EuBike

European cycle tourism educational program

Transferability Manual

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Lifelong Learning Programme

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Lifelong Learning Programme

EuBike Transferability Manual

Scope of this document

This document aims at describing concrete possibilities for the future transferability, replicability and up-take of the outcomes of the EuBike project. It identifies the **Potentials of Transferability** within the **same sector** we are working in, Cycle tourism, but eventually for **other user groups**. And, importantly, it identifies **other sectors** where the outcomes could be transferred to.

Furthermore, at the end of this document the EuBike partners have signed a **Manifesto**, where they declare their commitment to promote the outcomes of this project with their partners and networks.

Structure

In each chapter, based on the project Work Packages (WPs), the reader will find a short description of specific outcomes of the EuBike project followed by the description of the **Potentials for Transferability**.

Table of Contents

Introduction **5**
WP1 Knowing the context, knowing the actors **6**
WP2 Digital Toolkits for Cycle tourism **7**
2.1 eDucational Platform 7
2.2 eMarketing and Social Platform 7
2.3 Mobile App 9
WP3 EuBike Learning Contents Development **10**
3.1 Supply-side competencies 11
3.2 Demand-side competencies 11
3.3 The EuBike pedagogical model 12
WP4 Piloting and Validation **13**
4.1 Organisation of the Activities 13
4.2 Testing the App 13
4.3 Testing the eMarketing Social Platform 13
4.4 Testing the eDucational Platform 14
4.5 Outcomes and final products 14
Conclusions **17**
The Manifesto **18**

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 cycle tourism. 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 cycle tourism offers.

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

The Transferability Manual describes the EuBike project components and suggests concrete possibilities for the future transferability, replicability and up-take of the project methods and outcomes, both within the cycle tourism **sector** and for **other sectors and user groups**.

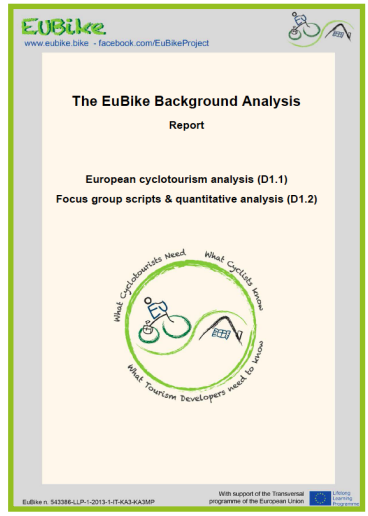
EuBike is a project and a joint community for practitioners and experts in tourism and in cycling

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

WP1 Knowing the context, knowing the actors

The first phase of the project **"Knowing the context, knowing the actors", with its final output "Background Analyisis**, was highly important for the further project development, as it supported participation of the key actors and players, since the beginning of the project in the **design and development of EuBike**, in order to achieve a coherent approach, combining the diverse, or even conflicting, interests of the actors involved in the development process. It developed:

- **A standardised and homogeneus analysis** of different grades of development of cycle tourism in the different countries;
- **A cross- analys of all the results coming from three different research methods:** desk/literture research, quantitative analysis and focus groups. The anlysis provided standardised information and addressed different typologies of cycle tourists and tourism providers;
- **A definition of the state of the art** for each area in line with the views, expectations and plans of local stakeholders, in order for the local tourism destination to recognise competences of the main actors and building on them;
- **A bottom-up participatory approach made prossible thanks** to focus groups aimed at informing experts and community members about the EuBike concept and goals, finding out their needs, and asking for ideas and feedback about the next project steps. This aimed to make sure that the solution that EuBike aimed to propose were fully complying with the community requirements.



Transferability

The analysis of the actors and the context conducted, was a critical process, for the project success toward the sustainability. The knowledge and opinions were considered to the highest degree possible by partners, through several levels of involvement since the beginning: informing stakeholders, consulting them – asking for inputs and their knowledge and skills, cooperating with them through joint work for the cycletourism improvement of the area through also the definition of fine tuned e-tools.

