



Transdanube.Pearls - Network for Sustainable Mobility along the Danube

Common Standards Transdanube.Pearls

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

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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 core output of Workpackage 3 is the development of the Transdanube.Pearls network of destinations (Pearls).

The Pearls along the Danube offer their visitors and inhabitants the possibility to travel and explore the natural treasures and scenic highlights as well as the range of cultural attractions, witnesses of the changeful history of the Danube region, with sustainable means of transport.

To establish the sound future Transdanube.Pearls network, common standards must be elaborated and adopted. Common standards define the level of service a visitor can expect when visiting a Pearl. Common standards and appropriate organizational structures secure the operation of the network beyond the projects lifetime. They include criteria on the necessary quality of the possibilities to get to the Pearl, to move within the Pearl and the connections to other Pearls as well as the quality of information and services provided.

The standards are divided in two categories:

- Transdanube.Pearls **basic requirements**
- Transdanube.Pearls+ **criteria for additional mobility services**

The Basic Requirements have to be met to become a member of the network of Transdanube.Pearls. Additional criteria for mobility services have to be met to reach the “TD.Pearls+” level.

The Preparation of the Common standards is based on several global, transnational and national standards¹.

The draft of the common standards was used as basis for the assessment tour in 2017. The experience during the testing has been integrated in this final version of the common standards.

¹ Network Alpine Peals, Holiday in Eco-Motion, GSTC, ETIS etc.

Common Standards - Transdanube.Pearls

2. Prologue

Sustainable Transport & Mobility is one of the most important tasks to reach the global sustainability goals, especially in respect of climate change, noise and air quality.

Within two and a half years project implementation the Transdanube.Pearls 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 transport.

The network will facilitate the co-operation of stakeholders from the mobility and tourism sector at various levels. Common standards and appropriate organizational structures secure the operation of the network beyond the projects lifetime.



Figure 1 Source: Herbert Hamele ECOTRANS, www.destinet.eu

3. Introduction

One of the essential outputs of WP 3 is the development of common standards for the future Transdanube.Pearls.

“Common standards define the level of service a visitor can expect when visiting a Pearl. They include criteria on the necessary quality of the possibilities to get to the Pearl, to move within the Pearl and the connections to other Pearls as well as the quality of information provided. Standards differentiate between starter, climber and forerunner Pearls reflecting the current status of sustainable mobility in the regions and the requirements for improvement.” (application form).

4. Procedure

- Desk research of relevant certification systems
- Draft 1.0 common standards Transdanube.Pearls presented at partner meeting in Belgrade 28th February 2017
- Draft 2.0 send out 20th of April to all Partners
- Feedback until 5th of May
- Final draft presented at the second partner meeting in Upper Austria in July 2017
- Final version September 2017
- feedback partner meeting July Upper Austria
- report from assessment tour 17th September 2017
- Final decision during the 3rd partner meeting in Ruse

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5. Transdanube.Pearls Vision

“The projects main objective is to contribute to the development of a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism 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.”

A Transdanube.Pearl is dedicated to a concept of sustainable tourism with sustainable mobility services allowing tourists and inhabitants to

- **reach** the destination at the Danube (hub’s),
- **get around** the destination and
- **travel between** destinations (Pearls) along the Danube

with sustainable means of transportation (train, bus, ship, bike, hiking, public transport) and to get easily information on tourism and sustainable mobility.

How is this proven? **Meet basic requirements!**

6. Transdanube.Pearls Definition

6.1 What is a Transdanube.Pearl?

A Transdanube.Pearl is an entity that has enough resources to provide a rich, diverse and geographically rounded tourist offer to attract and retain tourists.

A Transdanube.Pearl is geographically determined, as tourists prefer to have a concentration of attractions that makes consumption easy and reduces the time spent on travelling between attractions within the same Pearl to a minimum.

What drives the size, shape and location of the Transdanube.Pearl is the list of the attractions that might be gathered together to create an interesting story and an integrated offer for tourists. The offer can be linked to nature, culture, heritage, sports, food e.g.

The common ground of all Pearls is the Danube as a tourism attraction and/or the Danube as the entry point for additional attractions and offers.

6.2 Common Standards – Basic requirements

The key criteria (Common Standards) for whether a destination can be considered as a Pearl are:

1. A Pearl is **member of the network of Transdanube.Pearls**, which will be set up during the project realization and needs to meet the basic requirements of the common standards.
2. A Pearl has a **visitors' management**
Visitors' management before all means the practice of welcoming and handling guests at the Pearl level. This further means existence of visitors' centers operating in uniform and predictable work hours, internet web sites, info material and face-to-face provision of advice.
3. A Pearl has a **public-private-partnership**
Visitors' management centers are not direct providers of services for tourists, but, in a form of public-private partnership, private sector is supported and invited to create products and services for tourists (accommodation, bike rental, excursions, etc.).

Every destination which wants to join the Transdanube.Pearls network needs to fulfil the **basic requirements**.

They are divided into different topics, to create transparency and ease of understanding:

- Management & Strategy & commitment (membership criteria)
- Tourism specific criteria
- Mobility services
- Communication & marketing

6.3 Common Standards – Criteria for additional mobility services

If a destination wants to achieve the status of Transdanube.Pearls+, the destination has to fulfil additional mobility services & touristic offers (in minimum 50% of the score).

