, dinner and accommodation in Raabs
- 2nd day: transfer to Slavonice (Czech Republik), city tour and cycling to Dobersberg, lunch in Dobersberg and in the afternoon cycling to Waidhofen, Transfer by bus back to Vienna.

The product was co-created by the IMC FH Krems team, local cyclists, regional tourism providers and with the local agency Waldviertler Reisen, which will officially offer the package on their website. The tour will be organized for groups of various sizes: 20, 30 and 40 persons, with the prices ranging accordingly.
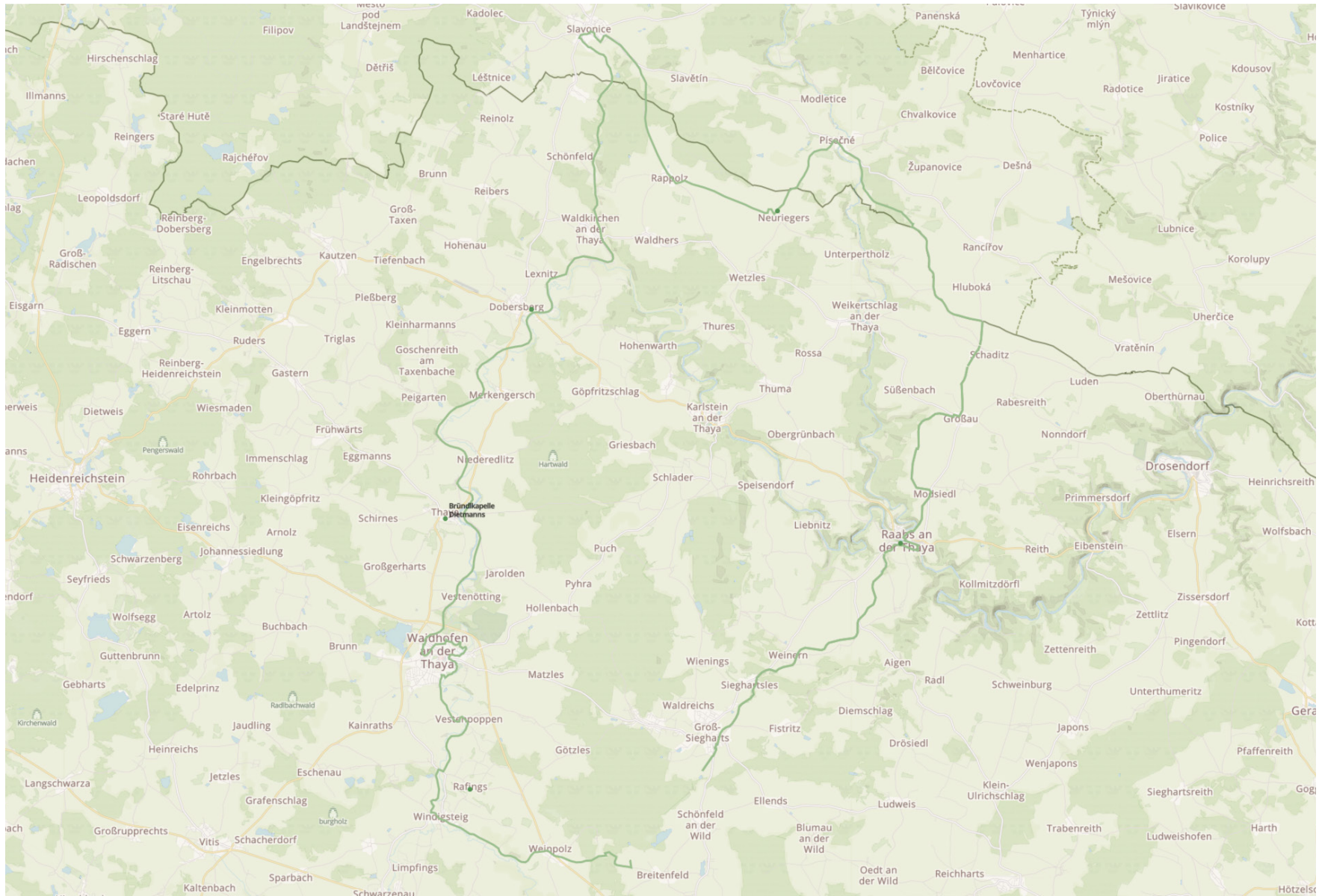
UMBRIA REGION – Italy

Umbria is located in the heart of Italy and is also known as the "Green Heart of Italy". It is crossed by the Tiber River, Chiascio River, Nera River and its Marmore Falls and is surrounded with magnificent lakes like the Trasimeno, Piediluco and Corbara Lakes. The region, visited by Goethe during his Grand Tour, offers a wide variety of geomorphological features and landscapes through a succession of valleys, mountains, green hills, plateaus and historic villages. The perfect place to ride a bike – it offers an amazing experience in its stunning and breathtakingly beautiful landscape, the diversity of which offers a large variety of itineraries, satisfying the needs of all cycling tourists, from complete beginners to the most advanced ones. Beginners or families with children can cycle along the shores of the Trasimeno Lake or in the Umbrian Valley; they can also ride on the bike path that goes from Assisi to Spoleto, while experienced cyclists can enjoy the challenge of climbing the hills, leading to the Apennine Mountains. There are nearly 30 cycling routes covering most of the region. The easy routes (mostly plains) are between 20 and 30 km long, while the medium difficulty ones are 30 to 60 km long. The hard ones with slopes (not greater than 8%) are from 65 km to 100 km long.