Moreover, securing active participation of the community, finding suitable methods of motivation, while at the same time ensuring transparent information flow, has allowed to start the empowerment of the local population, ensuring their ability to continue with the desired developments,independently from external facilitation.

WP2 Digital Toolkits for Cycle tourism

2.1 eDucational Platform

http://eubike.bike/edu

The EuBike eDucational platform is a web space where stakeholders, such as tourism providers, persons interested in promoting cycle tourism or improving the offers related to cycling experiences, and cycling associations can find learning resources. This could help them to get new ideas and to improve their knowledge, competences and service. The eDucational Platform aims at supporting stakeholders in better understanding what cycle tourists want and how to attract them with the best offers and messages. The eDucational Box is available in English, German, Italian and French.

At the moment the learning materials available on the platform tackle the aspects described in Learning Contents Development (described below). Each module is constructed 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.

Technical Solution

The eDucational platform has been developed with WordPress, an open source Content Management System, mainly for the following reasons:

- WordPress allows a strong, but also easy, content management panel;
- Using WordPress is a further step in promoting accessibility and actual reuse of contents after the project's end;
- WordPress allows a good level of code security thanks to the constant platform's updates;
- WordPress allows an excellent visibility on Google, thanks to native API implementation.

In addition to this WordPress installation, the partners created a graphic template, which allowed to present the information in an effective way. All information is, in fact, indexed on two different levels: by case study and by keywords, in order to allow a crosscutting information search. This graphic template also presents responsive code, allowing good visibility on all the different devices (PCs, tablets and smartphones).

2.2 eMarketing and Social Platform

http://eubike.bike/sharing/

The EuBike eMarketing and Social platform forms an online space where all people interested in cycle tourism can share and find useful information (uploaded by the tourism providers) about cycling paths and cycling tourism products and experiences. Users have the possibility to access paths around Europe and surf them exploring **points of interests** such as restaurants and accommodations or cycling services and places to visit. They can also **share their experiences** uploading pictures and **stories** and giving **comments** to cycling paths or point of interests or general suggestions for improvement, thus contributing to the enhancement of existing services and offers or promoting the creation of new solutions. Comments and suggestions are sent to paths or points of interests "managers" – ideally, tourism providers, or destination management organizations, who can learn from them and get hints to improve services and offers or create new products.

A section called "Learning resources" provides access to a set of contents about four main areas as described in the section on learning content. The platform users can also download the APP to access the contents also via mobile and offline. Moreover, users can log in to register their profile (in order to be able to upload stories and pictures). The platform is available in English, German, Italian and French.