The evaluation of single criteria for additional mobility services ranges from 1-5 points. Depending on its weighting (some criteria demand more time and financial resources than others), members can score more and less points per criteria.

Common Standards - Detailed Catalogue of Criteria > see Annex I!

Common Standards - Transdanube.Pearls

The Transdanube.Pearls project cannot promise any destination to become a Pearl, but has to firmly evaluate each of the potential Pearls whether/which 'key' and 'must have' criteria already exist. The next step would be to generate a coalition of interested stakeholders aiming at establishing a formal organization, which then appoints its own representatives. In that process, a peer support among the future Pearls is crucial.

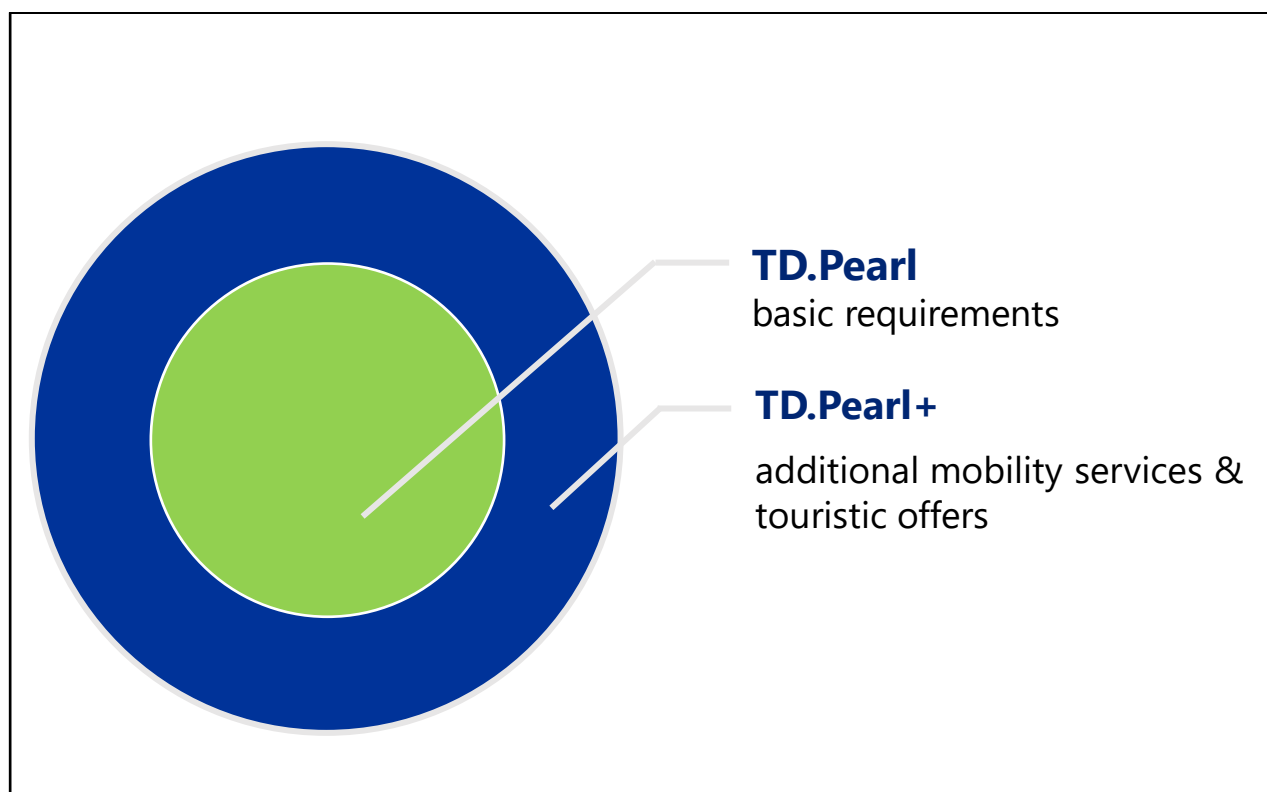







Table 1 The two categories of the common standards

7. Analysis of implemented standards

The criteria catalogue for the Transdanube.Pearls is developed on the basis of tested and well-assessed criteria from different standards. The following table will give a short overview of the certification systems which were used for the development of the Transdanube.Pearls criteria catalogue.

Most of the certification systems (criteria, indicators) were developed for sustainable tourism in general. The specific task **mobility and transport** is mostly a minor part.