Developing EuBike with the local actors in Umbria

In Italy, three different focus groups were organised as informal events in August and October 2014; they ended with an "aperitivo", in order to create an informal and collaborative environment. The focus groups served initially to deeply inform the key actors about the project and to receive suggestions. The participating stakeholders belonged to different categories: from the regional local authorities, representatives of tourism providers, tourism research organisations, civil society associations, cycle tourism service providers (bikes and e-bike rentals) and cycle tourism associations, to cycle tourists in general. Most of them continued to be involved during the piloting and exploitation of the project.

During the events, the following main key points were highlighted:
- Umbria Region has a lot of potential in the field of cycle tourism, but is not promoted in an integrated way, and the information regarding the itineraries is sometimes difficult find;
- Tourism providers (mainly accommodation providers) are unprepared to provide all the necessary information regarding the territory to cycle tourists;
- Tourism providers usually work alone, which tends to be difficult.

Therefore, the stakeholders suggested EuBike to support the regional cycle tourism development in the following ways:
- Using the sharing platform to promote the itineraries and their points of interest in an integrated manner, even in EU;

- Creating a feedback system for cycle tourism and tourism providers to share competence and knowledge and for the operators to respond to the cycle tourists' needs, making them "operators of the territory" and not of a hotel;
- Providing opportunities for cycle tourists and tourism providers to contribute to the final valorisation and amelioration of the tourist destination.

After the analysis and community consultation, the Italian team made sure to have a geographical outreach, implementing project piloting on different geomorphological landscapes. The urban areas with different security problems also had to be taken into consideration. The chosen paths were:
- Assisi-Spoleto-Norcia
- Terni paths (the Tour Rando and the Antica Carsulae)
- Perugia city centre
- New path: Città di Castello and its boundaries.

From October until April, the piloting activities in Italy directly involved 46 cycling tourists and 60 supplier operators, who took part in several activities, described below.

WORKSHOPS:
- in Spoleto and in Terni in November 2015, both in collaboration with the Associated partner Consorzio Umbria by Bike, as well as an additional one in February 2016 in Terni,
- in Città di Castello in February 2016, in collaboration with partners of the Visit Alta Umbria Project (aimed at tourism development of the Alta Valle del Tevere).

The educational workshops within the supplier side involved hotels, service providers (bike rental), a DMO, municipality representatives, travel agencies, regional authorities of Umbria, cycle tourism associations, and cycle tourists. It was organised in two parts:
- an Information part aimed at presenting the project, showing the e-platforms, collecting feedback (the stakeholders participating were all added as points of interest to the platform) and information regarding the cycle tourism market/trends and the needs of cycle tourists while travelling;
- a co-development part, ameliorating the existing tourism products and co-creating new ones in working groups (the business model canvas method was used).

The face-to-face working groups were also organised to address the challenge of most operators not being used to technological tools and online training. The participants were in fact really motivated and found it very interesting, considering that their experience and knowledge of the territory had the chance to be valorised and used for a common objective. Moreover, due to diversity of the operators, in terms of knowledge, skills, and use of online tools, a follow up email was sent to all the participants with information regarding training materials and instructions on how to access the eDucational Box and the Sharing platform.

CYCLING TOURS:
- in Spoleto area in November 2015, cycling 20 km on the Assisi-Spoleto path, mainly exploring the biking path and the points of interest in the Campello sul Clitunno area. The participants also enjoyed lunch together and managed to use the feedback tools.
- in Terni area in December 2015, in connection with the Tour Rando path opening, cycling nearly 35 km from the Cascate delle Marmore to the Piediluco Lake.
- in Perugia in November 2015, testing mainly the use of the bike in the city center, learning how to avoid traffic and cycling safety, due to the lack of cycling paths in the city center.

The major challenge of testing the e-mark¬ing platform and the app consisted in convinc¬ing cycle tourists of the importance of sharing feedback, which they were not interested in, because they were mainly focused on the path experiences. Thus, the EuBike eMarking platform in Italy would need to be integrated into the new integrated regional platform system: www.umbriatourism.it, launched in February 2016. In fact, most of the operators are now invited to use this regional integrated platform.

Several DEMOSTRATION and FINAL EVENTs were organised in April 2016:
- in Terni, in a small part of the Terni path, from Sangemini to Carsulae, together with the Association LABASE;
- in Perugia, in connection with Fantacity – a creativity Festival that targeted the communi-

ty, schools and families. The event aimed at making the residents aware of the bike use, involving families from the Umbria and Abruzzo regions in the discovery of the Cultural Perugia by bike, proposing the Artibike path.

Final Cyclotourism Product – Umbria
The final product in Umbria is a 3-day cycling itinerary, reflecting different art styles, from Medieval to Modern art. The route through the northern part of the Umbria region begins in Città di Castello, the province of Perugia, covers the area of Alta Valle del Tevere and lies along the Tevere river, allowing the cyclists to discover the landscape until the boundaries of Tuscany. The local Tour Operator Vacanza Attiva expressed interest to promote the developed itineraries and the points of interest after the project is finished.

