




## **Transdanube.Pearls - Network for Sustainable Mobility along the Danube**

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

# **SUSTAINABLE REGIONAL TOURISM MOBILITY PLAN FOR POMURJE REGION**

**(Regionalni načrt trajnostne mobilnosti  
v turizmu za Pomurje)**

	<p><b>WP 4 / WP T2</b></p> <p><b>Activity 4.2 Elaboration of Sustainable Regional Tourism Mobility Plan</b></p> <p><b>(Output 4.2 Sustainable regional Tourism Mobility Plan for Pomurje Region</b></p> <p><b>Author:</b></p> <p><b>PP8 Razvojnna agencija Sinergija</b></p> <p><b>May 2018</b></p>
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## CONTACTS

Coordinator of the SRTMP preparation:

PP8 RASIN

Organization: PP8 RASIN

Responsible person: Stanislav Sraka, direktor

[stanislav@ra-sinergija.si](mailto:stanislav@ra-sinergija.si)

Project manager: Jožica toplak

[jozica@ra-sinergija.si](mailto:jozica@ra-sinergija.si)

Website: [www.ra-sinergija.si](http://www.ra-sinergija.si)

Logo of PP:



For more information on the Trandanube.Pearls project and the project activities and results, please see the following link:

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



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## 1. LIST OF ACRONYMS

BAU Business-As-Usual

CBA Cost Benefit Analysis

CEF Connecting European Facility

CF Cohesion Fund

CNG Compressed Natural Gas

DG ENER European Commission Directorate-General for Energy

DG ENV European Commission Directorate-General for Environment

DG MOVE European Commission Directorate-General for Mobility and Transport

EIB European Investment Bank

ERDF European Regional Development Fund

EU European Union

EUR Euro

EUROSTAT Statistical Office of the European Union

FP5-6-7 Framework Programme 5th-6th 7th

GDP Gross Domestic Product

IA Impact Assessment

IEE Intelligent Energy Europe

ITS Intelligent Transport Systems



OECD Organisation for Economic Cooperation and Development

R&D Research & Development

SMEs Small and Medium-sized Enterprises

SRTMP Sustainable Regional Tourism and Mobility Plan

SUMP Sustainable Urban Mobility Plan

TEN-T Trans-European Networks – Transport



## 2. EXECUTIVE SUMMARY

The Pomurje region could be, in a transport and tourist sense, an advanced and secure municipality, an example to other regions in the country and Europe. Through the implementation of the Sustainable Regional Tourism and Mobility Plan (SRTMP), Pomurje will develop a comprehensive and smart network of various forms of transport, which will balance the offer and additionally enable the development of tourist potential. This way we will develop a transport system that will no longer restrict or make our movements more difficult, but will offer us all new opportunities for access, travel, socializing, business, staying and growing. The region will thus establish a more vital hierarchy of users of the transport system - instead of car drivers, tourists, children, mothers, persons with reduced mobility, pedestrians and cyclists will be given priority. By using SRTMP, regional planning authorities will be able to overcome gaps and improve quality especially on the last mile getting to the destinations and within the destinations, as well as to improve intermodal travel chains which will increase the quality and resilience of the transport system in their region. The research showed that currently the sustainable mobility plans are developed mainly for urban purposes and encompass a city or a neighbourhood of a city.

The region will offer comfortable and reliable transport options - attractive public passenger transport, an extensive network of safe cycling routes and good conditions walking. It will support the introduction of new technologies and create the conditions for the use of alternative-powered vehicles. Without cars, of course, it will not work, but the region will make sure that those who drive them do it more rationally.

Spatial and traffic planning will actively influence the development of travel habits. With SRTMP we will move away from satisfying appetites for greater traffic flows and move to fostering sustainable mobility, which forms an orderly, accessible and safe space.



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 functionin. For developing a SRTMP there are four main steps: 1. PREPARATION PHASE; 2. CREATE COMMON GROUND AND VISION; 3. ELABORATING THE SRTMP BY USING THE OUTCOMES; 4. ADOPTION AND IMPLEMENTATION OF SRTMP.





### 3. 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 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.

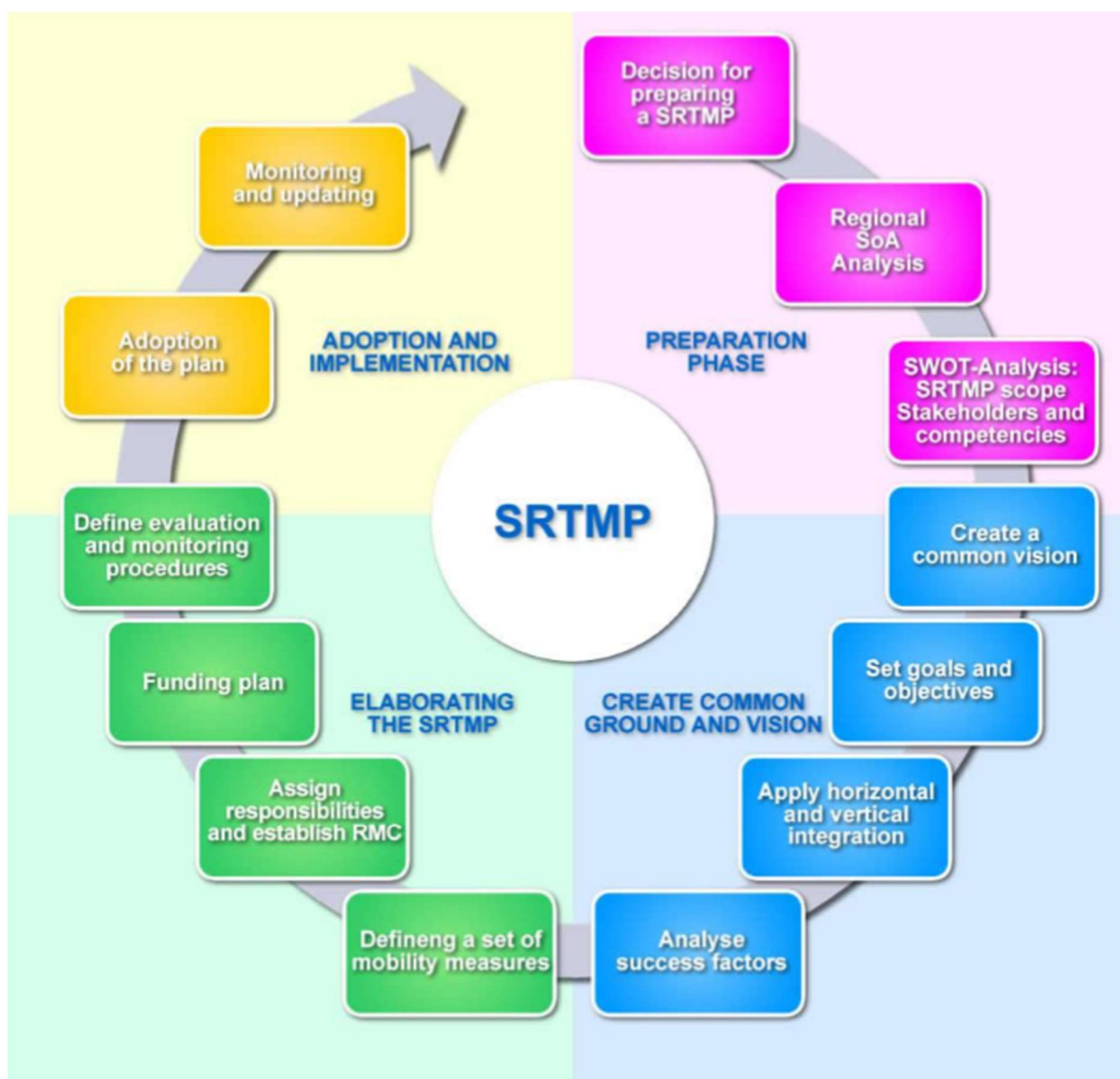


Figure 1 SRTMP-circle<sup>1</sup>

<sup>1</sup> GUIDELINES FOR SRTMP DEVELOPMENT. Available online at <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



## 4. TIME HORIZON

The document deals with several time horizons of transport development. In its starting-points, it sets a long-term vision for the development of transport by 2030. The goals and target values of the strategy are defined in the medium term, mostly by 2025, as the long-term horizon is difficult to predict with numerically defined targets. A more detailed action plan has a 7-year range with the period until the end of 2025. After seven years, a revision or refreshment of the strategy is foreseen. More frequent are monitoring and evaluation activities of mobility indicators, which are part of regular progress reports (every year or every 2 years).



## 5. AREAS OF TREATMENT

The document focuses on the space and traffic system of the entire Pomurje region, with an emphasis on biggest settlements and the most visited tourist spots, where most traffic flows are concentrated, and the need for action is greatest. Regional traffic flows do not ignore the strategy, but puts forward the strategic goals of region, which adapts the travel patterns of citizens, daily migrants and visitors to the Pomurje region.



## 6. ELABORATION OF SUSTAINABLE REGIONAL TOURISM PLAN FOR POMURJE (SRTMP)

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

The aim of this SWOT-analysis is to evaluate the strength, weaknesses, opportunities and threats for the development of a suggested flexible transport solution in Pomurje region.

### 6.1. DEFINING THE SCOPE OF THE SRTMP

Pomurje region is according to the size a seventh statistical region of Slovenia. It comprises 6.6% of the total area of Slovenia and 5.8% of slovenian population. Pomurje region is situated in the extreme northeast of the country and borders on three countries: in the north of Austria, to Hungary on the east and to Croatia on the south. Tourism plays an important role in the project area.

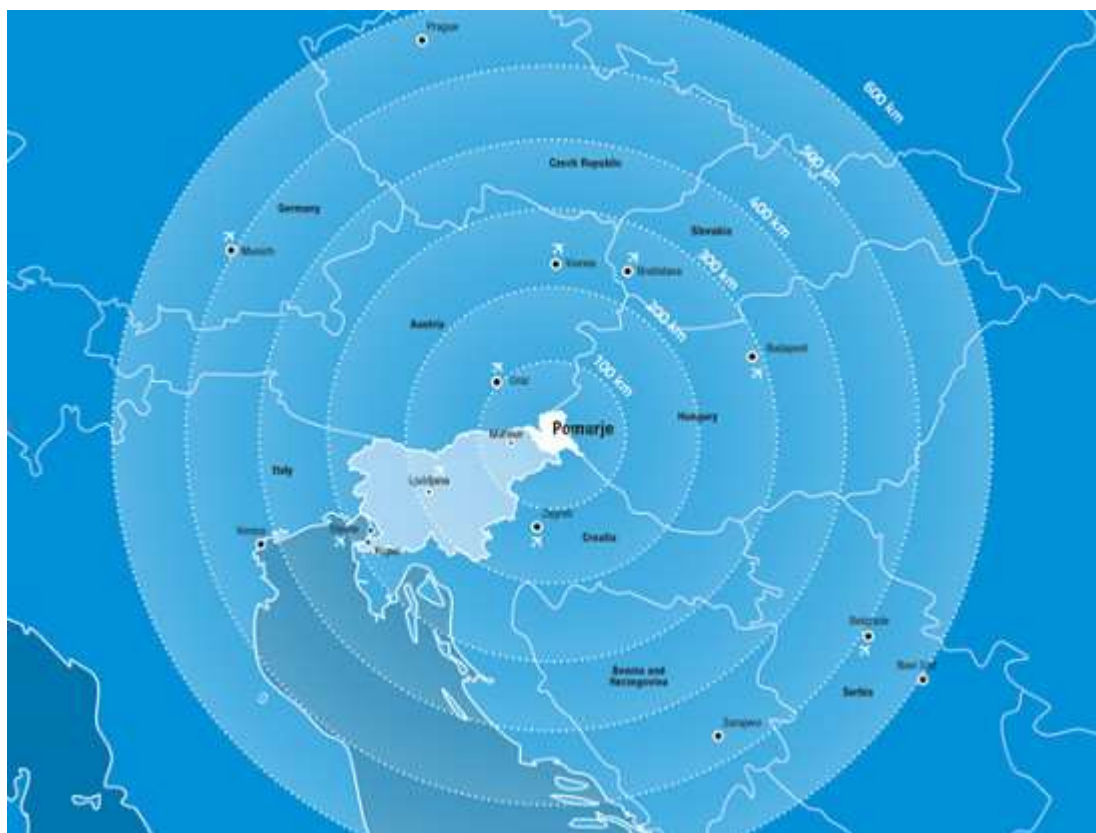


Figure 2 Location of Pomurje region<sup>22</sup>

The region is administratively divided into twenty-seven municipalities which are closely connected and cooperate within the five geographical, historical, geographical and administrative rounded areas. The Pomurje region and its natural advantages offer the most favourable conditions for sustainable development and progress. The diverse landscape and unique locale have shaped the Pomurje environment, offering great opportunities for thermal, wellness and spa tourism. The tradition of exploiting the precious and refreshing mineral water reaches more than 150 years back in history. Even the geographical position of Pomurje witness the fascinating crossroads of three

<sup>22</sup> Source: [http://www.pgz.si/si/o\\_nas/o\\_pomurju](http://www.pgz.si/si/o_nas/o_pomurju)



nations, three cultures, since the Pomurje region is bordering to Austria, Hungary and Croatia. Interplay between different cultures is reflected the daily lifestyle and character of the local inhabitants. Perhaps the region of Pomurje is poor, considering the percentage of unemployment and average wages compared with other regions in Slovenia, but on other side, Pomurje is incredibly rich with tradition and cultural heritage. No other region in Slovenia, can not be matched with Pomurje by the diversity of dialects, cuisine, habits, regions and culture. The dynamic landscape of Pomurje, with many natural beauties, is ideal for a biking or hiking holidays. In each region of Slovenia, including Pomurje, you are sure to find suitable trails for you, your friends, and your family, almost all year round.<sup>3</sup>

The road infrastructure connecting in Pomurje region are quite good but public transport connections between tourist areas and towns are not well developed. Most of the small picturesque villages with high anthropologic value are totally deprived of transport connections with bigger cities and spa area. Thus, tourists and local population rely mainly on their private cars. The intense traffic causes a lot of pollution, noise, congestions and accidents. Today most of the hotels and other resort facilities only offer taxi services to their customers.

