

Jointly for our common future

# TRANSDANUBE

## Sustainable Transport and Tourism along the Danube

### Final brochure







**Andr  Ruppachter**  
Austrian Federal Minister for  
Agriculture,  
Forestry, Environment  
and Water Management

I have a clear objective: Austria should be a country with a high quality of life. Pure air, diversity in nature, clean water and high-quality food make Austria a worth living in country and it also attracts a high number of guests. Tourism produces about 5% of the world's total CO2 emissions. It is, therefore, one of the causes of climate change and, on the other hand, also affected by it. One of the major sources of emissions associated with tourism is transportation, especially transport by car - which is the most frequently used mode of transport for travelling to and departing from tourist destinations. Air pollution, noise and human interference with the natural landscape have a profound impact on the fauna and flora of sensitive regions like mountain areas, as well as a major impact on human health. Austria focuses on the importance of the protection of these sensitive areas. Therefore, and because mobility is by its very nature a supra-regional matter, a transnational approach is required. The Federal Ministry of Agriculture, Forestry, Environment and Water Management has initiated and supported transnational projects which are aimed at the implementation of environmentally-friendly and sustainable solutions in tourist regions, such as TRANSDANUBE, for several years. With TRANSDANUBE, Austria also contributes to the achievement of objectives specified in the UNECE/WHO Transport, Health and Environment Pan-European Programme and the Danube Strategy. The Ministry will continue to focus on this important topic as well as projects and initiatives to support solutions for environment-friendly mobility in sensitive areas. Also in the future these will be implemented at national and international level.

**Andr  Ruppachter**  
Austrian Federal Minister for Agriculture,  
Forestry, Environment and Water Management



**Georg Rebernick**

Managing Director of the  
Environment Agency Austria  
Source: Lead Partner

Transport and mobility are the key challenges facing tourist regions today. Holiday resorts aim at attracting as many visitors as possible. However, rising numbers of tourists and their greater mobility have environmental impacts on tourist areas. Especially where the car or plane is used to reach a holiday destination, but also when travelling around locally once a destination has been reached, mobility is a source of noise and pollution. It puts pressure on infrastructure, the natural landscape and on sensitive high-biodiversity areas like the Danube region. Tourist regions, therefore, are searching for options to offer their visitors sustainable and environment-friendly mobility. The development and operation of multimodal transport systems, i.e. of rail, bus or cycling services and information schemes, will reduce environmental pressures. At the same time, sustainable mobility will enhance the benefits that tourist regions provide to the economy, will lead to a higher level of interaction between visitors and tourist regions and will stimulate integrated solutions.

Creative ideas are needed to develop tailor-made sustainable mobility solutions, as well as efficient, intensive stakeholder involvement in the development of tourist regions, along with public relations and the funding required for the development and operation of appropriate infrastructure. To achieve this, the Environment Agency Austria actively participates in projects such as TRANSDANUBE. During the two years of the project's implementation, regional action plans with sustainable solutions have been prepared for all participating regions along the Danube, contributing to the future development of these areas. Innovative ideas will not only successfully improve the state of the environment in tourist regions. They also provide a valuable contribution to the increasing attractiveness of these areas.

**Georg Rebernick**

Managing Director of the Environment Agency Austria  
(Lead Partner)

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Robert Thaler, Austrian Ministry of Agriculture, Forestry, Environment and Water Management; Head of Division Transport, Mobility, Human Settlement and Noise; Vice-Chairman of THE PEP

*"Sustainable tourism needs sustainable access and mobility: with zero emissions, healthy and environmentally friendly, energy efficient and carbon neutral, comfortable and flexible- from the door of your home to the door of your hotel."*

## Introduction

The Danube passes through ten countries on its way to the Black Sea. Therefore it is a river of highly international character. It is a river full of history and an important link between the regions of South East Europe - although the role of rivers as transport routes between different regions has long been declining.

**TRANSDANUBE - Sustainable Transport and Tourism along the Danube** - is a project developed by the Environment Agency Austria together with 14 partners from 7 countries, running from October 2012 to September 2014, funded by the South East Europe Programme. The aim of the project is to improve accessibility in the whole Danube region and to disseminate the concept of sustainable mobility and tourism. With this project, we hope to contribute to the achievement of the objectives of European policies and strategies and to strengthen transnational cooperation on all levels. The keen interest in the TRANSDANUBE project at transnational, national and regional level is demonstrated by the large number (more than 35) of associated partners and observers.

TRANSDANUBE aims to address the up to now weak accessibility of the Danube region and the poor quality of the transport services, both of which hinder economic development and growth. By developing sustainable mobility offers, the project aims to improve accessibility in the whole Danube region and to disseminate the concept of sustainable tourism. The regions will benefit from the added value sustainable transport can provide and from tourists being able to reach tourist destinations even in the hinterland of the Danube.

### Key facts

#### Project Acronym

Project Title	TRANSDANUBE
Project Code	Sustainable Transport and Tourism along the Danube
Funding Programme	SEE/D/0060/3.1/X
Priority	South East Europe (SEE)
Area of Intervention	Improvement of the accessibility
	Improve co-ordination in promoting, planning and operation for primary & secondary transportation networks

#### Timeframe & Budget

Duration	10/2012-09/2014
Budget	€ 2,456,999.80
there of ERDF Budge	€ 1,799,053.77
there of IPA Budget	€ 216,322.28
there of ENPI Budget	€ 77,372.24

#### Project Partnership

Lead Partner	Environment Agency Austria
ERDF Partners	10 partners from Austria, Bulgaria, Hungary, Slovak Republic and Romania (financed by ERDF funds)
	20% partner - 1 partner from Germany (financed by ERDF funds)
IPA partners	2 partners from Serbia (financed by IPA funds)
ENPI partners	1 partner from Moldova (financed by ENPI funds)
Associated partners	10 associated partners from Austria, Bulgaria, Hungary, Slovak Republic and Romania (financed via ERDF project partners)
Observer partners	25 observers from Austria, Bulgaria, Croatia, France, Germany, Hungary, Italy, Serbia, Slovak Republic and Romania (contributing to the project, without specifically receiving EU funds)

## Partnership



### Partners supported by the European Regional Development Fund (ERDF)

LP	EAA	Environment Agency Austria, AT
ERDF PP1	DTC	Danube Tourist Commission, AT
ERDF PP2	BGLD	Regional Government of Burgenland, AT
ERDF PP3	BSGR	Bratislava Self-Governing Region, SK
ERDF PP4	WPRED	West Pannon Regional and Economic Development Nonprofit Ltd, HU
ERDF PP5	BBTDM	Bakony & Balaton Regional Tourism Nonprofit Ltd., HU
ERDF PP6	Vidin Region	Regional Administration of Vidin Region, BG
ERDF PP7	CSDCS	Club Sustainable Development of Civil Society, BG
ERDF PP8	INCDT	National Institute for Research and Development in Tourism, RO
ERDF PP9	SERDA	The South-East Regional Development Agency, RO
ERDF PP10	SKCYCLO	Slovak Cycle Club, SK
ERDF 20% PP1	DO	Danube Office Ltd., GE

### Partners supported by the Instrument for Pre-Accession Assistance (IPA)

IPA-I PP1	DCC	Danube Competence Center, RS
IPA-I PP2	RARIS	Regional Agency for development of the Eastern Serbia, RS

### Partners supported by the European Neighborhood and Partnership Instrument (ENPI)

ENPI PP1	ADTM	Association of Tourism Development in Moldova, MD
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## Methodological approach

The project has followed an intersectoral approach, combining transport and tourism, where cooperation is as yet insufficient. The partners started out with an agreement on a common methodology and a transnational analysis of state-of-the-art sustainable transport solutions in tourism, bringing together information available from the regions combined with the knowledge provided by national and transnational organisations. By comparing a collection of good and best practices, gaps and prospects for further development were identified.