In addition to the final product, the following results have been achieved as an outcome of the EuBike testing in Umbria:
• Communication established among actors that have never worked together;
• Number of hotels and operators specialised in cycle tourism increased, and more were made aware of the cycle tourists' needs;
• The project created a common interest in and a need for a "specialised cycle tourist guide", building a professional profile recognised by the Umbria Region;
• The idea to transform a cycling event into a permanent path, used by the local community was proposed to the local entities.

"I participated, representing the association, in the educational workshop in Terni in November. Through EuBike support, we have submitted a project of local development to the local entity. We aim to transform our event Antica Carsulae in a permanent itinerary, which could be used by most expert cyclists to get trained in everyday of the year, and by the inexperienced tourists/locals - creating also easy paths - valorising the cycle tourism as a mean for discovering the destination.

Giorgio Conti, Association MTB LA BASE, Terni

"I participated to the EuBike workshop in Spoleto which allowed the local actors to get to know each other more and share experiences, thus to start common joint activities ".

Paolo Papa- Fondazione Villa Fabri, Trevi (PG)

The experience was really interesting and it allowed us to plan two different cycle tourism itineraries, then to experience part of it, cycling. We are working to make both itineraries real, connecting with local actors and packaging them

Participants of the course "Specialists of Analysis and Planning of Integrated Tourism", which integrated EuBike methods and was part of the KibLabs project, in Ascea, Salerno
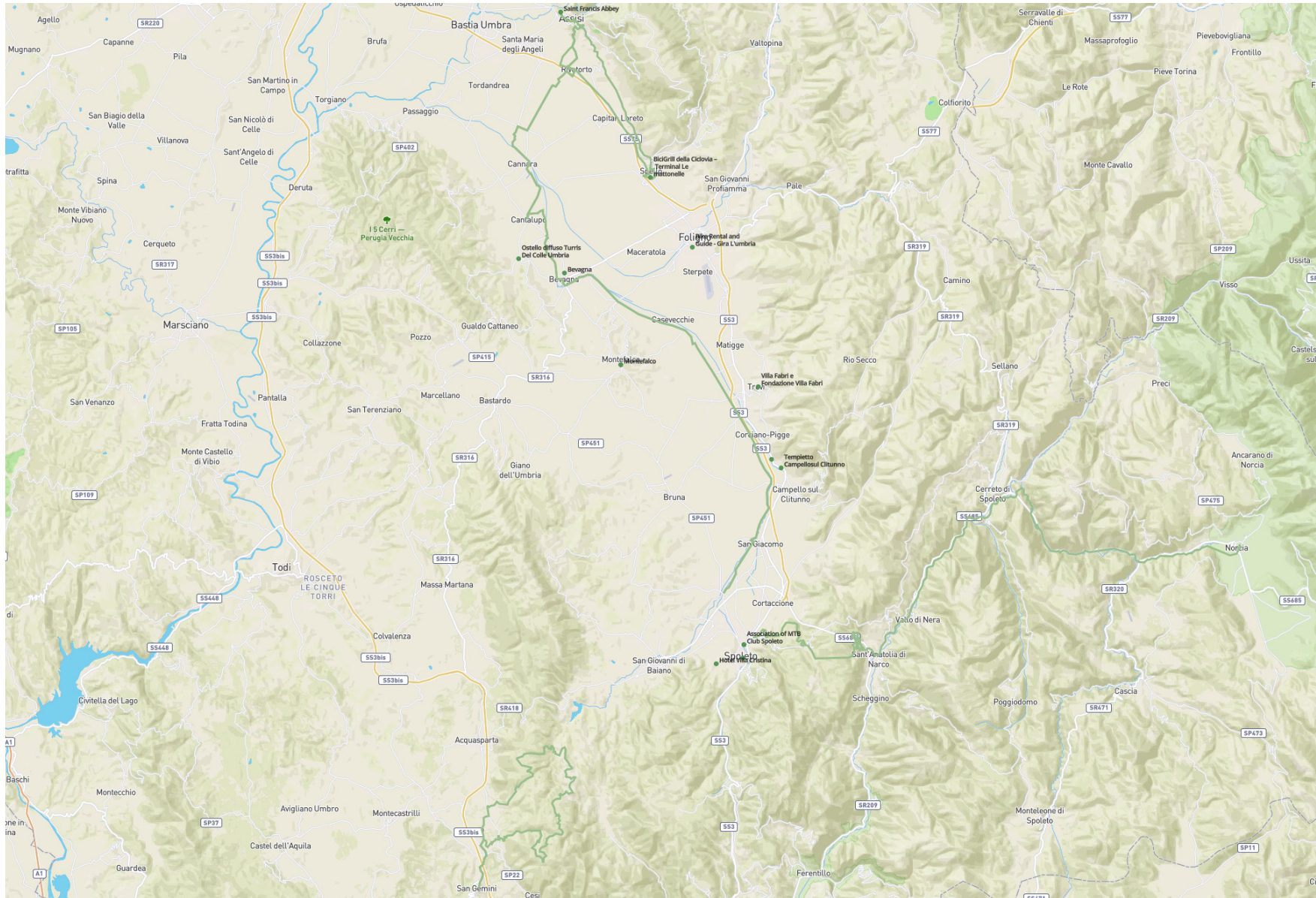
TEUTOBURGER WALD
– Germany

Teutoburger Wald is where the North German Plain meets the low mountain range, hiking trails, spa towns and Westphalian cuisine. It is a nature-orientated and likable region for guests that appreciate more simple things in life. The scenery and landscapes of the holiday region Teutoburger Wald are varied; from rolling hills and ridges to river landscapes and the unique „Senne" heathland. The charm of the region can be pleasantly experienced by bike on excursions and multi-day tours. A bike trail network with themed tours runs through the nature areas between Porta Westfalica and the Paderborn plateau, the Münsterland park scenery and the Weser Hills. Whether you cycle for enjoyment or professionally, Teutoburger Wald offers bike tours and altitude profiles for every taste.