## 6.2. TRANSPORT

Pomurje Region is located on the fifth European transport corridor, connecting Barcelona and Kiev, on the railway connection between Slovenia and Hungary, as well as motorway connection Lendava-Ljubljana-Koper.

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<sup>3</sup> <http://hiking-biking-slovenia.com/biking/>





The Pomurje region has a favorable transport position, as it lies on the Pan-European road and rail corridor. At national level, it has 70 km of motorways with two main roads II. line and one main railway line. 28 are categorized regional roads (four I orders, sixth order, seventeenth order III) and two regional railways. The total length of other roads in Pomurje is 3,120 km. With the help of the EU funds, a high-speed road with a total length of 70 km was built and the modernization of the Pragersko-Hodoš railway line, which contributed to the elimination of the heavily burdensome effects of the rapidly growing heavy transit traffic to residential and working environments in settlements.<sup>4</sup>

In 2003, with the support of the Ministry of Transport of the Republic of Slovenia, a consortium was established for the construction of the Lendava-Rédics railway line, which would establish the former railway the connection between Slovenia and Hungary.

The Pomurje Region has the following traffic connections:

- European level: V. European road and rail corridor;
- national level: 1 highway, 1 main road of the 1st order, 2 main road II. order; 1 main railway line;
- Regional level: 27 regional roads (4th rank, 6th order, 17th rank III); 2 regional railways.

Near Murska Sobota is also a sports airport that could be used for international tourist and sporting purposes. In terms of rail passenger transport, the most important railway

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<sup>4</sup> [http://www.rcms.si/sites/default/files/datoteke/staticne/RRP%202014-2020\\_1.0\\_maj%2015%20FINAL.pdf](http://www.rcms.si/sites/default/files/datoteke/staticne/RRP%202014-2020_1.0_maj%2015%20FINAL.pdf)



station in Murska Sobota (260,000 passengers in 2007) and Ljutomer (40,000 passengers in 2007).

The most important need when planning is the political commitment for developing and implementation after the approval. The special focus goes to mobility experts employed at the institution which is the most important person to boost the implementation. Therefore the need is increase knowledge and improved capabilities of the people responsible for mobility field at the municipality.

The workplace mobility plan should be amendment at least every 4-5 years as it is the same recommendation for SUMP. 5 years is the period which can reflect any potential revision and updates. The institution is very dynamic entity and the changes are always happening. The new trends are coming and priorities as well.<sup>5</sup>

Mobility Plan may be particularly suitable for large traffic generators - office buildings, sports facilities, hospitals, schools, shopping centers, etc. However, this list does not exclude any other possible institutions which might face with the mobility issues. In Slovenia 11 city municipalities could be potential user of the plans. These are the biggest municipality administrative institution in Slovenia, although they are still less numbered than in any other city hall across the EU countries.<sup>6</sup>

In Slovenia, especially not in Pomurje region where we are located, there are no trends for mobility planning, although we are facing with the lower air quality, suburbanization process, car accidents, etc. Still there are some possibilities for small changes made step by step. Murska Sobota as a key referential institution could influence on many

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<sup>5</sup> Project MOVECIT, Interreg Central Europe, Deliverable T1.2.1 – TRANSNATIONAL SUMMARY REPORT ON MOBILITY INCENTIVES AND INNOVATIVE MOBILITY CONCEPTS IN CE REGIONS

<sup>6</sup> Source: Ljutomer, personal information of municipality's representative responsible for mobility Mitja Kolbl, Katja Karba the interviewer (22. 11 2016).



other organization and companies in Pomurje region such as: regional hospital; profit companies: ROTO, GMT, ARCONT, REFLEX, CARTHAGO, PANVITA, POMGRAD, WOLFORD, FARMTECH.

There is also opportunities by promoting the partnership between cities and rural areas within functional areas and innovative sustainable mobility projects to reduce the level of pollution in urban centers. Even small organizations and companies can reduce costs and improve productivity by shifting to more sustainable transport options.

In Slovenia and also in Pomurje region we are facing the problem, that no legal obligation of the mobility planning process when planning for sustainable mobility. There is no legal definition of SUMP though. We follow the European guidelines. When doing so, we are faced with the irrational use of land, loss of quality agricultural land and land critical to the protection of natural values and natural resources, high costs for infrastructure and utilities, moving core urban activity in the suburbs, environmental pollution and the loss of regional identity. The Government of the Republic shall establish appropriate legal and financial basis for the development of sustainable mobility planning. The problem is presented because at the local level has not yet been adopted provisions that would contribute to better planning of urban transport. The Government of the Republic of Slovenia for the time being has not been responsive so far.

Another point of view is the insufficient integration of the sustainable mobility planning in the all relevant political initiatives and defining the key indicators for sustainable mobility planning by government, the state should also establish the state base with the cities' data. There are the lack of the financial initiatives and lack of knowledge among the representatives responsible for sustainable mobility planning. The general



public is not enough involved into the planning process and there is a lack of different methods how to work with them and recruit and activate them.<sup>78</sup>

The most problematic point of view is a lack of adjusted methodologies which could take into consideration different sizes of the cities. In Slovenia, there are typical small city sizes and only two cities are having more than 100.000 inhabitants.

The second most problematic issues are lack of knowledge of staff working at the different intuitions. They are not aware of the sustainable mobility, even of unconventional traffic planning. Mostly only one person is working and taking care for traffic and mobility matters at the municipality administration. They are too occupied with the general daily work (street reparation work, maintenance work, etc.) and are not able to be responsible for sustainable mobility beside they regular work.

<b>Strengths</b>	<b>Weaknesses</b>
Pomurje - an internationally recognized region. Favorable geo-strategic position. A highly skilled workforce. Accumulated knowledge in specific industries (metalworking, electrical, food processing industry). High TNI level.	Poor conditions for pedestrians and cycling Damaged asphalt surfaces (impact pit, too narrow road surface, not maintained sidewalks ...). Reduction in quality of life due to road traffic

<sup>7</sup>Project MOVECIT, Interreg Central Europe, Deliverable T1.2.1 – TRANSNATIONAL SUMMARY REPORT ON MOBILITY INCENTIVES AND INNOVATIVE MOBILITY CONCEPTS IN CE REGIONS

<sup>8</sup> Dr. Aljaž Plevnik, Dr. Matej Gabrovec, Dr. Werner Gobiet, Dr. Marjan Lep, Trajnostno urejanje prometa na lokalni ravni, Ljubljana, 2008.



<p>Built highway.</p> <p>Energy locations with available resources and infrastructure.</p> <p>An increasing share of companies using eGovernment services.</p> <p>Sustainable planning of urban centers.</p> <p>Developed supportive environment for entrepreneurship.</p>	<p>Shortfall in supply of public passenger transport.</p> <p>Unhealthy travel habits.</p> <p>A high degree of motorisation of the population.</p> <p>lack of planning in rural areas.</p> <p>Unattractive passenger rail transport.</p>
<p><b>Opportunities</b></p>	<p><b>Threats</b></p>
<p>Increased awareness of the population about the importance of the movement.</p> <p>Reduced transport costs.</p> <p>Increased productivity.</p> <p>Reduced need for parking facilities.</p> <p>Reduced absenteeism.</p> <p>Demonstration of corporate social responsibility.</p> <p>Environmental Accreditation.</p> <p>Use of EU funds.</p> <p>Meeting planning obligations.</p>	<p>Unused potential of mobility management in planning and design, there is no legal bases.</p> <p>Neglect accessibility in practice planning and architectural design.</p> <p>Strategic planning provides sustainable solutions that are lost with detailed planning.</p> <p>Unawareness of the importance of access by public transport to major traffic generators.</p> <p>A large proportion of public investment in the provision of parking facilities.</p> <p>Loss of awareness of the impact of the parking supply on the traffic situation in the cities.</p>



	<p>Type of foreign manuals for making mobility plan, which are not adapted to our conditions.</p> <p>Legislation does not provide such plans.</p> <p>Small businesses' motivation to participate.</p> <p>Not ready for real change in Slovenia.</p>
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### 6.3. TOURISM

With the Strategy for sustainable growth of Slovenian tourism 2017-2021, the Pomurska region is part of the macroregion Panonia Slovenia. Motiv Pannonian Slovenia is »Recover, indulge, recharge«.

The Pomurje region and its natural advantages offer the most favourable conditions for sustainable development and progress. The diverse landscape and unique locale have shaped the Pomurje environment, offering great opportunities for thermal, wellness and spa tourism. The tradition of exploiting the precious and refreshing mineral water reaches more than 150 years back in history. Pomurje is a meeting point of diverse cultures and religions (Catholic and Protestant Church) and ethnic groups, because of Roma and Hungarian minorities. The climate is predominantly continental-pannonian, partial effects of the Mediterranean climate are present. The region has three natural protected areas: Nature Park Goričko Nature park Ljutomerski ribnik - Jeruzalem and Nature Park Negova.



Even the geographical position of Pomurje witness the fascinating crossroads of three nations, three cultures, since the Pomurje region is bordering to Austria, Hungary and Croatia. Interplay between different cultures is reflected the daily lifestyle and character of the local inhabitants. Perhaps the region of Pomurje is poor, considering the percentage of unemployment and average wages compared with other regions in Slovenia, but on other side, Pomurje is incredibly rich with tradition and cultural heritage. No other region in Slovenia, can not be matched with Pomurje by the diversity of dialects, cuisine, habits, regions and culture. The dynamic landscape of Pomurje, with many natural beauties, is ideal for a biking or hiking holidays. In each region of Slovenia, including Pomurje, you are sure to find suitable trails for you, your friends, and your family, almost all year round.<sup>9</sup>

Tourism is very important in Pomurje and has many multiplier effects. The health resort tourism is the most developed and successful in the countryside. In the last decade there is development in tourism mainly based on construction tourist infrastructure in the spa or thermal complexes, which in turn became part of the business group Sava Hotels & Resorts (Terme 3000 Moravske Toplice, Terme Lendava, Zdravilišče Radenci, Terme Banovci), which was joined by Terme Vivat and Bioterme Mala Nedelja. In addition to many hotels, Pomurje offers apartment accommodation facilities and also in campsites, on tourist farms and at private rooms.

A number of tourist programs, cycling and tourism programs are being developed thematic paths, so the excursion is becoming more and more important in tourism. There is a negative trend in employment in the region and of the generated

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<sup>9</sup> <http://hiking-biking-slovenia.com/biking/>



sales revenue. The consequence are the takeover of some key domestic tourists companies by site owner outside the region. Tourism has still faced with the past unsatisfactory management and marketing of the region as tourist destinations, as well as a low level of marketing tourist offer, cultural and natural utilization heritage, lack of information exchange and market co-operation between tourism providers in the region. There was also no significant development on in the field of micro and small tourist (family) entrepreneurship with the offer of specialized (certificates quality and trademark), innovative, high-quality tourism products and services that would to create higher value added sales them.



