



**Sustainable Transport and Tourism  
along the Danube**  
[www.transdanube.eu](http://www.transdanube.eu)

**REGIONAL ACTION PLAN**  
**Fertő-Hanság Nemzeti Park**



**WP 4 / Action 4.1**

**West Pannon Regional and Economic Development  
Public Nonprofit Ltd**

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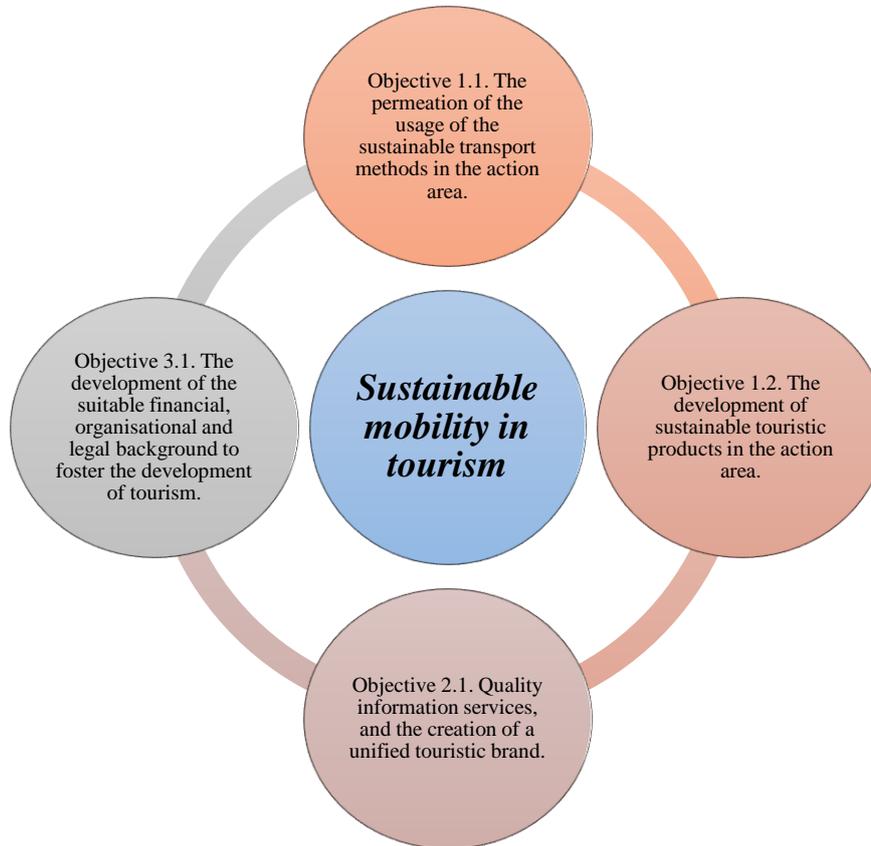


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## 2. REGIONAL STRATEGY FOR SUSTAINABLE MOBILITY IN TOURISM



### 2.1. OBJECTIVES

<b>Objective 1.1.</b>	<p><b>The permeation of the sustainable transport methods in the action area</b></p> <ul style="list-style-type: none"> <li>- The development of the railway connection in the action area.</li> <li>- The development of the international connections of the action area.</li> <li>- The creation and maintenance of the infrastructure serving the needs of the green transport methods entirely.</li> <li>- The development of the accessibility of the touristic destinations in the action area.</li> </ul>
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<p><b>Minimum standards to be achieved (until 2020):</b></p>	<ul style="list-style-type: none"> <li>- The increase of the rate of the passengers travelling by train and HÉC (commuter rail) by 10%.</li> <li>- The increase of the number of the tourists from abroad (20%)</li> <li>- The increase of the business of the bicycle renting enterprises (25%)</li> <li>- The increase of the bicycle road network (15%).</li> <li>- The increase of the number of the Intermodal intersections (20%) .</li> </ul>
<p><b>Definition of indicators to monitor the progress in achieving the defined objectives:</b></p>	<ul style="list-style-type: none"> <li>- The increase of the rate of the bicycle infrastructure network (in %).</li> <li>- The indicators of the air, soil and water pollution.</li> <li>- The number of the spent nights by the guests from abroad.</li> <li>- The number of accidents.</li> <li>- The rate of the guests arriving without their cars.</li> <li>- The decrease of the average travel time of the passengers arriving by public transport methods.</li> </ul>

<p><b>Objective 1.2.</b></p>	<p><b>The creation of the sustainable transport methods in the action area</b></p> <ul style="list-style-type: none"> <li>- The creation of the touristic packages, the development of the offers, and their linking.</li> <li>- The development of the active tourism.</li> <li>- The development of the water tourism.</li> </ul>
<p><b>Minimum standards to be achieved (until 2020):</b></p>	<ul style="list-style-type: none"> <li>- The increase of the number of the nights spent in the hotels by 10%.</li> <li>- The increase of the number of the visitors of the programmes by 20%</li> <li>- The increase of the bicycle tourism by 25%.</li> <li>- The increase of the touristic destinations (10%).</li> <li>- The increase of the number of the visitors of the touristic destinations (15%).</li> <li>- The increase of the number of the trainings regarding the environment conscious way of living (10%).</li> </ul>
<p><b>Definition of indicators to monitor the</b></p>	<ul style="list-style-type: none"> <li>- The number of visitors.</li> <li>- The increase of the number of the spent nights in hotels.</li> <li>- The increase of the average spent time.</li> </ul>

<p>progress in achieving the defined objectives:</p>	<ul style="list-style-type: none"> <li>- The increase of the rate of the returning tourists.</li> <li>- The increase of the number of the cultural events.</li> <li>- The increase of the possibilities to spend leisure time.</li> </ul>
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<p><b>Objective 2.1.</b></p>	<p><b>The offer of quality information services, the development of a common touristic brand.</b></p> <ul style="list-style-type: none"> <li>- The creation and the maintenance of the area specific image, the development of the incentives.</li> <li>- The installation and the development of the information systems.</li> </ul>
<p>Minimum standards to be achieved (until 2020):</p>	<ul style="list-style-type: none"> <li>- The increase of the information points (15%).</li> <li>- The appearance of mobile applications about the area (50%).</li> <li>- The increase of the marketing activities in the media. (10%).</li> </ul>
<p>Definition of indicators to monitor the progress in achieving the defined objectives:</p>	<ul style="list-style-type: none"> <li>- Changes in the number of population living outside the region, who know about the touristic products of the action area.</li> <li>- The number of the media presence (articles in newspapers, advertisements, promotional materials).</li> <li>- The creation of a local brand.</li> <li>- The number of the mobile applications.</li> <li>- The number of the information points.</li> <li>- The number of the incentives, and the different preferences.</li> </ul>

<p><b>Objective 3.1.</b></p>	<p><b>The creation of the suitable financial, organisational, and legal background in favour of the development of the tourism.</b></p> <ul style="list-style-type: none"> <li>- The increase of the cooperation among the actors of the different touristic sectors (accommodations, local self-governments, touristic organisations, services).</li> <li>- The development of quality strategies and action plans, and their regular monitoring, review.</li> </ul>
<p>Minimum standards</p>	<ul style="list-style-type: none"> <li>- The increase of the the matic touristic routes (20%).</li> </ul>

