



IMPROVING THE MOBILITY MANAGEMENT ALONG DANUBE BY IMPLEMENTATION OF SUSTAINABLE REGIONAL TOURISM AND MOBILITY PLANS (SRTMP)

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The Transdanube.Pearls project at a glance

Funded by: Danube Transnational Programme

Project budget: € 2,976 Mio.

Project duration: January 2017 – June 2019

15 partners from 9 countries, Lead partner: Environmental Agency Austria





Transdanube.Pearls - Network for Sustainable Mobility along the Danube

The main objective 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.





Most Danube regions have perfect conditions for tourism development

Main attractions: picturesque protected areas and natural preserved zones with rare birds and vegetation, anthropogenic resources from different historic eras, rural tourism in small villages, facilities for water sports and golf, many luxury hotels, restaurants with local food, fairs along Danube, etc.





TDPearls: Establishing a network committed to sustainable mobility for tourists and inhabitants

Within the 2,5 years of implementation 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.

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



Partnership along Danube





SRTMP Concept

Possibilities to travel along the Danube with sustainable means of transport are still weak. In order to provide visitors with services to move between the Danube regions the existing services have to be optimized. By closing the gaps along the multimodal travel chain, new mobility services will additionally improve the transport links between urban and rural areas. The development of mobility services will be carried out in a coordinated manner supported by transnational implementation planning guidelines elaborated by CSDCS.

The ambitious goals of the project will be achieved by introducing its main innovation – **the Sustainable Regional Tourism and Mobility Plan (SRTMP)**.

SRTMP can be considered as a are an option of a SUMP, extended to regional level and containing tourism elements in order to be profitable both for tourists and for local population.



SRTMP SPECIFICS

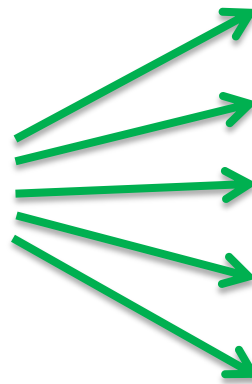
SRTMP includes:

- Elements of SUMP of cities and towns situated in the target region
- Transport links between them (and TEN-T corridors, if any)
- The connections to the touristic landmarks
- Inter-modality and other facilities of regional mobility (tourism and transport information systems, combined ticketing, TIC, etc.)



ELABORATION via INTEGRATION

Integration has
many faces



Horizontal integration

Vertical integration

Territorial integration

Intermodal integration

Integration at measures' level



Horizontal integration

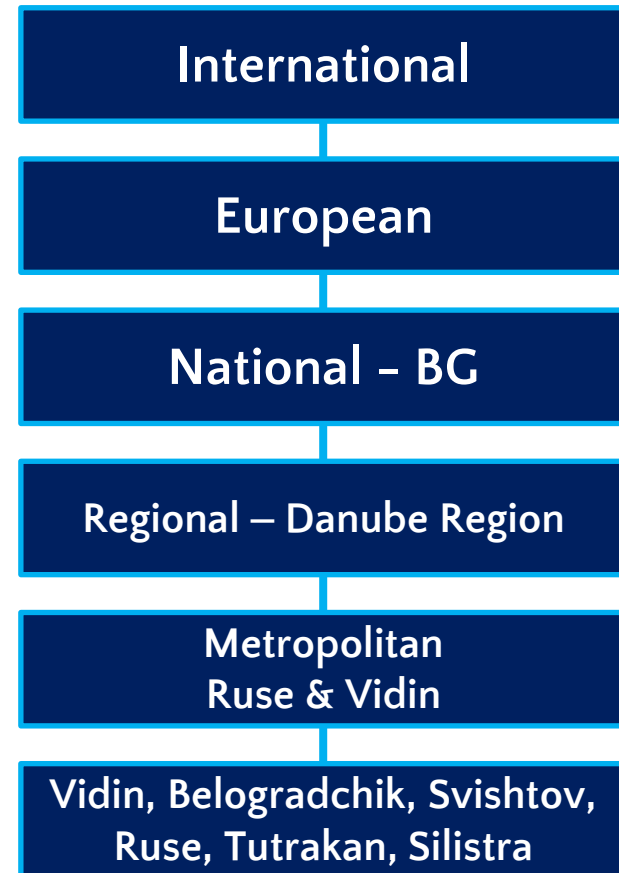
- A regional mobility plan will be sustainable if it covers certain local economic, social and environmental policy criteria;
- This requires knowledge about related policy fields at local and regional levels and access to the relevant decision makers and experts;
- As a result from the horizontal integration we will have: Vision, policy summaries, stakeholder map.