Slika 1 Turistics Macro Regions in Slovenia<sup>10</sup>

<sup>10</sup> [http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/STRATEGIJA-Usklajevalne\\_delavnice\\_izvlecek.pdf](http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/STRATEGIJA-Usklajevalne_delavnice_izvlecek.pdf)





With the Strategy for sustainable growth of Slovenian tourism 2017-2021, the Pomurska region is part of the macroregion Panonia Slovenia. Motiv Pannonian Slovenia is »Recover, indulge, recharge«

The common characteristics of the macro-region are:

**HEALTH & GOOD FAILURE** (a year-round product focusing on health, prevention, relaxation and water experiences for visitors of all ages)

**CULINARY** (traditional cuisine, based on local production and recipes, by they are supported by quality wines and wine suppliers)

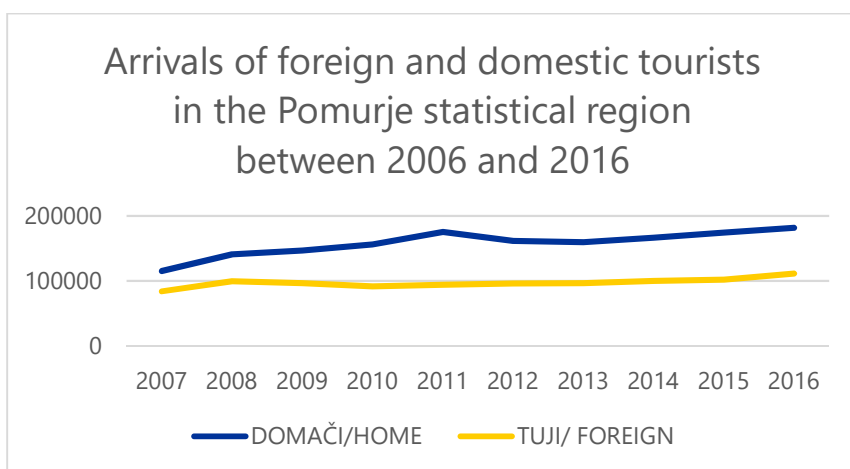
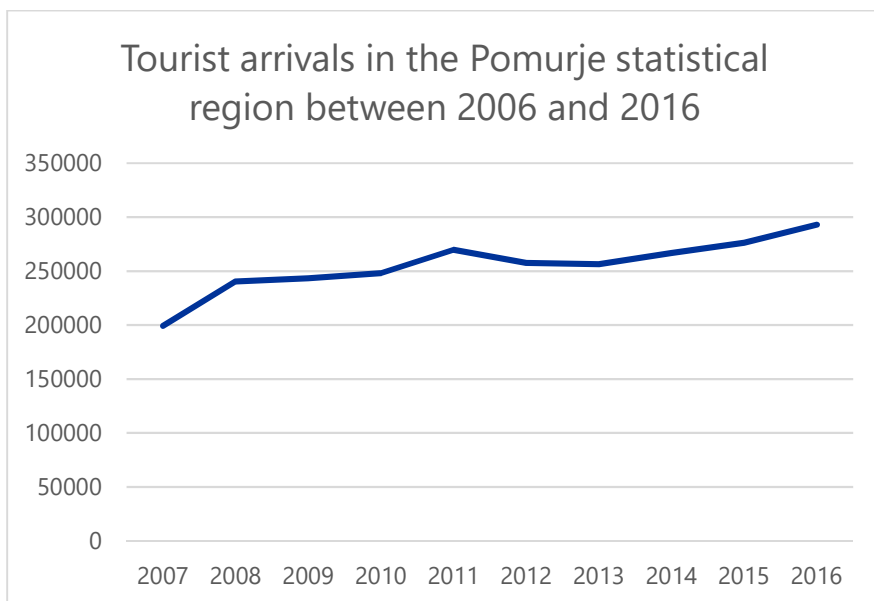
**TOURISM IN THE COUNTRY** (year-round tourism, based on the offer of tourist farms, small providers and vineyards, and authentic experiences of the countryside).

With a growth rate more than 20% of arrivals in the years 2008 to 2016, the importance of tourism as a key component for regional economic development has been increasing in Pomurje. In 2016, Pomurje region 293,050 tourist arrivals (exceeding the 2015 figure by 6.0%) and 966,884 overnight stays (5 % up on 2015).<sup>11</sup>

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<sup>11</sup>

[http://pxweb.stat.si/pxweb/Database/Ekonomsko/21\\_gostinstvo\\_turizem/01\\_21644\\_nastanitev\\_mesecno/01\\_21644\\_nastanitev\\_mesecno.asp](http://pxweb.stat.si/pxweb/Database/Ekonomsko/21_gostinstvo_turizem/01_21644_nastanitev_mesecno/01_21644_nastanitev_mesecno.asp)

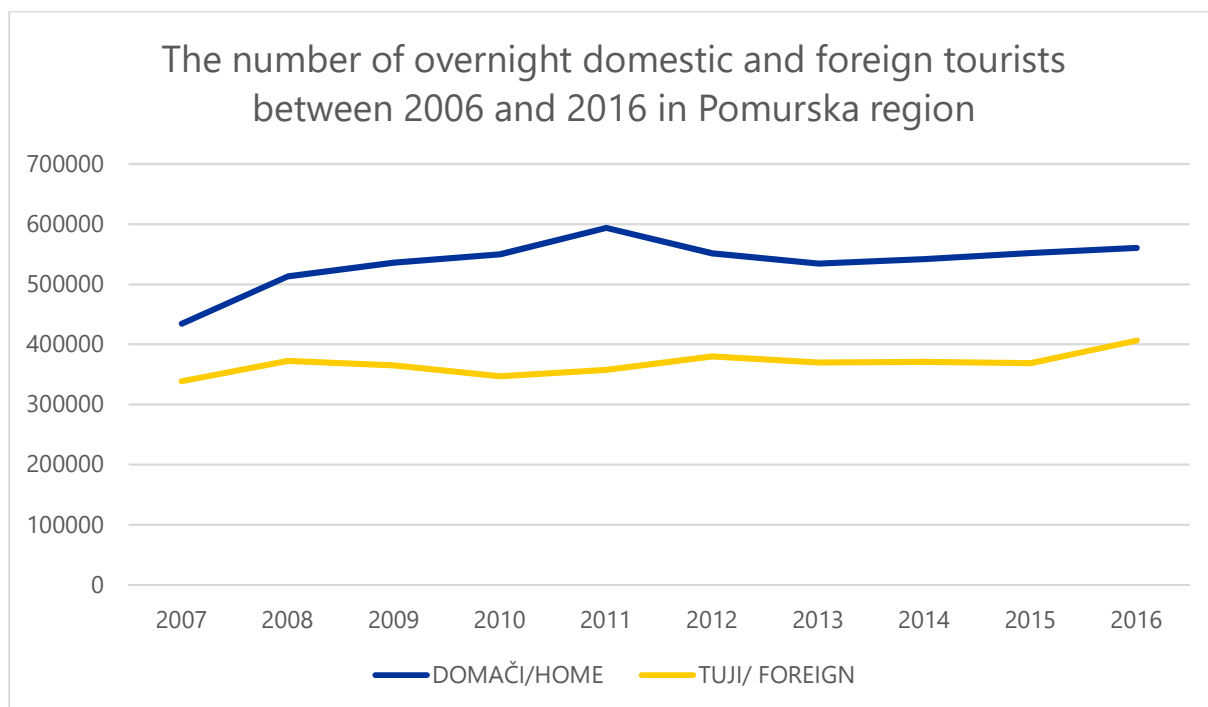


	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
DOMAČI/HOME	115276	141138	146602	156284	175468	161373
TUJI/ FOREIGN	83936	99377	96726	91913	94195	96175
SKUPAJ/TOGETHER	199212	240515	243328	248197	269663	257548



	2013	2014	2015	2016
DOMAČI/HOME	159436	166582	174327	181697
TUJI/ FOREIGN	96850	100172	101878	111353
SKUPAJ/TOGETHER	256286	266754	276205	293050

Tabela 1 Arrivals of foreign and domestic tourists in the Pomurje statistical region between 2006 and 2016<sup>12</sup>



	2007	2008	2009	2010	2011	2012	2013
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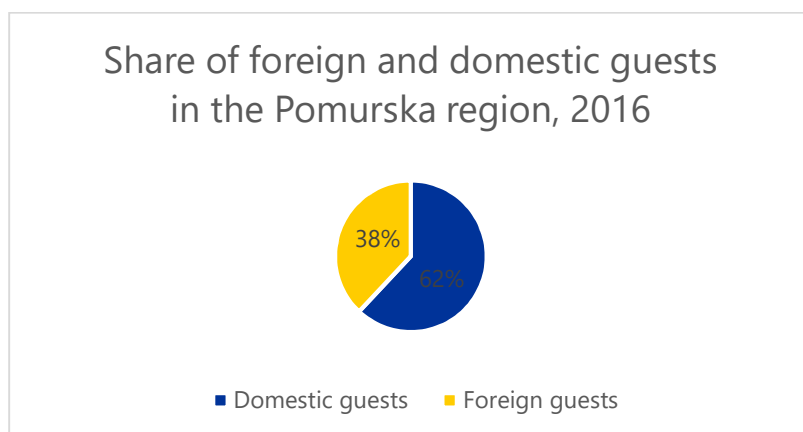
[http://pxweb.stat.si/pxweb/Database/Ekonomsko/21\\_gostinstvo\\_turizem/01\\_21644\\_nastanitev\\_mesecno/01\\_21644\\_nastanitev\\_mesecno.asp](http://pxweb.stat.si/pxweb/Database/Ekonomsko/21_gostinstvo_turizem/01_21644_nastanitev_mesecno/01_21644_nastanitev_mesecno.asp)



COUNTRIES – TOTAL	773249	885851	901101	896844	951230	931370	904193
DOMESTIC	434485	513093	536148	549861	593848	551440	534559
FOREIGN	338764	372758	364953	346983	357382	379930	369634

	2014	2015	2016
COUNTRIES – TOTAL	912476	920805	966884
DOMESTIC	541651	551872	560420
FOREIGN	370825	368933	406464

Tabela 2 Tourist overnight stays by POMURJE STATISTICAL REGION, between 2007 and 2016/ Prenočitve turistov v Pomurski statistični regiji med leti 2007 in 2016



Municipality Moravske Toplice has a significant share of over 50% all Turist arrival in Pomurje region and 52 % overnight stays in Pomurje region.



The most important foreign market is Austria, with a share of 21% in guest's origins. Other % of guests come from other EU countries, Germany, Italy, Hungary, Slovakia and Czech Republic. Average length of stay in 2016 in Pomurska region is 3,3 days, Domestic guest stay for 3,1 days, Foreign guest stay for 3,7days.



Figure 3 Map of turistic region in Slovenia<sup>13</sup>

The destination management system is not clearly defined by law. Until now, the tourist destinations associated with administrative units - municipalities, which in practice proved to be ineffective. In general, the law determines for which purposes local communities can use revenues from tourist taxes and gaming concession fees. In several cases, funds are invested in non-touristic infrastructure. The

<sup>13</sup> [http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/STRATEGIJA-Usklajevalne\\_delavnice\\_izvlecek.pdf](http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/STRATEGIJA-Usklajevalne_delavnice_izvlecek.pdf)



law governing accommodation is outdated and does not recognize new types of accommodation. Labor law is inflexible, especially from a tourist point of view, where there are many companies that have a seasonal nature of work and therefore problems with seasonal and / short-term jobs. Catering legislation is very limiting, which leads to too much bureaucracy, the lack of competitiveness of the sector, and restricts the development of gastronomy.

<b>Strengths</b>	<b>Weaknesses</b>
<p>Well-developed spa facilities and the service good feeling.</p> <p>Hospitable, genuine and friendly people.</p> <p>Thermal and mineral waters.</p> <p>The river Mura.</p> <p>Preserved nature and biodiversity, nature parks and protected areas, etc ..</p> <p>The quality of the culinary offer and the diversity of cultural traditions and rich cultural landscape.</p> <p>Multiculturalism.</p> <p>Diverse social activity.</p> <p>A favorable relationship between quality and price.</p>	<p>Absence of strategic management and sustainable development (poor organization, internal communication and absence joint marketing).</p> <p>Disconnection of tourism providers.</p> <p>Low level of entrepreneurial initiative.</p> <p>Poorly exploited natural and cultural heritage potential.</p> <p>Fragmented, insufficiently innovative and little specialized tourist offer.</p> <p>Low added value of the offer and, in certain cases, a bit quality of service.</p> <p>Imbalance (larger and smaller providers, the public sector and the private sector sector).</p> <p>Unclear / poor position of Pomurje in</p>



	Slovenia and abroad, the unrecognizability of the region and the lack of strong brands.
<b>Opportunities</b>	<b>Threats</b>
<p>The development of tourism products in line with global trends.</p> <p>Cross-border cooperation and integration;</p> <p>developing boutiques and offering a healthy lifestyle.</p> <p>The development of tourism in rural areas (local, eco, ethno, cultural) and active tourism.</p> <p>Further development of active tourism.</p> <p>Integration of locally grown food into the tourist offer.</p> <p>Development of comprehensive products of cultural tourism, their integration into the whole tourist offer of the region.</p> <p>Transfer of specific and traditional knowledge and skills to exploit new opportunities for tourism development and visibility of the region.</p> <p>Demand for new, safe, genuine and sustainably cured destinations.</p>	<p>Inadequate organization and inefficient marketing of tourism on national and regional level.</p> <p>Insufficient funds for the marketing of tourism at the national and regional level;</p> <p>external pressure to lower prices.</p> <p>Continuing the crisis in the current key markets and related low purchasing power of customers.</p> <p>Excessive burden on the environment.</p> <p>Disobedient behavior of visitors (obedience, disturbance, disregard of the rarity of certain plant and animal species).</p>



Tourism as a job opportunity.	
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#### 6.4. IDENTIFY STAKEHOLDERS AND COMPETENCIES

Government / Authorities	Businesses / Operators	Communities / Local Neighbourhood s	Others
MURSKA SOBOTA MUNICIPALITY	SAVA D.D.	DEVELOPMENT CENTER LENDAVA	RIS, RAZISKOVALN O SREDIŠČE DVOREC RAKIČAN – RESOURCE AND EDUCATION CENTRE
HODOŠ MUNICIPALITY	PETROL, SLOVENIAN ENERGY COMPANY, D.D.,	DEVELOPMENT CENTER MURSKA SOBOTA	UNIVERSITY MARIBOR
VERŽEJ MUNICIPALITY	AVTOBUSNI PROMET MURSKA SOBOTA D.D.	AVTO MOTO DRUŠTVO ŠTEFAN KOVAČ	FAKULTETA ZA TURIZEM RADENCI





