Transdanube.Pearls - Network for Sustainable Mobility along the Danube

GUIDELINES FOR SRTMP DEVELOPMENT

http://www.interreg-danube.eu/approved-projects/transdanube-pearls

Club Sustainable Development of Civil Society	**WP4/Action 4.1**
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More information about TRANSDANUBE.PEARLS and the project activities & results are available on: http://www.interreg-danube.eu/approved-projects/transdanube-pearls

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1. Executive summary

The Guidelines introduce the concept and the benefits of SRTMP as a main planning paradigm for the regions named "TRANSDANUBE pearls". They describe and explain the essential steps and activities to develop and ultimately implement such a plan. SRTMP requires a long-term and sustainable vision for a region with tourism potential and takes account of wider societal costs and benefits with the aim of "cost internalization". SRTMPs are strategic plans designed to satisfy the mobility needs of visitors, as well as of the local population in regions with a strong focus on tourism. The concept of SRTMP builds upon existing transport and tourism planning practices and takes due consideration of integration, participation, and evaluation principles. Compared to a SUMP, SRTMP focuses on the vertical (municipality, region, Danube Region) and horizontal (transport & tourism) integration. The creation and functioning of Mobility Information Centres in touristic destinations are put in the core of SRTMP.

The Guidelines suggest four main steps for developing a SRTMP: 1. PREPARATION PHASE; 2. CREATE COMMON GROUND AND VISION; 3. ELABORATING THE SRTMP BY USING THE OUTCOMES; 4. ADOPTION AND IMPLEMENTATION OF SRTMP.

The document includes all relevant information starting from the definition of the planning region, the identification of relevant stakeholders as well as guidance through the phase of goal setting and action planning. The importance of impact evaluation is included.

Actions defined in the SRTMP also contain information about the responsible institutions and funding options. As a conclusion the importance of the sustainable transport planning in touristic destinations is underlined and a special review on barriers and drivers for a successful STRTMP implementation is presented.

The Guidelines are intended for transport and tourism practitioners and other stakeholders involved in the development and implementation of a Sustainable Regional Tourism and Mobility Plan (SRTMP). The methodology supports local and regional planners and decision makers to assess mobility patterns. By looking beyond the borders of their own settlement, they will be able to find sustainable mobility solutions within their region.

2. Introduction

Following the "Common Vision for Sustainable Mobility in Tourism" adopted by the partnership of TRANSDANUBE, the main objective of TRANSDANUBE.pearls is to contribute to the development of a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility for visitors and inhabitants of the region by developing climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services. By improving the possibilities to move along the Danube with environmentally friendly means of transport the project will counteract the ongoing popularity of private car usage and its negative impact on the environment. By better linking the different modes of transport the project will not only contribute to sustainable regional and local mobility but also support the connectivity between the regions, leading to a more balanced accessibility within the Danube regions.

These ambitious goals will be achieved by introducing the main innovation of the project – the Sustainable Regional Tourism and Mobility Plan (SRTMP). After the implementation of SRTMP in each partner region, the project will establish a network of destinations committed to sustainable mobility in tourism – the "Transdanube.Pearls". Being part of this network will increase the visibility of the participating destinations offering their visitors the unique possibility to travel the Danube with sustainable means of transport. The network will facilitate the cooperation of stakeholders from the mobility and tourism sector of different levels. Common standards and appropriate organisational structures secure the operation of the pearls' network beyond project lifetime.

The definition of a **Pearl** is:

A Pearl is member of the network of Transdanube.Pearls, which will be set up during the projects realization, and needs to meet the defined common standards especially the commitment to implement the concept of sustainable mobility in tourism. A Pearl can be a single municipality/village or a region/destination (consisting of several municipalities) committed to sustainable mobility in tourism.

The definition of a **SRTMP** is:

SRTMP is a strategic plan designed to satisfy the mobility needs of visitors and local population in the pearls for a better quality of life. It builds on existing transport and tourism planning practices and takes due consideration of integration, participation, and evaluation principles. Compared to a SUMP, SRTMPs have a strong focus on the vertical (municipality, region, Danube Region) and horizontal (transport & tourism) integration.