Based on the state-of-the-art reports and the good practice collection, the partners agreed on a common vision for soft mobility in the Danube region, which provided the overall framework for all other activities. This common vision served as a guideline for the development of regional action plans, as well as for the implementation of sustainable mobility offers and packages, an interactive map and marketing activities.

To secure the implementation of the transport and tourism offers and packages and to promote their dissemination, the partners organised several regional and national workshops in their regions/countries. Another strong focus was on cooperation with partners from other projects and relevant institutions on the national and the international level. The partners participated in several meetings, delivering presentations about the project and discussing possibilities for joint action as well as for the capitalisation of project outputs.

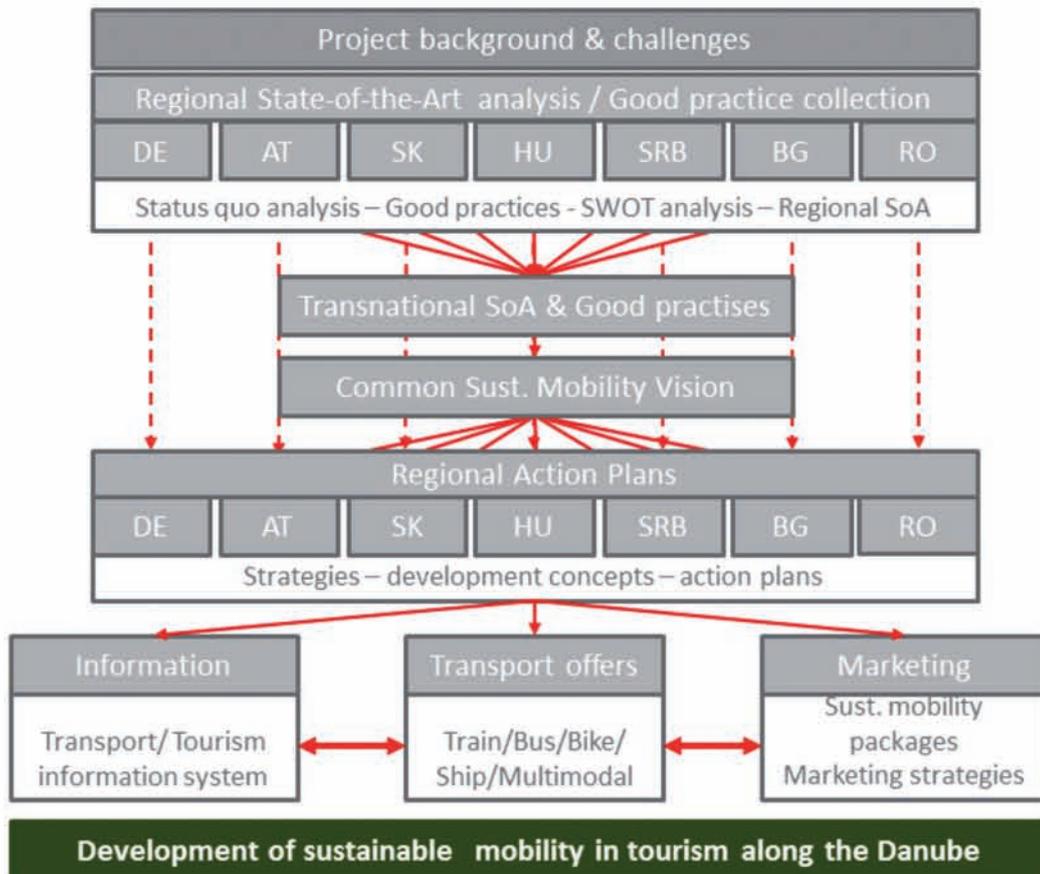


Figure 1: Methodology of the 2 years of implementation  
 Source: Andreas Friedwagner

## TRANSDANUBE - embedded in European initiatives

### Contribution to the objectives of the EU Strategy for the Danube Region (EUSDR)

Several initiatives clearly identified the need for cooperation to boost the development of the Danube region. With the endorsement of the EU Strategy for the Danube Region (EUSDR) in April 2011, the member states declared their will for joint action. TRANSDANUBE contributed to the successful implementation of the EUSDR within Priority Area PA1b ("To improve mobility and multimodality - road, rail and air links") and Priority Area 3 ("To promote culture and tourism, people to people contacts").

### Supporting the objectives of UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP)

By promoting the development and practical implementation of measures and schemes that are designed to make transport and mobility along the Danube more sustainable, the project will furthermore contribute to the objectives of the UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP). The focal points of THE PEP have acted as project advisory board.

TRANSDANUBE is one of the very promising projects where Member States are working together within THE PEP partnership to implement the Regional Priority Goals of the Amsterdam Declaration.

During the project's implementation, project progress reports were provided regularly at the Steering Committee meetings in 2013 / 2014, as well as at the 4th THE PEP High-level Meeting in Paris in April 2014.

### Territorial cohesion and the South East Europe Programme (SEE)

With the establishment of durable, environment-friendly transport solutions to reach and travel between individual regions, the project aims to improve the accessibility of the whole SEE-region - both for local residents and for tourists. With this approach, the projects contributes to the global objectives of the SEE programme and, more specifically, to the priority axis "Improvement of accessibility". Furthermore, the project strengthens territorial cohesion by aiming at a balanced development in the SEE programme area, and notably in the Danube region.



Figure 2: TRANSDANUBE at the side event of the 3rd annual forum of the EUSDR  
Source: DCC



Figure 3: TRANSDANUBE at the 4th THE PEP High-level Meeting in Paris in April 2014; from the left: Ms Zsuzsanna Jakab, WHO Regional Director for Europe - EURO; Mr Andr  Rupprecht, Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management; Ms. Eva MOLNAR, Director, UNECE Transport Division; Mr Marco Keiner, Director of the Environment Division of UNECE.  
Source: Guillaume Grandin



Figure 4: TRANSDANUBE at the SEE-stand at the 2nd Annual Forum of the EUSDR at Bucharest, 2013  
Source: JTS South-East Europe

IPA 1 Danube Competence Center (Serbia): Boris Camernik, General Secretary  
 "TRANSDANUBE project results have allowed the Serbian Danube region to clearly identify their tourism and transport opportunities. Research and analysis carries out within the framework of sustainable mobility have enabled the regions to start working on the implementation of soft mobility measures, bringing multiple benefits for the citizens (Economic, environmental...)"

## A region with great potential and significant differences and challenges

*With its vast natural and cultural heritage and its geopolitical position at the crossroads of several Pan-European Corridors, the Danube region is one of the most promising tourist destinations in Europe. Transport infrastructure and the quality of mobility offers vary widely throughout the Danube region, and often cooperation between stakeholders in transport and tourism does not work. These are the results of regional state-of-the-art analyses which the partners finalised in the first year of the project's implementation and presented in a transnational state-of-the art report.*

The strengths and weaknesses of the transport system and tourist infrastructure system in the Danube region come in varied forms. While the extent of existing public transport infrastructure in the regions along the Danube has been identified as strength, the quality of the services provided has to be considered weak, especially in the lower sections of the Danube. Decreasing numbers of passengers using public transport coincide with an increasing use of private cars which continue to grow in popularity. This trend goes hand in hand with a strong focus being placed on improving existing road infrastructure, while there is a lack of funds for the improvement and maintenance of the rail network.

The negative consequences of growing road transport volumes (congestions, noise, emissions, etc.) and the expansion of settlements and business zones, or of areas used for renewable energy production even in nature protection areas, are indicators of the conflicts between economic growth and the necessity to protect our natural resources (which are important, amongst others, for sustainable tourism). Here the construction of new transport infrastructure, combined with a more efficient use of existing infrastructure, provides potential for further development. In this context, up-to-date (real-time) information and services are crucial.