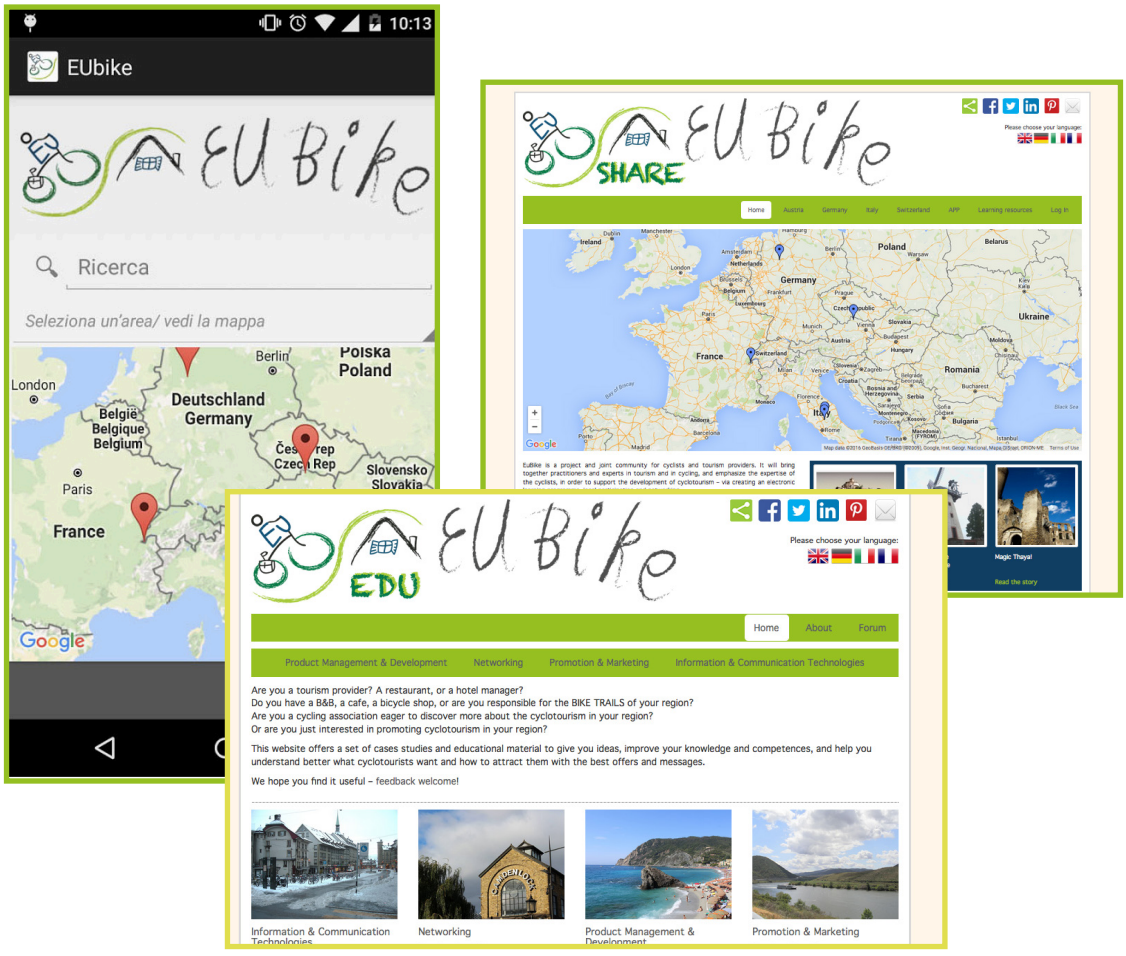
Technical Solution

The eMarketing and Social Platform has been developed with WordPress, an open source Content Management System – as in the case with the the eDucational Platform. It has been chosen for the same reasons presented above.

The partners used the plugin BuddyPress to allow web2.0 functions, and a home-made developed plugin to manage the stories and the portability of stories, paths and points of interests. This plugin produces an XML formated file with all relevant data, easy to be imported by another digital instrument.

The partners created a graphic template, which allowed them to effectively present the information, catalogued by region and by path. Furthermore, the platform presents a dynamic map, which allows visitors to locate the closest paths.

Each registered user can send comments and stories. Moderators receive them via e-mail and can make them visible on the platform.



2.3 Mobile App

The EuBike mobile app is downloadable through GooglePlay and is available for Android. The app gives access to all the contents of the eMarketing and Social Platform. The app also allows the content to be available offline. The app provides a possibility to users with online access to send comments (i.e. about specific Point of interests or about issues related to a given path) that can be geo-localized. Comments are received by the "managers" or administrators of paths or points of interest, as in the case with the Platform itself. The app, like the platform, is available in English, German, French and Italian.

Technical Solution

The mobile app has been developed with native JAVA for Android to reach a high number of users, and uploaded on the Google Store market.

The mobile app works reading the XML file, generated by the sharing platform of the project, and making the data available also offline. Every time the app finds a connection, it tries to upload the data.

The geolocalized comments sent by users in the online mode are sent to the path's administrators, who receive them via mail.

The data structure is similar to the one of the eMarketing and Social Platform structure, with a map and the information catalogued by region and by path.

Transferability

The eDucational Plattform, the eMarketing and Social Platform and the respective Mobile Application form the core of tools produced by the EuBike project to be used by tourism providers and cyclists. All tools have been tested, as described in Work Package 4 (below), and improved based on the comments received from local stakeholders and experts.