		MURSKA SOBOTA	
APAČE MUNICIPALITY	SLOVENSKE ŽELEZNICE	PUBLIC COMPANY PRLEKIJA	UNIVERZA NA PRIMORSKEM, FAKULTETA ZA TURISTIČNE ŠTUDIJE
GORNJA RADGONA MUNICIPALITY	PUBLIC COMPANY PRLEKIJA	LRP POMURJE REGIONAL NGO'S CROSSING POINT POMURJE	
BELTINCI MUNICIPALITY	SAUBERMACHER - KOMUNALA MURSKA SOBOTA D.O.O.	ASSOCIATION OF MUNICIPALITIES AND TOWNS OF SLOVENIA- SOS	
CANKOVA MUNICIPALITY	PUNGRAD, PUBLIC COMPANY	ASSOCIATION OF MUNICIPALITIES OF SLOVENIA- ZOS	
GORNJI PETROVCI MUNICIPALITY	KOMUNALA LENDAVA D.O.O., PUBLIC COMPANY	PORA, DEVELOPMENT AGENCY	



		GORNJA RADGONA	
ČRENŠOVCI MUNICIPALITY	PINDŽA, PUBLIC UTILITIES AND CATERING COMPANY	DEVELOPMENT AGENCY SINERGIJA	
DOBROVNIK MUNICIPALITY	ČISTA NARAVA D.O.O., PUBLIC COMPANY	LEA	
GRAD MUNICIPALITY	MERKUR TRADE AND SERVICES	BISTRA HIŠA SMART HOUSE	
KRIŽEVCI PRI LJUTOMERU MUNICIPALITY	ARCONT D.D.	KOLESARSKI KLUB POMURJE	
KUZMA MUNICIPALITY	ELEKTROMATERIAL D.D.	KOLESARSKI KLUB LENDAVA	
KOBILJE MUNICIPALITY	ELRAD INTERNATIONAL D.D.	ŠD SLOPARCA - SLOPARCA TEAM, ŠZ BELTINCI	
LENDAVA MUNICIPALITY	AVTOPREVOZNIŠTVO " HORVAT MARJAN S.P	TV IDEA - KANAL 10, D.O.O.	



VELIKA POLANA MUNICIPALITY	KOMPAS POMURJE D.O.O.	POMURJE TOURIST ASSOCIATION	
LJUTOMER MUNICIPALITY	TURISTIČNI PREVOZI LELA PETEK S.P., KUZMA		
MORAVSKE TOPLICE MUNICIPALITY	VUČKO, AVTOBUSNI PREVOZI IN OLJARNA D.O.O		
ODRANCI MUNICIPALITY	AVTOBUSNI IN KOMBI PREVOZI IVAN GAUBE, LJUTOMER		
PUCONCI MUNICIPALITY	VELO D.D.		
ŠALOVCI MUNICIPALITY	MURSKA TRANSPORT		
RADENCI MUNICIPALITY	HIT TRANS D.O.O.		
RAZKRIŽJE MUNICIPALITY	NIKOLAJ HORVAT S.P.		
TIŠINA MUNICIPALITY	SGP POMGRAD D.D.		
ROGAŠOVCI MUNICIPALITY	MEGRAS D.O.O		



SVETI JURIJ OB ŠČAVNICI MUNICIPALITY	RENTTOUR, PODJETJE ZA TRANSPORT, ŠPEDICIJO IN TURIZEM D.O.O.		
TURNIŠČE MUNICIPALITY	GMT MURSKA SOBOTA D.O.O		
AVTO-MOTO ZVEZA SLOVENIJE	ALMIR D.O.O		
MINISTRSTVO ZA INFRASTRUKTUR O	ARTEX D.O.O.		
MINISTRSTVO ZA NOTRANJE ZADEVE	BISTRA HIŠA SMART HOUSE		
OBMOČNA OBRTNO- PODJETNIŠKA ZBORNICA MURSKA SOBOTA	AVANT CAR D.O.O.		
EUROPEAN UNION	KOMUNALA MURSKA SOBOTA, PUBLIC COMPANY		
EMERGENCY SERVICES	AVTOPREVOZNIK VLADO KUZMA S.P.		
	APOLIS, D.O.O		
	BIOMASA JAKOŠA,- DOLINA		



	ELMOND D.O.O.		
	BTC		
	AVTOCENTER MURSKA SOBOTA, TRGOVINA IN SERVIS D. O. O.		
	AC-PROFEKT, PRODAJA IN SERVIS VOZIL D.O.O.		
	AC-PROFEKT, PRODAJA IN SERVIS VOZIL D.O.O.		
	AVTO RAJH D.O.O.		
	AVTO ŠKAFAR DOO		
	AVTOPREVOZNIŠTVO MILAN LADINEK S.P.		
	VLEČNA SLUŽBA POMURJE AVTOVLEKA-NON- STOP REŠEVANJE VOZIL NA CESTI IVAN AJHMAJER S.P		
	PREVOZNIŠTVO IN UMERJANJE TEHTNIC,		



	BORIS ŠLIHTHUBER S.P.		
	BICIKLIN, PRODAJA IN SERVIS KOLES, DANIJEL POZDEREC S.P		
	K-MOTORS		
	TIC MORAVSKE TOPLICE – TURIST INFORMATION CENTRE		
	TIC MURSKA SOBOTA		
	TIC GORNJA RADGONA		
	TIC LENDAVA		
	TIC RADENCI		
	BIKE CENTER MORAVSKE TOPLICE		
	TERME VIVAT		

There is a strategy of the Ministry of Infrastructure and Spatial Planning, which is related to the activities or initiatives of the European Commission. In the region there are transport strategies of municipalities (Lendava, Gornja Radgona, Murska Sobota and Ljutomer), which were created within the project "Making urban traffic plans", and are based on the guidelines for the preparation of the Integrated Transport Strategy



(Ministry of Infrastructure and Spatial Planning, 2012). This is part of the activities of the Ministry of Infrastructure and Spatial Planning in the field of the integration of public passenger transport (the Integrated Public Passenger Transport project). The goal of the project is to create a legal basis and a prescribed methodology for the construction of urban transport plans. The latest motivation for the development of a sustainable transport strategy is European funding and cooperation in EU projects, where the precise existence of a transport strategy is indicated as a condition for acquiring funding. The results of EU projects, particularly PILOT, BUSTRIP, CIVITAS Elan and ELTIS plus, were an important source of experience and methodology.

There were also present initiatives used to co-ordinate or integrate local and regional transport and land use planning.

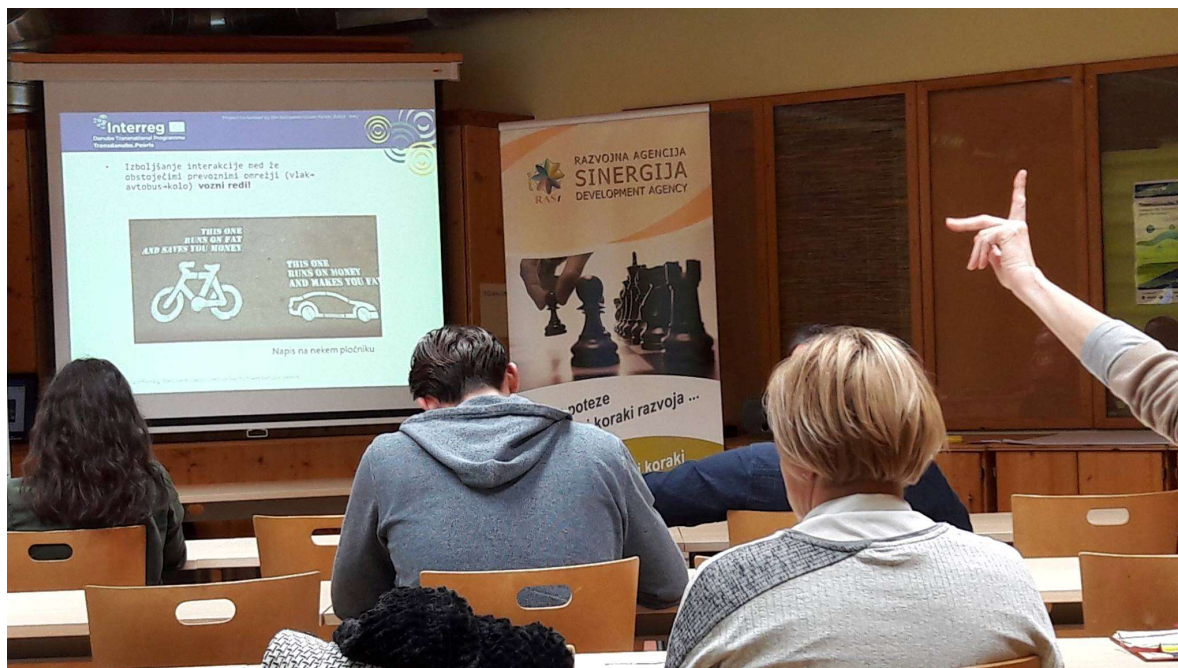
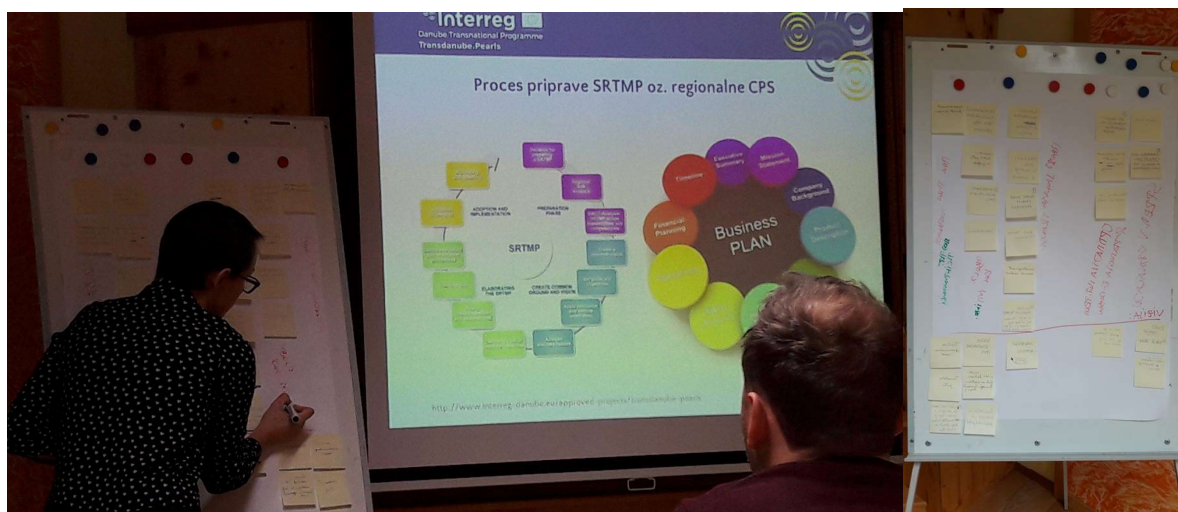


Figure 4: Stakeholder meeting and presentation of the EU policy for sustainable mobility





## 6.5. COMMON GROUND AND VISION

### **A) VISION**

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 is 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 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.



## 6.6. MAIN GOAL AND OBJECTIVES OF THE SRTMP

With the preparation of the SRTMP, the strategy relates to the activities of the Ministry of Infrastructure, Ministry of Economic Development and Technology and the European Commission in the field of sustainable mobility and sustainable regional tourism.

Objectives are realistically achievable. However, it should be emphasized that all levers are not within the competence of the municipalities, but also within the competence of national institutions and key stakeholders in the narrower and wider surroundings.

The mobility planning process will be upgraded with modern methods and techniques and integrated with other sectors. To achieve goals and overcome the limitations we connect both regional as well as national and European level. We will decide transparently, for which we will also take care of the regular involvement of the public in all stages of planning. We are actively involved in European projects on the theme of sustainable mobility through them upgrade their practice and obtain additional funds for improvements.

Humans like to act flexibly, independently and self-determined during their leisure time. A tourism offer that demands an eco-friendly behavior in a dogmatic way is determined to fail from the very beginning. This means that the offer needs to have a high quality and, at the same time, integrates soft mobility. Marketing has to emphasize the positive factors of soft mobility, for example the pleasure of travelling, tranquility and slowing down, having plenty of time, enjoying beautiful landscapes, nature and flexibility. Only by fulfilling these prerequisites the offer will be accepted by customers.



**Main goals for the SRTMP for Pomurje is:**

- Ensure quality accessibility to all settlements and visitors in Pomurje region through sustainable transport systems.
- The establishment of sustainable mobility plan for tourists and inhabitants in Pomurje region which will support cooperation between different stakeholders from the transport and the tourism sector.

**The broad objectives:**

- Providing the visitors with a sustainable option to travel contribute to improving the quality of life and stay in the region.
- Reduce the harmful emissions caused by motorized transport.
- Change in traffic behavior of users.
- Establish systemic and administrative conditions for sustainable planning and mobility management.
- Improving cycling routes.
- Improving the connection between Tursit Information Centers and tourism providers.