These four stages of SRTMP are closely interlinked with other activities in the Transdanube.Pearls project. Activity 4.2 is dealing with the preparation (State of the Art Analysis) and the elaboration phase (Elaboration of SRTMP) in the SUMP cycle. The goal setting has already been done by adopting the common vision of the project. More detailed goals will be defined in the common standards developed in Act. 3.1.
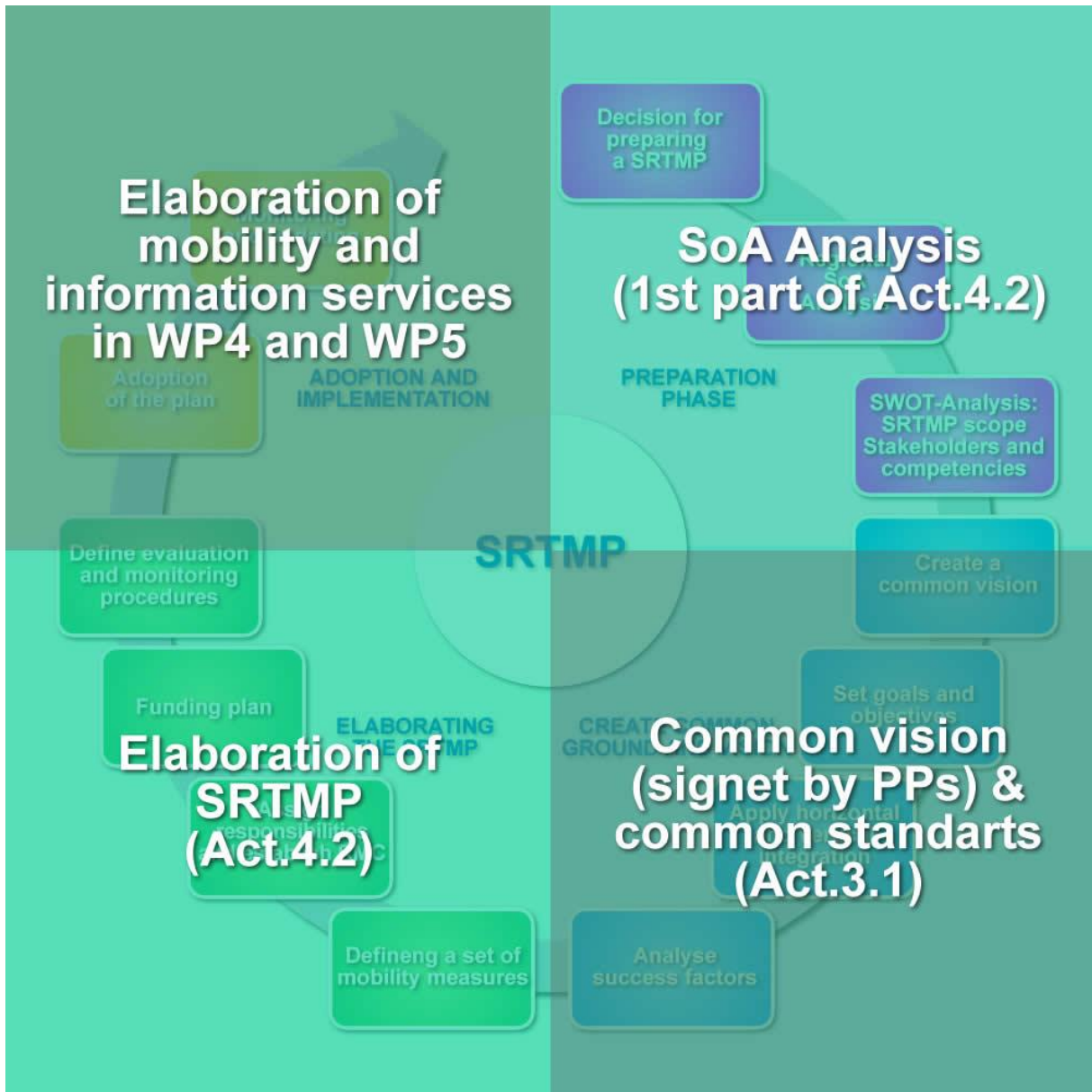
Figure 1: Stages of development of the SRTMP

The implementation phase will be initiated by developing mobility services within and between the pearls (Act. 4.3/4.4) as well as mobility information services (Act. 5.2/5.3).

3. PREPARATION PHASE: Prepare well by understanding your region

The starting point for SRTMP preparation is the decision to improve the mobility and accessibility in a touristic region thus increasing the attractiveness of the tourism destination and improving the quality of life of the local residents. This decision should be taken in close cooperation with local stakeholders. For this purpose, at least one meeting should be performed with them including a presentation of the EU policy for sustainable mobility and the TDPearls project emphasizing on the benefits of its implementation.

At the beginning of the planning process, it is necessary to determine the state-of-the art of the target region. The preparation phase takes 2-3 months depending of its size and touristic potential.

3.1. Elaboration of regional State of the Art (SoA) analysis

The Guidelines for SoA elaboration are provided in Annex 1. The output of the SoA is a thorough SWOT-analysis showing what is necessary to improve in the target region in order to establish sustainable mobility to touristic sites.