EuBike partners have worked towards the highest applicability of these tools in terms of their contents and technical usability. While doing so, the partners have identified a number of potentials for transferability.

Foremost the tools are transferable within the tourism sector at destination level:

- within the cycling communities (e-bikers, cross-country bikers, speed bikers, etc.);
- in other communities within the same environment of nature-based tourism (horse-riders, hikers, etc.); but also
- outside of this environment at the destination level and beyond (motor bikers, automobile users, train users, ship users) when it comes to travelling between and within destinations and using or depending on different kind of tourism goods and services.

In addition, there is potential to use EuBike project results beyond the tourism sector. For instance, many approaches and tools already exist to provide city populations with information on the best way to commute from home to work, comparing in real time the costs and time between car, public transport or bicycle (if applicable). The tools developed within EuBike could be integrated into these services and provide an added value by offering more information along the travel route.

Another idea, which came up during the project, is to combine these tools with the topic of health in order to increase awareness among the people living in cities or rural areas on sustainable travel, sustainable holidays and healthier food. In this field many initiatives already exist, which are currently not using such electronic tools, and could adapt and use the outcomes of the EuBike project, providing potential for additional added value.

WP3 EuBike Learning Contents Development

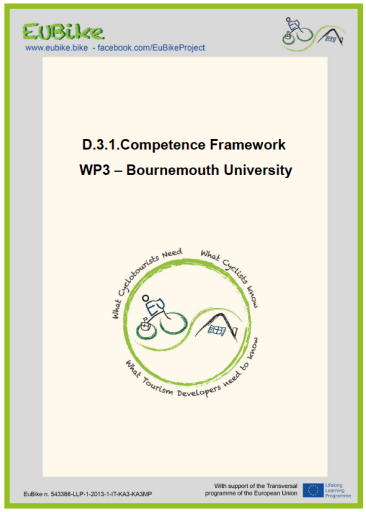
The elaboration of Work Package 3 is strategically linked with Work Package 1 where a common understanding as well a common knowledge of the current situation for the target publics has been identified, during the development and analysis of the available data collected for the purposed background analysis.

Main outcomes summarized from the background analysis:

- Enhancing usable **skill/competences sets**, in a cross-cutting way, for a series of professional knowledge profiles **operating in different sectors** involved in providing services for cyclists;
- Supporting the creation of a professional knowledge profile **specialized in the creation of thematic products for cyclists, in their communication to the market and the design of distribution strategies**. This is extremely versatile as can be used in consortiums, product clubs, local tourist systems. It can be useful both for accommodation businesses that want to be part of integrated and collective products as well as in incoming tour operators;
- Enhancing training for **guides accompanying cycle tourists**.

The competence framework has been developed as a guiding resource to understand new competencies for the EuBike e-learning programme, local participation and networking. It outlines the main competences that cyclists and tourism providers need - to emphasize their expertise - in order to support the development of cycle tourism in Europe.

Taking into consideration the results summarized in the competence framework, on both demand side (i.e. cyclists) and supply side (i.e.tourism providers), the modules and competencies have been identified.



3.1 Supply-side competencies

For tourism providers the eDucational Box contains online materials to foster:

- integrated design of cycle tourism products, taking into account the cycling issue as well as cultural issues and tourism issues,
- hospitality issues related to cycle tourism, and
- strategy and tactics of online promotion and user - generated contents management.

These three types of themes were distributed among four different modules: Information and Communication Technologies; Networking; Product Management and Development and Promotion and Marketing.

Supply-Side Competencies

Product Management & Development

The module addresses developing, designing and creating new (cycle) tourism products that offer benefits to travellers and transform the competitiveness of the market. This product development module also tackle the issue of existing products modification, in order to better address customers' and market needs.

Promotion & Marketing

This module provides tourism providers with the practical understanding of the relevant concepts and planning's of the real marketing business, as well as the management perspective.