	<p>https://www.gstccouncil.org/en/gstc-impacts/gstc-destinations/gstc-destination-criteria.html</p>
<p>ETIS European Tourismus Indicator System</p>	<p>http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en</p> <p>The European Commission published the Guidance for a Destination Management System.</p>
	<p>https://www.alpine-pearls.com/en/</p> <p>The criteria of the Network of Alpine Pearls are stressing Sustainable Tourism and Car-Free Holidays. It's been going on very well for more than 10 years and has at present 24 members in the alpine area.</p>
	<p>http://www.tourcert.org/en/expert-in-csr.html</p> <p>TourCert is based in Germany and offers European wide certification for Tour Operators, Hotel and Destinations.</p>
	<p>http://greendestinations.info/</p> <p>GreenDestinations is based in the Netherlands and offers as Sustainable Tourism Review and Certificaton System.</p>
<p>Advance SUMP -Strategy for Urban Mobility Plans</p>	<p>http://eu-advance.eu/</p> <p>The ADVANCE Audit Scheme helps cities and municipalities to assess the quality of their mobility planning.</p>
	<p>http://www.umweltzeichen.at/cms/en/tourism/content.html</p> <p>The Ecolabel for Travel Packages certifies sustainable packages. It provides the certification system and a list of possible actions for more sustainable holydays.</p>
<p>Manual for practicioners "How</p>	<p>https://www.bmwfw.gv.at/Tourismus/TourismuspolitischeThemen/Documents/Anleitung Praktikerinnen HP barrierefrei.pdf</p>

Common Standards - Transdanube.Pearls

my destination get soft-mobil?" Manual for Austrian Tourism Destinations published by Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management

Table 2: Certification systems used

8. 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 3: Project Partners

Furthermore, Transdanube.Pearls is supported by 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



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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

Table 4 Associated Strategic Project Partners

9. Annex I Catalogue of Common Standards

A Transdanube.Pearls Basic Requirements				
A.1 Management & Strategy & Commitment				
Nr.	Criteria & Indicators	Already existing ²	Not existing yet ³	Comments
A.1.1	<p>Management organization Appropriate members for Transdanube.Pearls network can be local and regional organizations/entities, which are active stakeholders in tourism, mobility and local development:</p> <ul style="list-style-type: none"> ▶ Destination Management Organisations (DMO) on regional level ▶ Regional organization responsible for regional & local development or mobility management (e.g. RARIS) ▶ Municipality (village/city) (e.g. Vukovar) <p>The Membership contract has to be signed by a local or regional government/ institution and/or a local or regional tourist organization.</p>			
A.1.2	<p>The Pearl installs a (management) team, which is in charge and responsible of relevant tasks concerning the Transdanube.Pearls. Team should consist of the main stakeholders from the tourism (and mobility) sector incl. public and private actors</p> <p>There must be at least one person, who will be in charge of the communication with the Transdanube.Pearls network and should have good skills of written and spoken English.</p> <p style="text-align: right;"><i>TD.Pearl Team is in place, List of persons & responsibilities</i></p>			

² good/bad/extension/improvement appreciated

³ should be implemented/need more information/implementation doesn't make sense

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A.1.3	The Management organization of the Pearl signs the "TD common vision " and is determined to carry out any activity which helps to achieve the established goals.			
	<i>Signed the common vision elaborated in the project Transdanube</i>			
A.1.4	The Pearl has a Sustainable Regional Tourism & Mobility Plan (SRTMP) or a specific strategy to Sustainable Tourism & Mobility, which is in line with the common vision and with a concrete action plan.			
	<i>SRTMP is in place, any other existing strategies/plans in the field of tourism and mobility</i>			
A.1.5	A business plan for the Transdanube.Pearl is in place to implement the planned services (for soft mobility services, communication and sustainable products)			
	Business plan under development or to be developed in the Transdanube.Pearls project			

A.2 Tourism specific criteria				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
A.2.1. ⁴	Tourism must be of importance in the Pearl			
	<i>Minimum n° of overnight stays, beds, to be defined, different numbers village/city/ destination</i>			
and/or	<i>Tourism organization and/or travel agency and/or tourist information office (opening hours/trained employees) is in place (Statutes LTO/DMO; site inspection, tourist office)</i>			
A.2.2	The Pearl offers high quality public spaces free of private cars (with conventional propulsion), e.g. park areas, car free zones, recreation areas close to the center			
	<i>on-site inspection, local map; results of assessment tour</i>			
A.2.3	The Pearl has a regionally typical attractive scenery (city, village center; scenic highlights, Danube area, ...) and an attractive access to the Danube and its tributaries			
	<i>Touristic information, website; Images; on-site inspection; results of assessment tour</i>			
A.2.4	The Pearl offers cultural and/or natural tourism attractions (e.g. national parks, cultural heritage, historical places) – main touristic attractions (to be defined by the pearl) have to be accessible with sustainable means of transport (corresponding with A.3.3)			
	<i>List of attractions, tourism promotion material, Site inspection > results of assessment tour, SoA</i>			

⁴ Remark A 2.1: Proposal minimum requirement 200 beds/10.000 overnight stays per Pearl; apart from an existing tourism organisation, a travel agency which deals with soft-mobility and travel packages can be accepted too.