Developing EuBike with the local actors in Teutoburger Wald
A focus group was organised with the local actors in October 2014 at the Teutoburger Wald Tourismus, Bielefeld, Germany. During the meeting, the participants got to know about the purpose of the project and discussed the status quo of bike tourism in the project area, the main challenges and possible solutions. As a result of the focus group, the participants became aware of how the project might contribute to enhancing bike tourism products in the pilot region. In view of the large number of already existing biking paths and networks in the pilot region, the focus group decided not to develop a new one during this project.

Testing EuBike in Teutoburger Wald
The first cycling tour and workshop testing of the eDucational Platform and the Social & Sharing Platform for the demand side, took place on the 28th of October 2015, on the first stage of the Wittekindsroute (45 km from Bad Salzuflen to Löhne/Bad Oeynhausen). The participants were members of local cycling clubs and a tourism consultant. During the event, they tested the conditions of the path, some of the tourism products and the Mobile App. The participants mainly felt comfortable using the eMarketing Platform and found the learning materials interesting, but not for all type of cyclists (e.g. there is an increasing market and demand for e-bikes, which are not tackled by the project).

They also advised on improvements for the structure of the presentation. With respect to the map, they advised that it should provide more information and be more interactive. Regarding the Mobile App, some critical aspects have been identified – the participants did not feel very comfortable to type comments during the tour. Another challenge during the testing was posed by connection problems: sometimes after typing a comment and including the GPS location, the message was not able to send. Therefore, all the comments on the path and service conditions had to be collected after the tour. Nevertheless, the first pilot testing was seen by the participants as a positive and a necessary action with the objective to enhance

Bad Salzuflen 13
Vlotho (ü. Plögerei) 7,3
Exter 8,0
Vlotho Valdorf 6,4 4,6
Hohenhausen 5,5
Bad Seebruch 1,9
Bad Senkelteich 0,8
HF.1

both, the tourism product and the communication instruments.

**Final Cyclotourism Product
– Teutoburger Wald**

The main final products of the pilot testing tour were the comments that the participants shared on the path conditions. For instance, they proposed to enhance parking areas for bikes, to reinstall missing path logos and, in some cases, to think about alternatives for troublesome path sections. A short report of all the deficiencies was transmitted to the relevant authorities. Due to the lack of time, the implementation of the proposals could not be observed during the pilot testing phase of the project – however, the local participants plan to follow-up with them after EuBike is finished.

"I like the Eu-Bike-project because it aims to enhance the cycling tourism products by using modern technology and by realizing the value of the cyclist's experiences"

Bernd Küffner, senior executive of VCD (alternative German Traffic Club), Bielefeld

A very ambitious project altogether quite vivid and appealing. With regards to the eMarketing tool, I think, that it should be developed as a complementing part of the Teutonavigator, the platform that we are already using in our region, and not as an autonomous instrument. And still, it has to be organized, so the potential users will be informed about this new tool.

Ronald Claaßen, senior manager of Teutoburger Wald Tourismus, Bielefeld

CANTON OF GENEVA AND ITS SURROUNDINGS – Switzerland

The Canton of Geneva in Switzerland, including the city of Geneva is closely linked with the Canton of Vaud in Switzerland, and to the bordering parts of the Rhône-Alpes region of France. The area is covered by Swiss national cycling routes, such as the Route du Rhône and Route du Jura, as well as a developing route: Tour du Léman. Other routes in the area include regional routes Route du Pied du Jura, Gros de Vaud–La Côte, and local routes Route du Vignoble de la Côte, Genève-Sézenove, Genève-Salève, and Genève-Satigny. All of these stop at the border with France. Extensive information exists on printed maps and in an online database of Swiss Mobile, where a variation of services including accommodation and bike services are documented. The Leman region is a very attractive and well-frequented tourist destination with much to offer: lakes, mountains, vineyards, nature; it offers cultural diversity in its cities, villages, tourist sites, and food at the crossroads of France and Switzerland. The region is attractive to bicycle tourists for day trips and excursions in the city; but for those intending to cover longer distances, e.g. following the Rhone from its source to the sea, the region also holds attraction. There is still untapped potential for tourism providers (in particular, of accommodation and food) to tailor their offers to bikers' needs, as cyclists so far have not really been on their radar as clients.

Developing EuBike with the local actors in the Canton of Geneva
During the first focus group meeting in October 2014, Zoï environment network met with the representatives of the City of Geneva and with the cycling association PRO VELO Geneva. The participants discussed how EuBike could be tailored to suit the needs of the Swiss pilot area – already rather developed with respect to cycling paths and availability of local maps. Linking cyclists and tourism providers was a new approach for the area. The second focus group took place from January 2–15 during the Café des voyageurs – an event periodically organized by PRO VELO Geneva, focused on cyclotourism experiences and stories. Participants included cyclists and representatives of the tourism sector – Velo Voyage and eBike Tour. They discussed which characteristics of Geneva would be interesting to promote in cyclotourism offers, worked on identifying existing services and infrastructures, potential for improvement, finding ways to appeal to cyclists' skills, and designing the potential EuBike cycling path in Geneva.