Good infrastructure and services for cyclists have resulted in constantly growing numbers of cycle tourists, especially between Passau and Bratislava. Because of a lack of adequate (cross-border) cycle routes, the regions of the Lower Danube area have not been able to benefit from this development in the same way.



Figure 5: Regional train in Austria  
Source: DTC



Figure 6: Cycling path along the Lower Danube  
Source: INCDT



Figure 7: The Danube in Vidin  
Source: Prisma Solution

Besides the cyclists on the EuroVelo 6 route, the increase in the number of tourists travelling along the Danube on cruise ships opens up further opportunities for all regions to attract more tourists. However, neither the infrastructure nor the services currently available allow for an exploitation of these potentials. Improvements of port facilities as well as the development of new services (e.g. hop-on hop-off services for young people etc.) would enable more tourists to visit the regions along the Danube and its hinterland. In order to generate added economic value, tourist packages would have to be offered allowing tourists to stay longer in the area than just for a few hours.

## Cooperation plays a key role...

On the organisational level, a lack of dedicated institutions responsible for the coordination of the public transport systems within the regions has been identified. Even in the more advanced regions in the upper reaches of the Danube, a lack of cross-border cooperation in the field of public transport coordination has been found, limiting the unrestricted use of sustainable mobility and transport solutions along the Danube. There is also room for improvement as far as the cooperation between stakeholders from the transport and the tourism sector (within the regions as well as at cross-border level) is concerned. In the tourism sector, destination management systems provide structures which could improve stakeholder cooperation in the tourism sector.

By promoting cooperation rather than competition it should be possible to create economic value added from sustainable tourism for all regions along the Danube.

## ...for further sustainable development...

But as yet, the opportunities of the Danube are not fully used. Its huge potential for economic and tourism development would benefit all the regions through which it passes. To achieve this, it is necessary to improve the accessibility of all these regions and disseminate the concept of sustainable tourism in the whole Danube region.

The development of sustainable mobility solutions will stimulate a shift to environmentally friendly mobility systems, resulting in reduced greenhouse gas emissions/pollutants/noise and better transport services for the local population, as well as for tourists. This will help to stimulate the whole region's economic development and improve the quality of life for the local population.

Project Partner	Region	SWOT/State of the Art	Regional Action Plans	Regional Marketing Strategy
PP 2 – Burgenland	Neusiedler See - Seewinkel	x	x	x
PP 3 - Bratislava Self-Governing Region	Bratislava and (partly) Trnava, Nitra region	x	x	x
PP 4 - West Pannon Regional and Economic Development Nonprofit Ltd	Győr-Moson-Sopron & Pest and Budapest county	x	x	x
PP 5 - Bakony and Balaton Regional Tourism Nonprofit Ltd	Veszprém, Fejér and Komárom-Esztergom county	x	x	x
PP 6 – Vidin	Vidin region	x	x	x
PP 7 - Club Sustainable Development of Civil Society	Ruse District	x	x	x
PP 8 - The National Institute for Research and Development in Tourism	Caras-Severin County	x	x	x
PP 9 - The South-East Regional Development Agency	South-East Region (Braila, Buzau, Constanta, Galati, Tulcea and Vrancea county)	x		
	Danube Delta & Macin Mountains		x	
PP ERDF 20% PP1 - Danube Office Ltd	German Danube region (Ulm/Neu-Ulm, Donaueschingen, Günzburg, Regensburg and Passau)	x		
PP IPA-I PP1 - Danube Competence Center	Belgrade + surrounding region	x	x	x
PP IPA-I PP2 - Regional Agency for development of the Eastern Serbia	Eastern Serbia (municipalities Veliko Gradište, Golubac, Majdanpek, Kladovo, Negotin, Bor, Zaječar, Sokobanja, Boljevac and Knjaževac)	x	x	x
ENPI PP1 – Association of Tourism Development in Moldova	Cahul, Cantemir and Taraclia districts (focus on Cahul, Taraclia Cantemir Comrat and „Lower Prut” / “Lower Prut Lakes”	x		

Figure 8: Table of regions analysed  
Source Andreas Friedwagner

### Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Reports: Regional State of the Art of the pilot regions
- Report: Transnational State-of-the-Art
- Factsheet: Transnational State-of-the-Art

## Learning from good practices

*How can we implement sustainable mobility in tourism? The Danube Competence Centre has collected 57 good practice examples which have been implemented in the Danube region - and beyond - over the last few years. An analysis of these good practice examples clearly shows the complexity of such projects. Therefore, complex solutions and good coordination at intersectoral level, and especially of transport and tourism players, are required. There is also a need to integrate sustainability at the strategic level e.g. through tourism or regional development plans, a need for awareness raising among both the public and visitors and a need for funding schemes to initiate and implement sustainable mobility in the regions.*

Good practice examples are not transferable as such, but some aspects can be used in other projects to achieve successful development and innovation; therefore they are seen as a reference point for the partners in the TRANSDANUBE project. Selected examples are made visible in a factsheet-style format to make them transparent and comparable.

### Good practices: Soft Mobility Solutions and Packages



Various systems of integrated transport cards or special discount cards motivate both locals and tourists to use public transport. Sometimes these offers work even across the border. Combined public transport and admission or entrance tickets are also offered.

For hiking tours, especially for thematic long-distance walking trails, good public transport services are required. Along the Upper Danube innovative and popular hiking trails were developed in the last few years.



The other form of linear motion along the Danube - cycling - already has a Europe-wide positive image. The EuroVelo 6 route connects all Danube countries, although a West-East decline can be seen also here: The number of cyclists declines the further east you travel. The main aim of several projects currently being implemented along the Middle and Lower Danube is to try to broaden the region's tourism offers to keep cyclists within the region rather than just letting them pass through. Several tourist destinations have started out with e-bikes to approach new target groups who might be interested in cycling.

### Good practice: Transportation and Tourist Information Systems

There are different electronic systems: On the one hand traffic control systems, which are often not visible for the passengers / tourists, but increase their comfort. On the other hand, there are different types of direct information systems, such as web-based general transport information, mostly based on interactive maps, and search options for routes, also web-based but increasingly based on apps for smartphones.



Whilst the tourism business and tourism administration mostly use web-based general information systems, route information systems are mainly developed by transport providers and smaller IT start-ups. An integrated approach is as yet not available, although this would be desirable for the tourists' convenience. The ultimate tool would be a combined navigation and information system for all means of transport which includes tourist information - and which is available as a web-based system synchronised with mobile applications.

## Good practice: Strategies and Plans

Strategic approaches which include sustainable transport are as yet not very common. The Austrian example of klima:aktiv mobil is exceptional as it promotes strategic approaches on local and regional level and provides appropriate funding. City cycling can be mentioned as another good practice example: Although the only example of an overall strategic approach to cycling is the Budapest plan to cycling by introducing a Community Public Cycling Transport System, similar systems are already in place in several cities throughout Europe and feasibility studies for more are currently under way.

## Study visits - to learn from Good Practice

The best way to experience sustainable mobility solutions for tourists is to explore them on study visits. Study visits provide an opportunity to raise awareness of the potential of soft mobility solutions for tourists and the added economic value they can bring to a region. As part of the stakeholder involvement process two study tours were organised for the TRANSDANUBE project partners to soft mobility good practice destinations:

- o Study visit in June 2013 in the Austrian region of Burgenland with 25 participating partners (organised by Danube Tourism Commission).
- o The second study visit included participation in the Symposium on Sustainable Mobility and Green Economy in the Danube Region. At the same time, the group gained insights into the organisation of the International Danube Festival and how soft mobility offers were included in the programme (organised by the Danube Office Ulm).