<p><b>to be achieved (until 2020):</b></p>	<ul style="list-style-type: none"> <li>- The increase of the partnership area of some organisations, self-governments, and services (20%).</li> <li>- The increase of the programmes, and the events (10%).</li> <li>- The appearance of new services based on cooperation (10%).</li> <li>- The appearance of cross-border partnerships (10%).</li> </ul>
<p><b>Definition of indicators to monitor the progress in achieving the defined objectives:</b></p>	<ul style="list-style-type: none"> <li>- The appearance of programmes and developments based on cooperation and network.</li> <li>- Changes in the number of thematic routes with several actors.</li> <li>- Changes in the number of the touristic organisations.</li> <li>- The number of the thematic routes crossing the borders of the areas.</li> <li>- The number of the products developed together.</li> <li>- The amount of finances spent on the common developments.</li> <li>- The amount of the obtained finances by applications.</li> <li>- The number of participants in higher education regarding tourism.</li> </ul>

### 3. REGIONAL FRAMEWORK CONDITIONS

#### 3.1. INTRODUCTION<sup>1</sup>

County Győr-Moson-Sopron is situated in the north-west of Hungary being integral part of the West Trans-Danubian Region. The county has borders to two European Union countries: Austria on the west and Slovakia on the north. Győr-Moson-Sopron is accepted as one of the most developed counties in Hungary regarding the economy.

Regarding County Győr-Moson-Sopron the most important touristic hotspot is the whole area (27 settlements) of the Fertő-Hanság National Park being one of the world heritage areas as core area and the neighbouring areas that have intensive relationship with the given area are regarded as a Puffer zone.

#### County Győr-Moson-Sopron and Fertő-Hanság National Park as the focus area



<sup>1</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

## 3.2. STATUS QUO ANALYSIS

### 3.2.1. Transportation

The evaluated area is situated in a frequented zone regarding the traffic and transportation as well as the international transportation centres. Regarding public transport the highway No. M1 is very important serving as part of the pan-European transport channel No. IV, which connects the western part of Europe with the Balkan area. There is another Helsinki channel in the area marking the water transportation way of the Danube with the number VII. Regarding the railways the most important is the railway line No. I (Budapest-Hegyeshalom- Rajka), both its cargo and public transportation values are high. The touristic hotspot is situated in the neighbourhood of three airports in three different capital cities, thus by this way of transport it is easily accessible. (Vienna-Schwechat, Pozsony / Bratislava / Bratislava- Letisko, Budapest- Ferihegy). All these facts determine County Győr-Moson-Sopron's role as a gate between Western and Eastern Europe, and the transportation channels listed above have not only national but also international importance. These are the „A” transport centres.

The transport centres „B” are also important, but mainly on regional level. The road No. 84 (regarding the accessibility of the core area from the direction of Austria it plays an important role), the main roads No. 85 and 86 (their load has almost doubled for the past 10 years), and the motor way No. M15 going to Rajka can be mentioned. Regarding the railway lines, the Sopron-Győr, and the Sopron-Szombathely lines are important on regional level, and which are managed by the GySEV Plc. The airport in Pér has a regional importance, and due to the developments (wider and longer run paths, the developments of the buildings) financed by Audi, the airport can accept even Airbus 320 and Boeing 737 flights. This airport has high development potentials.

Naturally these roads are important not only for the economy of the area, but also for its tourism.

Regarding the railway lines Győr plays the central role, which has a connection to Austria, mainly to Vienna and Budapest (Budapest- Hegyeshalom- Vienna main railway line No. I.). Csorna and Sopron are also important interchanges; the headquarters of the Győr- Sopron- Ebenfurth railway company is located in the latter. There is also a quite important logistic centre in Sopron. The Sopron-Győr, and the Sopron-Szombathely railway lines are also important. These lines are situated parallel with the main roads No. 84 and 85. A major niche is the missing railway connection between Győr and Pozsony / Bratislava.

The coach service in the county is supplied by Kisalföld Volán Plc., thus every settlement is connected, available. The availability of the settlements close to the cities is good; however the availability of the small settlements on the peripheral areas should be developed. As part of the multimodality the Kisalföld Volán and the railway

companies of the county try to harmonise the timetables of the coaches and the trains, which is encouraged by the fusion of the regional Volán companies.

The bicycle tourism shows increasing tendencies in the county. County Győr-Moson-Sopron has a favourable situation regarding the bicycle lines as the Eurovelo 6 bicycle road is situated on the northern part of the county, thus according to the estimations about 1.5 million bikers enter the border at the county.

The most popular bicycle road is located along the coastline of Lake Fertő, where there are several facilities for bikers, resting places, and other additional services, and developments are expected in the future as well. The length of the already existing lines around the lake (excluding the part between Balf and Fertőrákos) is 130 km, but with the different side roads it can be even 350 km. There are information boards besides the bicycle roads as well as services for the bikers. In the framework of the Fertő-Hanság Mobil project the city of Kapuvár was connected to the bicycle road system around the Lake Fertő, and even a bridge was constructed for the bikers close to the Austrian border.

Public transport on water in the studied area, in County Győr-Moson-Sopron is only available on the Lake Fertő, and the Danube. The latter is the Helsinki corridor No. VII., which is part of the water transport line on Danube, Main and Rheine crossing Europe. Boating on the Danube is mainly touristic attraction; however the boat shuttle between Vienna and Pozsony / Bratislava (Twin City) has proved to be needed as a means of the everyday public transport.

There are no sites that would cover the information regarding all the traffic possibilities; however there are web-sites that supply the passengers with information on a sufficient way. The Mobility Centre Sopron created within the framework of the GreMo project may supply with the most complex information, „not only the sale of the international tickets is their service but also they give competent answers about all the questions regarding mobility, both in Hungarian and in German.” Moreover there are leaflets and brochures introducing the touristic sites around and in Sopron. Also within the framework of the GreMo project a mutual Austrian Hungarian information system has been created under the flag of the mobility, which is available in three languages.

Bicycle route planners are available in Hungary as well, but in several cases they are not updated, they should be maintained. Although the information is not complex for the bikers (e.g. accommodation, bicycle services, etc.) information for the bikers is available on other sites. <http://www.utvonalterv.hu/>

### 3.2.2. Tourism

County Győr-Moson-Sopron and the focus area that is currently being introduced do not have any special touristic brand. Their products are offered on regional level (NUTS II), and West Trans-Danubia is introduced as the 'region supplying forests', where there is an increased attention paid to the offers and destinations of the county researched in our study. (see later the chapter about Touristic offers).

The main touristic statistic data of County Győr-Moson-Sopron and the focus area i. e. the Fertő-Hanság National Park and the related settlements are introduced. The data of the years 2007 and 2011 are compared, thus we have evaluated the recent processes. The number of the spent nights in the hotels has increased in both the county and the focus area despite the economic crises. In the years between 2007 and 2011 the number of the spent nights in the hotels increased more in the county, however we have to add, that more than the half of the spent nights (58%) are spent in the 27 settlements of the focus area in County Győr-Moson-Sopron (183 settlements).