Testing EuBike in Geneva and its Surroundings
The Swiss team began testing its itinerary in September 2015. A cycling tour took place in which Zoi environment network and Pro Velo Geneva participants invited a few cyclists to test the developed itinerary, visit tourism providers on the way, and discuss what the map of the path should look like.

The second cycling tour took place at the end of August with several cyclists testing the path and providing their feedback and ideas on improving the itinerary. Moreover, they provided initial feedback on the EuBike online platforms.

Between the tours, Zoi, in cooperation with Pro Velo Geneve, contacted a number of tourism providers around the route, and discussed the EuBike eDucational Box and improvements of the local route with those providers who expressed interest to participate.

The third tour was developed in close cooperation with three tourism providers: Café Babel, Distillery Saconnex d'Arve and Café La Ritournelle. Eight cyclists joined the tour, as well as a representative of the City of Geneva involved in transport development and cycling. At Café Babel the touring group stopped for lunch, and participated in a small workshop, during which they checked the EuBike eDucational and Sharing platforms, evaluated available learning materials, and tested the APP. At the Distillery, a tour was organized for the cyclists as a potential part of the Geneva itinerary. The distillery staff provided advice to the organizers on involving more tourism providers in the project. The final gathering and tour evaluation took place at Café La Ritournelle, where tour participants discussed the developed cycling path and potential improvements to the Swiss project materials among themselves and with the Café owner and staff. The participants suggested improvements in the organization of the eDucational Box, the APP, and the EuBike website itself, and gave mostly positive comments about the Social platform. The tourism providers in the Swiss area were rather advanced, and did not consider the eDucational Box highly useful. At the same time, the social and sharing aspects of the electronic project materials were most valued by the cyclists and tourism providers.

The final event of the pilot testing in Switzerland took place in March 2016, during a larger event called l'Autre Salon – an alternative event organized annually during Geneva's international motor show in order to promote more environmentally friendly alternatives to cars. The final event combined a cycling tour and a workshop for cyclists and tourism providers. The tour, in which five cyclists participated, took place along the EuBike itinerary in the Geneva countryside with a newly added stop – a tomato farm called Marché des Mattines. The workshop, in which 17 cyclists and tourism providers participated, took place in Café La Ritournelle. The tourism providers included a newcomer – Amazonya, a small company producing cosmetics, teas and infusions from local products. After a more formal exchange on the EuBike project results in Switzerland, including the online platforms, the APP and the final cycling route, the participants had time for informal networking. The feedback on the project was similar as before – both cyclists and tourism providers liked that the project was bridging the gap between them and bringing them together to discuss common interests and even work together on the developing of the cycling route. The final part of the event was devoted to screening a documentary called "Bikes vs Cars" – highly interesting for all participants.

**Final Cyclotourism Product
– Geneva and its Surroundings**
The final product of the EuBike Switzerland is a cycling tour itinerary of the Geneva Countryside, including stops at the local providers.

The Geneva countryside is full of scenic areas and passes a variation of small local suppliers. Few city dwellers in the world have a luxury of quick access to quiet and picturesque natural areas, as those surrounding Geneva. This path offers a relatively short and easy bike ride, allowing one to explore the different facets of Geneva. It begins near a park next to the University of Geneva main campus Uni-Mail and follows a comfortable two-way bike path along the river Arve before joining a road leading to Vessy. The next part – the ride to Troinex, leads the cyclist through a nice, quiet acreage and afterwards – through the Pond of the Bistoquette before joining the fields of Bardonnex, where cyclists can admire a close-up view of the Salève. The Landecy water tower, one of the Points of Interest along the path, provides a beautiful landmark, and offers a shady rest area for the cyclists. Not much further along the path, the cyclists have a chance to stop for a filling lunch or a refreshing drink at the Café Babel, which provides a range of traditional specialties, including vegetarian dishes. Besides, Distillerie Saconnex Darve offers tours of the distillery and tasting of its unique products for interested riders. Finally, the route curves back to Plan-les-Ouates and the Pont-Rouge where the cyclist can take the bike path of the Route des Acacias to return to the city center and visit the Café La Ritournelle for an afternoon/evening meal and a glass of wine or lemonade – all from the local bio producers.

"A beautiful bike ride through a secluded corners of the Geneva countryside, which one can not imagine before the trip. One cycling away from paved roads to easily feasible paths, with curious eyes, will be surprised to see fairy tale landscapes (referring to the small wooden bridge crossing a stream). When we drive daily to and from work, we are ready to make our way through dense traffic, and to the rhythm of car horns. During leisure trips, we rediscover the pleasure of cycling on small roads, which are not subjected to traffic density, even if some of them are not fit for cycling. One would almost forget the 4x4s"

Alexandre Rousset,
Café La Ritournelle

"While numerous resources for cyclists are already available in Switzerland, the proposed approach of the EuBike project - stimulating cooperation between cyclists and tourism providers - was welcome. The cycling path developed in the surroundings of Geneva puts the emphasis on small local providers and contributes thus to a sustainable form of tourism that often is a concern for cyclists."