3.2. Conclusions from the SWOT-analysis

The SWOT-analysis is necessary for defining the scope of the SRTMP, the local stakeholders and their competencies for the planning process.

3.2.1. Defining the scope of the SRTMP

The SRTMP needs to be adapted to the local situation. A crucial step is the definition of the geographical scope of the plan, which should also be covered by the SoA. As it is outlined in the definition of the pearl, the planning region may be a single municipality/village or a wider region encompassing several towns/villages from one or several municipalities presenting a common tourism destination and committed to sustainable mobility in tourism. The team could decide to define a core area (main touristic site) and a surrounding area with functional relations to the selected core area. In all cases the international connections including the connection to the other Pearls should be taken into account when defining the scope. It should be illustrated by a map showing the main transport connections. Ensuring a seamless integration of long

distance connections (e.g. international train and bus lines, Eurovelo, cruise shipping, etc.) with the last mile is also crucial for the competitiveness of a region/pearl.

An agreement at political level on a suitable planning area and responsibilities is an important requirement for sustainable mobility planning where local and regional responsibilities are included. They include planning, funding, operating and regulating powers related to transport and tourism activities for roads, railways, inland waterways, public transport and tourism facilities development.

3.2.2. Identify stakeholders and competencies

Stakeholder cooperation and policy integration are other fields that need to be addressed in this phase. This task aims to identify which stakeholders should be involved in the process such as transport and land use planners, tourism bodies, marketing experts, architects, etc. Identifying stakeholders in the region and understanding their current and potential role and position in the SRTMP process will assist in mapping stakeholders' involvement in the pearls' planning process. The project partners that participated in TRANSDANUBE should use the stakeholders defined there. You should also check the list of typical stakeholder groups involved in transport/tourism projects.

Government/autho rities	Business/operators	Communities/local neighborhoods	Others
Local authorities	Transport operators	National environmental NGOs	Universities
Neighboring cities	Transport consultants	Transport associations	Research institutions
Local transport authority	Other mobility providers	Trade unions	Training institutions
Traffic police	Car sharing companies	Media	Cultural institutions/museu ms/galleries
Other local transport bodies	Bike rental companies	Local Authority forums	Foundations

Other local authorities body (regional agencies)	Business associations	Local community organizations	
Politicians	Major employers	Cycle/walking groups	
Partnering organizations	Private financiers	Public Transport users groups	
Project managers	International/national business	Transport users	
Professional staff	Regional/local business	Citizens	
Emergency services	Tour-operators	Visitors	
Health & safety executives	Tourism agencies	Citizens in neighboring cities	
European Union	Hotel/restaurant owners	Disabled people	
Ministries	Utility services (water supply, telecom, electricity, etc.)	Landowners	
Regional government	Engineers/contractors	Older people	
	Retailers	Parents/children	
	Small business	Transport staff	

Source: PolySUMP project

Table 1: Typical stakeholder groups involved in transport projects

At this stage the framework conditions for SRTMP-development and implementation defined in the SoA should be taken into account, e.g.:

• Legal regulations and guidance for a sustainable mobility planning (if any).

• Regional/national funding criteria that relate to a SUMP or aspects of a SRTMP.

• Higher level plans, strategies and objectives that might influence a SRTMP.

- Formal and informal responsibilities for SRTMPs in the regional initiatives to co-ordinate policies in the region, including past or present initiatives used to co-ordinate or integrate local and regional transport and land use planning.

The stakeholder involvement should take place through series of meetings and training events. The project team should provide stakeholders with the necessary PPT and information/promotion materials clarifying the project goals and tasks. The meetings should be conducted as round table discussions where the stakeholders could exchange ideas and give proposals concerning the planning process. In the WP6 mutual learning workshops are planned involving all relevant stakeholders from the transport and the tourism sector necessary for a successful implementation of the project activities and the promotion of sustainable mobility in the regions beyond project lifetime. Regional workshops (Act. 6.4 Mutual Learning Activities) will be organized after the 2nd, 4th and 6th partner meeting presenting preliminary project outputs discussed on the transnational level to local and regional stakeholders.

4. CREATE COMMON GROUND AND VISION

4.1. Create a common vision of the pearls

The common vision and the common standards of TRANSDANUBE.pearls should be the starting point when creating common ground and vision for SRTMP.

The vision provides a qualitative description of a desired future of the pearl and serves to guide the development of appropriate planning measures. It needs to place transport and mobility back in the wider context of tourism development. The vision should be prepared taking into consideration all policy perspectives concerned, especially general policy frameworks (e.g. Agenda21, national strategies for transport and tourism development), regional and local planning, economic development, the environment, social inclusion, gender equity, health and safety.