A.3 Criteria for mobility services				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
Mobility for arrival and departure				
A.3.1	Pearl can be reached without private car 7 days a week between 8:00 and 22:00. That means...			
either	The Pearl is located at a railway/bus//ship station with an international long-distance service			
	<i>This sustainable mobility services should be provided at least two times a day</i>			
	<i>Coordination between bus/train/ship works well (short changing times, high punctuality e.g.),</i>			
	<i>Possibilities for carrying bikes on trains/busses/ships available</i>			
	<i>Attractive railway/bus/ship stations (high comfort waiting areas with roofing, lightening, travel information, e.g.)</i>			
	<i>Baggage transport is ensured for arrival and departure (e.g. provided by a hotel)</i>			
	<i>Pick up services for tourists arriving with public transport (offered by hotels or coordinated, e.g. bus-shuttle) incl. bike carriage, barrier free vehicles</i>			
or	The Pearl offers a sustainable mobility service connecting the pearl with the next international hub. The service is adapted to arrival/departure times.			
	<i>Pick up services for tourists arriving with public transport (offered by hotels or coordinated e.g. bus-shuttle) incl. bike carriage, barrier free vehicles</i>			
	<i>Baggage transport is ensured for arrival and departure (e.g. provided by a hotel)</i>			
	<i>Using vehicles with alternative propulsion systems (E-cars, e.g.) at least they should comply with the latest state of the art (EU directives) regarding to exhaust gas values (EU stand. 6).</i>			

A.3.2	The Pearl is connected with other destinations/Pearls along the Danube by sustainable means of transport			
	<i>Frequent and comfortable connections to the next Pearls/destination/transport-hub</i>			
Mobility within the Pearl				
A.3.3	The Pearl offers sustainable mobility services to move within the region (to reach the defined main tourist attractions > see A.2.4) and particularly encourages walking and cycling (bike tracks, sidewalks, pedestrian zones)			
	<i>The pearl is connected to the regional public transport system and offers services which fulfil the requirements of tourists (incl. adequate services on weekends)</i>			
	<i>Shuttle services to reach touristic attractions, stations e.g. flexible transport systems (e.g. Call-a-bus-services, bike ferries, night-busses, hiking-busses)</i>			
	<i>(E-)Car-sharing</i>			
	<i>(E-)Bike rental</i>			
	<i>Rental services for other (E-)vehicles</i>			
	<i>Cycle route signalization (consistency, visibility, e.g.)</i>			
	<i>Bike service stations</i>			
	<i>Bike parking facilities (incl. lockers)</i>			
	<i>Attractive and safe footpaths/sidewalks (speed limits, traffic calming zones, safe crossings, traffic lights adjusted to pedestrians, e.g.), pedestrian zones</i>			
	<i>Pedestrian route signalization (consistency, visibility, e.g.)</i>			
	<i>Parking space management (limited parking spaces, parking fees, chargeable short-term parking spaces)</i>			
	<i>Limited accessibility with private cars</i>			
A.3.4	The pearl offers Danube linked mobility and infrastructure, such as: boats, floats, canoes, water taxi, ferry-boats, stand-up paddling and other possibilities for			

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	soft water sports, traditional boats like Zille and development of piers, beaches for swimming and chill out zones, public bonfire places, promenades <i>e.g.</i>			
	<i>list of tourist fun mobility facilities like boat rental, ...site inspection</i>			
Mobility information				
A.3.5	The Pearl has a high level of advisory capacity on mobility services of arrivals and departures, as well as mobility services in the region and in the municipality, which clearly distinguishes itself from other tourist destinations (e.g. educated staff, mobility center)			
	<ul style="list-style-type: none"> - <i>Tourist information offices, Mobility Centers, accommodations offer information for soft-mobility to/in the Pearls</i> - <i>Tourist info center or other similar organizational units ideally have working times from 10 a.m. to 6 p.m. on working days and Saturday, and from 10 a.m. to 1 p.m. on Sunday. Anyway, it has to be secured that tourists get information 7 days a week (e.g. by providing information where to get the necessary information)</i> - <i>there should be official website of the destination translated at least on one foreign language</i> - <i>there should be information about TDP on the homepage of official website and in the brochures</i> - <i>there should be a list of incoming tourist agencies or destination management companies that organize and promote tourist programs</i> - <i>employees in TIC should know at least one foreign language</i> 			
A.3.6	The Pearl informs tourists about available sustainable mobility offers and about the possibility of a car-free journey into the Pearl.			
	<i>Car free tourism is part of the marketing activities (website, leaflets, etc.); mobility center</i>			
A.3.7	The pearl offers information also for day visitors to sustainable means of transport			
	<i>website, leaflets</i>			
	<i>mobility center</i>			

A.4 Communication/Marketing (sustainable touristic stakeholders & products)				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
A.4.1	The concept of soft mobility is known by the main stakeholders of the Pearl			
	<i>Stakeholders are aware of the benefits resulting from the promotion of car-free tourism (main stakeholder: representatives of municipality, region, tourism sector, transport)</i>			
	<i>Tourism companies (hotels, museums, etc.) actively promote the concept of sustainable mobility in tourism</i>			
	<i>Information about workshops, interviews, fact sheets for stakeholder</i>			
A.4.2	Sustainable mobility package in tourism are available (integrates public transport, shuttles, bike rental etc.) and actively promoted			
	<i>minimum 1 package per Pearl</i>			
A.4.3	The Pearl offers at least one accommodations, which meet the established criteria for "Transdanube.Pearl hosts ⁵ " accommodations offering soft-mobility services (e.g. hotel shuttle, bike rental etc.) by trained staff	minimum		
	<i>TD.Pearls hosts have to fulfil some defined quality criteria (checked by TD.P Network), List of accommodations</i>			