Claudia Heberlein, Project manager for human powered mobility, Department of transport, canton of Geneva
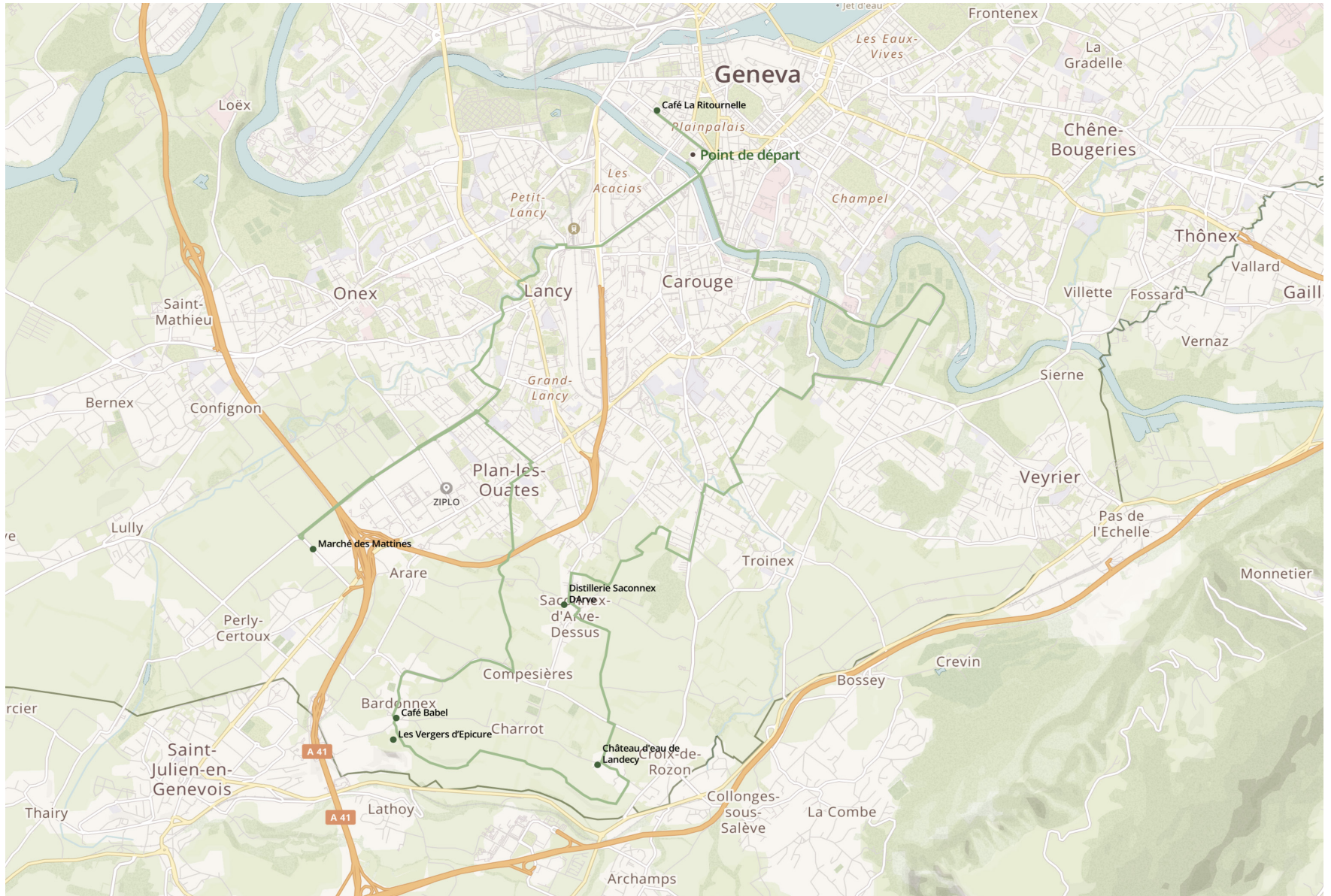
Disseminating the project results

An important part of the project is sharing information with key actors, potential stakeholders, and the general public – in order to inform and involve interested and relevant participants and to receive useful feedback from them.

The EuBike partners used several channels for disseminating the project:

- **The EuBike Website** – www.eubike.bike – contains all information about the project activities, results and partners in 4 project languages (English, German, French and Italian), and links to the eDucational and Social platforms as well as other project – related pages
- **Facebook page and group** – EuBike – Cyclotourism in Europe. While the Community page of the EuBike project has been created first, it soon became clear that a Facebook Group is a more interactive tool, which allows for greater public participation.
- **Slideshare** was used to upload and share project PowerPoint presentations

- **Newsletters** were produced bi-annually and distributed by the project partners through their networks
- **Presentations** at events and conferences. The partners presented the project at a variety of national and international events throughout the project lifetime.

International Events

- In January 2015 and 2016, the IMC University of Applied Sciences Krems (UAS) presented EuBike at the **Ferien Messe Wien** – the most important tourism fair in **Austria**. The Ferien Messe Wien is an international trade fair for the travel, tourism and leisure industries, which attracted more than 150.000 visitors in 2016. The IMC FH Krems presented the EuBike project not only to the tourism trade, but also to a broad public, several universities, schools and even government officials. EuBike was also presented on the stand of Thayaland – the Austrian project pilot region.