Area	The number of the spent nights in the hotels 2007	The number of the spent nights in the hotels 2011	The rate of the changes in the number of the spent nights in the hotels
County Győr-Moson-Sopron	915 827	1 071 722	+17%
Focus area (27 Settlement)	541 280	618 444	+14%

In the focus area Sopron has the highest number of spent nights as the biggest city of the area, (467 197), which is followed by Hegykő (96 956) and Csorna (15 994). The dominance of Sopron and Hegykő can also be seen in the number of the available accommodation as well as in the number of the visitors.

If we compare it to the Austrian area of the coastline of Lake Fertő, the differences are significant as well. In the NeusiedlSee Region the number of the spent nights in the hotels (1 439 403) is more than the double of the Hungarian data. There are huge differences in the distribution of the number of the spent nights in the hotels, since while in Hungary only 5 settlements has 10 000 of the number of spent nights in the hotels on the Austrian side this number is 19 settlements. In both the Austrian and the Hungarian areas of the focus area the number

of the spent nights in the hotels in Sopron has got the highest value (61 390 people, 467 197 nights spent in the hotels), the second in the row is Podersdorf am See with the population of only 2000 people (378 877 nights spent in the hotels). Comparing the rate of the internal customers we can see, that on the Austrian focus area their rate is higher (72%), than in County Győr-Moson-Sopron (60%).

The chosen focus area is a considerable touristic destination in the country, which is introduced as highly important by all touristic information systems.

The main touristic offers of the focus area:

- The Fertő/Neusiedlersee area, world heritage, which was listed as a world heritage by the UNESCO in 2001.
- The Fertő-Hanság National Park, which offers interesting programmes for the tourists throughout the whole year (canoeing on the canals, bird watching).
- The stone mine in Fertőrákos: it is both a natural and cultural value as it is the venue of concerts and theatre performances in the summer.
- Sopron: its fabulous city centre appeal thousands of tourists from all over the world. Sopron is known as the 'City of Loyalty' as well as the capital of 'kékfrankosok'.
- Wine, bicycle and water tourism. (Sopron, Fertőrákos).
- Health, spa and adventure bath tourism (Balf, Hegykő).
- Common cross-border festival tourism (Haydn and Liszt festivals).
- Conference tourism, its main destination is the city of Sopron.
- International music festival in the city of Sopron (Volt festival).

### 3.2.3. SWOT-analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> <li>• Good situational energies, 'gate' between eastern and western Europe.</li> <li>• The continuous communication between the different players of the public transport and the harmonisation of the different transport means have started.</li> <li>• The development of the bicycle infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• The bad condition of the old roads crossing the border. The dividing role of the Danube (the lack of the bridges, ferries).</li> <li>• Overloaded main roads in bad condition (e.g. road No. 86), and lower level roads badly constructed and maintained. The planned developments of the motor ways, the railway</li> </ul>

elements and services along the coastline of Lake Fertő.

- The foundation of the Mobility Center Sopron, which supplies touristic transport information
- Variable touristic features: thermal and spa water springs, natural values, cultural heritage, events, lakes, rivers and creeks, bicycle roads, vineyards
- There are world heritage venues in the county (Fertő-táj, the abbey in Pannonhalma), and a new one is formulated (the Roman limes)
- The central role of the focus area in the tourism of the county.
- The increasing number of visitors in the county and the focus area.
- The importance of the ETE projects in County Győr-Moson-Sopron regarding tourism and mobility.
- Unique solutions to the unique, area specific issues.

system, the water traffic (ports, water lines) have been delayed.

- The settlements at the border are badly connected to the main roads.
- The bad condition and the small amount of the existing bicycle infrastructure elements and at some areas the total missing of the system
- The background infrastructure of the bicycle tourism is just roughly constructed, it lacks the networking organisation.
- The harmonisation of the touristic products and the targeted marketing activities are still missing.
- There are huge differences in the number of the visitors at Lake Fertő and the Fertő-Hanság/Neusiedl See National Park Hungarian and Austrian sides (there are more visitors on the Austrian side)
- The missing common touristic brand of the area.
- There are too many development documents and studies, between which there is no cohesion
- The operation of the Hungarian participants of the ETE programmes is uncertain due to the several structural changes, there are financial problems in several cases, and they cannot become the owners of the project.
- Quite often the transport projects aim at the development of the soft elements, while the development of the hard elements would be

	<p>necessary.</p> <ul style="list-style-type: none"> <li>• TDM organisations cannot be found everywhere in the country.</li> <li>• There are no individual development sources; the investments are only possible by the usage of the European Union sources.</li> </ul>
<p style="text-align: center;"><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• The foundation of the CETC ROUTE No. 65 road</li> <li>• The demand of the individuals and the communities for public transport is increasing.</li> <li>• Start of regular bus shuttles between the settlements and the settlement groups (e.g. Sopron and its surroundings)</li> <li>• The creation of intermodal interchanges</li> <li>• In case of a possible transport association the harmonisation of the timetables would be encouraged and it could play a coordinating role in the public transport.</li> <li>• The construction of the Iron Curtain Trail (road EuroVelo No. 13) with sections in the county.</li> <li>• The construction of the bicycle roads linking the Fertő-Hanság National Park and the Szigetköz.</li> <li>• The increasing national and international demand for the cultural and eco-touristic products and services produced upon unique, local values</li> <li>• With the increasing health consciousness the demand for the preventive, active touristic products is increasing as well.</li> <li>• The development of the bicycle tourism due to the increased number of available services.</li> </ul>	<p style="text-align: center;"><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• The deteriorating conditions of the public roads, the lack of the maintenance</li> <li>• The necessary bicycle road and infrastructure constructions have not been completed, the existing elements deteriorate quickly.</li> <li>• Due to the missing infrastructural elements the area loses its competitiveness in the bicycle tourism segment.</li> <li>• The global decrease in the tourism (the number of the visitors) decreases the international demands on the area of tourism, moreover it increases the competitiveness in the international markets.</li> <li>• Postponing the renovation of the existing, but deteriorating bicycle and water infrastructure</li> <li>• The development plans of the counties are not in line with the real demands.</li> <li>• De to the great differences in the infrastructure (mainly in the direction of Austria) the number of the cooperation in the cross-border programmes is decreasing.</li> <li>• In the years of 2014-2020 the European Union resources will not subsidy the renovation of</li> </ul>

<ul style="list-style-type: none"> <li>• The development of a development strategy in line with the national goals, and the local features of the county.</li> <li>• By the foundation of Transport Associations the organisation of the transport could be more efficient.</li> <li>• The realisation of a common fare system in the public transport, the availability of the e-ticket network.</li> </ul>	<p>the lower level roads.</p> <ul style="list-style-type: none"> <li>• Tourism will not be present among the thematic development areas of the 2014 and 2020 time period.</li> </ul>
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### 3.2.4. Gap Analysis

Gap-analysis is one of the important sections of our strategy. Its aim is to define the gaps between the strategic objectives defined by us and the current status, and by what measures these gaps can be eliminated.

After defining the really important gaps and the elimination measures and their fulfilment we can reach the strategic aims in the action area.

#### I. THE PERMEATION OF THE USAGE OF THE SUSTAINABLE TRANSPORT METHODS IN THE ACTION AREA

##### I.1. The development of the connections of the action area

###### Status description:

The main railway line No. 1 (Budapest- Hegyeshalom- Rajka) has got the greatest importance regarding the railway lines in the county, the personal and cargo traffic of which has got national importance. The lines No. 8 (Sopron-Győr), and 15 (Sopron-Szombathely), which lead through the action area have got regional significance, both lines are maintained by GySEV Plc. These railway lines run almost parallel with the roads No. 84 and 85 in the area of the county. Csorna and Sopron can be regarded as important railway junctions, the latter serves as the headquarters of the Győr- Sopron- Ebenfurth Railway Company as well.