Networking

This model supports users to foster and improve communication among tourism providers and between providers and their communities, around issues related to local development and cycle tourism paths improvement.

Information & Communication Technology

The aim of this module is to equip the tourism providers with a practical understanding on how to enhance their business via information and communication technology, in order to promote and sell their tourism products to the right target public.

3.2 Demand-side competencies

The eMarketing Social Platform and App aim is to convey to the cyclists informal learning materials about Experience Planning, Networking, Orientation and Thinking Alternative Experience. The main objective of this platform is enhancing skills of cyclist in:

- cycle path design in the everyday life (i.e. plan their cycle holidays),
- meta reflection (learn to learn key competence) of their cycle and tourism experience done through structured reviews, and
- experience sharing with other cycle tourists in order to strengthen cycle tourism market.

Demand – Side competencies

Thinking Alternative Experiences

This module provides ideas for cycle tourists on potential for new and alternative experiences, which are sustainable and have a positive impact on local communities and businesses.

Experience planning

This module supports development of skills in planning journeys - day trips or multi day cycling itineraries. It helps inexperienced cyclists to understand what destinations can offer that fit the cycle tourist's values and interests, creating a positive experience.

Orientation

This section provides tools, strategies and skills to achieve new itineraries and paths, developing skills in map reading and cardinal directions.

Networking

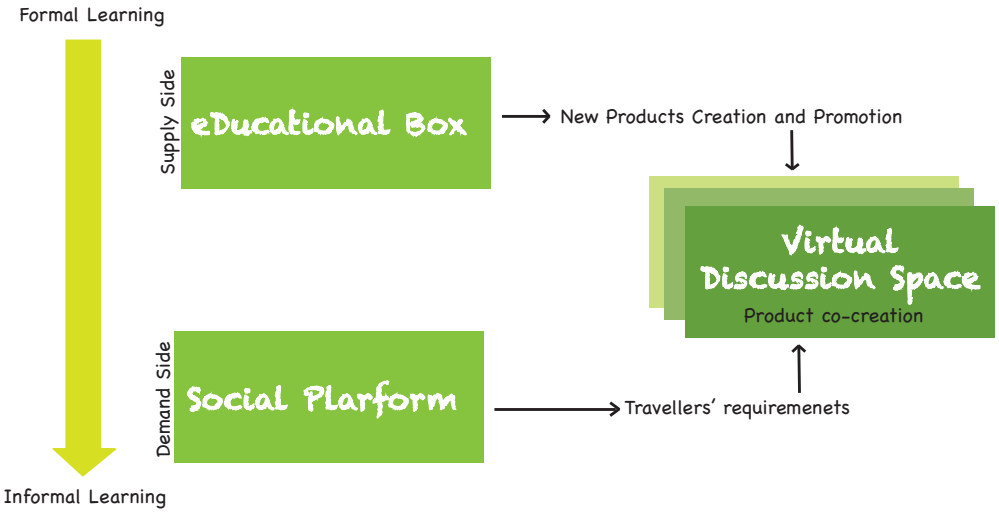
Networking, cooperation and community approach are useful for cyclists, tourism providers, and rural communities as a whole. This section provides some basic ideas and concepts for the cyclists.

3.3 The EuBike pedagogical model

The main learning objective of the pedagogical design of Work Package 3, both in the eDucational Box and in the eMarketing Social Platform and App is to connect the actors forming the cycle tourism product creation chain, to foster their active participation in tourism product building, and to uncover and make use of informal competences of cycling associations.

The EuBike pedagogical model is based on two distinct learning experiences.

- The Supply Side has more formal learning experiences with a series of case studies, and best practices. The idea behind this formal approach is to equip all the tourism business with theoretical and practical tools to create, market and manage tourism products. The supply side training is happening in the eEducational Box;
- The Demand Side has an informal or semi-formal learning experience. A series newspaper articles were collected from the web and feedback has been received from cycle tourists to help foster informal or semi-formal learning by (and for) tourists or cycle tourism associations. Besides having access to this training material, cyclists will have a possibility of writing structured reviews on the social platform, which will be used as informative and marketing tools for other tourist.