The vision is more likely to be accepted and effective if it is generated in partnership with all key stakeholders involved in the planning process of the pearl. The TRANSDANUBE partners should refer to the elaborated vision in the frames of this project when propose the pearls' one for the same region/site. The assets that various stakeholders bring should be acknowledged. The vision should be accepted by local citizens and bring some promotional power for attracting visitors to the pearl.

The starting point should be the common vision, which the partners have agreed on in the TRANSDANUBE project:

"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 for citizens and guests of the region by developing of climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services based on renewable energy sources, saving energy and resources, preserving natural and cultural heritage and taking care of the sensitive Danube ecosystems and landscapes while at the same time ensuring sustainable regional development and offering new chances for green economy and green jobs in the region.

To this end we will strengthen our endeavors, dedicate resources and develop further our collaborations to promote the practical implementation of our common vision."

Based on this common vision specific objectives/goals should be defined for the pearls.

4.2. Defining the main goal and objectives of the SRTMP

Having in mind the needs of target groups in tourism and mobility, the main problems and existing framework conditions described in the SoA and above, it is time to define the objectives of your SRTMP. Defining objectives means specifying what transport, touristic, social, environmental or economic improvements are required, saying exactly what needs to be "reduced", "increased" or "maintained". **Objectives are higher level aims of the SRTMP (e.g. reduce air pollution caused by cars) while measures (e.g. provide a shuttle bus to the natural park) are the means to achieve them**. This approach is just the opposite to the usual old-time planning that focuses on the delivery of schemes and infrastructure "by pieces", without reference to higher level objectives.

4.3. Applying the integration principle

4.3.1. Horizontal integration

A SRTMP will be sustainable if it covers certain local economic, social and environmental policy criteria. This requires knowledge about related policy fields at the local and regional levels of the settlements and touristic spots included in the pearl.

The horizontal integration is the process of increasing production of goods or services in the pearl by merging the tourism and/or transport assets existing at the same regional platform in a larger complex of tourism product.

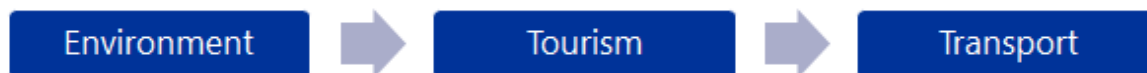| Environment	➡	Tourism	➡	Transport

Figure 2: Example of horizontal integration

The scheme shows how it is possible to have a horizontal integration between the environmental, tourism and transport issues. If in the region there are strong environmental rules asking visitors to preserve the nature by using sustainable tourism practices (not affecting the biodiversity, not disturbing local species, not polluting the environment, etc.) and to use sustainable means of transportation (walking, cycling, e-vehicles and public transport), the result of this horizontal integration would be environmental-friendly tourism product.

You should decide what type of horizontal integration will be included in your SRTMP and incorporate it in the corresponding measures. Part of the horizontal integration could be the intermodal integration because the SRTMP process should ensure linkages between different transport modes and develop a common view on hierarchy and interaction between different transport networks.

Railway	➡	Shuttle bus	➡	e-car/e-bike rental

Figure 3: Horizontal intermodal integration

4.3.2. Vertical integration

The tourism industry comprises multiple interrelated business sectors but often there is a lack of cooperation between them. Especially in many CEE countries the link between tourism and transport is missing and the planning process for these sectors is performed separately without any links between them. It is a common (bad) practice to construct road network connecting cities with touristic sites with natural and/or

cultural heritage value, as well as to build or renovate the touristic assets without thinking about the sustainable mobility. In the touristic brochures and sites is never indicated how to reach the place by public transport. The visitors should use private cars or taxis by presumption and huge parking areas are designed accordingly.

Nowadays it is necessary to make networking among the tourism and transport sectors, which is the key to successful business expansion and market reach. This networking across these business sectors is called vertical integration. The vertical integration encourages the integration of hotels, transportation providers, and travel agencies. This allows the firms to access the markets in tourism sectors and/or to provide continuity in providing complete tourism service to customers, as well as the standardization of service quality.
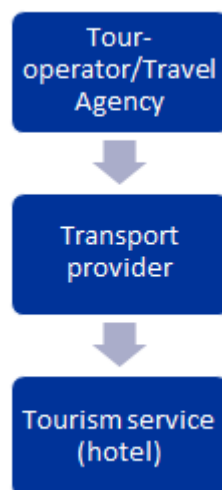

Figure 4: Vertical integration in tourism

4.4. Identifying the success factors (with references to existing good practice examples)

SRTMP is a cross-sectoral document. Beyond the classical transport planning, additional aspects of mobility such as demand management of tourism travel plans, car-sharing, public bike-renting, flexible transport solutions, etc. are to be taken into account in the Plan. Identifying the most effective measures should be based on more than your own experience, desktop research and local exchange always having in mind

the common standards, the pearls are committed to fulfill. It can be extremely valuable to learn from the experience of those who have already implemented measures which you are considering for your local context, and for most measures, you will likely find other places in your country and/or elsewhere in Europe which have experimented with them. This avoids "re-inventing the wheel" and making costly mistakes that others may already have learnt from. For this purpose it is recommended to make a reference to Transdanube Good Practice collection.