There are three railway companies supplying the needs of the customers, maintaining the railway lines: the Győr- Sopron- Ebenfurth Railway Company (GySEV), the MÁV Hungarian State Railways Private Company by Shares (MÁV), and the Fertő Vidék Helyi Érdekű Vasút / Fertő Area Commuter Rail. The main railway lines operated by GySEV are the lines Győr-Sopron, Sopron-Szombathely, and Rajka- Hegyeshalom- Csorna- Porpác-Szombathely. MÁV belongs to the corridor Budapest-Győr-Hegyeshalom (which is part of the Helsinki corridor No. IV) and operates the main railway lines of Győr-Celldömölk and Győr-Veszprém.

The railway line between Fertőszentmiklós and Neusiedl am See, which runs along the eastern shore of the Lake Fertő has got regional importance, (it is the railway line of Fertő Vidék Helyi Érdekű Vasút / Fertő Area Commuter Rail). Practically it is operated and maintained by GySEV. Regarding the frequency of the trains they run on hourly basis in the early morning and in the afternoon periods, the travel time is 1 hour and the trains have facilities to carry bicycles.<sup>2</sup>

The border to Austria can be crossed at Hegyeshalom, Sopron (Ágfalva, Kópháza) and Fertőújlak, to Slovakia at Rajka. All of these border crossing stations are open 24 hours, and operate international passenger and cargo traffic.

Gaps:

- The not acceptable accessibility of the settlements in the area (e.g. Fertőújlak- Apetlon).
- The not acceptable quality of the railway stations, the lack of the services (e.g. Csorna – there are no bicycle racks)

Definition of the measures:

- The development of the dual railway lines between Győr and Sopron, the electrification of the railway line between Győr, Pápa, and Celldömölk, the development of higher level services (clock-face scheduling, the possibility of bicycle transport in each train and line, intermodal interchanges).

## **I.2. The development of the international connections of the action area**

Status description:

<sup>2</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

County Győr-Moson-Sopron is the 'gate' between Western and Eastern Europe. In the Fertő area there are three public road border crossing points to Austria (Pamhagen, Fertőrákos, Klingenbach), and two railway line border crossing points (the railway lines of Fertőszentmiklós-Pamhagen-Neusiedl am See and the Sopron-Eisenstadt-Neusiedl am See). These transport lines connect the areas situated in two different countries well, only Fertőújlak is problematic regarding accessibility. The realisation of the connection with Apetlon in Austria via a railway line or other public road means would stop the disadvantages of being a cul de sac settlement.<sup>3</sup>

The coach connections of the county especially in the focus area are not really good; basically the coaches from Budapest to Vienna stop by Győr. It is a great problem, that the cities located close to the border have no organic connections to the cities on the other side of the border; there are no timetabled fast coaches. It would be really important to develop the shuttles between Sopron and Vienna, Sopron and Eisenstadt, Győr and Pozsony / Bratislava, and Mosonmagyaróvár and Pozsony / Bratislava. The foundation of a cross-border transport association could support the development of for example the shuttle coach line between Mosonmagyaróvár and Sopron through Austria.<sup>4</sup>

The journeys on the so called Euregion lines are becoming more and more popular. In several cases reductions can be used (e.g. in the public transport facilities in Vienna), moreover there are facilities to transport bicycles (there are even some discounts for cyclists, e.g. the transport of the bicycles is free with the weekly or monthly season tickets). These railway lines in the evaluated area run from the stations of Győr, Mosonmagyaróvár, Sopron and Fertőszentmiklós to Vienna.

Regarding the bicycle roads County Győr-Moson-Sopron has got excellent facilities, since the bicycle road Eurovelo No. 6 runs along the northern part of the county, thus approximately 1.5 million cyclists cross the border in the county. The most popular bicycle road runs along the Lake Fertő. The length of the already constructed and completed continuous bicycle roads along the lake is 130 kms (not complete only between Balf and Fertőrákos), it can even reach 350 kms with the connected bicycle roads. In the framework of the Fertő-Hanság Mobil project the city of Kapuvár has been connected to the bicycle line around the Lake Fertő, even a bicycle bridge was constructed close to the Austrian border. The National Spatial Plan has defined the elements of the national bicycle road system, the most important of which are the already mentioned Upper-Danube bicycle road (Eurovelo 6), the North Trans-Danubian bicycle road, the Balaton-

<sup>3</sup> Az osztrák – magyar Fertő - térség fenntartható közlekedése Megvalósíthatósági tanulmány - 1. modul: Innovatív tömegközlekedés

<sup>4</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

Rába bicycle road and the bicycle road crossing the border in Trans-Danubia that may supply as the national section of the Eurovelo road No. 13 (Iron Curtain Trail).<sup>5</sup>

Regarding water tourism we can state that the development of the cargo ship transport on the Danube is among the objectives of the development concept of the trans-European transport network, since compared to the River Rhine Danube is much less used for water transport than Rhine. Boating on the Lake Fertő is a popular leisure activity, which is operated by the Drescher Boating Company. There are possibilities for amusement boat trips and thematic trips, and there are shuttle boats (to Illmitz, Mörbisch, Rust) connecting Austria and Hungary on water as well. On these boats the transport of the bicycles is also possible. The sailing boats offer possibilities for active leisure time, with growing importance.

Gaps:

- The so called South-east Transport Axes (SETA) may offer an excellent possibility for the development of the railway lines, which would be a railway connection line between Vienna, Pozsony / Bratislava, Burgenland, Lower-Austria and Western TransDanubia down to the Adriatic harbours: the competitiveness of the railways in the transport corridor would be increased by the development of the travel speed, the axle weight, and the electrification.
- One of the missing chains of the international railway connections is the non-existent direct railway line between Győr-Pozsony / Bratislava.
- There are no shuttle buses between the settlements along the border.
- The bicycle roads are not connected, the infrastructure is low quality, thus they are not suitable to join the international networks (EV6, EV13 in the future).
- The potentials of the River Danube regarding transport are not used.

Definition of the measures:

- The development of the conditions for shuttle coach transport services on the lines of Sopron-Bécs, Sopron-Eisenstadt, Győr-Pozsony / Bratislava and Mosonmagyaróvár-Pozsony / Bratislava.
- The possible foundation of a cross-border transport association (partners: GySEV, Kisalföld Volán, VOR). The tasks of this association could be: the development of the coach and the railway transport, seeking

<sup>5</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

opportunities for cooperation, the development of common transport packages and the creation of good cooperation.

### **I.3. The realisation and the maintenance of the infrastructure totally supporting the demands of the green transport methods**

#### Status description:

The decrease of the emission of harmful gases should be supported by the usage of environment friendly transport methods.