⁵ TD.Pearls hosts have to fulfil some defined quality criteria (checked by TD.Network) or have recognized ecolabels (international, national or regional)
> see indicated list in attachment B2.7; List Certificates worldwide: <http://destinet.eu/who-who/market-solutions/certificates/fo1442810>;
1 TD.hosts per Pearl should be present at the end of the project (2019)

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A.4.6	The employees of the tourism organization and of the companies/hotels offering "Transdanube.Pearls" get a training once a year about the contents and vision of Transdanube.Pearls.			
	<i>training report, list of participants</i>			Training concept developed together with the employees

B. Transdanube.Pearls Additional criteria for services & sustainable mobility offers				
B.1	Mobility services for tourists			
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
B.1.1	The Pearl offers a mobility guarantee for those holidaymakers who travel by train/ship/bus/bike or are willing not to use their own car during the holidays to reach the most attractive natural and cultural sites at the Danube			5 important, needs infrastructure
	<i>Tourism/mobility cards offering public transport free of cost, reduced rental fees, etc.</i>			
	<i>Timetable public transport; Shuttle services Advice (trained employees)</i>			
B.1.2	Mobility must at least be offered by means of vehicles which comply with the latest state of the art (EU directives) with respect to exhaust gas values.			4 expensive
	<i>List of offered vehicles (cars, boats, cruise ships, ...) with high environmental standards (e.g. EU standard 6)</i>			
B.1.3	Particular attention is paid to the needs of mobility-impaired guests (e.g. through low-floor buses, entry and exit aids)			5 needs infrastructure
	<i>Barrier free access to mobility services A.3.2 & defined tourist attractions A.2.4</i>			

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B.2 Mobility of day visitors				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
B.2.1	The Pearl offers „special benefits“ ⁶ for those day visitors who arrive and depart by public transport			4
	<i>List of offers & distribution channels</i>			
B.2.2	The Pearl creates parking facilities for day visitors in suitable places, so that attractive parts of the municipality, such as the center, side valleys, etc. are not disturbed by motorized individual traffic.			4
	<i>Plan with parking facilities (signage)</i>			
B.3 Mobility of residents & tourists				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments
B.3.1	The Pearl supports and monitors that public relations work/communication is being undertaken towards residents & tourists to use public transport (train/boat/tram/bus).			4
	<i>List of offers/incentives (free shuttle service, mobility pass) and communication activities (distribution channels)</i>			
B.4 Special Danube mobility services to support “Danube experiences with sustainable transport”				
Nr.	Criteria & Indicators	Already existing	Not existing yet	Comments

⁶ Comment Special benefit/incentive: e.g. free shuttle service to train/ship station or free bike rental, mobility pass

B.4.1 new	The pearls offer special guided tours with soft mobility to experience natural, cultural highlights <i>Remark: Project LENA would provide curriculum for tour guides at the Danube</i>			3
	<i>List of touristic highlights</i>			
	<i>Information material (leaflets; website...)</i>			
B.4.2 new	The Pearl offers additional e-mobility services (e.g. e-cars, e-bikes, segways or other e-mobility vehicles) at special areas (bus/train/ship stations; hotels; center, ...) (vehicles are charged mainly with eco-electricity!)			5
	<i>list of offered e-vehicles in rental certificate source of electricity</i>			
B.4.3	A suitable and adequate infrastructure such as charging stations, etc. is offered for e-mobility (charged mainly with eco-electricity!)			5
	<i>list of e-charging stations</i>			
	<i>List of accessible attractions</i>			

10. Annex II

Further explanation to the criteria

A.1.3 The Pearl signs the "TD common vision" and is determined to carry out any activity which helps to achieve the established goals.

SUSTAINABLE MOBILITY IN TOURISM – A VISION FOR THE DANUBE REGION


MISSION

Sustainable tourism needs sustainable access and mobility: zero emissions, healthy and environmentally friendly, energy efficient and carbon neutral, comfortable and flexible from home door to hotel door.

We, the undersigned partners of the TRANSDANUBE Project and stakeholders – authorities, tourism and transport businesses and umbrella bodies, destination management and regional development organisations, NGOs and academia –, declare our commitment to sustainable mobility development in tourism within the Danube Region.

The Danube is one of the most important inland waterways in Europe. It is a river of highly international character and the Danube region is a flourishing sensitive hub of various cultures, vulnerable ecosystems and different economic and regional development. We aim to take advantage of the opportunity offered by the European Strategy for the Danube Region (EUSDR) and hope to develop a European model region for sustainable mobility, both for the inhabitants and for guest and tourists in the Danube region. By actively working together in partnerships to develop and practically implement measures and projects for environmentally friendly, healthy sustainable transport and mobility along the Danube, we will contribute to the UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP) and its regional priority goals.

We wish to explore every possibility to raise people's awareness of, and increase their motivation to, use environmentally friendly ways of travelling (by train, bus, boat, by bicycle or on foot). We encourage cooperation between different stakeholders and contribute, with our resources and competences, to the development, implementation and marketing of sustainable mobility solutions – both for people getting to the Danube and for getting around within the region – as part of high-quality sustainable tourism and leisure offers.