5. ELABORATING THE SRTMP

5.1. Selection of set of measures

The development of effective set of measures is at the core of sustainable mobility planning for tourists and inhabitants. Only well-selected measures will ensure that the defined objectives are met. The selection of measures should build on discussion with key stakeholders, consider experience from other places with similar policies, ensure value for money and exploit as much as possible synergies between measures. Essentially, at this stage, measures are identified in response to the questions: what, how, where and when? The identification of the measures (packages of measures) is an important milestone in the development of your SRTMP.

In selecting measures, you should check the implementation options in the region as well as of the defined common standards:

- Touristic attractions (points of interest - POIs) in your region/destination
- Existing sustainable mobility services to get to this POIs and to move between them
- Distance to next railway station or bus terminal
  - Possibilities to get from the railway station/terminal to touristic services (hotels, restaurants, etc.) and touristic attractions (e.g. bus services, pick up services, flexible transport systems, rental schemes)
  - Possibilities to get information about these services (information at stations or mobility centers, information brochures, mobile applications, etc.).

Measure X (name)	Please provide 1 to 3 pictures of the site where the measure will be implemented – don't forget the photo credits

Short description of the measures	Up to 15 lines
Estimated impact of the measure and contribution to the overall objective	Up to 15 lines
Estimated cost in EUR of implementation including the information and promotion	
Financing options	
Realization horizon	(short term – 2020, medium 2025, long term – 2030)
Responsible organizations to be involved in the next steps of the process	
Responsible organization of implementation	
Priority	

Source: TRANSDANUBE

Table 2: Measure description

The selection of measures will take up to 3 months including intensive consultations with the stakeholders. Feasibility studies should be conducted for the main measures in order to calculate the necessary financial investments. Maps with the planned sustainable mobility measures are suitable to be presented together with the measures' description.

5.2. Assigning the responsibilities

When a final set of measures has been selected, it is time to assign responsibilities and resources. A clear picture of who is in charge of an action and where the funding comes from is a cornerstone of every SRTMP. This requires close coordination and discussion among all actors that will have a role in developing and implementing the measures or packages of measures. At this stage you have to:

- Identify required resources and responsibilities for the implementation of the selected (packages of) measures.
- Assure that all measures are clearly prioritized and feasible.
- Secure efficient and effective allocation of resources (human, knowledge, funds).
- Ensure close coordination with stakeholders for the implementation process.

Establishing a RMC where qualified personnel will be able to provide mobility and tourism information to visitors and local population would provide the necessary framework for a successful and sustainable implementation of the SRTMP.

5.3. Funding plan

The selection of measures will be guided not only by effectiveness, but also by value for money. Especially in times of tight municipal budgets it is crucial to get the most impact possible for the resources spent. This will require a basic assessment of options with an eye on costs and benefits. This will also help you to be realistic about what measures can be implemented and to choose only measures that seem financially feasible.

Based on the discussion on responsibilities and funding sources with the concerned actors, a confirmed action and budget plan should be established. It includes a detailed summary of the measures, of established priorities for implementation and of schedules. These specifications will be the basis for smooth implementation of the measures; it needs broad agreement from decision makers and stakeholders and will form the financial part of the SRTMP.

5.4. Incorporating of monitoring and evaluation of measures' implementation

Monitoring and evaluation of both the planning process and of the implementation of the measures are crucial to the effectiveness of the plan. A monitoring and evaluation mechanism helps to identify and anticipate difficulties in the preparation and implementation of the SRTMP, and, if necessary, to "repackage" measures in order to achieve targets more efficiently and within the available budget. It will also provide

proof of the effectiveness of the plan and its measures. This allows those responsible for the actions to justify where money was spent.