Railway infrastructure: railway transport is one of the most environment friendly transport methods, since it need ten times less energy than public road transport. Moreover, its transport capacity is bigger; it can transport passengers and cargo at the same time, at a relatively high speed. In 2011 GYSEV Plc. got an order from the Hungarian Government of operating a further 214 km railway section. The two third of this length, the line between Rajka, Hegyeshalom, Csorna, Répcelak and Porpác is located in the county. The reconstruction of the 87 km long section of the railway line between Porpác, Csorna and Mosonszolnok was announced by GyESEV on 13<sup>th</sup> July 2012.<sup>6</sup> Until 2015 the section will be electrificated, the necessary adjustments will be completed on the signalling control equipments, and the rails will also be strengthened. Transport on the electric lines is one of the most environment friendly methods these days. The section between Győr and Sopron has reached the most of its capacity; the only solution would be to have dual lines in the long term. GYSEV has already started the preparations to this project, and it is expected to be finished by 2018. The objective of the renovations is to construct an electric, dual line, where the maximum possible speed is 160 km/h.<sup>7</sup> There are several important railway interchanges (Győr, Sopron, Csorna, Hegyeshalom), which are the connecting, collecting centres of the north – south and the east – west lines. The realisation of the environmental conditions should be supported by an overall railway development programme, by shifting more and more of the passenger and the cargo transport to the railways (e.g. a transport association could support this process), via the realisation of the conditions for the quality services (reconstruction of the stations, modernisation of the tools and equipments, electrification, speeding up the line rehabilitations, assuring the conditions for combi transport).

<sup>6</sup> The area development concept of County Győr-Moson Sopron – status evaluation

<sup>7</sup> <http://www.gyor-sopron-ketvaganyusitas.hu/>

Bicycle infrastructure: The bicycle road along the Lake Fertő is the most popular regarding the action area, there are several bicycle laybies and other services have been created, and there will be investments in the future as well. The Hungarian section of the bicycle road network has not been completed yet (Balf), moreover, the surface of the road is not acceptable everywhere, it needs renewal at some places.

As a result of a project in process quality infrastructure conditions are being created for the bicycle tourists, which are at the same level, or even exceed the quality of the bicycle network on the Austrian side of the lake. The unified bicycle traffic sign system will be completed, the majority of the bicycle roads are going to be modernised (on 19 kms altogether), and the missing bicycle roads will be constructed, so that the Hungarian part of the Lake Fertő could be cycled around safely. Bicycle roads or marks will be made inside three busy settlements, in Fertőrákos, Balf and Sarród, and also in Fertőszéplak, to assure bicycle transport. Based on an Austrian example between Fertőrákos and Balf the mixed usage agricultural and bicycle road has been constructed. The road leading to the harbour in Fertőrákos will also have a bicycle lane, this is subject to the total reconstruction of the bicycle roads inside Fertőd, and also a bicycle bridge is beng built over the River Kelemele. Inside Fertőújlak, which is not a settlement with busy traffic, bicycle lanes will be marked on the roads.<sup>8</sup>

### The bicycle roads along Lake Fertő<sup>9</sup>



<sup>8</sup> <http://www.holkerekparozzak.hu/hirek/kozlekedes-kozuti-kerekparos-fejlesztes-palyazat-jovore-koruljarhato-kerekparral-a-ferto-to>

<sup>9</sup> <http://probike.network.hu/blog/probike-hirei/a-ferto-to-bringaval>

Further important investment could be the bicycle road connecting Fertő-Hanság National Park with Szigetköz, and the support of bicycle traffic on roads with low traffic load with the placement of information boards.

It is important to mention the so called Nextbike system, which is a bicycle rental network operated on market bases. Nextbike is accessible along Lake Fertő, on the Hungarian side at Fertőrákos, and on the Austrian side the system is already well-established. The importance of the Nextbike station on the Hungarian side is important, because the station is to be found exactly at the Fertőrákos port, thus it is easy to change, and also the ferry transport is available (in the direction of Rust, Illmitz, Mörbisch). Because of the growing demands a detailed feasibility study has already been completed about the area of Sopron and its vicinity in the framework of the GreMo project, and it contains the possible stations of the Nextbike system.<sup>10</sup>

The bicycle infrastructure of the areas along the Danube and the Austrian – Hungarian border is acceptable; however the networking is low level, while the cross-border lines are better quality at several sections (the road along the Danube, Lake Fertő).

Other supplementary infrastructure:

- The possibilities to transport bicycles on the boats and on railways serve as supplementary infrastructure. In the Nextbike system an intermodal interchange centre has been realised in Fertőrákos, where it is easy to change types of vehicle, regarding water and bicycle transport.
- By the reconstruction of the South-Hanság Narrow Gauge Railway the passengers would get acquainted with an environment friendly and sustainable mean of transport.

Gaps:

- The lack or weakness of the initiatives aiming at the reconstruction and the maintenance of the existing bicycle roads.
- The bicycle infrastructure of the areas along the Danube and the Austrian – Hungarian border is acceptable, however the networking is low level, while the cross-border lines are better quality at several sections
- The background infrastructure of the bicycle transport can only be found at some places in the county, they do not formulate a closed network.
- There are only a few Nextbike stations in the action area.
- The lack of the connection between the Szigetköz and the Fertő Hanság National Park.

<sup>10</sup> [http://www.b-mobil.info/uploads/contenteditor/nextbike\\_Sopron\\_MS\\_hu.pdf](http://www.b-mobil.info/uploads/contenteditor/nextbike_Sopron_MS_hu.pdf)

The definition of the measures:

- To strengthen the initiatives to reconstruct the bicycle roads, the development and the renewal of the bicycle road system along Lake Fertő.
- Strengthening the network of the bicycle roads in the action area. Developing cross-border relationships.
- The reconstruction of the Rajka-Hegyeshalom-Csorna-Répcelak-Porpác railway line by 2015 that includes the electrification of the section, the construction of the necessary signalling control and the strengthening of the rail ways.
- The integration of Sopron and its vicinity into the Nextbike system, the realisation of the stations based on the already existing plans.
- The realisation of a Győr – Sopron bicycle road in the direction of Austria may be important, parallel with the roan No. 85 (which would connect Lake Fertő and the Szigetköz).
- The reconstruction of the South-Hanság Narrow Gauge Railway (Kapuvár railway station - Öntésmajor - Kistölgyfa - Miklósmajor - Tőzeggyármajor - Nyárliget – Sarród).
- The realisation of the intermodal interchanges in case of meetings of the different transport methods, P+R (e.g. at the Lébény-Mosonszentmiklós railway station) the construction of B+R parking places, the realisation of intermodal passenger information systems.

#### **I.4 The development of the accessibility of the touristic destinations**

Status description:

The quick and safe accessibility of the touristic destinations basically influence the travel decisions. In case of any transport methods there is demand for the constructed, quality infrastructure, easily understandable and accessible service with reservation and ticket buying system. Transport has got a special place in tourism: it appears as its condition, it connects the production with the customer, it makes the structure of the tourism, and it creates connections. The low accessibility, the low quality infrastructure, the not acceptable transport opportunities and the unfavourable or unsure services affect tourism negatively.

The construction of the quality reception capacity as well as the assurance of the accessibility of the touristically frequented settlements, the infrastructural developments of their vicinities are all the conditions of the creation of the complex touristic products.

The most important touristic hotspot the Fertő-Hanság National Park and the connected Puffer zone can be accessed easily by car or different public transport methods by both inland and foreign tourists as well.