Vertical integration

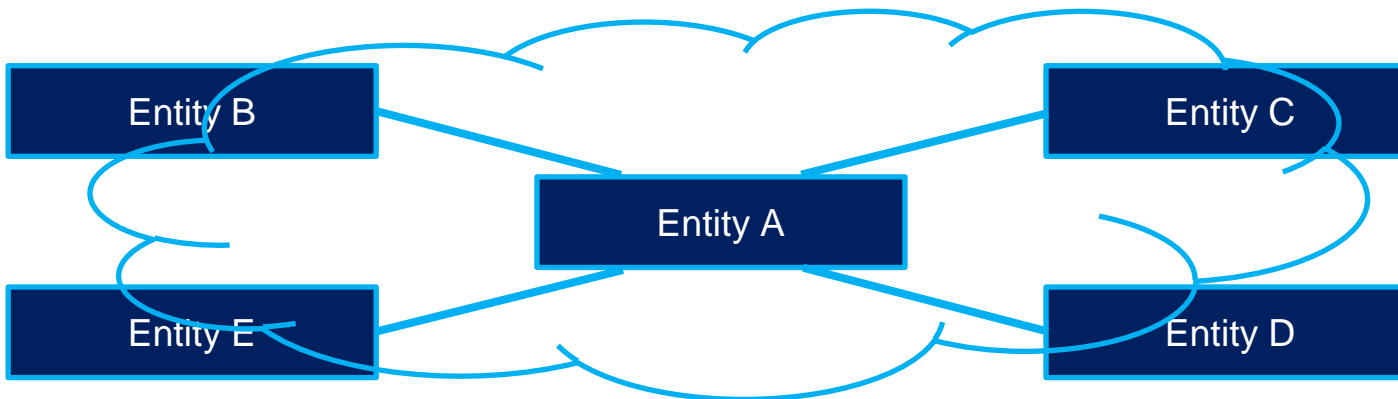
- The urban transport planning processes are embedded in a wider regional and national (and sometimes international) framework
- This includes top-down as well as bottom-up processes





Territorial integration

- A plan must relate to a specific territory for which it is performed;
- Ideally this coincides with functional spatial interdependencies and traffic flows, including higher level networks;
- This might require an inter-institutional dialogue.





Intermodal integration

- The SRTMP process should ensure linkages between different transport modes and develop a common view on hierarchy and interaction between different transport networks
- Introduction of MaaS concept





Scope of the “Pearl”

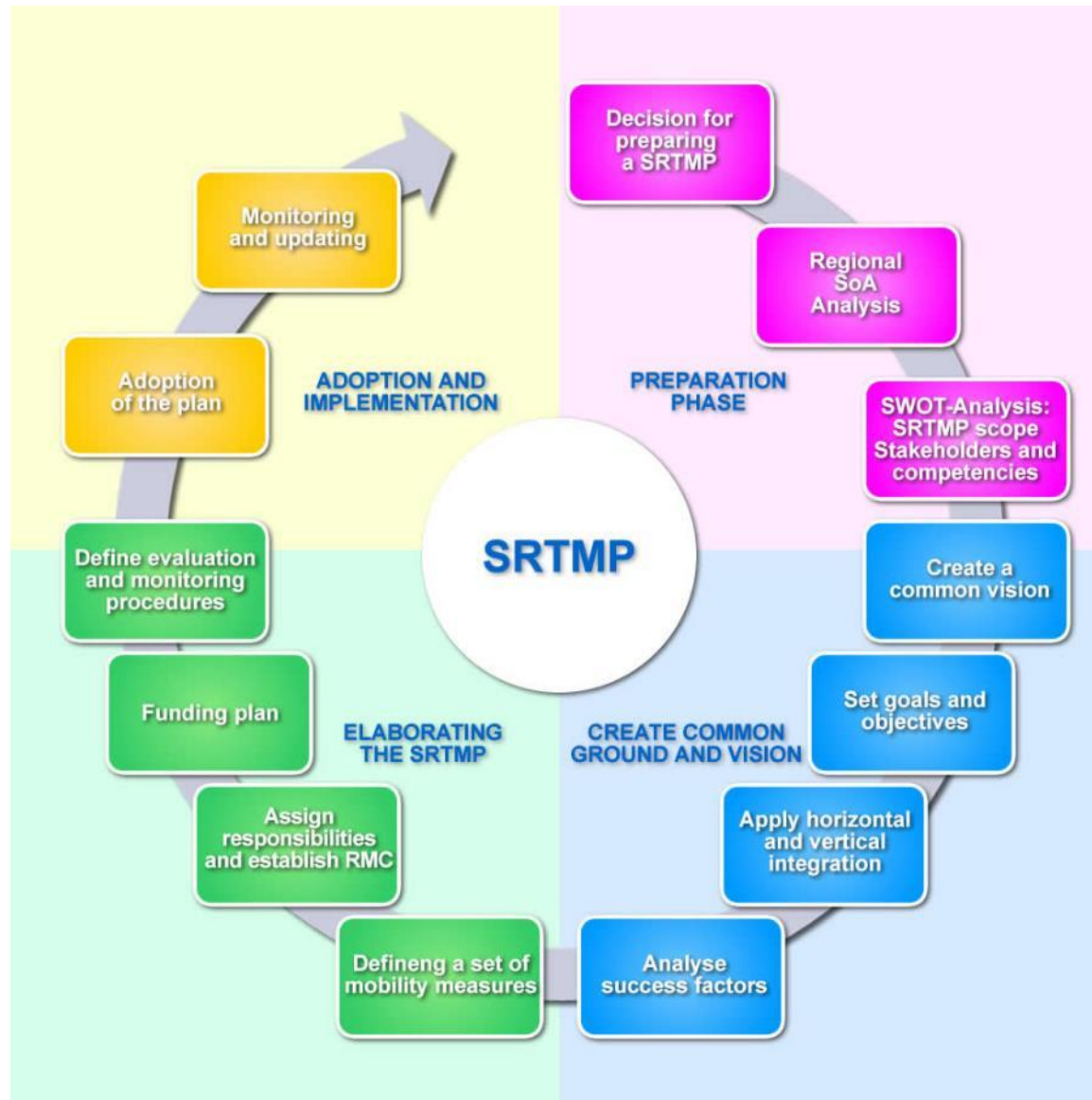
- A city /or a town/;
- A municipality encompassing several cities/towns/landmarks;
- A region made by several municipalities;
- Sometimes – several municipalities from different neighbouring administrative regions (districts);
- Output: Definition of the planning perimeter and communication/decision making structure of the pearl.