6. ADOPTION AND IMPLEMENTATION OF SRTMP

6.1. Adoption of SRTMP

The SRTMP summarizes the outcomes of all previous activities. After a final quality check, it is recommended that the document, including the action and budget plan, to be presented to the   political representatives in order to be adopted or included in some regional strategic document.. This is a key step in making it accountable and providing an agreed upon framework for measure implementation

Till present there is no any precedents of such planning – we are introducing this innovation in the Pearls for the first time. When a SRTMP is not just covering one municipality but a group of municipalities or even regions, each municipality has to approve its own measures because they were proposed and discussed during the consultation process.   When an inter-city transportation is proposed it should be consulted and approved by the regional authorities. It is suitable to present the SRTMP to the National Tourism and Transport Authorities (Ministries of Tourism, Transport or other national body), which is the main decision-maker in these fields. Thus the pearls' good practice would be disseminated all over the Danube country by the central governmental authority.

It is also important to ensure that the SRTMP is widely promoted and accepted among local/regional stakeholders and citizens.

6.2. Monitoring and updating of SRTMP

A good SRTMP does not automatically lead to good results. It is crucial to deliver the goals of the plan effectively and to apply appropriate management to oversee the implementation and to manage risks. This requires agreements with all actors involved in measure implementation. Implementation usually includes the refinement of targets as well as planning, detailing, managing, communicating and monitoring of the measure implementation.

In the frames of the project the pilot implementation will be evaluated by PPs during the exchange of experience visits. The possibility for replication to other pearls and for networking will be discussed.

From the other hand the SRTMP should be constantly improved and updated. Its management body is concerned with the overall coordination of the plan. It ensures that requirements of the decision-makers are met by achieving completion on time, within budget and to the required quality standards.

The updating of SRTMP-measures lies beyond the project lifetime and chould be coordinated by the initiative of the Mobility managers certified in the framed of the project (Act. 6.3).

7. Barriers and drivers for a successful STRTMP implementation

Below are summarized some advices for overcoming the barriers and using drivers in the process of SRTMP implementation.

N	Area	Barriers	Drivers	Activity (what it is done to push back barriers and to push forward drivers)
1.	Political/ strategic	Opposition of key actors, lack of sustainable development vision and agenda, short-term objectives for local elections, conflicts between key stakeholders	Increasing commitment towards common sustainability goals, due to the increasing impact of climate change and other sustainability problems	Co-development of a sustainable mobility agenda and projects
2.	Institutional	Impeding administrative structures, procedures and routines, impeding	More flexible and less hierarchical structure of organization and programs, thanks to	Proposals to change impending rules, structures, legislation.

		laws, rules, regulations and their application, hierarchical structure of organizations and programs	the increasing use of ICT and social network technologies that facilitate cooperation and horizontal links	
3.	Cultural	Impeding cultural circumstances and life style patterns	Processes of cultural change heading to more sustainable lifestyle	Activities that help to change local cultural circumstances and life style patters towards sustainability
4.	Problem related	Complexity of the problems to be solved, lack of shared sense of urgency among key stakeholders to sustainable mobility	Increasing priority given to finding common solutions to complex problems, perceived as not manageable by isolated actors	Strategic impact assessment activities to support complex decision making
5.	Involvement, communication	Insufficient involvement or awareness of key policy stakeholders, insufficient consultation, involvement or awareness of citizens and users	Increasing importance given to participation and constructive and open involvement of key stakeholders, users and citizens in the policy decision process, also thanks to the support of social network technologies	Consultation of target groups by workshops, conference, focus group, expert meetings, face-to-face interviews or questionnaires, online surveys etc; public awareness campaigns about the problems to be solved; involvement of key stakeholders in the

				implementation of the action
6.	Positional	Relative isolation of the action, lack of exchange with other actions or cities	Increasing interest towards "wholeness", i.e. embedding single actions into strategic and shared visions, exchange of good practices and lessons learned from other actions and cities	Include the action in running sustainability programs at local level and in networks for the exchange of practices and experiences at the national and international level
7.	Planning	Insufficient technical planning and analysis to determine requirements of action implementation, insufficient economic planning and market analysis, lack of user needs analysis and limited understanding of user requirements.	Increasing interest towards integrated and holistic planning approaches, including user needs analysis, economic evaluation of the action impacts and strategic impact assessment approaches	Additional assessment and planning activities required for the correct design of the action as a component of the whole planning endeavour
8.	Organizational	Failed or insufficient partnership arrangements, lack of leadership, lack of individual motivation or know how of key actors	Constructive partnership arrangements, strong and clear leadership, highly motivated key actors.	Capacity building activities to raise the competences of key actors involved in the implementation of the focused actions; team building activities to increase motivation