The evaluated area is situated in a frequented zone regarding the traffic and transportation as well as the international transportation centres.<sup>11</sup>

### The accessibility of Sopron from abroad and inland areas

Transport method	Car	Bus, coach	Train
<b>Departure</b>			
Győr	1 h 30 min	2 h	1 h 5 min
Szombathely	1 h 10 min	1 h 45 min	55 min
Veszprém	2 h 5 min	3 h 20 min	3 h 45 min*
Budapest	2 h 30 min	5 h 20 min*	2 h 30 min
Bécs	55 min	-	1 h 10 min
Pozsony / Bratislava	1 h 15 min	-	3 h 00 min*

\*by changes

In the table above the accessibility of Sopron has been evaluated: the railway connections from the areas close to the city (Győr, Szombathely, Vienna) are to be considered good, however from farther departure areas (Veszprém, Pozsony / Bratislava ) neither coach shuttles, nor the railway transport are competitive with the private car transport. The coach and the railway accessibilities have to be developed from these areas, since accessibility is one of the key factors of the competitiveness of tourism.

Tourists quite often get to the touristic destination by public transport (they may arrive by private cars, buses and trains), and during their journeys they can take other means of transport and services as well. It is extremely important that the different services should be available at the touristic entrances (railway and coach stations) at the necessary quality level, and that the different branches would create acceptable relationships with the other branches of transport (e.g. electric buses, bicycle docking stations), supplying space for both the sustainable private and public transport.

Gaps:

<sup>11</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

- The touristic destinations are difficult to reach by public transport.

The definition of the measures:

- The development of the accessibility of the touristic destinations, even cross-border relations (e.g. the accessibility of the sarródi Fertő Hanság Nemzeti Park, the accessibility of the watch tower in Fertőboz by bicycles).
- The development of the regular railway and bus shuttle services, the realisation of cross-border shuttles, the planning of the cross-border transport.

## II. THE DEVELOPMENT OF THE SUSTAINABLE TOURISTIC PRODUCTS IN THE ACTION AREA

### II.1. The development of the touristic packages

Status description:

The county has got four fundamental touristic areas, two of them are world heritage sites by the UNESCO (the Abbey in Pannonhalma and the area of Lake Fertő), while the area of Szigetköz from Mosonmagyaróvár to Győr has got a national protection. Sopron and the area of Lake Fertő has got the greatest touristic importance from among the world heritage sites, while the area at Győr, Pannonhalma, Sokoró is basically the destination of one-day trips. Here the amount of the accommodations is also lower than in the FHP action area.

The touristic values of the Lake Fertő area and the city of Sopron:

- Sopron – medieval downtowns, constructed values, a conference centre for 1250 people, Brennbergbánya and other sites for hiking (e.g. Várhely watch tower, Celtic mounts, Deák-well, Károly-hill), Alpine climate, clean air for healing asthmatic illnesses.
- Esterházy Castle in Fertőd, the memories of Haydn.
- Lake Fertő, which is excellent for water sports: surfing, sailing, with its border crossing on the water.
- Fertőrákos – stone mine with excellent, Memorial Park for the Pan-European Picnic, sailing harbour, and bath.
- Spa bath in Balf, mainly for prevention and rehabilitation.
- The spa bath in Hegykő with warm features.

- Nagycenk - Széchenyi castle, museum railway.
- The natural values of the Fertő-Hanság National Park, with the Sarród environment visitor centre, habitat reconstructions (Hungarian grey cattle, buffalo).
- The bicycle road along Lake Fertő.
- Wine road organised in the vineyard area of Sopron, with traditional, urban press cottages, wine tasting places.
- Common events organised together with the Austrian areas (e.g. Haydn Festival), touristic offers, which supply opportunities for further cooperation, and the existing border crossings.<sup>12</sup>

#### Touristic packages:

- Cultural and heritage tourism: the folk traditions are one of the main attractions (folk dances, folk crafts, traditional tastes), the great cultural events (e.g. Musical Days in Fertőd, Liszt Festival, and other local importance festivals in Sopron). The collections and exhibitions are important in the county, in this case we mean the museums, and exhibitions of Sopron attracting several visitors.
- Active tourism: The natural and constructed values are one of the favourite destinations of tourists favouring active tourism. Besides the already described possibilities there are several local natural values that connected and supplementing each other the popular targets of cycling, hiking and the eco-tourism. Due to the relatively flat area there are good possibilities for those visitors, who enjoy horse riding tourism, due to the lots of forests for hunting (Hanság, Sopron mountains), and due to the rich rivers and lakes for fishing (Lake Fertő, Rába, Marcal and Rábca, the fishing lakes of the villages in Rábaköz). The touristic services are supplemented by the other spots opportunities: minigolf, sightseeing flights, tennis, summer bob, bowling, and shooting, sleighing, water skiing. Water tourism could become one of the significant branches of the active tourism of the county (Lake Fertő, Rába). On Lake Fertő we can acknowledge the increase in sailing tourism, the construction of a harbour can be expected in the near future, which can receive yachts as well.
- Eco-tourism: The Fertő-Hanság National Park, two nature parks (Sopron mountains and the Sokoró hills), and several protected areas can be found in the area of the county. The Fertő-Hanság National Park awaits the visitors with several organised programmes. There are programmes like: the observation of the flora and the fauna, bird watch, canoeing tours, tours to the neighbouring Austria, boating among the reeds of Lake Fertő, organised tours for beginners and advanced tourists as well. During the canoeing tours we can

<sup>12</sup> The area development concept of County Győr-Moson-Sopron – proposal phase

discover the flora and the fauna of the zig-zag canals and inside ponds among the reeds, in the 'Bird watch at dawn' programme the water bird life of the lake can be inspected. Moreover, the tourists can get acquainted with the flora and the fauna of the lake on study paths: the 'Gyöngyvirág / Lily of the valley Study path introduces the lime-loving plants, the natural biota of the dolomite bush forests, the visitors of the Sziki Ószirózsa / Sea Aster Study path learn about the flora and fauna of the sodic deserts and lakes, as well as the role of the ancient Hungarian domestic animals in the preservation and usage of the protected areas. The Kövi Bengé / Buckthorn Study path in the area of the episcopal stone mines introduces the geological, zoological and botanical values of the stone mine. On the Hany Istók Study path we learn about the different variations of the legend of Istók Hany, and that natural environment among which we suppose, the hero of the legend used to live.<sup>13</sup>

- Health tourism: Health and beauty tourism is gaining greater and greater importance, while earlier only the dental tourism was the only important target, recently other branches have gained importance as well: medical services, beauty and aesthetic treatments (cosmetic surgery, hairdressers, beauty saloons), and wellness services. Several spa and wellness hotels are awaiting the visitors in the area. The spa baths in Balf, Hegykő, Lipót and Sopron are extraordinary quality. Balf is a nationally qualified health resort; the Lővérek in Sopron is regarded as a nationally qualified climatic health resort. Spa baths with qualified spa water are to be found in Kapuvár and Csorna, which need some further developments according to the market demands, so that they could become real touristic attractions.
- Wine tourism: The conditions for wine tourism in the Sopron wine area are present; however the organised wine tours are being formulated. There are nice cellars located at several settlements, where local wine makers offer their own products (the kékfrankos in Sopron is the most famous). The regional wine competitions are gaining wider and wider participant and audience circles. The Sopron wine area has been developed recently in the framework of a complex programme. In the downtowns a wine museum has been opened, which introduces the past of the vineyards and wine making, and familiarize the visitors with the special features of the wine area of Sopron.
- Shopping tourism: Due to the location of the county the crossing and the shopping tourism is also important, however their economic weight have decreased recently, but the low price of the services in the area of Sopron are attractive to the Austrian visitors.
- Festival tourism: Festival tourism is one of the strengthening branches of the touristic offers of the area, with the extraordinary data of the VOLT Festival with its 20 year of success. Other important festivals are:

<sup>13</sup> <http://www.ferto-hansag.hu/turavezetes-csaladok>

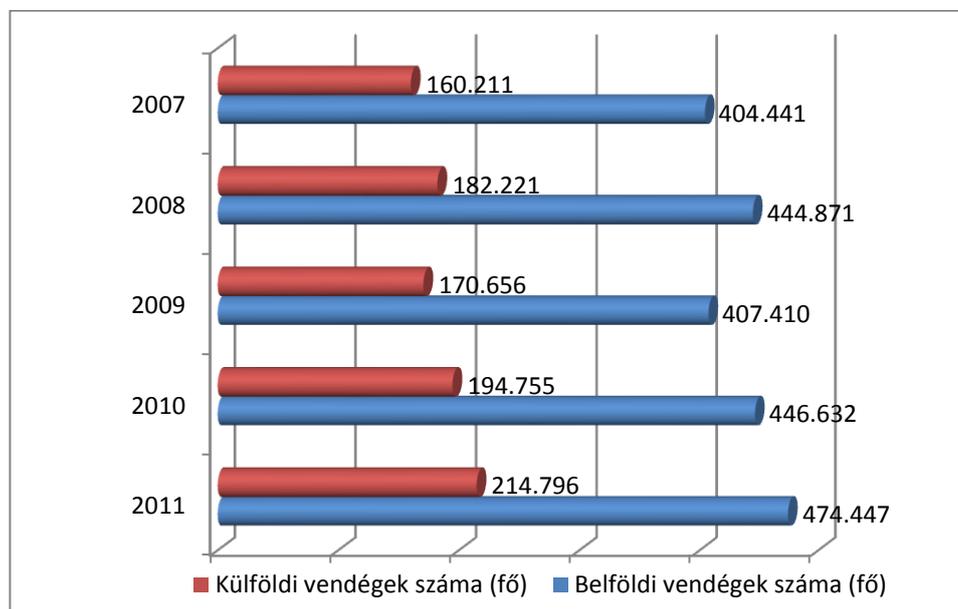
the Festiv Weeks of Sopron, Fertő Party, Spring Festival in Győr, Baroque Historical Games, Wine and soda water Days in Győr, Kékfrankos Summer, Wine Celebrations in Sopron, Stangli Festival in Hidegség.

- The economy has created a special touristic offer recently. The Heineken Hungária Beer Brewer Plc. has created a visitor centre and offers guided tours in its site. The chocolate tastin tour in the Harrer Chocolate Manufacture in Sopron is an attractive programme.<sup>14</sup>

The touristic demand:

The number of the spent nights in the county possesses an increasing tendency year after year. While in 2007 915,827 visitor nights were registered (of which 38 % was from abroad), in 2011 there were 1,071,722 visitor nights spent (of which 42 % from abroad). The average staying time is below the national average: 2.3 days (in 2008 it was 2.2).

**The number of visitors in the commercial accommodations in County Győr-Moson-Sopron  
2007-2011**



Source: HUNGARIAN CENTRAL STATISTICAL OFFICE / KSH

Gaps:

<sup>14</sup> The area development concept of County Győr-Moson Sopron – proposal phase

- The lack of the complex touristic offers.
- The staying time of the visitors is short.
- The lack of the cooperation of the touristic organisations, and the harmonisation of the touristic offers.

Definition of the measures:

- The development of the complexity of tourism, and the appropriate marketing activities.
- Increasing the cooperation, initiate the sustainable tourism development by creating complex touristic packages, and the usage of green transport methods.

## **II.2. The development of active tourism**

Status description:

Water tourism and bicycle tourism may become one of the significant branches of active tourism of the county and the action area (Lake Fertő, Mosoni-Duna, and Rába). The appearance of the sailing sport is gaining increasing importance, which is significant regarding active tourism as well.

The relationship between the bicycle tourism of Austria and the county can already be regarded as traditional (the roads along Lake Fertő that are good for cycling). The increase of the bicycle infrastructure elements and the development of the supplementary services are continuous along the shores of Lake Fertő. Colourful touristic features accompany the bicycle tourism: the existence of thermal and spa baths, several natural values, cultural and constructed heritage, events, rivers, lakes, wine areas.

The majority of the bicycle roads have been constructed for touristic reasons in the Szigetköz, along Lake Fertő and along the Austrian border, however, several of the bicycle roads serve the needs of the local citizens' daily transport inside the given settlement, and they have less touristic roles. The construction of a bicycle road means the marking of a bicycle lane on the already existing road in several cases. In these cases only a lane is marked for the cyclists, no separate road is built.

This cost effective way can only be applied in case of low traffic roads, as it does not serve the interests and the safety of the cyclists. Due to the recreational and adventure function of cycling, as well as the economic crisis, the high fuel prices and the cheaper and cheaper bicycles on the market it is becoming more and more popular. An important objective of the bicycle road constructions is the decrease of the motorised transport, the load of the roads, and the emission besides the development of tourism. The cities with county authorisation have central roles regarding education and employment, thus the network developments and the attitude changes

have regional / county-wide importance, significance. (The Győr, Győrújbarát, Nyúl, Écs and the Győr, Nyúl, Écs, Pannonhalma bicycle roads can be part of the concept, the county could be connected to even Lake Balaton in the future.)<sup>15</sup>

Gaps:

- The quality and the quantity of the existing bicycle infrastructure elements are not always acceptable. The lack of a complex bicycle route planning application.
- The background infrastructure of the bicycle tourism is constructed with gaps and without any thorough planning of a network. The infrastructure of bicycle and water tourism is in bad conditions or is totally missing.
- Compared to the potentials of the action area regarding active tourism the acceptable quality and quantity touristic packages are missing (e.g. connecting bicycle tourism with water tourism, and hiking tourism).

Definition of the measures:

- The construction of the bicycle facilities, quality bicycle racks and laybies, rest places.
- The registration and catalogue the existing bicycle roads in the geographic information systems.
- The simplification of the connections of the bicycle and the railway transport (in the framework of the Cross-border Mobility Burgenland – West Hungary GreMo Pannonia project).
- The development of accessibility of Hanság by bicycle roads, bicycle connection of Fertő-Hanság National Park and the Szigetköz.
- The shift of the downtown traffic from motorised transport methods to cycling, thus the decrease of the environmental load, to enlarge the Nextbike system.
- Infrastructural developments in the area of eco-tourism: the creation of rest areas, the placement of multilingual information boards, the reconstruction of the wells, the development of thematic roads, assuring continuous services (not only in high season).