Figure 9: Study visit 2013, bike racks on Austrian train  
Source: DTC, Barbara Schusseck



Figure 10: Presentation at the Upper Austria Tourist Board during the second study visit  
Source: ADTM, Viorel Miron

### Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- o Reports: Good Practice Collection
- o Factsheet: Good Practice Collection



## Sustainable Mobility in Tourism - the common vision for the Danube Region

*On the basis of the experiences gained from the State-of-the-Art analysis and the Good practice collection, the project partnership has developed a common vision for sustainable tourism mobility. The vision includes principles and recommendations for the implementation of sustainable mobility within the Danube region. The document is not only a guide for the project partners during the project's duration. It shall also be a guideline for authorities, tourism and transport businesses and umbrella organisations, as well as for destination management and regional development organizations, NGOs and academia that will help them to implement sustainable mobility in tourism in the whole Danube region.*

At the Mid-Term Conference in Bratislava on 17 September 2013, the legal representatives of the project partners were the first stakeholders to sign the common vision. In the months after the Conference around 40 stakeholders signed the document, thus committing themselves to the principles and recommendations included in the vision plan.



Figure 11: Common vision signing ceremony (left: Mr. Georg Rebemig, legal representative of the Lead Partner; right legal representatives of the project partnership, Bratislava 2013  
Source: Bratislava Self Governing Region



Figure 12: Common vision signature at the 5th partner meeting in Tulcea; Mr. Horia Teodorescu (President of Tulcea County Council) and Mr. Günther Lichtblau (LP-Environment Agency)  
Source: INCDT, Adrian Radulescu

### The common vision and aim...

... is to develop a Danube region which provides socially fair, economically viable, environmentally friendly and health-promoting mobility and tourism facilities for citizens and guests of the region by developing climate-friendly, low-carbon and low-emission, multimodal and efficient transport services based on renewable energy sources, and by saving energy and resources, preserving the natural and cultural heritage and taking care of the sensitive Danube eco-systems and landscapes while at the same time ensuring sustainable regional development and offering new opportunities for green economy and green jobs in the region.

To this end we will step up our efforts, provide dedicated resources and increase our collaboration to promote our common vision and its practical implementation.

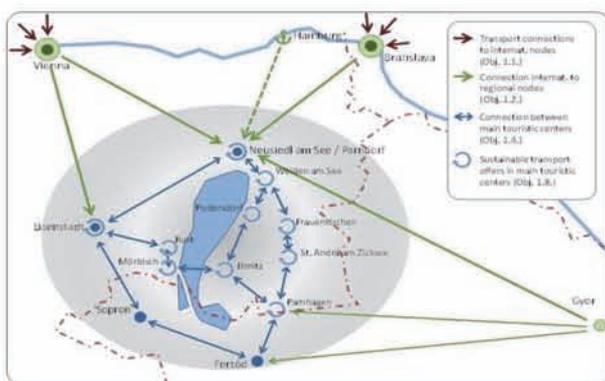
Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- o Full text of the Common Vision

## Regional Action Plans

Regional action plans provide a guideline for the implementation of specific sustainable mobility offers and tourist packages in the partner regions. Therefore, the regional action plans are instruments that enable the regions to follow their jointly developed vision by translating the concept of sustainable mobility into reality even beyond the TRANSDANUBE project's lifetime.

### From defining the objectives...



The starting point for the development of the regional action plans was the definition of objectives to be achieved in order to implement the principle of sustainable mobility in tourism in the partner regions.

Figure 13: RAP Burgenland - Objectives Mobility

### ...to analyzing the gaps...

A gap analysis was carried out to compare the status quo in the regions with the defined objectives. Having obtained a clear picture of the "gaps" identified for their regions, the partners started to think about measures to improve the current situation.

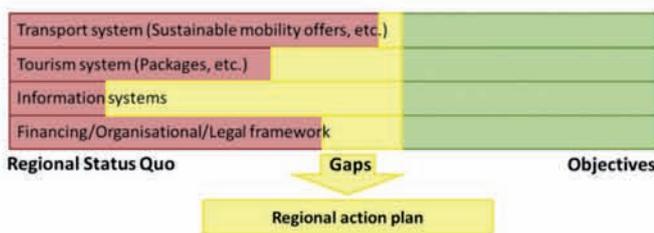


Figure 14: Gap Analysis - Methodology

<b>Measure 1</b>	Development of micro-public transport systems in selected municipalities of Neusiedler See - Seewinkel region
<b>Short description of measure</b>	According to the local framework conditions specific micro public transport offers will be developed in cooperation with the municipalities. These transport offers will connect the most important touristic attractions and provide the access to the existing bus and train stations. The operating scheme has to be developed taking into account the institutional capacities and financial resources of the municipality. After feasibility has been proofed a concrete business plan will be developed and negotiated.
<b>Estimated impact of measure and contribution to overall objective</b>	<ul style="list-style-type: none"> <li>- For customers arriving without own car full mobility in the region with eco-friendly means of transport can be granted.</li> <li>- Last mile problem will be solved</li> <li>- Improved public transport services also for local people resulting in better quality of life and service within the municipalities</li> <li>- Strengthening the economic basis of local businesses</li> </ul>
<b>Estimated costs</b>	Highly depending on the chosen operating scheme – operation costs from € 30.000 up to € 150.000.- per year
<b>Financing options</b>	Federal funding schemes: klima:aktiv mobil, Klima & Energiefonds (3 years, up to 50 % of project costs), Regional Funding Schemes
<b>Realization horizon</b>	1-2 years
<b>Organisations to be involved</b>	Municipalities, local and regional tourism stakeholders, public transport and taxi operators
<b>Responsible for implementation</b>	Municipalities, tourist organizations
<b>Priority of measure 1</b>	Establishment of a regional platform is recommended Choose either: <b>High</b> – medium – low priority

Figure 15: Example for development measure

### ...and Regional Action Plans

As a first step, the partners developed a catalogue of necessary development measures, which mainly covered the topics of the project. In order to select those measures that would contribute most to the achievement of the defined objectives, the impact of single measures was evaluated and a first feasibility check (including a rough cost estimate, possible financing options and a probable time horizon for their realisation) carried out by the partners.

PP6 Regional Administration of Vidin (Bulgaria)  
 Krastyo Spasov, regional governor of Vidin region  
*"During the project's implementation period we built effective partnerships with stakeholders from the transport and tourism sectors in the Vidin region. We established a focal point for them and developed soft mobility and tourism packages. Thanks to the project, we have made the region more accessible for tourists and given them an opportunity to explore the beauty and history of our cultural heritage."*



Figure 16: Process of regional action plans, Bratislava  
 Source: Prisma Solutions



Figure 17: 1st Regional Workshop Vidin, Bulgaria  
 Source: Regional Government of Vidin

## Regional workshops

During regional/national workshops the partners counterchecked the measures against the real needs of the target groups. Furthermore, they used these opportunities to gather additional information about the measures, including information about their political and financial feasibility.

With the results obtained from their consultation process, the partners were able to prioritise the development measures in terms of their feasibility and importance. It was decided that some activities of the action plans would be implemented during the TRANSDANUBE project's lifetime, while others would be part of a mid-/long term implementation plan which would be put into practice in the following years.

### The measures identified cover the following topics:

1. Infrastructure investment measures from feasibility studies to specific investments in small/large scale roads, railways, ports, cycle routes, cycle hire stations etc.
2. Development of sustainable mobility services: purchasing of vehicles (busses, bikes, ships etc.), offering subsidies for their operation
3. Development of new and innovative mobility options (micro public transport services, multimodal transport initiatives etc.): development of transport operation schemes, e-vehicles etc.
4. Promotion activities for new/improved sustainable mobility solutions
5. Establishment of mobility/tourism information centres: purchasing/renting buildings, equipment, employing staff, considering costs etc.
6. Development and promotion of tourist products: tourist packages, information campaigns, information boards etc.

Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Reports: Regional Action Plans of the Transdanube partners
- Factsheet: Regional Action Plan

## Sustainable mobility offers

Many different measures are needed to implement sustainable mobility in tourism so that the accessibility of regions and tourist attractions can be improved - this was a clear result which became evident from the Regional Action Plans. In the course of the TRANSDANUBE project, the project partners started with important activities and other activities will follow as part of a mid- to long-term implementation plan. Additionally, manuals were developed to provide a guideline for future implementation.