<p>Sustainable mobility offers</p>	<p><b>Objectives:</b> Offering visitors the possibility to reach tourist destinations in Pomurje region without private car by better combining existing mobility services by 2020.</p> <p><b>Minimum standards:</b> Tourists have at least one opportunity to get around in your region without using their own car</p> <p><b>Indicators:</b> Share of tourists who are satisfied with the offered sustainable transport offers is more than 90%. Share of tourists using sustainable mobility offers for trips in Pomurje regions is at least 50%</p>
<p>Sustainable tourism products (packages, etc.)</p>	<p><b>Objectives:</b> Allowing visitors to travel in Pomurje with new and improved sustainable developed transport by 2020.</p> <p><b>Minimum standards:</b> Tourists should have at least one opportunity to get around in Pomurje region without using their own car</p> <p><b>Indicators:</b> At least 5 New stations for bike rack. At least 2 new bike sharing sistem; 1 new intermodal integration transport produkt Integrated packages (sustainable mobility + leisure activities) with the goal of selling at least 100 integrated packages.</p>



<p>Information and marketing</p>	<p><b>Objectives:</b> Providing at least one user-friendly and easy accessible information on existing sustainable mobility services and tourism offers by 2020.</p> <p>Improve the quality of and accessibility to information about mobility management in general and the possible mobility options in the tourism sector.</p> <p><b>Minimum standards:</b> Tourists have at least 1 information on the web how to get around in Pomurje region without using their own car. Tourists have at least 6 info points wher they get information about how to get around in Pomurje region without using their own car.</p> <p><b>Indicators:</b> dissemination of advertising materials (posters, teaserpostcards, T-shirts, caps) among the target groups – tourists, hotel and restaurant staff, local youth, etc.</p>
<p>Financing options, organizational and legal framework</p>	<p><b>Objectives:</b> Empowering local and regional stakeholders to bring forward the concept of sustainable mobility common projects in tourism by 2020.</p> <p><b>Minimum standards:</b> agreement with municipalities in Pomurje on cooperation in the preparation of EU projects, personnel division, regular service</p> <p><b>Indicators:</b> 1 common project aproved on EU founds</p>



## 6.7. APPLYING THE INTEGRATION PRINCIPLE

### B) HORIZONTAL INTEGRATION

A SRTMP will be sustainable if it covers certain local economic, social and environmental policy criteria. The horizontal integration is the process of increasing production of goods of services in region by merging the tourism and/or transport assets existing at the same regional platform in a larger complex of tourism product.



Figure 5 Example of horizontal integration<sup>14</sup>



Figure 6 Horizontal intermodal integration<sup>15</sup>

<sup>14</sup> Transdanube.Pearls - Network for Sustainable Mobility along the Danube

<sup>15</sup> Transdanube.Pearls - Network for Sustainable Mobility along the Danube ,GUIDELINES FOR SRTMP DEVELOPMENT



SRTMP process should ensure linkages between different transport modes and develop a common view on hierarchy and interaction between different transport networks.

### **C) VERTICAL INTEGRATION**

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 7 Vertical integration in tourism<sup>16</sup>

The tourism industry comprises multiple interrelated business sectors. Great mobility and ease travel has med networking among these sectors key to successful business expansion and market reach. The vertical integration encourages the integration of hotels, transportation providers, and travel agencies.

## 6.8. CONCEPTS AND STRATEGIES

### A) OVERALL STRATEGIES AND PLANS

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<sup>16</sup> Transdanube.Pearls - Network for Sustainable Mobility along the Danube ,GUIDELINES FOR SRTMP DEVELOPMENT





Overall strategies and plans are essential for a guided development. Development measures following a comprehensive and coherent development strategy instead of point-like development measures contribute directly to the defined objectives and secure the efficient use of limited resources available.

**The success factors are:**

- Strategies should set the frame for guided development for the next years taking into account regional capabilities.
- Coherent and realistic objectives and measures commonly defined/developed by all necessary stakeholders.
- Comprehensive objectives and measures for tourism and transport.
- Clear implementation horizon and measurable indicators which allow the monitoring of implementation.
- Coherence between national and regional plans and strategies.
- Involvement of all relevant stakeholders from the beginning until the end of the strategy development process.
- Clearly defined responsibilities.
- Subsidiarity is important for the successful implementation.

## 6.9. MARKETING STRATEGIES

Specific success factors for marketing strategies (besides the above mentioned which are also valid in this respect) are:

- Formulation of a touristic brand for the given area.



- Definition and clear focus on several thematic areas depending on the available assets.
- Identification and clear focus on target groups .
- Close cooperation of all relevant stakeholder:
  - Within the transport sector (transport operators, public transport associations, etc.)
  - Within the tourism sector (local, regional and national tourism institutions together with tour operators, NGOs, etc.)
  - Between the transport and the tourism sector
  - Within the region, with the neighbouring regions, on the cross-border and the transnational level (depending on the scope of the marketing strategy).
- Integrated promotion with common brand (areal and sectorial).
- Right mix of information channels.

## 6.10. REFERENCES TO EXISTING GOOD PRACTICE EXAMPLES

Recently, new forms of car-related transport are emerging as the basic means of transport, but they follow the objectives of sustainable mobility.

The most common forms are:

- »Car sharing«
- »Car pooling«
- "Space", "passenger".

### **a) CAR SHARING**



Car sharing involves car sharing with other people, but the main goal is not to find passengers and share travel costs with them, but to avoid the cost of buying and maintaining their own car. It is a car rental model where an individual hires a car for a certain period of time. This form of mobility is especially attractive for individuals who use only casual vehicles, as well as those who would occasionally drive another car as they drive it daily. The basis for the joint use of cars is that the individual is given all the benefits and benefits offered by a private car without the need to take responsibility and the cost of owning a car. Research has shown that one shared vehicle can replace approximately 8 to 9 privately owned cars. "Car sharing" is appropriate especially in areas with high density of settlement and rare daily rides.



Figure 8 Car sharing sistem<sup>17</sup>

### **b) CAR POOLING**

Concept of Car pooling is not about car sharing, but about the sharing of transport. When it comes to the division of transport, we mean the joint use of a vehicle managed

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<sup>17</sup> [http://ivancatalanodep.blogspot.si/2016/05/sharing-economy-e-trasporto-di-persone\\_16.html](http://ivancatalanodep.blogspot.si/2016/05/sharing-economy-e-trasporto-di-persone_16.html)



by a driver, usually the owner and sharing it with one or more passengers. There are several people present in the drive, whose goal is to reduce travel expenses and environmental protection in most cases. Since people share travel costs and whereas only one car is needed for the carriage of five people, and for example not five cars, if each person were alone, their goal is actually realized. In our country, the platform [www.prevoz.org](http://www.prevoz.org) is based on similar assumptions.



Prijava in registracija »

Dodaj prevoz »

### Kako deluje prevoz?

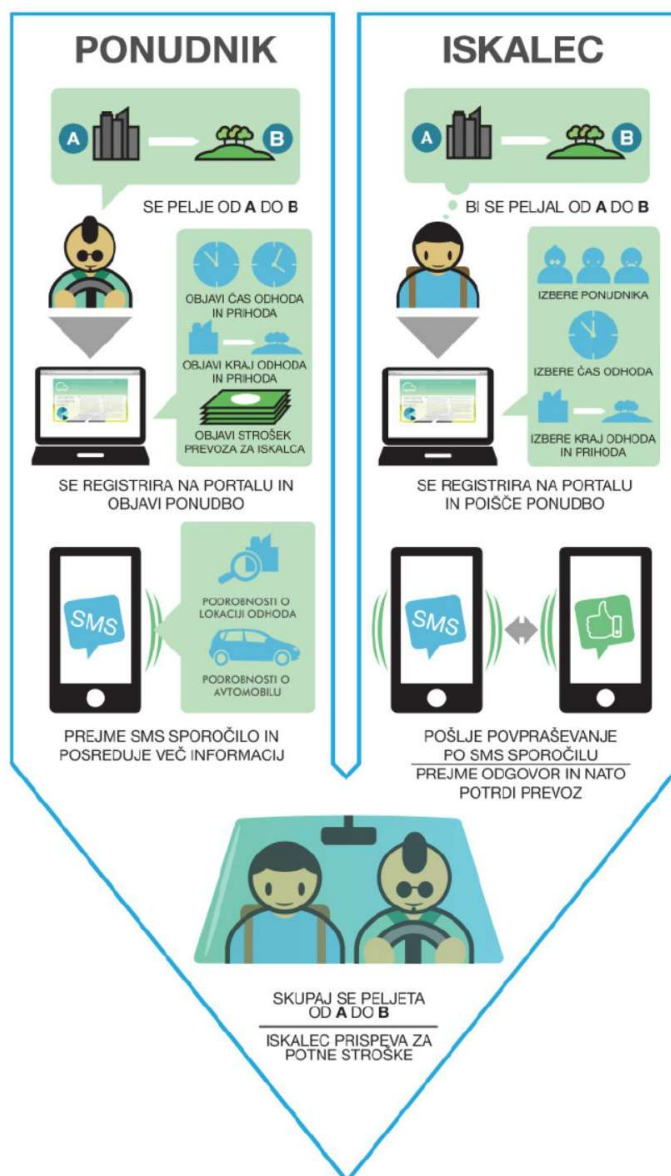


Figure 9 How work platform [www.prevoz.org](http://www.prevoz.org)<sup>18</sup>

<sup>18</sup> <https://prevoz.org/kakodeluje/>



**c) E-MOBILITY<sup>19</sup>**



Figure 10 Promotion of E-mobility in Murska Sobota<sup>20</sup>

Murska Sobota was the second Slovenian city in Ljubljana, where the Avant2Go system is accessible to citizens, and at the same time it is one of the first smaller European cities to share 100% of electric vehicles. Currently 4 locations are available in Murska Sobota

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<sup>19</sup> <https://avant2go.com/murska-sobota.php>

<sup>20</sup> <https://avant2go.com/murska-sobota.php>



Figure 11 Station Mestna občina Murska Sobota, Slovenska 15, Murska Sobota<sup>21</sup>

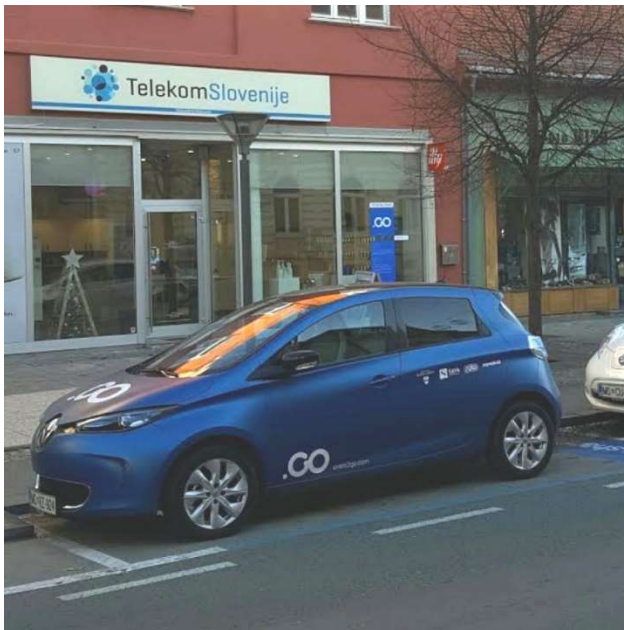


Figure 12 Station Telekom Slovenije, Slovenska 45, Murska Sobota<sup>22</sup>

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<sup>21</sup> <https://avant2go.com/murska-sobota.php>

<sup>22</sup> <https://avant2go.com/murska-sobota.php>



**d) SOBOŠKI BICIKLIN (BIKE OF SOBOTA)<sup>23</sup>**



Figure 13 Bike sharing station, Murska Sobota<sup>24</sup>

- The value of works for establishing the bike system in Murska Sobota amounted to EUR 37,000 including VAT, of which the Municipality of Murska Sobota provided EUR 18,000, 48.65%, BTC 19.000 EUR or. 51.35%. To rent a bicycle, you need to have a proper card and be registered. With the card, you take a wheel at one of the stops and submit it at the same or another stop. It is necessary to register before the first use. You must fill out an application form, which will be available on this website in the next few days or you can get it at the Tourist Information Center - TIC Murska Sobota. Renting bicycles is free for holders of the Sobočanca card. Other users have to buy a user card upon registration in the system, they must deduct EUR 10 for it, and the card is valid for one year. With this card, bike rental is then free.

<sup>23</sup><http://www.murska-sobota.si/novice/po-soboti-odslej-tudi-z-izposojenim-kolesom-sobo%C5%A1ki-biciklin>

<sup>24</sup> <http://www.murska-sobota.si/novice/po-soboti-odslej-tudi-z-izposojenim-kolesom-sobo%C5%A1ki-biciklin>





### e) **TOURIST TRAINS IN SUMMER SEASON**

Every Sunday in the summer season, a tourist "train" is driven from the Culture Square in Murska Sobota and leads to the Rakičan Castle. The departure of the train from the Castle is Rakičan at 18.00. A ride with a tourist train is free.



Figure 14 Turist train in municipality Murska Sobota, source: [www.pomurec.com](http://www.pomurec.com)<sup>25</sup>

In the organization of the Institute for Tourism and Sport Radenci and Aerogolf will be a tourist train on Saturdays in September and October. On the first run, 16 passengers departed last Saturday with a tourist train. You can make a free round trip through the Radenska municipality on Saturdays, at 5 pm, from the bus station in Radenci.