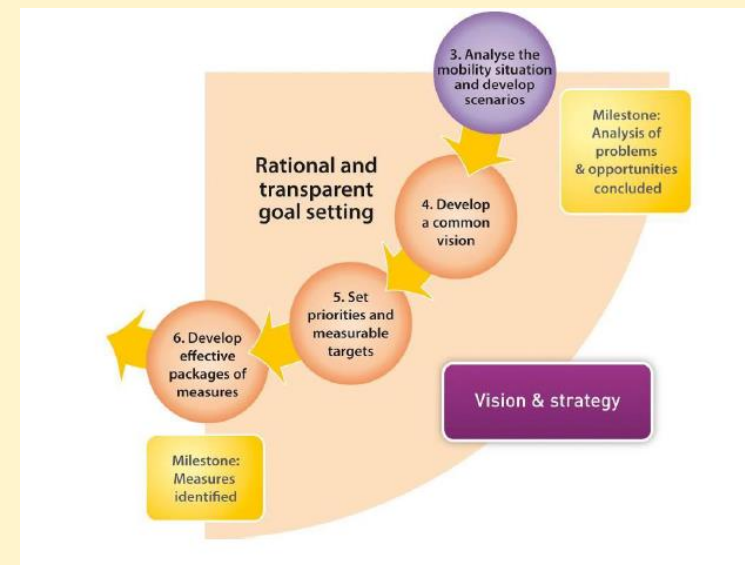
Every Partner already signed the Transdanube "Common Vision". Every pearl who wants to become a member must also sign this vision!

A.1.4 The Pearl has a Sustainable Regional Tourism & Mobility Plan (SRTMP) or a specific strategy to Sustainable Tourism & Mobility, which is in line with the common vision and with a concrete action plan.

SRTMP Process – Action Fields



<http://eu-advance.eu/>



All partners have to develop a SRTMP – Sustainable Regional Tourism & Mobility Plan which includes SWOT – strategy and concrete actions.

Common Standards - Transdanube.Pearls

A.2.4/B 4.2 The Pearl offers cultural and/or natural tourism attractions. It offers for example:

Culture:

- Museums, art galleries
- Cultural events
- Sculptures
- Performances
- Concerts
-

Natural or man-made attractions:

- National park, Biosphere reserves
- Adventure parks to discover nature
- Cycle routes
- Hiking paths
- Wine tastings
-

A.3.1 The Pearls offers accessibility with sustainable means of transport to the Pearl (Train, Bus, Ship). Transport from train/bus/ship station to the center/accommodation main tourist attractions is available



Fig. 7: Overview of connections to the Danube region, Source: own map

Remark: could also be a international hub near the Pearl (e.g. international train/bus/ship hub Linz to reach the Pearl Grein or other villages of the Danube area Upper Austrian, see also SoA-Analysis Transdanube > Definition of hubs along the Danube

Common Standards - Transdanube.Pearls

A.3.1 The Pearls offers accessibility with sustainable means of transport to the Pearl (Train, Bus, Ship). Transport from train/bus/ship station to the center/accommodation/main tourist attractions is available