In the framework of TRANSDANUBE the project partners carried out feasibility studies and realized those measures which can be implemented in short term:



Figure 18: Micro-public transport system  
Source: [www.b-mobile.info](http://www.b-mobile.info)

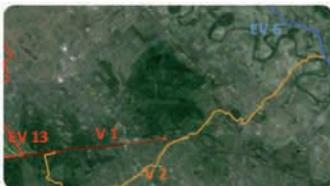


Figure 19: Route options for cross-border cycle route  
Source: Roman Michalek



Figure 20: Plan for river bus service  
Source: Nautiva



Figure 21: Section of cycle route near Belgrade  
Source: Danube Competence Centre

### Burgenland (Regional Government of Burgenland)

- Feasibility study for an all-day cycle network in the project area (Bruckneudorf-Parndorf-Neusiedl)
- Feasibility study for a micro-public transport system in the project area

### Győr Moson Sopron (Westpannon) & Burgenland

- Feasibility & pre-investment study for a cycle route along the border (with EuroVelo 6 extension)

### Bratislava (Bratislava Self-Governing Region)

- Pre-investment study of river bus service from Hamuliakovo to Bratislava on the river Danube with a possible connection to the cities of Hainburg and Vienna

### Bratislava (Bratislava Self-Governing Region)

- Feasibility study of new alternative water transport connections on the "Small Danube" river between the cities of Bratislava and Komarno
- 

### Bakony and Balaton (Regional Tourism Nonprofit Ltd.)

- Feasibility study for cycle route connecting Győr and the Bakony-Balaton destinations

### Belgrade (Danube Competence Center)

- Cycle routes for recreational and family cycling in the vicinity of Belgrade

### Eastern Serbia (RARIS)

- Feasibility study Belgrade - Iron Gate: hovercraft link connecting the municipalities along the Danube (incl. connections to existing transport facilities)

### Vidin (Regional Administration)

- Feasibility study: better connection between the Danube, Vidin and the hinterland



Figure 22: Hovercraft link on the Danube  
Source: RARIS

### Ruse (Club Sustainable Dev. of Civil Society)

- Two sustainable mobility packages for tourists (Ruse Eco-Pearls Tour and Ruse Historical Velo Tour), including tried and tested sustainable mobility services (local and regional bus, bicycle)

### Moldova (Association of Tourism Development)

- Feasibility study on the bus-boat-train network for bicycle trips to Moldavian destinations in combination with the development of eco-cultural rural tourism

## Danube Delta (South-East Regional Development Agency & National Institute for Research and Development in Tourism)



Figure 23: Cycle route Sulina port - Milla 2 - Beach  
Source: INCDT

- Pre-feasibility study for ecological transport in the Danube Delta (cycling, canoeing, electric boats, etc.) as a part of the overall transport strategy for the Danube Delta - focus on e-boats and cycling
- Feasibility study for ship-bike connections in the pilot area of the Danube Delta Biosphere - plans for a cycle route in Sulina city
- Pre-feasibility study for a multimodal interchange node in Tulcea (air, train, bus, bike, ship)
- Pre-feasibility study for the cycle route connecting Tulcea with Hura Portitei (as the final section of EuroVelo 6)

## Manuals for future implementation

The TRANSDANUBE project, which brings together a variety of experiences gained during the development and implementation of different transport and tourist facilities, has resulted in the development of the following manuals:

- Manual for the development of new bicycle routes (RARIS)
- Manual for the development of river bus services and other passenger shipping services (Bratislava Self Governing Region & DCC)
- Manual for the development of micro-public transport services (Burgenland)
- Manual for the development of tourist packages including sustainable mobility options (Ulm)

Special emphasis has been given to the specific framework conditions under which the projects have been implemented in the different regions, as well as to the factors contributing to a successful implementation. The manuals will provide a valuable guideline for other stakeholders who are interested in the development and implementation of sustainable transport solutions and packages and therefore ensure the reproducibility/transferability of the project activities.

### Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Reports: Regional action plans of the TRANSDANUBE partners
- Manual for the development of new cycle routes
- Manual for the development of river bus services and other passenger shipping services
- Manual for the development of micro-public transport services
- Manual for the development of tourist packages including sustainable mobility offers
- Factsheet: Sustainable mobility offers

## Sustainable mobility and tourism packages

*Packages make it easy for tourists to get a first impression of the transport and tourist services available at their destination. They are therefore a very important and efficient marketing tool which play an important role in the tourist's decision-making process. Sustainable mobility packages can also help to facilitate and enhance the use of sustainable means of transport. Creating easy-to-book packages for tourists is a good way to convince tourists who are just passing (e.g. cyclists, hikers) to stay a little longer and thus bring benefits to the region. A central aim of the TRANSDANUBE project was the development of new - and the extension of existing - sustainable mobility and tourism packages in the project partner regions. In these packages the arrival of tourists, natural and cultural tourist attractions, activities and transport and mobility offers at the destination, as well as accommodation and departure should be included.*

### Guidelines for package development



Figure 24: Process of packaging, Workshop, Tulcea  
Source: INCDT, Adrian Radulescu

Guidelines and templates were provided for the development of sustainable mobility packages to ensure comparable quality and to support the implementation process. These guidelines recommend a good-practice process which should be followed when developing new packages, although they should not stop project partners from including further package modules or marketing ideas whenever they are suitable for the product. With the help of the guidelines and templates, the project partners were shown which steps are needed when creating bookable packages for tourists. In addition, examples of existing sustainable packages were included to give the project partners an idea of what these packages involved and what they could look like.

### Sustainable mobility and tourism packages in TRANSDANUBE

Eleven out of the project partners have created sustainable mobility packages for tourists. These packages are either country-specific (for Austria, Slovakia, Hungary, Romania, Bulgaria, Moldova and Serbia), or they extend across national borders such as for example in the border triangle of Austria, Slovakia and Hungary.

The packages include trails exploring the cultural and natural heritage of the regions as well as trips for pleasure and sports tours. The trips are designed for individual travellers but they are suitable for groups, families and locals as well. Each package has its own special offers but all packages include sustainable mobility as their main feature.

While the project was underway about 25 packages were developed. Some partners had ideas for even more packages. But given the limited time of the project's duration, only some of these ideas could be turned into bookable packages.

PP7 CSDCS (Bulgaria): Lucia Ilieva, General Manager

"TRANSDANUBE was the first project in Bulgaria which introduced sustainable tourism packages along the Danube. In the Ruse region, which is extremely rich in natural and cultural heritage, it unleashed a real revolution in tourism in relating it with transport and mobility."

### Examples of TRANSDANUBE tourism packages (1) - "Soul of Serbia" (SB)

RARIS, the TRANSDANUBE partner from Serbia, compiled the soft mobility and tourism package "Soul of Serbia", which became one of the bookable packages. Within three days Danube travellers can visit the World Heritage Site of Serbia and explore the Serbian mountains and river landscapes. This package includes mainly trips travelled by coach.



Figure 25: Viewpoint above the Danube river Source: RARIS

### Examples of TRANSDANUBE tourism packages (2) - 4-day trip through the Danube Delta (RO)

A sustainable mobility tour through the Danube Delta was developed by the Romanian project partner INCDT. On four theme days - "Wild Nature", "Active Tourism", "Sustainable Mobility" and "Cultural Diversity" - the tourists can experience the UNESCO World Natural Heritage by bike and boat.