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<sup>25</sup>[http://www.pomurec.com/vsebina/30964/FOTO\\_\\_Dozivate\\_pustolovscino\\_med\\_Mursko\\_Soboto\\_in\\_Dvorcem\\_Rakičan\\_s\\_turisticnim\\_vlakcem](http://www.pomurec.com/vsebina/30964/FOTO__Dozivate_pustolovscino_med_Mursko_Soboto_in_Dvorcem_Rakičan_s_turisticnim_vlakcem)



Figure 15 Tunist train in municipality Radenci, Foto: ZTŠ Radenci<sup>26</sup>

A visit to the municipality and the surrounding countryside it's more pleasant because eager tourists can be able to ride on the tourist train, which take them to all the cultural and historical sites, as well as into the green nature. A visit to the municipality in Goričko and the surrounding countryside it's more pleasant because eager tourists can be able to ride on the tourist train, which take them to all the cultural and historical sites, as well as into the green nature.

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<sup>26</sup> [http://www.pomurec.com/vsebina/44246/Radenska\\_obcina\\_ob\\_sobotah\\_uedla\\_brezplacen\\_turisticni\\_vlakec](http://www.pomurec.com/vsebina/44246/Radenska_obcina_ob_sobotah_uedla_brezplacen_turisticni_vlakec)



Figure 16 Tunist train in municipality Grad<sup>27</sup>

#### **f) BIKE ON TRAIN<sup>28</sup>**

Combining bikes and trains is possible on domestic and international services. Trains allowing transport of bicycles are marked with a framed bicycle symbol in the timetable. In timetable leaflets for domestic and foreign travel, trains allowing transport of bicycles are marked with a framed bicycle symbol. Certain provisions apply when combining bike and train:

- Passengers must travel with the same train as their bicycle.
- Passengers may transport only one bicycle.
- Passengers load the bicycle by themselves, keep an eye on the bicycle during transport and unload the bicycle at the final destination.

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<sup>27</sup> <http://www.obcina-grad.si/objava/59981>

<sup>28</sup> <http://www.slo-zeleznice.si/en/passenger-transport/useful-information/general-terms-and-conditions/taking-your-bike-by-train>



- Passengers travelling to a foreign country purchase a ticket for bicycle transport in Slovenia.
- Passengers travelling to Slovenia from abroad purchase a ticket for bicycle transport abroad. The price for combining bike and train may vary according to the direction of travel. The stated prices for bicycle transport apply for the whole route, i.e. in Slovenia and abroad. Restrictions when combining bike and train.

Construction work on tracks may occasionally involve changed regimes for train travel. In such cases, a replacement bus service is arranged for certain scheduled trains.

#### ***g) P+R MURSKA SOBOTA<sup>29</sup>***

P + R - park and drive by public transport is a service that allows people to drive to the city center by public transport. The P + R system offers car parks outside of the city, which are linked to the bus line and bicycle rental service. For the user of the service, the price of parking and public transport is subsidized. The system Park and Ride is one of the measures of transport policy of the Municipality of Murska Sobota, which will contribute to reducing congestion in the city and in the wider area of the city, where day-to-day traffic jams occur at peak periods.

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<sup>29</sup><http://www.murska-sobota.si/sites/default/files/upload/dokumenti/Urejanje%20mirujočega%20prometa%20-%20Mestna%20občina%20Murska%20Sobota%20%28zloženska%29.pdf>



The main purpose of the measure is to reduce the number of means of transport in the city and thereby reduce greenhouse gas emissions and PM10. The problem of the city is the traffic peaks, that are on weekdays between 6:30 am and 7:30 when people drive into town Murska Sobota at work, and in the afternoon between 14:00 and 16:00, when the same people returning from work. Due to the heavy traffic of cars leads to congestion and consequently endures even public transport.

The logistics solution is represented by the P + R Rakičan system, which has several positive effects for users as well as for the city municipality:

- Reduced traffic from Rakičan to Murska Sobota and vice versa, thus releasing access to rescue vehicles to the hospital;
- Free parking spaces for hospital patients, visitors to the Rakičan Home for the elderly, for both schools and not for the last for the locals;
- System Park and Ride at the same time allow secure parking for users.



## 7. REGIONAL ACTION PLAN

### 7.1. CATALOGUE OF DEVELOPMENT MEASURES

Based on the finding of the gap analysis in the strategy development process, the list of necessary measures to achieve the defined objectives has to be elaborated. The result of the first step should be a catalogue of necessary development measures for the following topics:

1. Sustainable transport offers
2. Tourist packages
3. Information & Marketing
4. Financing options, organizational and legal framework

### 7.2. SUSTAINABLE TRANSPORT OFFERS

<ul style="list-style-type: none"> <li>• Clean fuels and vehicles offers:                             <ul style="list-style-type: none"> <li>• Hybrid Vehicles</li> <li>• Biodiesel</li> <li>• Biogas/CNG</li> <li>• Electric Vehicles</li> <li>• LPG</li> <li>• Animal-powered transport</li> </ul> </li> <li>• Sustainable (green) transport infrastructure                             <ul style="list-style-type: none"> <li>• greenways and foreshoreways</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Collective passenger transport                             <ul style="list-style-type: none"> <li>• Public transport</li> <li>• Bus services</li> <li>• Rail transport</li> <li>• Intermodal transfers</li> <li>• Integrated ticketing</li> <li>• Marketing</li> <li>• Park &amp; Ride</li> <li>• Accessible transport systems</li> <li>• Bus rapid transit</li> <li>• Quality of service</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Transport management                             <ul style="list-style-type: none"> <li>• Transportation demand management</li> <li>• Transit oriented development</li> <li>• New urbanism and New pedestrianism</li> </ul> </li> </ul>
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<ul style="list-style-type: none"> <li>• Bikeways</li> <li>• Railways</li> <li>• Access restrictions             <ul style="list-style-type: none"> <li>• Access management / Enforcement</li> </ul> </li> <li>• Car Restricted Zones /Living Streets</li> <li>• Multifunctional areas</li> <li>• Parking Management</li> <li>• Pedestrian zone</li> <li>• Traffic calming / Speed reduction</li> <li>• Integrated pricing strategies             <ul style="list-style-type: none"> <li>• Congestion pricing</li> <li>• Integrated ticketing</li> </ul> </li> </ul> <p>Parking Management</p>	<ul style="list-style-type: none"> <li>• Security, including Transit police</li> <li>• Travel information             <ul style="list-style-type: none"> <li>• Public transport route planners (intermodal journey planner)</li> </ul> </li> <li>• Less car intensive lifestyle             <ul style="list-style-type: none"> <li>• Car pooling</li> <li>• Car sharing</li> <li>• Cycling</li> <li>• Bike sharing</li> </ul> </li> </ul>	
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### 7.3. TOURIST PACKAGES

#### ***h) Bicycles offers for tourists***

For a unique experience of Prekmurje, in the tourist information centers (TIC), are bicycles available. You can rent bicycles in Bike Center Moravske Toplice. Bikes for rent are also available in the Pomurska vas in Tešnovci. There is also available a “ride a bike” system in Murska Sobota.

#### ***g) Bike catering and bike shuttle***



In region there is possibility to use trailer, which is capable of transporting up to 20 bikes at one time.

In this way, it is possible to support hotels and cycling groups with their own fleet of bicycles for renting or transporting their bicycles. Biking trips can therefore become more interesting and take place only in one direction.

VK International trailers are something special, as they enable fast loading and unloading due to pneumatic levers. The wheel is fixed on tires and thus significantly reduces the possibility of damage during transport.



Figure 17 *Bike catering*<sup>30</sup>

### **i) Transport offers**

<sup>30</sup> <http://www.bike-center.si/novice/prikolica-za-prevoz-do-20-koles.html>





There are several van and taxi transport providers.

***j) Tourist "trains"***

Over the summer, tourist trains that transport tourists to tourist attractions operate in the municipalities of Murska Sobota, Grad and Radenci.

***k) Rental of electric cars***

Rental of electric cars is available in Murska Sobota.

## **7.4. INFORMATION & MARKETING**

The main organization responsible for tourism development in the region is Pomurje Tourist Association. Pomurje Tourist Association is a non-profit organization, which combines tourism stakeholders important for the development of tourism in the region of Pomurje in Slovenia. The main objective of the Association is a coordinated promotion and development of tourism. Key activities include: promotion of Pomurje as a tourist destination, trainings in the field of tourism, participation in trade shows, business conferences, creation and sales of tourist packages.

Pomurje Tourist Association actively performs the tasks in all 27 municipalities of Pomurje under a contract of long-term cooperation. Pomurje Tourist Association has a



status for operation in the public interest in the field of tourism in Pomurje, this status is granted by the Ministry of Economic Development and Technology of Slovenia.<sup>31</sup>

Tourist can get information in local tourism information offices:

- TIC Moravske Toplice, <http://www.moravske-toplice.com/en>
- TIC Murska Sobota, <http://www.murska-sobota.si/>
- TIC Gornja radgona, <http://www.tic-radgona.si/en/>
- TIC Lendava, [http://www.lendava-vabi.si/index\\_en.html](http://www.lendava-vabi.si/index_en.html)
- ZTK Beltinci, <http://www.beltinci.net/turizem,713,0.html>
- Krajinski park Goričko, <http://www.park-goricko.org/en/prvastran.asp>
- Center Duo Veržej, <http://www.marianum.si/rokodelski-center>
- TIC Jeruzalem, <http://www.jeruzalem.si/>
- TIC Stara Gora, <http://www.td-svetijurij.si/>
- TIC Radenci, <http://www.ztsradenci.si/eng/index.php/turizem>

Websites about Pomurje offers a lot of information regarding sights and activities in the region. All pages are available in 3 languages (German, English, Slovenian).

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<sup>31</sup> <http://www.pt-zveza.si/about-us/>



The website about Pomurje:

- <http://www.visitpomurje.eu>
- <http://www.goprekmurje.si/>

There is still a lack of packages including arrival with public transport.

## 7.5. FINANCING OPTIONS, ORGANIZATIONAL AND LEGAL FRAMEWORK

### *l) The legislative context*

Good mobility conditions and an extensive use of alternative fuel vehicles can significantly contribute toward achieving objectives in a wide range of policy domains for which the EU has an established competence. The success of policies and policy objectives that have been agreed at EU level, for example on the efficiency of the EU transport system, pursuing socio-economic objectives, reducing energy dependency, or climate change, partly depends on actions taken by national, regional and local authorities. Mobility in urban areas is also an important facilitator for growth and employment and for sustainable development in the EU areas. The European Commission's first policy proposals in the area of urban mobility, the 'Citizens' Network', trace back to between 1995 and 1998. They resulted in the launch of a series of initiatives based upon a 'best practice' approach.<sup>32</sup>

Further to the mid-term review of the 2001 Transport White Paper 'European transport policy for 2010: time to decide'<sup>33</sup>, the European Commission adopted the Green Paper

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<sup>32</sup> <https://ec.europa.eu/transport/sites/transport/files/ex-post-evaluation-study-eu-financial-support-to-sustainable-urban-mobility.pdf>

<sup>33</sup> [https://ec.europa.eu/transport/themes/strategies/2001\\_white\\_paper\\_en](https://ec.europa.eu/transport/themes/strategies/2001_white_paper_en)



'Towards a new culture for urban mobility'<sup>34</sup> on 25 September 2007. This consultation document opened a broad debate on the key issues of urban mobility: e.g. greener towns and cities, smarter urban mobility and urban transport services, which should be accessible, safe and secure for all European citizens. Based upon the results of the consultation, the European Commission adopted the Action Plan on urban mobility<sup>35</sup> on 30 September 2009.

As a follow-up to the 2011 Transport White Paper 'Roadmap to a Single European Transport Area'<sup>36</sup>, the European Commission published in 2013 the Urban Mobility Package<sup>37</sup> that addressed initiatives 31, 32 and 33 of the White Paper. Initiative 31 called for establishing procedures and financial support mechanisms at the European level for preparing Urban Mobility Plans; initiative 32 foresaw the development of a package for urban road user charging and access restriction schemes, and initiative 33 covered the production of best practice guidelines to better monitor and manage urban freight flows.

Concerning alternative fuels, the Clean Power for Transport package adopted in 2013 has been designed to facilitate the development of a single market for alternative fuels for transport in Europe. Among the cornerstones of the package, it is important to stress the following steps:

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<sup>34</sup> [https://ec.europa.eu/transport/themes/urban/urban\\_mobility/green\\_paper\\_en](https://ec.europa.eu/transport/themes/urban/urban_mobility/green_paper_en)

<sup>35</sup> [https://ec.europa.eu/transport/themes/urban/urban\\_mobility/action\\_plan\\_en](https://ec.europa.eu/transport/themes/urban/urban_mobility/action_plan_en)

<sup>36</sup> [https://ec.europa.eu/transport/themes/strategies/2011\\_white\\_paper\\_en](https://ec.europa.eu/transport/themes/strategies/2011_white_paper_en)

<sup>37</sup> [https://ec.europa.eu/transport/themes/urban/urban\\_mobility/ump\\_en](https://ec.europa.eu/transport/themes/urban/urban_mobility/ump_en)



- A Communication laying out a comprehensive European alternative fuels strategy [COM(2013)17<sup>38</sup>], for the long-term substitution of oil as energy source for all modes of transport;
- A proposal for a Directive on the deployment of alternative fuels recharging and refuelling infrastructure [COM (2013)18<sup>39</sup>].