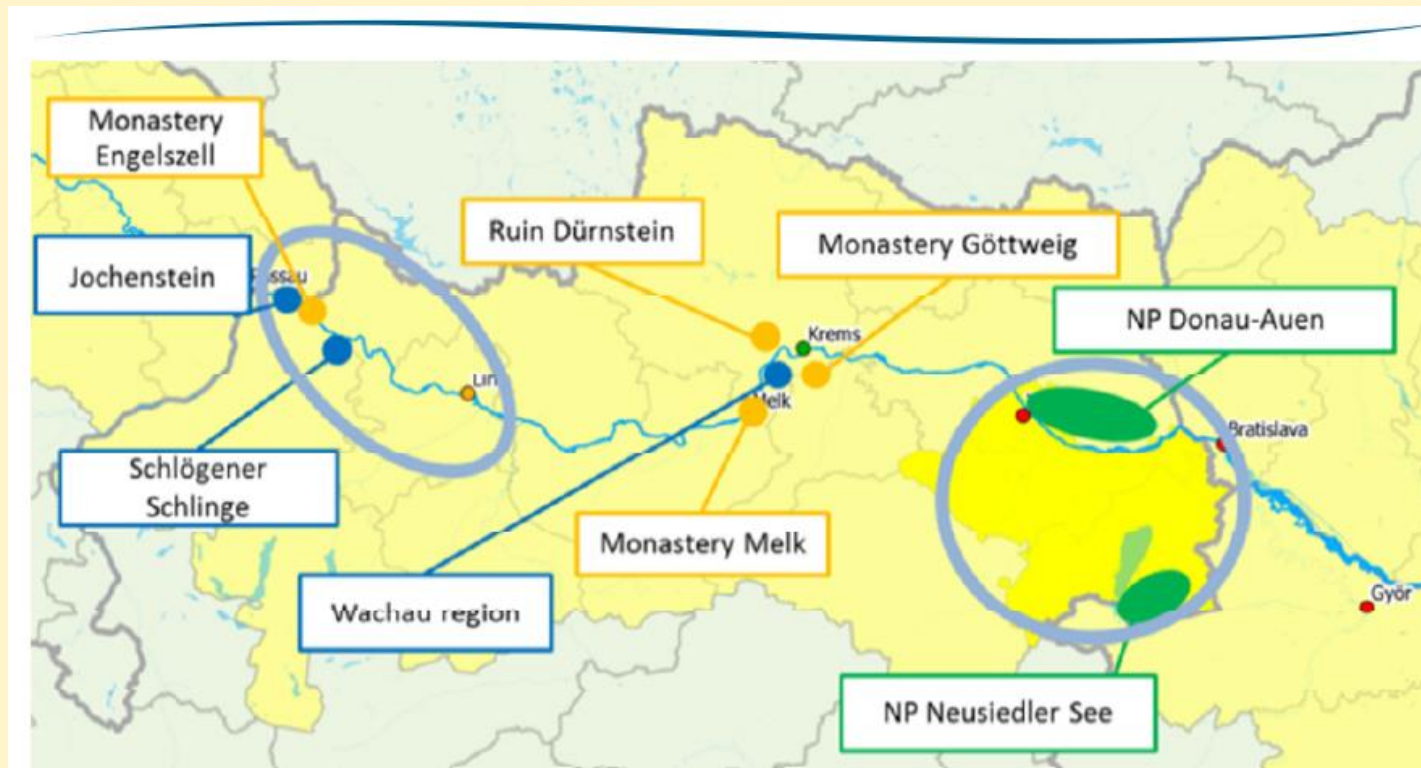


Figure: Danube hubs and attractions in Austria

A.3.5 The Pearl informs about mobility offers on-site through:

- written information material,
- information in all communication media (brochures, website, etc.) of the tourism organization,
- general information when responding to guest requests and bookings by the tourism organization and the accommodation companies that offer the product "Transdanube.Pearls".
- The Pearl informs about mobility offers on-site through:

The Pearl informs about the possibility of a car-free journey into & between the Pearl through

- written information material,
- information in all communication media (brochures, websites, etc.) of the tourism organization,
- general advice when answering guest requests and bookings by the tourism organization and the accommodation companies that offer the product " Transdanube.Pearls "
- on the website, in advertising and information folders of the tourism organization: arrival by rail, bus and ship is ranked first, before arrival with car.
- The map displayed in all advertising material to inform guests about journey logistics shows railway and bus lines as well as the connection to passenger boats (harbours), at least equivalent with regards to the road network.

Common Standards - Transdanube.Pearls

A.4.2 Sustainable Packages including soft-mobility services

In the project TransDanube, guidelines for sustainable packaging were prepared.

The partners developed almost 30 packages, which shall be used in the Transdanube.Pearls project.

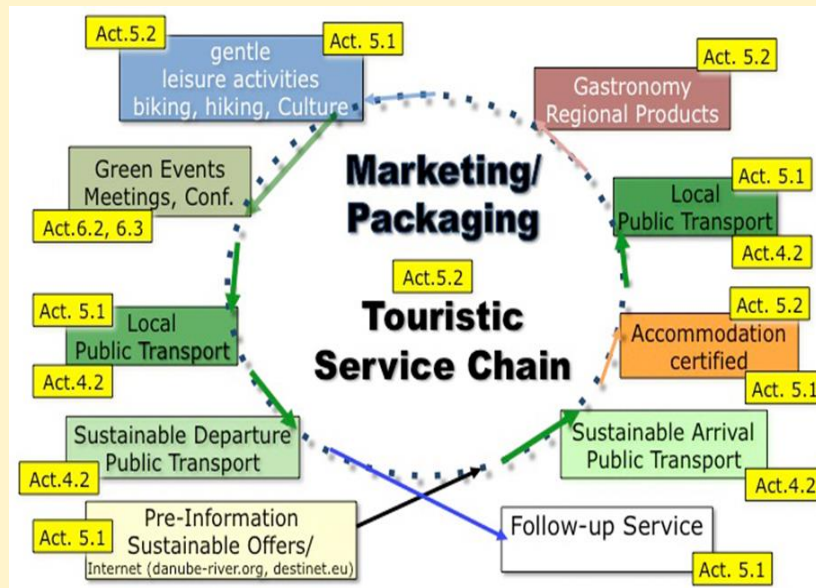



Figure: Soft- mobility packaging ÖAR Regionalberatung

Location:	Municipalities: Belogradchik/Makresh/Kula
Picture(s):	
Price:	from 90 €
Short teaser	The municipalities of Belogradchik, Makresh and Kula offer you many natural archeological tourist sites. Discover this rich cultural and historical heritage which this region offers you.
Services included (entry fees, accommodation, arrival, local mobility, etc.):	<p><u>Accommodation:</u></p> <p>You can select from the following categories of accommodation places in city Belogradchik /with breakfast, with half-board or without catering/:</p> <ul style="list-style-type: none"> 4* - Hotel complex "Skalite" 2* - Guest houses "Artes", "Geto" and "Zora", "Viko Hostel", Hotel "Dalia" <p>Many accommodation places of lower category available.</p> <p><u>Arrival by train:</u> your arrival station is Oreshets /11 km away from city Belogradchik/. Taxi: station - hotel - station on prior request /10 € per trip, 17 € return journey, per car/.</p> <p><u>Arrival by bus:</u> arrival bus station Belogradchik. Taxi: bus station - hotel - bus station on request /1,5 € per car/.</p> <p><u>Soft mobility offers during your vacation:</u></p> <ul style="list-style-type: none"> - Public local transport to the main tourist sites - Ecopaths, bicycle routes, mountabike routes /own bicycle or bicycle under rent

A.4.3 The Pearl offers accommodation, which meet the established criteria for "TransDanube.Pearls hosts".