Figure 26: Boat trip Tulcea Source: INCDT, Adrian Radulescu

### Examples of TRANSDANUBE tourism packages (3) - Cycling and adventure in Cunovo (SK)

The main theme of the sustainable package in Bratislava is based on cycling and adventure in Cunovo. For athletes there are opportunities to use rollerblades instead of bicycles. Visitors who are looking for cultural-historical monuments have the option to visit the museum of the Gerulata Roman Remains in Rusovce. Besides the use of bicycles, this package also offers the use of canoes and boats as means of transportation.



Figure 27: Adventure in Cunovo Source: BBTDM

### Examples of TRANSDANUBE tourism packages (4) - by public transport to the nature park

In the Ruse region one can experience the underground magic of the second largest cavi in Bulgaria and discover the beautiful riparian terraces, meanders and many high-biodiversity areas in the Rusenski Lom Nature Park. In this package public transportation is included.



Figure 28: Ecoitinerary Source: CSDCS

### Examples of TRANSDANUBE tourism packages (5) - Blue Triangle (AT/HU/SK)

Danube - Neusiedler See - Einser Kanal (-Mosoni Danube) by bike (optional: train and canoe): One package, three countries, 7 days - explore the region between the Danube and Neusiedler See by bike. Enjoy the natural, cultural and culinary attractions of a region formerly divided by the Iron Curtain.



Figure 29: Neusiedler See Source: BBTDM

But even after TRANSDANUBE the partners will have to continue their work to ensure the success of the packages: Tour operators have to be found and the packages have to be promoted so that they will be available soon for Danube travellers.

## Promoting the packages

Because of their legal form or structure, some project partners cannot sell the packages themselves. Therefore the sustainable mobility and tourism packages were handed over to external tour operators who can make them available to Danube travellers. Package descriptions will also be given to local tourist points where the packages can be used to provide tourists with information on what to do in the region, and especially on how to reach points of interest using sustainable means of transport

### Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Reports: TRANSDANUBE - Sustainable mobility tourism packages
- Manual for sustainable mobility and tourism packaging
- Factsheet: Soft mobility and tourism packages

## Tourism and mobility information system

*An interactive map, developed by the Danube Office Ulm for the TRANSDANUBE project, covers the whole of the river Danube from the source to the Delta with a buffer zone of around 75 km on both sides of the Danube. The map combines information on tourist highlights with information on the available soft mobility options. It enables users to plan their trips along the Danube by ship, train, bus or bike with a simple mouse click.*

Special emphasis has been put on easy, user-friendly and intuitive navigation, as well as on the good functionality of the map when using the standard functions such as zooming, panning, printing etc. The standard background map is the OpenStreetMap, but the user is able to switch between different map layers. Currently the map is available only in English but the integration of other languages is foreseen. The map can be used on mobile devices and embedded in external websites via permalink and/or iframe.

### Open Source as basis

The Open Source idea provided the basis for the development of the map. Both the hardware and software (operating system, GIS components and web-application software) are based on an open source framework. All users have licence-free access to the software packages, data libraries and the server. This enables an open data exchange with all cooperation partners.

20 % PP Danube Office Ulm/Neu-Ulm (Germany): Gunther Czisch, First mayor of Ulm and CEO of the Danube Office Ulm/Neu-Ulm

"The TRANSDANUBE project has offered us an opportunity to build - or renew existing - networks. With the interactive map an output has been produced which will support the partners beyond the project's lifetime. Together with our partners from the Danube region we will continue to implement projects in the field of sustainable mobility and tourism."



Figure 30:  
Interactive map  
Source: [www.danubetour.eu](http://www.danubetour.eu)

## What you find on the map

The traveller can find information on points of interest for tourists and the mobility options to go with them on the map. There is an information window which shows the nearest transport connections for each point of interest - like a train station, bus stop or taxi rank, so that tourists can easily find their way around a particular destination. The map provides links to the timetables of operating regional and national public transport providers. Users can map their routes and see what type of public transport is available, how long the journey takes and look at the timetables of the correspondent provider. Users can assign ratings to all the information available on the map under a standard rating system (top, average, not so good, not available).

## Joint data management

The data will be made available through different sources: by the project partners, via the OpenStreetMap and by the cooperation partners, e.g. via standard interfaces. For data administration an easy-to-use "points of interest" editing tool has been established, where all project partners are able to log in for editing and administrating the data for their region. To simplify data upload, an upload manager has been designed that enables the quick and easy integration of data packages in .gpx and .xls format.

## Plan your trip along the Danube!

An integrated tourbook allows the user to follow his steps through the map and save print the collected information. Map details, link list to the transport providers, Points of Interest and the related information can be added to the tourbook.

[www.danubetour.eu](http://www.danubetour.eu), [www.donautour.eu](http://www.donautour.eu)

## Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Factsheet: Interactive map

## Transnational Sustainable Mobility and Tourism Marketing Strategy for TRANSDANUBE Regions

*As one of Europe's regions with a high potential for the development of tourism, the Danube is both tourist destination and tourism product - with the market trends being in favour of the region. The marketing strategy developed by TRANSDANUBE is based on an analysis of the current market situation and the main target groups and sets out a vision and a clear market position statement: "Making the Danube and its boundless opportunities, numerous attractions and its beauties available to everyone who is interested in environmentally friendly behaviour and in making endless discoveries. The Danube, the lifeline of Europe, provides opportunities for the sustainable development of the regions through which it passes, offers a great potential for tourists and gives us a chance to go back to nature".*



Figure 31: Danube Delta, Tulcea, 2014  
Source: INCDT, Adrian Radulescu

The remarkable natural, ethnical and cultural heritage of the Danube region is a perfect opportunity for tourism. Therefore, modern tourist services with adequate infrastructure are essential. A current market overview of the Danube region demonstrates that the total number of overnight stays in registered accommodation facilities exceeds 100 million (EUROSTAT, 2011). The number of tourists in the region is constantly increasing, which raises the question on how to manage tourist flows, keeping the region's attractiveness for tourists, creating a social and economic benefit for the region, and how to sustain and improve the environmental conditions. To achieve this, sustainable management principles have to be implemented. Sustainable mobility programmes are essential for sustainable tourism.

In order to uphold a region's market position and to develop newly emerging destinations and attractions, the following critical factors have to be considered:

- infrastructure issues and factors: conditions of major and local roads, proximity of borders, existing soft mobility options, ongoing infrastructure projects, environmental conditions, eco-tourism development plans.
- Issues of tourism: analysis of guests' perceptions, types of tourism, quality of tourist services and tourist infrastructure, attitude of locals towards soft mobility and their knowledge about it and destination management models.

### Target market for sustainable mobility in tourism

In terms of geographical location, the target markets for sustainable mobility in tourism are divided into three categories:

- Primary market: countries that are and will be significant (domestic market, Germany, Italy, UK, France), Germany, Italy, UK are also perceived as having an affinity for soft mobility modes.
- Secondary market: where efforts are needed to attract larger numbers of visitors (BeNeLux countries, Hungary, Austria, Czech Republic, etc.).
- Tertiary market: will be regularly monitored, but without any particular marketing efforts (USA/Canada, Scandinavia, Spain)

Key priority markets (in terms of psychographic groups) are:

- empty nesters.
- families with (grown up) kids.

## Coming to a product "Sustainable Mobility in Tourism along the Danube"

The product strategy of TRANSDANUBE is based on reinventing traditional tourism products - touring, special interests and nautical travel - by turning them into soft mobility based products. Tourism should be connected with sustainable transportation and green activities, and the development of additional services and offers for a coherent tourism product portfolio should be facilitated.

### Vision for the development and promotion of sustainable mobility for tourists in the TRANSDANUBE area:

"Soft mobility represents a unique integrated tool for cooperation among TRANSDANUBE countries which helps to position the entire Danube region and promotes diversification. As such, it is a stimulus for business development, economic growth and the well-being of the population in the Danube region."