The Directive on the deployment of alternative fuels, as adopted by the European Parliament and the Council on 29 September 2014, has established the following steps:

- Require Member States to develop national policy frameworks for the market development of alternative fuels and their infrastructure;
- Foresee the use of common technical specifications for recharging and refuelling stations;
- Pave the way for setting up appropriate consumer information on alternative fuels, including a clear and sound price comparison methodology.<sup>40</sup>

Slovenia's entry into the EU has caused 70% rise in road transport due to its unwillingness to the consequences of entry into the transport sector. In addition, in recent years, Slovenia has noticed that it also has no immunity to other negative traffic effects. That is why the Ministry of Transport has prepared a new Resolution on the Transport Policy of the Republic of Slovenia - Predictable for the Future. Resolution Predictable to the common future is Slovenia's first attempt to strategically regulate

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<sup>38</sup> <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52013PC0017>

<sup>39</sup> <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52013PC0018>

<sup>40</sup> <https://ec.europa.eu/transport/sites/transport/files/ex-post-evaluation-study-eu-financial-support-to-sustainable-urban-mobility.pdf>



the field of mobility. Although this resolution has not yet been adopted, it is a good indicator in which direction our transport policy is turning. The main objectives of the transport policy are:<sup>41</sup>

- ensure adequate mobility
- Efficient care of the economy
- Rational use of transport infrastructure
- safety and efficiency of the transport system
- protecting the natural and cultural environment
- Rational use of public finances
- Increasing added value of services and
- Employment in the transport sector.

### ***m) Financial tools*** <sup>42</sup>

The European Union has designed a variety of financial tools to support the research, development, demonstration and implementation of policies and technologies aiming at enhancing sustainable urban mobility and the promotion of the use of alternative fuels in urban areas.

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<sup>41</sup> [http://www.focus.si/files/Publikacije/trajnostna\\_mobilnost.pdf](http://www.focus.si/files/Publikacije/trajnostna_mobilnost.pdf)

<sup>42</sup> <https://ec.europa.eu/transport/sites/transport/files/ex-post-evaluation-study-eu-financial-support-to-sustainable-urban-mobility.pdf>



In the context of this study, focused on urban areas, the following financial tools are considered:

1. The European Regional Development Fund (ERDF, managed by DG REGIO) Target: ERDF is designed to contribute to reducing disparities between the levels of development of the various regions across the EU and to reduce the backwardness of the least favoured regions. Main actors and stakeholders involved: Local authorities, SMEs Financial instruments: Co-funding through grants
2. The Cohesion Fund (CF, managed by DG REGIO) Target: CF provides financial assistance to increase economic and social cohesion in Member States with a per capita GNP of less than 90 % of the EU average by financing environment and transport projects. Main actors and stakeholders involved: Local authorities, SMEs Financial instruments: Co-funding through grants
3. The LIFE programme (managed by DG ENV) Target: The LIFE programme provides financial support to environmental, nature conservation and climate action projects throughout the Europe. Main actors and stakeholders involved: Local authorities, NGOs Financial instruments: Co-funding through grants
4. The 5th, 6th and 7th Framework Programmes (FP5, FP6 and FP7, managed by DSGs RTD, MOVE, ENER, CONNECT, ENTR). Target: The specific objectives and actions vary between the Framework Programmes. In general, FP5 focused on a number of objectives and areas combining technological, industrial, economic, social and cultural aspects, FP6 mainly supported integration in its social, economic and environmental dimensions, and FP7 main focus was in technological research, demonstrations and take-up of sustainable solutions in urban areas. Main actors and stakeholders involved: Local authorities, SMEs Financial instruments: Co-funding through grants



5. Intelligent Energy Europe (IEE) - Energy in transport (STEER, managed by DG ENER).  
Target: The financial tool addresses energy savings and energy efficiency in the transport sector, including stimulation of demand for alternative fuels and clean and energy efficient vehicles. Main actors and stakeholders involved: Local authorities, SMEs  
Financial instruments: Co-funding through grant

6. TEN-T programme (managed by DG MOVE and INEA) Target: The financial tool aims to promote the completion of an EU multi-modal transport infrastructure network.  
Main actors and stakeholders involved: Member States  
Financial instruments: Co-funding through grants, loans and guarantees from the European Investment Bank (EIB).

7. EIB tools Target: EIB supports initiatives aimed at environmental improvement, regional development, the knowledge economy, and the trans-European networks. The Bank is a European institution and focuses on activities that are likely to have the greatest impact on furthering EU policy goals. Main actors and stakeholders involved: National, Regional and local authorities, private sector. Financial instruments: Loans, equity investments, guarantees (e.g. JESSICA tool). In this report, the focus is on loans provided by the EIB to projects. No intermediary loans are included in the study.

The following table briefly reports the relevant objectives of each financial tool with specific reference to urban mobility.





## 7.6. EVALUATION OF DEVELOPMENT MEASURES

### A) PRIORISATION OF REALISABLE DEVELOPMENT MEASURES

SRTMP provides 5 key action areas for modern organized traffic in Pomurje. The key action are interconnected and complemented at many levels, and their key characteristic is the deviation from the focus on infrastructure construction and the direction to trigger a series of investment and environmentally less disputable yet more effective measures.

Action is foreseen in the areas of comprehensive promotion of hiking and cycling, attractive public passenger transport, improved motorized traffic and sustainable mobility planning.

The strategic pillars of the transport strategy are:

1. Sustainable mobility planning
2. Comprehensive promotion of walking
3. The exploited cycling potential
4. Attractive public transport
5. Optimized road traffic

The strategic documents of the state and have for years been setting the goal of managing automobile traffic and promoting its alternatives. In Pomurje region we have no tradition of strategic traffic planning. The majority of the previous strategic transport decisions were formulated within the spatial planning documents of the municipalities. They focus on road transport infrastructure and do not address the integrated



transport system and its management. At the same time they are absent the elements of the transport system, such as public transport, cycling or parking.

## 8. SUSTAINABLE MOBILITY PLANNING

The strategic documents of the state and municipalities in the Pomurje region have for years been setting the goal of controlling automobile traffic and promoting its alternatives. Nevertheless, the share of car traffic in the municipality is increasing, while the share of public passenger transport, cycling and walking is decreasing.

Measure	<b>Launching a SRTMP and establishing new practices</b>
Short description of the measures	The adoption of the SRTMP means the beginning of a long-term process of sustainable traffic and tourism planning, which will continue with the revision of the strategy every two years and renewal every five years. By 2020, we will introduce a budget that will provide balanced funding for all transport modes. The planning practice will be upgraded with modern procedures and methods and active involvement of the public in all stages of planning or managing the transport system. In 2022, we will establish regular monitoring and evaluation of key indicators of mobility in the



	municipalities, which will be the central tool for monitoring the implementation of the strategy.
Estimated impact of the measure and contribution to the overall objective	1 implemented joint spatial planning and spatial planning projects at the level of the region
Estimated cost in EUR of implementation including the information and promotion	€ 5,000 for a revision at 2 years € 30,000 for renewal to 5 years
Financing options	ERDF funds, Slovenian Regional Development Fund
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Strengthening municipal administrations and inter-municipal cooperation</b>
Short description of the measures	because of the small size of the majority of municipalities, we can not afford a larger municipal administration that would ensure a comprehensive treatment of the transport system, it will be necessary to connect between the municipalities in the region.



	By 2020, it will be necessary to provide personnel who will specialize in the region in the fields of public passenger transport, cycling, safety and traffic calming, mobility management and the acquisition of state and European funds for projects on the subject. The organizational form of staff recruitment depends on the agreement at the regional level.
Estimated impact of the measure and contribution to the overall objective	Establish a system of regular monitoring and evaluation of the mobility and user satisfaction indicators by 2020 and then regular annual implementation by the end of 2025
Estimated cost in EUR of implementation including the information and promotion	50.000 EUR
Financing options	Municipal Budget, ERDF
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium



<b>Measure</b>	<b>Inter-municipal integration of sectors and levels of governance</b>
Short description of the measures	Connecting all sectors relevant to mobility planning. By 2025, the spatial development and transport offer will be planned simultaneously and integrated. Within the framework of spatial planning procedures, automotive and bicycle parking standards for new buildings will be introduced, which will, from 2025, contribute to the regulation of parking problems. Intensive cooperation between municipalities as well as with the state.
Estimated impact of the measure and contribution to the overall objective	Number of inter-sectorally coordinated projects aimed at optimizing the use of funds and achieving the sustainable effects of the measures and the number of newly acquired European projects since the adoption of the SRTMP
Estimated cost in EUR of implementation including the information and promotion	10.000 €
Financing options	Municipal budget, MHI, European funds
Realization horizon	2025



Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium

## 8.1. COMPREHENSIVE PROMOTION OF WALKING

Walking is the most natural, democratic, healthy and socially equitable way of moving. It does not cause emissions or other environmental impacts, compared to other modes of transport, space and infrastructure is not too demanding investments.

It is suitable for shorter distances, which corresponds to the size of region and the distance of settlements. Walking is the key, as well as all the way by car and public transport beginning and ending with walking. These are also key motives why it is worthwhile to provide good conditions for walking.

<b>Measure</b>	<b>Moderate motor traffic on the most used pedestrian crossings</b>
Short description of the measures	Pedestrians and tourists are most exposed to crossings across the road, which is why these points require a planned slowdown of motor traffic. It is necessary to establish sidewalks and footpaths or their extension or other appropriate pedestrian



	management (belts, floor markings, paths, etc.). It is necessary in the cities and centers of other settlements to give the markets primarily to pedestrians.
Estimated impact of the measure and contribution to the overall objective	Improving existing infrastructure to ensure pedestrian traffic safety and improving the conditions for hiking by 2025 Increase pedestrian areas by 2% by 2025 To increase pedestrian share by 10% by 2025
Estimated cost in EUR of implementation including the information and promotion	10.000.000,00
Financing options	Municipal budget, state resources, European funds
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	High

<b>Measure</b>	<b>Upgrading pedestrian network and reorganization of pedestrian areas</b>
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<p>Short description of the measures</p>	<p>It is necessary to establish sidewalks and footpaths or their extension or other appropriate pedestrian management in the vicinity of tourist attractions and tourist settlements and connect them with each other with the towns and centers of other settlements. Pedestrian crossings are needed, pedestrian parking is abolished, and so on. This will increase the attractiveness of the streets as public spaces, especially in residential neighborhoods (implementation of traffic calming measures, additional space on the street with urban equipment, playgrounds, planting, etc. (which also act as a moderation of traffic), edgebands for pedestrians, raised passes for pedestrians, the hedging of public and private institutions); In doing so, we must offer the same opportunities for people with reduced mobility (vulnerable groups) and at the same time improve the quality of walking by illuminating footpaths and transitions.</p>
<p>Estimated impact of the measure and contribution to the overall objective</p>	<p>Improving existing infrastructure to ensure pedestrian traffic safety and improving the conditions for hiking by 2025              Increase pedestrian areas by 2% by 2025              To increase pedestrian share by 10% by 2025              Adaptation of infrastructure to physically handicapped persons in the narrow center and</p>





	hinterland until 2025 Reducing the number of accidents with damaged pedestrians by 50% by 2020 compared to the period 2005-10
Estimated cost in EUR of implementation including the information and promotion	Studies (60,000 EUR) Execution of 30,000,000.00 euros (sidewalks)
Financing options	Municipal budget, state resources, European funds
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, State
Responsible organization of implementation	Municipalities
Priority	High

<b>Measure</b>	<b>Promotional and awareness-building activities for tourists and the general public</b>
Short description of the measures	It is necessary to carry out promotional, awareness and communication workshops and activities important for raising the visibility of the walk as an effective form of mobility between residents and tourists. Therefore, a lot of attention will be devoted



	to the implementation of education and promotion activities, with the help of which tourists, children, the working population and the elderly will learn all the benefits and benefits of walking for productivity, health and the environment.
Estimated impact of the measure and contribution to the overall objective	To increase pedestrian share by 10% by 2025
Estimated cost in EUR of implementation including the information and promotion	50.000 €
Financing options	EU, State, Municipalities
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, State
Responsible organization of implementation	Municipalities
Priority	Low



## 8.2. THE EXPLOITED CYCLING POTENTIAL

The bicycle is the most popular urban transport mode: it is cheap and accessible to all social groups, on most of the routes in cities the fastest, environmentally friendly and does not occupy much space. Everyday cycling has a positive impact on health. Thanks to the positive impact on the quality of life, cycling has established itself in many European cities as an equivalent, respectable and effective way of carrying out daily routines. Due to short distances and flat terrain, the bike is also very suitable for performing most of the routes in Pomurje region.