List of recommended services:

- **signed agreement with TransDanube.Pearls-Network**
- offers information on soft-mobility (arrival-departure, on site) on website, social media, print material
- trained employees
- shuttle train/ship station
- bike rental
- offer soft-mobile packages (optional)
- **green certificates are welcome (EU-Ecolabel, GreenGlobe, TourCert, Travelife; national or regional ecolabels, ...)**

Example Alpine Pearls HOSTS

Many Alpine Pearls Hosts integrated the sustainable tourism philosophy in their core business. They trained their staff accordingly, organize shuttles to and from the train station in order to offer their guests a car-free holiday. They offer soft-mobility packages, and many of them also got certified as "green accommodations". All those measures are communicated via their own website, the Alpine Pearls website (see picture above), information material, press releases, social media, and any other marketing and information channels.



Recommendation: Destinations along the Danube which couldn't provide already existing ecolabels for hotels, could use a running programme "**TourCertDanube**":

- <http://www.tourcert.org/en/tourcert-projects/tourcert-danube.html>



List Certificates worldwide: <http://destinet.eu/who-who/market-solutions/certificates/fol442810>

A.4.5 The Pearl has a high level of advisory capacity on mobility services of arrivals and departures, as well as mobility services in the region and in the municipality, which clearly distinguishes itself from other tourist destinations (e.g. educated staff, mobility center)

Common Standards - Transdanube.Pearls

One main objective is to communicate the sustainable mobility services to residents and tourists. The trained staff of mobility centers could play an important role. Some destinations in Austria already have such mobility centers in place:

Mobility Center Bischofshofen

This mobility center was planned and implemented during the Austrian pilot project for Soft-Mobility in Tourism destination. It is still the only one which is mostly dedicated to tourism and provides a full range of services: ticketing, managing regional mobility, advice for residents&tourists.



http://www.mobilito.at/sanfte_mobilitaet.htm

Mobility Center Burgenland



Tasks of the Mobility-Centre Burgenland

- ✉ Information-Centre for Public Transport
- ✉ Tourisminformation
- ✉ Mobilitymanagement activities (schools,)
- ✉ Projectmanagement for EU-funded Mobility-projects (cross-border & transnational)
- ✉ Works in very close cooperation with the departments of transport and spartial planning in the Regional Government of Burgenland

<http://www.b-mobil.info/en/home>

B.1.1 The municipality offers a mobility guarantee for those holidaymakers who travel by train or bus or are willing not to use their own car during the holidays. This mobility guarantee must be provided so that guests can

- get from the station or bus station to the accommodation facility; return to the station or bus stop for departure > secure **“last mile”**
- take part in excursions and reach other important destinations such as restaurants, shopping facilities, pharmacies, events, infrastructure (e.g. mountain railways, swimming pool, bicycle rental, starting points of hikes).

The mobility offer can be covered

- by bus or train or ship/boat
- shuttle service
- a local bus system,
- a dial-a-bus system,
- horse and carriages or
- funicular – lift facility, gondolas

Common Standards - Transdanube.Pearls

B.4.1. It is only allowed to offer environmentally friendly fun-mobility.

To the fun mobility in the sense of these criteria belong

- Hiking
- Walking
- Nordic Walking
- Mountaineering
- Climbing
- Cycling
- Mountain biking
- Swimming
- Boating
- Rowing and other non-motorized water sports, water sports without combustion engine
- Horse riding
- Horse and carriages
- Paragliding
- Snow shoe hiking
- Tobogganing
- Rail adventures
- Electro mobility vehicles
-

Examples Soft-Mobility Strategy Alpine Pearls

The Alpine Pearls network is for more than 10 years already *the name for first-class quality* when it comes to environmentally friendly mobility in the Alps. Twenty-four Alpine Pearls form a unique network of villages and destinations offering green mobility for holidays in six Alpine countries. They offer special car-free adventures perfectly fitted for the guests needs while at the same time **guaranteeing full mobility** at the holiday destination. This mobility starts on the train and/or bus trip to the Pearl.



Figure: Alpine Pearls. Soft- mobility services in tourist destination

Common Standards - Transdanube.Pearls

At each Pearl, numerous shuttle services, hikers' and ski buses, taxicab services, e-cars, bicycles and e-bikes make sure that guests get around easily, yet without adversely affecting the environment.

To complete this emphasis on environmentally friendly mobility, the Pearls offer Guest & Mobility Cards, which often allow free access to local public transportation.

Werfenweng, one of the Forerunners within Alpine Pearls, offers numerous services included in the "Vorteils-Pass SANfte MOBilität" for tourists and residents.



Figure: SaMo-Pass Werfenweng