Figure 32: Little egret, Danube Delta, 2014  
Source: INCDT, Adrian Radulescu

### Developing a brand

Four key pillars have been identified to support the power of a brand: **differentiation, relevance, respect, familiarity**

These pillars are detailed in the strategy and provide a guideline for further steps in the process of the creation and design, and the communication and management of the promise of the TRANSDANUBE brand: "High market satisfaction and recognition, based on new experiences coming from ideal holidays and a wide range of diverse activities in harmony with the natural resources and traditional heritage".



Figure 33: TRANSDANUBE at the Romanian tourism fair  
Source: INCDT, Adrian Radulescu

### From transnational to regional Marketing Strategies

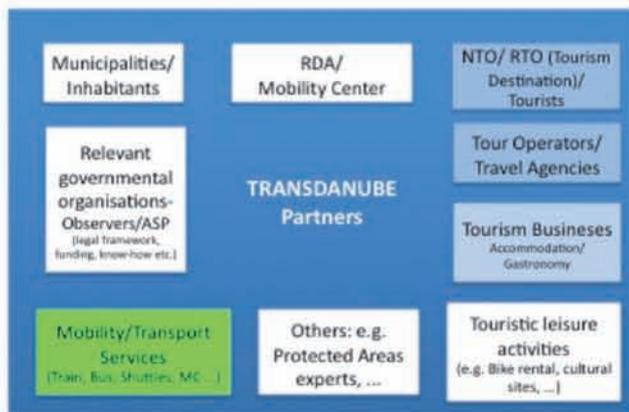
Based on the transnational marketing strategy, the TRANSDANUBE project partners have developed regional marketing strategies for soft mobility tourism. The marketing strategy also contains guidelines for the development of marketing strategies on regional level. These guidelines recommend a detailed step-by-step approach.

#### Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Report: Transnational Marketing Strategy
- Report: Guidelines for the Development of Regional Marketing Strategies
- Report: Regional Marketing Strategies
- Factsheet: Transnational Marketing Strategy

## Transnational cooperation and stakeholder involvement

*For the successful implementation of the (pilot) activities and to achieve durable results and political sustainability, the integration of local, regional and national stakeholders was of major importance at all stages of the project cycle.*



### Involving regional and national stakeholders

During the project's lifetime, nearly 1000 regional and national stakeholders from eight Danube countries were regularly included in various activities of the process. The overall objective of all these activities was to build up know-how among these stakeholders to be able to reach the project goals using the best and technically and economically most efficient approaches and to raise lasting awareness about the necessity to develop sustainable mobility along the Danube beyond the project partnership's lifetime.

Figure 34: Stakeholders of TRANSDANUBE, regional and national level  
Source: DTC/ÖAR

Each project partner organised at least two national workshops which were aimed at raising awareness of soft mobility issues, presenting project results, providing information about ongoing activities and at strengthening stakeholder cooperation and contact. Stakeholders were then integrated into the implementation process. At the same time, many bilateral stakeholder meetings and public discussions were organised on a national level to allow for an intensified knowledge and information exchange.

TRANSDANUBE was also present at national conferences and exhibitions such as the Vienna Tourism Fair, the CMT Tourism Fair in Stuttgart, the Romanian Tourism Fair and the Tourism Exhibition in Moldova.



Figure 35: National stakeholder event in Austria: "Sustainable Mobility in Tourist Regions from Burgenland to Vorarlberg", 2014  
Source: EEA, Bernhard Gröger



Figure 36: Regional stakeholder event in Moldova  
Source: ADTM, Viorel Miron



Figure 37: Conference "Sustainable Mobility and Green Economy in the Danube Region" in Ulm  
Source: Danube Office



PP9 South-East Regional Development Agency (Romania):  
Luminita Mihailov, General Director  
*"The TRANSDANUBE project paved the way for sustainable transport and tourism by activating key local stakeholders and raising the awareness of soft mobility in the target areas of the Danube Delta Biosphere Reserve and the Macin Mountains National Park."*

## Involving transnational and EU stakeholders

In the course of the project's implementation, stakeholders at transnational and EU level were addressed and asked for feedback loops. The project was presented at various international conferences, exhibitions and high-level meetings.

### Major events where TRANSDANUBE was represented:

- "European Conference on Mobility Management - ECOMM2014,
- SPA Expo
- European Transport Conference 2013
- RomExpo
- Conference of the Danube Parliamentarians
- RECOM Networking Meeting
- International Tourism Fair ITB in 2013 and 2014
- International Danube Forum hosted by representatives of Baden-Württemberg and the Slovak Embassy
- International Symposium on Sustainable Mobility and Green Economy in the Danube Region (Ulm)
- Annual Forum of the EUSDR in Bucharest 2013 and Vienna 2014
- THE PEP 4th High-level Meeting (Paris, 2014)
- Brussels, presentation amongst others to Members of Parliament, the European Commission of Transport and the European Travel Commission



Figure 38: Transdanube at the ITB  
Source: Danube Office



Figure 39: Access2Mountain, Final Conference  
Source: GDL

## Exchange with other projects

At the beginning of the project, 14 other EU projects were identified as attributable to the immediate project environment, i.e. transport and tourism, and especially projects involving the Danube region. The TRANSDANUBE project partners participated, for example, in the final conference of the ACCESS2MOUNTAIN project, as well as in project meetings of SEEMORE, DANUBEPARKS and the Iron Curtain Trail where TRANSDANUBE activities and results were presented. During the process of developing the interactive map, a regular information exchange on a similar information system for the Alpine region took place with AlplInfoNet. Contacts were also established with SEE MMS, the project Danube Limes Brand, Rail4See and donauhans.

Downloads in [www.transdanube.eu](http://www.transdanube.eu):

- Factsheet: Stakeholder Involvement

## Conclusion

*After two years of the TRANSDANUBE project, the different studies have clearly shown how big the differences between the regions in the upper and the lower Danube are: Differences in terms of transport infrastructure and the quality of transport and mobility facilities, as well as in the awareness of the concept of sustainable mobility in tourism. To exploit the economic and tourist development potential of the regions in a sustainable manner, it is necessary to put additional efforts into the improvement of sustainable mobility solutions to achieve a better accessibility of the whole Danube region.*

### Existing good practices: a good starting point

Good practice examples of sustainable mobility in tourist regions can be found all along the Danube and in adjacent areas: packages, transport and mobility services, strategies, information systems etc. These examples demonstrate that the implementation of sustainable mobility in tourism is possible and will be a motivation for the implementation of the regional action plans developed in the framework of the project.

### Having a common vision - a good basis for working together

During the first year of the implementation of the TRANSDANUBE project, a common vision was developed on the basis of the results of a state-of-the-art analysis and a good practice collection. This vision, provided the basis for a stakeholder involvement process. The objectives defined by the common vision provided an outline for the development of the regional action plans, by setting the scope for all of the activities that needed to be implemented.

### Regional action plans are a sustainable instrument for further implementation activities

A profound analysis of the current status and the development of shared objectives, in collaboration with the relevant stakeholders, are important requirements for a sustainable development process. With the regional action plans the partners have developed a guideline for the implementation of specific measures (sustainable mobility solutions, tourist packages etc.) in order to disseminate the concept of sustainable mobility in tourism within their region.



Figure 40: 4th partnermeeting in Veszprém  
Source: BBTDM



Figure 41: Study visit in Austria  
Source: DTC

### Know-how transfer and exchange

In areas like the Danube regions where there are big differences in standards and know-how it is important to find a common language for and understanding of sustainable mobility in tourism. Good practice collections, guidelines, study visits and exchange at partner meetings help to come to a common understanding and to an exchange of experiences in order to meet the challenges and support the implementation of the TRANSDANUBE project. The transnational project consortium has proved to be an appropriate platform.