Transferability
The Competence Framework, Instructional Design and Informal Learning Resources have been developed during the project with the help of local focus groups and experts within the partnership. Its content is targeting various actors in the field of cycle tourism.

However, the methodological approach to enhancing capacities of certain stakeholders in the business and service sector could be transferred not only to other cycle tourism services, but to any kind of services one can expect in a destination. This applies to services within the same cluster of nature-based activities, e.g. hiking, kayaking, climbing, etc. but also other clusters in tourism, such as MICE (Meetings-Incentives-Conventions-Events), health, culture, etc.

Furthermore, the lessons learnt could be used by academic institutions for further research and practical application, such as for student exercises and exchange between universities.

WP4 Piloting and Validation

The pilot-testing (piloting) phase aims at testing and validating the model developed in WP2 and WP3 in a real context. Its objectives are to determine weaknesses and strengths of the proposed model, barriers to its implementation, and to optimize the developed tools and materials. Furthermore, the pilot-testing aims at enhancing communication between supply and demand side and at involving both sides in the co-creation and improvement of tourism products.

4.1 Organisation of the Activities

During the piloting phase, all four pilot regions (Umbria in Italy, Thaya valley in Austria, Teutoburger Wald in Germany, Canton of Geneva in Switzerland) organised several cycling tours and workshops in order to test the model. The aim of the cycling tours, organised for both, cycling experts and tourists, was to test the usability of the developed mobile app during a real cycling tour, as well as to present carefully selected informational materials (on the eMarketing Social Platform), which could help cyclists organise and plan their own trips. Furthermore, the organised tours aimed at collecting cyclists' opinions about the respective bike paths. Their comments on different elements of the path (such as tourism services, signposting, surface of the path, etc.) could be sent to the local stakeholders via the app, in order to help them enhance their tourism offer.

Workshops were organised for the local tourism providers, in order to present to them the developed e-learning model and the proposed learning materials on the eDucational platform. During the workshops the local tourism suppliers also learned about the possibility to present their cycle tourism products or points of interest on the eMarketing Social Platform.

4.2 Testing the App

During the cycling tours, the cycling experts and tourists focused on the usability of the app. The usage of the app was difficult in the beginning of the testing phase, due to technical reasons (the app was not working on all Android devices due to some security regulations). Now the app is available on Google Play and can be used on Android devices (new versions of Android).

Although the app received mainly positive feedback, more technical issues came up while testing it during the cycling tours. Most of these issues were solved before the end of the piloting. The main challenge, when using the final version of the app is the need for internet connection in order to post comments, as well as the fact that it is not possible to save the comments and to post them later. The positive and the negative aspects, mentioned during the test phase, were the same in all four pilot-testing regions. However, most of the participants shared the opinion, that the app is user friendly.

4.3 Testing the eMarketing Social Platform

During the tours the eMarketing Social Platform was also presented to the cyclists, and received comments in the different pilot regions. In general participants consider the platform useful and visually appealing. Some critic and recommendations on the layout and presentation of the learning materials have been received.

Furthermore, all pilot regions organised workshops in order to present the eMarketing Social Platform to local tourism suppliers and potential stakeholders. The platform was appreciat-

ed by most of the participants, who welcomed expanding the online presence of their offers. However, they were not sure how the EuBike platform adds to the existing similar tools. While participants from the Austrian and the Italian pilot regions were interested in using the platform for promoting their offer, there was a lack of interest from the participants in Germany and Switzerland. This could be explained by the more advanced cycle tourism development in the German and the Swiss regions.

4.4 Testing the eDucational Platform

During the workshops with the tourism stakeholders the e-learning model and the developed materials in four modules were presented. Participants were asked to read some of the learning materials in order to share their opinion on their quality during the workshops. The feedback came from only few tourism providers, most of whom were not interested in filling out the questionnaires. Participants considered the topics of the modules interesting and important. However, the developed learning materials were considered useful for people with less experience and for potential stakeholders, who want to start a business, but not sophisticated enough for the experienced tourism providers (in Austria, Germany and Switzerland).