<b>Measure</b>	<b>Development of a bicycle network between settlements, tourist centers and landmarks and neighboring countries and the elimination of critical points on the entire cycle network</b>
Short description of the measures	It is necessary to establish primary and secondary cycling connections, which will be adequately supplemented by remote and recreational cycling routes to the surrounding natural and cultural sites and neighboring national borders. On more busy roads and where higher traffic speeds of motor transport are achieved, separate cycling areas should be built, which together with the existing cycling infrastructure will represent the basic backbone of the cycling network in Pomurje. By building missing



	sections, the existing bicycle network will be linked and conditions for safe biking will be created
Estimated impact of the measure and contribution to the overall objective	<ul style="list-style-type: none"> <li>• Increase in the share of tourists arriving by bicycles to 10% by 2030</li> <li>• Increase in the proportion of cyclists on daily trips by 50% at a distance of up to 4 km and 10% at a distance of up to 10 km by 2030</li> <li>• Increase in the proportion of employees cycling to job by 30% by 2030</li> <li>• Ensuring accessibility by bicycle to all settlements in the region</li> <li>• Adoption of an inter-municipal strategic document for the construction of the bicycle network by 2020</li> <li>• Establishing a bike-sharing system</li> <li>• Reducing the number of road accidents among cyclists by 50% by 2030</li> <li>• Establishing at least one additional bicycle connection with neighboring Austria</li> <li>• Establish at least one additional bicycle connection with neighboring Hungary</li> <li>• Establish at least one additional bicycle connection with neighboring Croatia</li> </ul>
Estimated cost in EUR of implementation including the information and promotion	30.000.000,00 €



Financing options	Municipalities, State, EU
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, State
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Participation of municipalities in the preparation of documentation necessary for the creation of an efficient inter-municipal cycle network</b>
Short description of the measures	Quality road connections with neighboring municipalities allow for greater flow of traffic flows, which, on the other hand, owing to the missing parallel cycling infrastructure reduces the traffic safety of the weakest traffic participants and limits the possibilities for the development of cycling. To this end, it will be necessary for the municipalities to participate in the preparation of strategic bases for the preparation of an inter-municipal plan to build a network of bicycle connections in the wider region and also with neighboring countries.



Estimated impact of the measure and contribution to the overall objective	Established inter-municipal cooperation in planning the construction of a bicycle network.
Estimated cost in EUR of implementation including the information and promotion	20.000,00
Financing options	Municipalities, the state, the EU
Realization horizon	2020
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Establishment of intermodal integration of sustainable mobility</b>
Short description of the measures	The process of integrating cycling should provide links between different modes of transport and develop a common view of the hierarchy and



	interaction between different transport networks in the region.
Estimated impact of the measure and contribution to the overall objective	<ul style="list-style-type: none"> <li>• Increase in the share of tourists arriving by bicycles to 10% by 2030</li> <li>• Increase in the proportion of cyclists on daily trips by 50% at a distance of up to 4 km and 10% at a distance of up to 10 km by 2030</li> <li>• Increase in the proportion of employees cycling in employment by 30% by 2030</li> <li>• Ensuring accessibility by bicycle to all settlements in the region</li> <li>• Establishing a bike-sharing system, a bike-on-bus system, a bike on train, a P + R sitemap</li> <li>• Reducing the number of road accidents among cyclists by 50% by 2030</li> <li>• Establishment of intermodal integration of sustainable mobility with neighboring Austria</li> <li>• Establishment of intermodal integration of sustainable mobility with neighboring Hungary</li> <li>• Establish intermodal integration of sustainable mobility with neighboring Croatia</li> </ul>
Estimated cost in EUR of implementation including the information and promotion	500.000,00 €
Financing options	EU, Municipalities, State, stakeholders



Realization horizon	2020
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Development of parallel cycling infrastructure and information tables for tourists</b>
Short description of the measures	Cycling facilities on the bicycle network and information and guidance booths for cyclists
Estimated impact of the measure and contribution to the overall objective	Increase in the share of tourists arriving by bicycles to 10% by 2030
Estimated cost in EUR of implementation including the information and promotion	1.000.000,00 €
Financing options	Municipalities, EU, State
Realization horizon	2025





Responsible organizations to be involved in the next steps of the process	Municipalities, State
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Promotional use of bicycles</b>
Short description of the measures	Promotional, awareness-raising and communication workshops and activities aimed at promoting the use of bicycles on daily routes are needed. A lot of attention should also be devoted to the implementation of education and promotions, where tourists, children, the working population and the elderly will learn all the benefits and benefits of cycling. This will also increase the number of users on daily short journeys. Professional organizations with interdisciplinary skills must be involved in carrying out promotional activities, which will provide users with quality content.
Estimated impact of the measure and contribution to the overall objective	<ul style="list-style-type: none"> <li>• Increase in the share of tourists arriving by bicycles to 10% by 2030</li> <li>• Increase in the proportion of cyclists on daily</li> </ul>



	trips by 50% at a distance of up to 4 km and 10% at a distance of up to 10 km by 2030 • Increase in the proportion of employees cycling in employment by 30% by 2030
Estimated cost in EUR of implementation including the information and promotion	100.000,00 €
Financing options	Municipalities, stakeholders, the state, the EU
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, stakeholders, the state
Responsible organization of implementation	Municipalities
Priority	Low

### 8.3. ATTRACTIVE PUBLIC TRANSPORT

Public passenger transport, when it is effective, can transport most people in a short time and at low cost. It provides quality accessibility to the main objectives in the



municipality for all population groups, reduces traffic related problems and improves the functional structure of the Pomurje region.

<b>Measure</b>	<b>Construction of new and reconstruction of existing stops and stations</b>
Short description of the measures	For the more intensive use of public passenger transport, new stations and stops will need to be built in the future and the existing ones will be reconstructed. All stops must be additionally marked with uniform signaling and equipped at least to minimum standards and adapted to foreign tourists.
Estimated impact of the measure and contribution to the overall objective	Increasing the use of public passenger transport by at least 10% by 2025 Increasing the use of public passenger transport among tourists by at least 10% by 2025 Improving the competitiveness of personal travel with regard to travel times (five selected locations in the city) by 2025 Increasing the quality of the service to a minimum of 10 minutes interval (with integrated suburban public passenger traffic) Increase in the share of the use of public passenger transport for travel to work by 15% by 2025
Estimated cost in EUR of implementation including	10.000.000,00 €



the information and promotion	
Financing options	Municipalities, Shareholders, EU Funds, State
Realization horizon	2030
Responsible organizations to be involved in the next steps of the process	Municipalities, stakeholders
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Integration of different forms of public transport and establishment of a single public transport ticket</b>
Short description of the measures	Encourage tourists and the general public for multimodal trips, preparing a single public transport offer with a single ticket, especially when switching from the rail transport system to local bus routes, bike sharing systems or taxi services, which would contribute to cleaner air and a more active society. In doing so, it is necessary to integrate school transport into the regular bus transport system.



Estimated impact of the measure and contribution to the overall objective	<p>Increasing the use of public passenger transport by at least 10% by 2025</p> <p>Increasing the use of public passenger transport among tourists by at least 10% by 2025</p> <p>Improving the competitiveness of personal travel with regard to travel times (five selected locations in the city) by 2025</p> <p>Increase in the share of the use of public passenger transport for travel to work by 15% by 2025</p>
Estimated cost in EUR of implementation including the information and promotion	1.000.000,00 €
Financing options	EU, municipalities, state, stakeholders
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, state, stakeholders
Responsible organization of implementation	Municipalities
Priority	High



<b>Measure</b>	<b>The railway connection between Lendava and Bad Radkersburg</b>
Short description of the measures	For the more intensive use of public passenger transport, new railway connections will have to be built in the future and the existing ones reconstructed.
Estimated impact of the measure and contribution to the overall objective	By 2025, to obtain the guarantees of the state for the establishment of a railway connection of important tourist centers with the rest of Slovenia Preparation of documentation for the re-railway connection with neighboring Austria Preparation of documentation for the re-railway connection with neighboring Croatia Preparation of documentation for the re-railway connection with neighboring Hungary The railway connection between Lendava and Bad Radkesburg 2030
Estimated cost in EUR of implementation including the information and promotion	150.000.000,00 €
Financing options	State
Realization horizon	2030



Responsible organizations to be involved in the next steps of the process	State, Municipalities, stakeholders
Responsible organization of implementation	State
Priority	High

#### 8.4. OPTIMIZED ROAD TRAFFIC

There will always be reasons or conditions when the car is a meaningful choice and its use will be without any negative consequences. But we will always have many examples when the car is not an effective choice or it will be expensive to use for the user and society.

Experience shows that the growth in road traffic is pointless following the construction of new infrastructure and parking lots.

The new transport infrastructure attracts additional traffic, which soon pops up new areas.

Advanced cities, congestion and other problems caused by cars, adjust the scope and distribution of car traffic to the site, and not vice versa.

<b>Measure</b>	<b>Introduction of a single regional information system (mobile application, websites, social networks, portals, etc.),</b>
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	<b>which will include all forms of public transport</b>
Short description of the measures	Information systems of municipalities and public transport stakeholders will need to be integrated into a single national information system. This will make it easier and more convenient for passengers to use public passenger transport.
Estimated impact of the measure and contribution to the overall objective	Reduce the number of drivers with a passenger car by 30% by 2030
Estimated cost in EUR of implementation including the information and promotion	200,000,00 €
Financing options	Municipalities, Shareholders, State, EU
Realization horizon	2020
Responsible organizations to be involved in the next steps of the process	Municipalities, stakeholders
Responsible organization of implementation	Municipalities
Priority	Medium





<b>Measure</b>	<b>Moderate motor traffic in tourist resorts, with tourist attractions and city centers</b>
Short description of the measures	<p>It is necessary to establish common transport spaces in tourist settlements, towns and tourist sites, the so-called "shared space". Redirection of streets will reduce their attractiveness to transit traffic. It is also necessary to introduce speed restrictions for motor transport in the vicinity of tourist resorts, mostly in the zone of 30 km / h.</p> <p>The elements of traffic calming will further improve the conditions for pedestrians and cyclists, while at the same time the sense of safety of traffic participants will increase, while noise and emissions of motor vehicles will be reduced. Reconstructions must be carried out in such a way that as few points as possible in which conflict situations could occur.</p>
Estimated impact of the measure and contribution to the overall objective	<p>Reduce the number of drivers with a passenger car by 30% by 2030</p> <p>Reduce motor traffic on key roads along tourist settlements</p> <ul style="list-style-type: none"> <li>• Redirect transit motor traffic from cities</li> <li>• Reduce traffic accidents by 2030</li> <li>• Improve the culture of motor vehicle drivers by 2025</li> </ul>



	<ul style="list-style-type: none"> <li>• Reduce noise and harmful emissions in tourist resorts and major cities</li> </ul>
Estimated cost in EUR of implementation including the information and promotion	2.000.000,00 €
Financing options	Municipalities, Shareholders, State, EU
Realization horizon	2025
Responsible organizations to be involved in the next steps of the process	Municipalities, stakeholders
Responsible organization of implementation	Municipalities
Priority	Medium

<b>Measure</b>	<b>Establishment of parking places outside settlements (P + R) with connection to intermodal integration of sustainable mobility</b>
Short description of the measures	For tourists and day-to-day migrants, it is necessary to build P + R car parks, from which they will have various sustainable ways of traveling to the desired destination.



Estimated impact of the measure and contribution to the overall objective	<p>Reduce the number of drivers with a passenger car by 30% by 2030.</p> <p>Reduce motor traffic on key roads along tourist settlements.</p> <p>Redirect transit motor traffic from cities.</p> <p>Reduce traffic accidents by 2030</p> <p>Improve the culture of motor vehicle drivers by 2025.</p> <p>Reduce noise and harmful emissions in tourist resorts and major citie.</p>
Estimated cost in EUR of implementation including the information and promotion	5,000,000.00 €
Financing options	Municipalities
Realization horizon	2030
Responsible organizations to be involved in the next steps of the process	Municipalities
Responsible organization of implementation	Municipalities
Priority	Medium



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## 10. LIST OF PROJECT PARTNERS

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



	<b>ERDF PP11</b> National Institute for Research and Development in Tourism	NIRDT	ROMANIA
	<b>ERDF PP12</b> The South-East Regional Development Agency	SERDA	ROMANIA
	<b>ERDF PP13</b> Government of Baranya County		HUNGARY
	<b>IPA PP1</b> Danube Competence Center	DCC	SERBIA
	<b>IPA PP2</b> Regional Development Agency Eastern Serbia	RARIS	SERBIA

## 12. LIST OF ASSOCIATED STRATEGIC PARTNERS (ASP)

<b>ASP1</b>	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
<b>ASP2</b>	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
<b>ASP3</b>	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
<b>ASP4</b>	Regional Government of Burgenland	BGLD	AUSTRIA
<b>ASP5</b>	Rail Tours Touristik Ltd.	RTA	AUSTRIA
<b>ASP6</b>	Destination Marketing Association German Danube	DMAGD	GERMANY
<b>ASP7</b>	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
<b>ASP8</b>	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
<b>ASP9</b>	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
<b>ASP10</b>	Government of Baranya County	BARCO	HUNGARY



<b>ASP11</b>	Association of Szigetköz Tourism	SZTDM	HUNGARY
<b>ASP12</b>	Association of Tourism Development in Moldova	ADTM	MOLDOVA
<b>ASP13</b>	National Authority for Tourism	NAT	ROMANIA
<b>ASP14</b>	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
<b>ASP15</b>	Railways of the Slovak republic	ZSR	SLOVAKIA
<b>ASP16</b>	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
<b>ASP17</b>	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
<b>ASP18</b>	Pomurje Tourist Association	PTA	SLOVENIA
<b>ASP19</b>	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
<b>ASP20</b>	Development Agency of Serbia	DAS	SERBIA
<b>ASP21</b>	Municipality of Kladovo	MKLAD	SERBIA
<b>ASP22</b>	Ministry of Tourism	BMT	BULGARIA
<b>ASP23</b>	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
<b>ASP24</b>	Municipality of Ruse	RUSE	BULGARIA