- In March 2016, EuBike was presented at the **International Tourism Fair**[24] **ITB** in **Berlin, Germany** by the partners from Austria and Germany. The ITB is the world's biggest tourism fair with over a 165.000 visitors, 10.000 exhibitors from 185 countries and exhibitor sales of about 6.7 billion Euros.

- IMC FH Krems presented EuBike at the stand of NÖ Werbung – the organization advertising and promoting Lower Austria as a tourist destination.

- ETE, together with its partner, a planning and consulting office AUbE Tourismusberatung, introduced their German dialogue partners (mainly regional tourism managers) to the project and its digital tools during their meetings and attended events. In addition a number of international organisation were

contacted (e.g. EuroVelo, GeoParks) in order to promote the project results.

- On the 23rd of September 2014, the project was presented at the **Tourism conference in Mikulov, Czech Republic**, to a number of participants: Various organizations involved in tourism development and tourism product management in the countries of the Carpathian region: Czech Republic, Hungary, Poland, Romania, Slovakia, Serbia and Ukraine, representatives of regional and national authorities, and international organizations. A number of participants were interested in the example of EuBike, as a case of sustainable tourism development, highly attractive to the audience of the event. As a result, several potential follow-up project ideas including cyclotourism and training elements were discussed.

Regional events – Italy

UMBRIA REGION: In the Umbria region, the project was promoted in Schools of Tourism, in order to expand on the cycle tourism specialisation and sustainable and healthy way of public transport. it was also promoted during a Fantacity event in Perugia in April with more than 1000 visitors.

Despite the fact that the piloting took place in the Umbria Region, the Italian partner promoted the EuBike project in different regions:

CAMPANIA REGION: The networking event in Rome on the 17th of November 2015, gave the Italian team a chance to connect with organisations in the Cilento area (Campania Region), in order to replicate EuBike there. From March 31 until April 4–5, workshops and a cycling tour were organised, involving 12 new professionals, a cycle tourism association and a cycle tourism guide, co-planning two itineraries in the Park of Cilento, which will be sold by a local tour operator.

PUGLIA REGION: The same networking event in Rome connected the Italian team with the organisations in Puglia Region. In fact, workshops have been planned and organised in the spring 2016 in Lecce, Mesagne and Erchie, concluding with a final dissemination event at the end of June – "Storybikers".

ABRUZZO, TUSCANY, MARCHE, LAZIO, MOLISE: Connections with 6 different associations have been made on the 29th of February 2016 in order to promote the project at interregional events of Senteri del Sole in the other regions of Italy.

LIGURIA REGION: The EuBike project, as well as the Educational Material have been promoted to Parco de l'Aveto via a social platform.

National Meetings

GERMANY: In April 2015, at the meeting of the ADFC expert committee "Fahrradtouris-

mus", that took place in Herford, the EuBike project and the pilot region Teutoburger Wald were presented to the participants of the event. Furthermore, they joined an exploration tour of local biking paths.

SWITZERLAND: On June 6, 2015, EuBike was presented at the ceremony opening and inaugurating of the new cycling route around the lake Leman, which took place in Geneva, Switzerland. Zoi environment network and Pro Velo, who represented EuBike at the ceremony, informed the event participants – cycling associations, authorities from the city of Geneva and a representative of the Eurovelo network about the project, discussed its plans and progress and distributed EuBike "visit cards".

UNITED KINGDOM: A networking event – **Celebrating Cycling in Dorset** – took place on June 16. 2016, in order to bring together cyclists, tourism providers and cycle organisations to discuss cycle provision in The Purbecks Area of Outstanding Natural Beauty, and celebrate the outcomes of EU Bike. The event hosted 50–60 participants and has been administered through Bournemouth University. The event included: EuBike presentation stand and discussion; information stands for local councils and tourism providers (National Trust, Purbeck District Council); a Rollapaluza for cyclists to compete against each other, knowledge exchange bike repair station and a classic bike show and tell.

EuBike Project Partners

Superficie8, Italy

SUPERFICIE 8

Superficie 8 is a company that offers a wide range of services such as strategic planning, eMarketing and Territorial Marketing for Local Development, communication strategy design and consulting services aimed at improving organisational and human resources management. Moreover, Superficie 8 is accredited by the Umbria Region as a training agency for higher education and vocational training since 2002. It offers a large catalogue of courses, organising and delivering training programs to promote the employment of young and unemployed citizens and to qualify and retrain workers with specific projects, according to Active Labour market Policies.

Role in the project
S8 is the project applicant and is responsible for the project's operational management and the coordination of the partners' activities, leasing with the European Commission. It is also responsible for developing the project's communication strategy and guiding the overall dissemination of the project and its results. It contributes to the development of training material for staff, especially in the recognition of informal competence of cyclist associations which are not yet recognised as formal qualifications and therefore as employability skills.

Bournemouth University, UK

Bournemouth University

Bournemouth University is a modern and innovative institution with six distinctive Schools of study reflecting emphasis on education as a pathway to professional success. Within the International Centre for Tourism and Hospitality Research (ICTHR – School of Tourism) the eTourism Lab explores cutting edge information and communication technologies, alongside e-based strategic management and marketing for the tourism and hospitality industries. The School has a long tradition of generating research output in the information technology and information systems field, and the formation of the Lab demonstrates the university's commitment to this field.