### Sustainable mobility solutions are an important component of sustainable tourism packages.

In cooperation with the relevant stakeholders at the local, regional and national level, sustainable mobility solutions that are particularly noteworthy have been selected and further developed by carrying out feasibility studies and implementation plans. Examples are:

- Cycle route along the Austrian-Hungarian border region (with EuroVelo 6 extension)
- River bus service from the municipality of Hamuliakovo to the city of Bratislava on the river Danube
- Study examining ecological transport facilities in the Danube Delta (cycling, canoeing, electric boats etc.)
- Hovercraft links between the municipalities along the Danube (from Belgrade eastwards)

Together with stakeholders from the tourism sector, the project partners were working on the development of new and the extension of existing tourist packages to include the arrival of tourists, natural and cultural tourist attractions, activities and transport and mobility offers at the destination, as well as accommodation and departure. Examples of these packages are:

- Soul of Serbia - 3-day trip along the Danube by bus - Culture and Nature
- Eco-itinerary Ruse - Orlova Chuka - Rusenski Lom Nature Park
- The blue triangle - Danube-Small Danube-Neusiedler See: transport connections by train and bicycle

Sustainable mobility infrastructure has to be in place in order to be able to develop sustainable tourism packages. Therefore, more efforts have to be put into the improvement of sustainable mobility solutions especially in the regions of the lower Danube.



Figure 42: Group photo in Vidin  
Source: Prisma Solutions



Figure 43: Colourful bike found at the first study visit  
Source: DTC

### Integrating all relevant stakeholders - the big challenge

Working in the field of tourism and sustainable mobility is a complex issue: many stakeholders at different levels (local, regional, national, transnational) and from different sectors like transport, tourism, spatial planning etc. need to be involved. Therefore the TRANSDANUBE project partners have put a major effort into creating a common understanding among the different stakeholder groups and tried to involve them as much as possible in all of the project's activities. In order to continue to disseminate the concept of sustainable mobility in tourism even after the project's lifetime, it is essential to maintain the newly formed inter-sectoral and multi-level networks.

### Continuing marketing and information

To promote the Danube and the tourist attractions in the regions along the Danube a transnational marketing strategy and an interactive map tool has been developed. The map allows visitors to easily inform themselves about the huge variety of destinations along the Danube and on how to get there by using sustainable means of transport. To implement the activities of TRANSDANUBE on a permanent basis, regular updates of the map will be needed.

## Recommendations

On the basis of the experiences gained from the TRANSDANUBE project, the following principles and recommendations for sustainable mobility within the Danube region were stipulated when developing the common vision. These recommendations were signed by the partnership on the occasion of the Mid-Term Conference and were confirmed during the last year of project's implementation:

- **Transport and tourism authorities** must try to come to a comprehensive understanding of the mobility challenge and of vertically and horizontally integrated solutions.
- **The transport sector** must offer a customer-oriented choice of different forms of high-quality transport which are healthy and environmentally friendly on the one hand and energy efficient and carbon neutral on the other (trains, buses, bicycles and boats).
- **The technology sector** has to develop user-friendly communication technologies and new low or zero-emission vehicles using renewable sources of energy.
- **Destinations** must provide excellent local and regional transport connections, enable arrivals and departures by sustainable transport, guarantee environmentally friendly mobility including the so-called 'last mile' (public transport, flexible traffic systems, rental of zero- or low-emission form of transport, footpaths, cycle tracks, horse carriages etc.).
- **The tourism industry** should create new, attractive offers which include environmentally friendly mobility solutions.

On the basis of the practical experiences gained from the TRANSDANUBE project, the following additional recommendations can be formulated:

- **Put additional efforts into the development and improvement of sustainable mobility solutions** in order to have a basis for sustainable tourism products especially in the Eastern countries of the Danube region.
- **Develop sustainable mobility solutions not only for tourists.** In order to secure the efficient operation of those services in the long term, the requirements of other target groups, and especially of the local population, have to be taken into account, so that there will be a higher number of users.
- **Give priority to multi-modal mobility solutions.** At times of limited budgets, existing transport and mobility infrastructures have to be used more efficiently. Coordinated transport services and integrated multi-modal information will give users the possibility to change easily between different modes of transport.
- **Combine local know-how with external expertise.** If good practice examples from other regions show that sustainable mobility solutions for tourists are possible, they can be just as successful in the local area if the local and regional framework conditions are taken into account.
- **Strengthen and enlarge the stakeholder network** on different levels to implement the objectives as set out in the common vision.
- **Define common standards** for sustainable mobility in tourism along the Danube in order to create a joint product and a strong brand for it.
- **Combine (or link) European territorial cooperation funds** with mainstream funds to focus on infrastructure investments



PP5 Bakony and Balaton Regional Tourism Nonprofit Ltd. (Hungary)  
 Ms Tamara Lencsés, Manager of Bakony and Balaton Regional Tourism Nonprofit Ltd.  
*"TRANSDANUBE is our first international project which offered us a great opportunity to begin the integration of soft mobility into our tourism packages and Bakony & Balaton card system. Supporting the result a feasibility study was established to connect the Eurovelo 6/Danube and our region by bike route. Looking forward to sell it."*

## Outlook

The TRANSDANUBE partners are willing to proceed with their endeavours to establish the Danube as a European model region for sustainable mobility - for guests, tourists and the local population - according to the principles set out in their Common Vision and by developing common standards for sustainable mobility (in tourism). Measures for the design and implementation of sustainable mobility solutions, as identified by the TRANSDANUBE partners, shall be further developed and implemented for the benefit of both tourists and the local population.



Figure 44: Night heron, Danube Delta, 2014  
 Source: Adrian Rodulescu



## Imprint

TRANSDANUBE Lead Partner - Environment Agency Austria on behalf of the whole Transdanube partnership  
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### Associated Strategic Partners (ASP)

- ASP 01 - Neusiedl am See (AT)
- ASP 02 - Ministry of Transport (SK)
- ASP 03 - Regional Development Agency Senec-Pezinok (SK)
- ASP 04 - Győr-Ménfőcsanak County (HU)
- ASP 05 - Veszprém County Council (HU)
- ASP 06 - Danube Delta Biosphere Reserve Authority (RO)
- ASP 07 - Fertő-Hanság National Park (HU)
- ASP 08 - Hungarian Tourism Private Lt. (HU)
- ASP 09 - The National Authority for Tourism (RO)
- ASP 10 - Ministry of Economy, Energy and Tourism (BG)

### Observers (OP)

- OP01 Austrian Ministry of Agriculture, Forestry, Environment and Water Management (AT)
- OP02 Federal Ministry for Transport, Innovation and Technology (AT)
- OP03 Federal Ministry of Economy, Family and Youth, Tourism Department (AT)
- OP04 Working Community of the Danube Regions (AT)
- OP05 Donau-Auen National Park (AT)
- OP06 Nationalpark Lake Neusiedl Seewinkel (AT)
- OP07 Public Transport Association VOR (AT)
- OP08 Regional Development Agency Komárno (SK)
- OP09 Middle-Danube-valley Environment and water Management Directorate (HU)
- OP10 DINPD, Duna-Ipoly National Park Directorate (HU)
- OP11 Ministry of Transport and Infrastructure Baden-Württemberg (D)
- OP12 Public Institution Nature Park Kopački rit (HR)
- OP13 City of Vukovar (HR)
- OP14 Ministry of Environment, Mining and Spatial Planning of the Republic of Serbia (SRB)
- OP15 County Council Tulcea (RO)
- OP16 Ministry of Environment and Forests (RO)
- OP17 Club Friends of Public's Park of Rusenski Lom (BG)
- OP18 Directorate of nature park "Rusenski lom" (BG)
- OP19 Holiday Club BG LTD (BG)
- OP20 Ministry for the Environment, Land and Sea (I)
- OP21 Iron Gates Natural Park Administration (RO)
- OP22 Départements & Régions cyclables (F)
- OP23 Ministry of National Development Office of the Minister of State for Infrastructure (HU)
- OP24 Hungarian Transport Administration (HU)
- OP25 Ministry of Transport, Information Technologies and Communications (BG)



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**More information:**  
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