9.	Financial	Too much dependency on public funds and subsidies, unwillingness of the private business and/or households sectors to contribute financially	Increasing interest from the private sector to invest in social businesses, availability of public funds to support social innovation ventures	Raising funds for the action, also through new ways (e.g. crowdfunding) to attract private contributions
10.	Technological	Additional technological requirements, not satisfied by the existing technologies	New technology available, potentially enabling the action	Activities to gather the new technical resources needed for the implementation of the focused actions
11.	Spatial	No permission of construction, scarce land availability	Space for physical infrastructure is available (e.g. for land regeneration projects), experimentation zones (e.g. for limited access) are settled	Change of land use regulation, creating experimental and/or investment zones or city areas/ corridors

Source: ELTIS

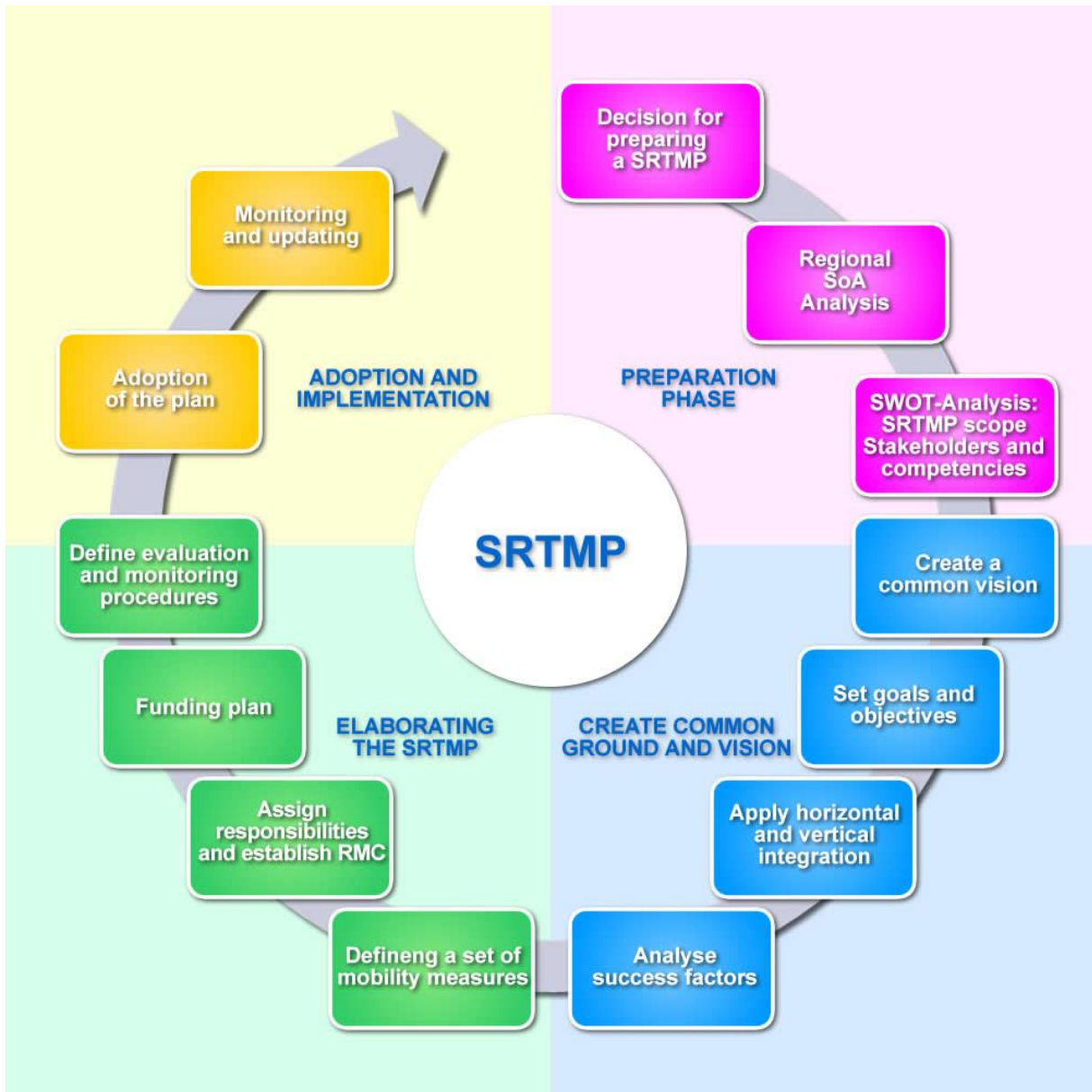Table 3: Barriers and drivers in different areas and activities how to deal with them

Figure 5: SRTMP-circle

8. Overall Conclusions

Sustainable Mobility Planning is the most important topic in the EC's Urban Mobility Package. The Sustainable Urban Mobility Plan (SUMP) concept considers the functional urban area and foresees that plans are developed in cooperation across different policy areas and sectors, across different levels of government and administration and in cooperation with citizens and other stakeholders. The Commission has actively promoted this concept for several years. Guidelines were developed, which provide local authorities with a clear framework for the development and implementation of such a plan.