Role in the project
BU is responsible for Innovative Training Method Elaboration, creating the Instructional design, pedagogical approach and learning strategy that will populate the EuBike ICT tools. BU will also lead content development in marketing and eMarketing. Besides, it is responsible, together with the University of Krems, for developing the competence framework of the cyclotourism innovators, with a specific focus on the recognition of the competences of cycling associations.

IMC University of Applied Sciences Krems, Austria

The IMC Krems is a highly recognised management and tourism University of Applied Sciences in Austria; it was founded in 1994. Over the past few years, the IMC Krems University of Applied Sciences has built up a strong international reputation and now has approximately 2,000 students from all over the world, 150 employees and full-time faculty. Full-time and part-time Bachelor and Master Degree programmes are offered in the following areas: Business Studies, Life Sciences, and Health Studies.

The international approach and employability are the University`s main priorities, which is also reflected in the transnational programs in Azerbaijan, China, Ukraine and Vietnam. The core modules of the Tourism and Leisure Management Bachelor program include business administration, which provides a solid base for future management activities, languages, information and communication technologies as well as specialized tourism subjects such as Cultural Tourism or Sustainable Tourism Development.

Role in the project
IMC University of Applied Sciences Krems will contribute to several work packages: 1) the analysis with expertise and material with a particular attention to the identification of the competence framework (knowledge, skills and attitudes) needed for developing cyclotourism, 2) instruments and procedures for the recognition of hidden skills of cyclist associations, 3) recommendations for the development of the ICT tools and environment. IMC know-how and experience in sustainable tourism will be integrated into WP5 "Piloting and validation", which IMC coordinates by delivering a two-step training in the selected territories. In addition, IMC will be in charge of piloting in Austria.

Ecological Tourism in Europe, Germany

The organization Ökologischer Tourismus in Europa (Ö.T.E.) e.V. (Ecological Tourism in Europe, ETE), founded in 1991 in Bonn, Germany, supports the development of sustainable tourism in both, Germany and Europe. Alone or in cooperation with partner organizations mainly from environmental sectors, ETE carries out model projects, often in protected areas and mountainous regions, designed to promote sustainable tourism as an element of sustainable regional development in Germany and other European countries. Capacity building and education represent two further key activities of ETE. In Central and Eastern Europe, ETE is active for more than 12 years, thus disposes of varied experiences on site.

Role in the project
The vast experience of ETE experts in providing training on sustainable tourism will support the University of Bournemouth in producing the training content of WP3. ETE will coordinate the work package 5 – Networking activities in close cooperation with Zoï Environment Network and other partners for developing the Exploitation Strategy, the Transferability Manual and the Project Manifesto, and ensure that project outcomes are widely spread among European target organizations and networks. The dissemination and knowledge sharing activities in WP6 will be supported by ETE throughout the project duration and beyond. ETE will lead the piloting in Germany and support piloting and testing of training components in other pilot areas.

Associazione SEED, Switzerland

Seed is a non-profit enterprise with expertise in education, technologies, and international de-

velopment. Seed is engaged in social projects, locally and internationally, and provides services to non-profit organizations. Seed reinvests profits in human capital growth in developing countries in the area of communication and education technologies.

Role in the project

Seed leads the Work Package on operational ICT tools and environment development, aiming at developing three main artefacts: an e-learning multi-language platform (eDucational Box), an online marketing environment (eMarketing Social Platform) and its App version for promoting cyclotourism destinations. Seed will also provide technical support during the piloting, technical expertise in the e-learning platform and training for the creation and use of the e-platform during the project meetings.

Zoï Environment Network, Switzerland

Zoï is an international non-profit organization, with a clear mission: revealing, explaining and communicating connections between the environment and society. Zoï is specialized in analysing ("know") and communicating ("tell") frictions between the environment and society, and eventually contributing to resolving them ("act"). Zoï designs creative information products for decision-making and provides assistance to local, regional and national authorities, corporations and individuals who are ready to find solutions to these complex environmental challenges. While the geographic focus of Zoï Environment Network is on Europe's margins and its neighbours (the Balkans, Eastern Europe, Central Asia, the Caucasus and the Mediterranean), it strives to link regional and local issues to the global environmental agenda. The main office of Zoi is located in Geneva, Switzerland, but its consultants and affiliates are based in several European cities, including Vienna, Austria

Role in the project

Zoï Environment Network is coordinating Eu-Bike Dissemination activities, and is in charge of the graphic identity of the project, the website, the Newsletter, Flyers, and the given Handbook. It also co-operates with ETE on networking aspects of the projects. Zoi will also lead the organization of the final project conference. Besides, Zoi is in charge of the project piloting in Switzerland.

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Acknowledgements

EuBike is a project and joint community for cyclists and tourism providers – its main objective is to bring these groups together in order to support the development of cyclotourism. The main project idea is that cyclists can be considered experts when it comes to their needs while travelling. As such, sharing their knowledge and their feedback with tourism providers can be useful in developing and improving cyclotourism offers. EuBike partners initiated cooperation among cyclists, cyclotourism associations and tourism providers in Austria, Germany, Italy and Switzerland on developing and testing the cyclotourism products: cycling routes and an online platform, which presents these routes containing information and tips for tourism providers and cyclists.

The EuBike Project Handbook introduces the project, its partners, participants, activities and main results in Austria, Germany, Italy and Switzerland. It is complemented by the Transferability Manual, and aimed at inspiring follow-up actions in participatory development of cycle tourism Europe – and worldwide.