For follow-up projects, it could be useful to create different learning materials targeted at different user groups, based on the level of experience or specific focus area.

4.5 Outcomes and final products

The main outcomes from the pilot-testing phase are the received feedback and the experiences, which were made with the digital tools. During and after the end of the piloting phase it was possible to see how the digital tools are working in real-life situations and in the different countries and regions. Furthermore, the different opinions, received from cycling experts, tourists and Tourism Management students allowed the partners to observe how different target groups react to the digital tools. All recommendations were used to make the digital tools more user-friendly and useful for the pilot regions. The feedback on the learning materials showed the need to improve the structure of the modules and to adapt and improve the translations.

Furthermore, each pilot region had the chance to develop and improve its tourism offer by creating an itinerary and integrating different points of interests in it. All tourism providers, who took part in the workshops, had a chance to promote their offers in the eMarketing Social Platform, as well as to adapt their products to the cyclists' needs. The process of designing the itineraries by the pilot regions included as many local stakeholders as possible in order to foster to development of the local networks. The comments, which the pilot regions received during the cycling tours, were forwarded to the local stakeholders, in order to support improvements of the current and future products.

There are a number of publications, e.g. on project management, which includes piloting and validation, e.g. the Project Cycle Management Guidelines of the European Commission, published in 2004: https://ec.europa.eu/europeaid/sites/devco/files/methodology-aid-delivery-methods-project-cycle-management-200403_en.pdf)

The transferability of a project could be facilitated by encouraging the local actors to become „owners" of the project results. In the case of EuBike, the local participants are encouraged to manage the platform themselves after the project is finished, including by inviting other EU communities to add their itineraries.

Transferability
Piloting and Validation is one important measure to secure that project outcomes are applicable and usable. The experiences and lessons learnt during the project could be transferred to any kind of future projects considering that tools and products should not only be developed, but also tested in real practice. The "Guidelines for Pilot Testing" developed by the EuBike partners and adapted according to the needs of each pilot region provided the blueprint for implementation of piloting within the project. The Guidelines are available on the Eubike website in English, German, Italian and French, and can be useful basis for pilot-testing phases in other projects, which intend testing new tools.

Conclusions

During the discussion with EuBike partners on the transferability of project results, it became clear that the opportunities are manifold also outside of the tourism topic. In the above chapters, we (the EuBike partners) have tried to consider many potential opportunities for transferring the project results. However, we also have our limitations, framed by our fields of work. Therefore, the project consortium encourages readers to look and think beyond mind borders when considering the further use of the tools produced and made available.

While we suggest potential for transferability for each of the separate project components, it is important to consider them as a whole - as components of an comprehensive approach, focused on capacity building for different groups to collaborate on creating a service for their communities. In case of EuBike, the "service" constitutes development of cycle tourism, and the different collaborating groups are tourism providers, cyclists and cycling associations. However, the same approach can be applied in other areas.

The partners believe that in the coming years there will be new projects and initiatives, which will use these results and will uncover new ways of using them. In the Manifesto below, the partners want to make sure that they do their part in promoting the project results.

Manifesto

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 cycle tourism.

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 cycle tourism offers.

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

The EuBike partners, as listed below consider the outcomes of this project as very usable, replicable, transferable to other destinations, to other players in the tourism sector, as well as even to other sectors as described in the transferability manual.

By signing this MANIFESTO the EuBike partners hereby declare to further promote the outcomes of this project, seek for follow-up opportunities and stimulate their partners and networks to uptake this valuable initiative:

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Lifelong Learning Programme

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The Transferability Manual describes concrete possibilities for the future transferability, replicability and up-take of the outcomes of the EuBike project within the Cycle tourism **sector** as well as for **other sectors and user groups**.

SUPERFICIE 8

Ö.T.E. Ökologischer Tourismus in Europa e.V.

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