The concept of SRTMP enlarges the planning area up to regional level. The proposed Guidelines represent a complement to the traditional SUMP concept and may be used for mobility planning at tourism destinations including more than one city or town. Of course, the different EU Member States need to promote those practices at national level and to ensure the right legislative and support conditions for their regional authorities.

A common challenge for planners in regional/local administrations will be to convince decision makers of the added value of a SRTMP. The main benefits could be enumerated as follows:

- **Better environment and human health** - More sustainable mobility directly translates into better air quality and less noise. Travelling more actively (by walking and cycling more often) is good for citizens' and tourists' health.
- **Better quality of life** - Well-coordinated policies, as defined by a SRTMP, result in a wide range of benefits, such as more attractive public spaces, improved road safety, better accessibility and more possibilities for social communications.
- **Climate change mitigation** – Regions need to play their part in reducing greenhouse gases in the transport sector. Sustainable mobility planning is a core element of any climate policy.
- **Tourism development and economic benefits** - Mobility is a major enabler for a local economy. A healthier environment and reduced congestion attracts more tourists and businesses and helps to substantially reduce costs to the local community. In the global and national competition of tourism destinations, a well organised and sustainable region is also a more attractive one for investors.
- **Effective use of limited resources** - At a time when financial resources are limited, it is even more important to ensure that the solutions adopted make the most cost-

effective use of the funds available. Sustainable mobility planning changes the focus from road-based infrastructure to a balanced mix of measures including lower cost mobility management measures.

- **Providing public support** - Involvement of stakeholders and citizens is a basic principle of a SRTMP. Regional/local government that shows that it cares about what its citizens need and want is in a much better position to obtain a high level of "public legitimacy" and reduces the risk of opposition to the implementation of ambitious policies.

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11. Project Partners

	LP Environment Agency Austria	EAA	AUSTRIA
	ERDF PP1 Danube Office Ulm/Neu-Ulm	DOULM	GERMANY
	ERDF PP2 WGD Danube Upper Austria Tourism Ltd.	WGDOOE	AUSTRIA
	ERDF PP3 Regionalmanagement Burgenland Ltd.	RMB	AUSTRIA
	ERDF PP4 Bratislava Self-Governing Region	BSGR	SLOVAKIA
	ERDF PP5 West Pannon Regional and Economic Development Public Nonprofit Ltd.	WESTPA	HUNGARY
	ERDF PP7 City of Vukovar	CIVUK	CROATIA
	ERDF PP8 Development agency Sinergija	RASIN	SLOVENIA
	ERDF PP9 Regional Administration of Vidin Region	VIDIN	BULGARIA
	ERDF PP10 Club "Sustainable Development of Civil Society"	CSDCS	BULGARIA
	ERDF PP11 National Institute for Research and Development in Tourism	NIRDT	ROMANIA

	ERDF PP12 The South-East Regional Development Agency	SERDA	ROMANIA
	ERDF PP13 Government of Baranya County		HUNGARY
	IPA PP1 Danube Competence Center	DCC	SERBIA
	IPA PP2 Regional Development Agency Eastern Serbia	RARIS	SERBIA

Table 4: List of Project Partners

Furthermore, Transdanube.Pearls is supported by the following Associated Strategic Partners (ASP).

ASP1	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
ASP2	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
ASP3	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
ASP4	Regional Government of Burgenland	BGLD	AUSTRIA
ASP5	Rail Tours Touristik Ltd.	RTA	AUSTRIA
ASP6	Destination Marketing Association German Danube	DMAGD	GERMANY
ASP7	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
ASP8	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
ASP9	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
ASP10	Government of Baranya County	BARCO	HUNGARY
ASP11	Association of Szigetköz Tourism	SZTDM	HUNGARY
ASP12	Association of Tourism Development in Moldova	ADTM	MOLDOVA
ASP13	National Authority for Tourism	NAT	ROMANIA
ASP14	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
ASP15	Railways of the Slovak republic	ZSR	SLOVAKIA
ASP16	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
ASP17	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
ASP18	Pomurje Tourist Association	PTA	SLOVENIA
ASP19	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
ASP20	Development Agency of Serbia	DAS	SERBIA
ASP21	Municipality of Kladovo	MKLAD	SERBIA
ASP22	Ministry of Tourism	BMT	BULGARIA
ASP23	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
ASP24	Municipality of Ruse	RUSE	BULGARIA