Analysis of the main tourism assets and attractions in the pearl

- What makes the region attractive for tourists?
- Why it has been chosen to be a “pearl”?
- What kind of information exists about this pearl? Foreign tourists would like to have this information at least in English and, if possible, in other languages (German, Russian, etc.).
- What are the needs of tourism stakeholders?
- Does the MaaS concept exist?
- Does the Last Mile concept has been introduced and do Flexible Transport Systems exist?
- What are the mobility needs of the local population?





ELABORATING SRTMP

1. Defining the scope of the target region (TD Pearl):
How many municipalities, cities and towns participate, what are the reasons for selecting the region (main touristic attractions – existing and planned for the future).
2. Elaborating the SoA resulting in SWOT-analysis:
needs and gaps identification: Here should be a discussion with the corresponding stakeholders, e.g. large public participation (PP).
3. Developing a common vision for DTPearls' development in tourism and mobility aspects: again with the PP and tourism associations; agreement with the local/regional authorities should be achieved, perhaps some document signed.



4. Developing of effective tourism packages and mobility measures. This is the core task. Here we should overcome the weak points of the current tourism and transport planning, that go separately in most cases. Usually the transport plans in the regions encompass mainly infrastructure measures, sometimes leading to the tourism attractions. In 99% the presumption is that the infrastructure facilitates the cars' access to the tourism spots.

From the other hand the tourism plans focus only on restoration and rehabilitation of the existing tourism sites (building hotels/restaurants, huge parking slots, renovating castles, monasteries or other historical or natural assets, etc.). Again the presumption is that the tourists will come by car. So, we have to build the missing facilities – how to travel using the infrastructure for accessing the tourism attractions; how to improve the infrastructure for using sustainable means of transport, etc.



5. Assigning responsibilities and develop RMC (Regional Mobility Centers)

The RMC are in the core of SRTMP. They provide both mobility and touristic information. In the frames of the project a special training program has been developed for training mobility managers for working in RMC.

6. Developing a funding plan

Define the funding sources (local or regional budget, EU-funding, public-private partnership, etc).

7. Defining the Monitoring and evaluation mechanisms

It means mainly to arrange the measures in chronological aspect, to establish the time frame, to calculate the financial resources and to assign the responsibilities.



8. Acceptance and implementation of the plan

The local strategy developed by the project team is discussed and approved by local decision makers. Collaboration between LG, transport and tourism bodies is necessary.

The stakeholders should agree with the proposed local vision, like:

**“MORE ATTRACTIVE AND ENVIRONMENTAL FRIENDLY RIVERSIDE
THROUGH SUSTAINABLE TOURISM AND TRANSPORT”**

The main goals should be:

- To introduce the sustainable Mobility Management and the MaaS concept in the region
- To explain the benefits of sustainable tourism and transport development.



New/improved mobility services will be created in the target regions

According to the SRTMPs, new services will be developed and tested in different partner regions following the guidelines developed in the project. Joint testing will demonstrate the feasibility of bike rental services, bike carriage facilities and flexible public transport services. A transnational evaluation will highlight the benefits and secure transferability of the pilot activities.





Mobility Information Centers

Mobility centers will act as one-stop-shops for information about sustainable mobility services available to get around in the region as well as about possibilities to move on to the next Pearl. The partners will develop mobility centers based on existing information centers, from scratch or as a part of a network of agencies providing mobility information on the regional and local level or in form of sustainable mobility contact points offering tailor made services to different target groups.





TRANSFERABILITY of the Concept

SRTMP is fully transferable to every region with tourism potential. Within the 2.5 years of implementation TRANSDANUBE.PEARLS will establish a network of destinations having SRTMP named “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 organizational structures will secure the operation of the network beyond project lifetime.



THANK YOU FOR YOUR ATTENTION!
QUESTIONS?





Partners





Contact



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Transdanube.Pearls



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



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