### **II.3. The development of water tourism**

Status description:

<sup>15</sup> The area development concept of County Győr-Moson Sopron – proposal phase

The increase of passenger transport and the sailing sport can be detected on Lake Fertő. The low level of the water makes these types of usage difficult at the southern shores of the lake belonging to Hungary, County Győr-Moson-Sopron.<sup>16</sup>

In the evaluated area water routes that can be used for passenger transport are available in Lake Fertő, and River Danube in County Győr-Moson-Sopron. The latter route is the Helsinki corridor No. 7, which is part of the Danube – Main – Rhine water road across Europe. Boating on the Danube is mainly touristic transport, however the Pozsony / Bratislava – Vienna shuttle boat (Twin City) has proved the demand for timetabled passenger transport on the river as well.

2013 can be regarded as a milestone in the Hungarian, Slovakian boating traffic on River Danube. Since, by 2013 the shuttle boat transport will have been created between Bős and Dunaremete in the framework of the Cross-border Hungary Slovakia Cooperation Programme. Naturally, other service infrastructure elements will be completed as well, like bicycle roads, and parking places.<sup>17</sup>

#### Gaps:

- There are only a low number of intermodal interchanges that include water transport.
- The potentials of the Danube are not used to the full.
- Missing infrastructural elements of water tourism: sailing boat harbours, renting services.

#### Definition of the measures:

- The inclusion of Győr in the Vienna - Pozsony / Bratislava water route (feasibility studies are necessary).
- The development of the water touristic infrastructure and the related services, e.g. the construction of gang-boards, the inclusion of rented vessels (water bicycles, boats, kayaks, canoes), the development of buildings for renting purposes.

### **III. INFORMATION AND MARKETING ACTIVITIES IN THE ACTION AREA**

#### **III.1. The creation and the development of area specific touristic image and brand**

##### Status description:

<sup>16</sup> The area development concept of County Győr-Moson Sopron – proposal phase

<sup>17</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

Tourism is one of the significant branches of economy in the county, which has got profitability higher than the average. County Győr-Moson-Sopron is highly rich regarding national heritage. The significant touristic areas are: the Abbey in Pannonhalma, the Fertő area, the Szigetköz, the Rábaköz; Sopron and Győr, which are the first and the second in row regarding the number of historic sites and buildings among the cities in the country.

The significant branches of tourism in the county are the wellness and the thermal and spa bathes, the conference tourism, the active and nature tourism (bicycle, water, horse riding and hiking), the festival tourism, rural tourism, religious tourism, (pilgrimages, sacral memorials), and wine tourism. Rábaköz and Hanság and their settlements, traditions and natural beauty widen the circle of the natural values, which can be targets of several day long trips as well. Fertő-Hanság National Park (Sopron Mountains and Sokoró) and several protected areas can be found in the county. By the above described attractions, its offers and the harmonised developments that adjust to the demands of the visitors and the effective sales the county is one of the most significant touristic areas in the country, and the action area is its organic part.<sup>18</sup>

The Fertő-Hanság National Park does not have an own image, that is why it would be important to create an image that considers the image of Burgenland that the visitors have already been used to (Sunny Card, Neusiedlersee Card).

### Burgenland cards



Sunny Card<sup>19</sup>



Neusiedlersee Card<sup>20</sup>

#### Gaps:

- The unified handling of the touristic branches is missing.

<sup>18</sup> The area development concept of County Győr-Moson-Sopron – proposal phase

<sup>19</sup> <http://www.sonnenland.at/hu/infos/sunny-card.html>

<sup>20</sup> <http://www.das-schmidt.at/neusiedlersee-card.de.htm>

- The area as a touristic destination does not have its own image, its marketing activities are not appropriate or unified (as in case of Burgenland).
- The touristic motivation system is missing.
- Missing common touristic strategy for the area.

The definition of the measures:

- The development of a unified image, brands.
- The development of the strategy, harmonisation of the developments.
- The creation and the development of motivation systems.
- The development of an effective cooperation among the touristic players.

### III.2. The implementation and the development of the information systems

Status description:

There are no sites that would cover the information regarding all the traffic possibilities; however there are web-sites that supply the passengers with information on a sufficient way. The Mobility Centre Sopron<sup>21</sup> created within the framework of the GreMo project may supply with the most complex information, „not only the sale of the international tickets is their service but also they give competent answers about all the questions regarding mobility, both in Hungarian and in German.” Moreover there are leaflets and brochures introducing the touristic sites around and in Sopron. Also within the framework of the GreMo project a mutual Austrian Hungarian information system has been created under the flag of the mobility, which is available in three languages.

([http://efa.vor.at/gremo/XSLT\\_TRIP\\_REQUEST2?language=hu](http://efa.vor.at/gremo/XSLT_TRIP_REQUEST2?language=hu)).<sup>22</sup>

- The main informational web-sites on traffic and transport
  - [www.kisalfoldvolan.hu](http://www.kisalfoldvolan.hu)
  - [www.menetrendek.hu](http://www.menetrendek.hu) (it is also marked which trains transport bicycles)
  - [www.gysev.hu](http://www.gysev.hu) (the magazine issued by GySEV every two months supplies the passengers with information regarding the area of the railway company, its

<sup>21</sup><http://www.b-mobil.info/hu/sopron-gysev>

<sup>22</sup> Sustainable Transport and Tourism along the Danube, STATUS QUO / STATE OF THE ART /GOOD PRACTISE COLLECTION

allowances connected to the different touristic events, and also introduces the actual touristic programmes)

The focus area that we have chosen is a significant touristic destination in our country, which is introduced with highlight in almost each information system. The most important and the most relevant ones regarding the focus area are the following touristic information systems:

- [http://www.fertopart.hu/a\\_fertopart.html](http://www.fertopart.hu/a_fertopart.html) (it supplies information about Lake Fertő and its vicinity, the accommodations, and offers cultural programmes).
- <http://www.itthon.hu/>
- <http://tourinform.hu/>

Gaps:

- There are no sites that would cover the information regarding all the traffic possibilities in the action area.
- A complex information system is missing from the area of public transport, which could become the main supporter of the intermodal transport.

Definition of the measures:

- Marking the bicycle roads by the unified quality regulations.
- Supplementation of the existing maps and internet offers.
- The development of cross-border transport information systems and the public information systems. The creation of multilingual transport information systems (timetables, maps, mobil applications).
- The cooperation of touristic organisations and transport organisations to develop the necessary information systems (e.g. increase the cooperation of GySEV and the touristic organisations across the border, regarding Mobility Center Sopron).
- The creation of an effective and competitive public transport could support the development of a common touristic information system.

**III.3. The development of different incentives based on the marketing activities and the touristic objectives (e.g. the card system).**

Status description:

The development of the different motivation strategies and effective marketing tools would be important for the development of the tourism of the area, which could create a stable connection between the touristic organisations and their environment, and which would motivate the visiting tourists with the offer of other discounts and favours connected to the touristic services.

The Hungarian Tourism Card, which can also be used in County Győr-Moson-Sopron, can be used in two ways: some discounts can be obtained by simply showing the card (unlimited), while in other cases the attached coupon booklet contains the necessary coupons that have to be given to get the cheaper or free services (limited number discount). The Hungary Info touristic catalogue as well as the website, [www.hungarycard.hu](http://www.hungarycard.hu) introduces the Hungarian accommodations and cultural values by the regions of the country. The Hungarian Tourism Card offers several discounts regarding the touristic offers of Trans-Danubia, by the purchase of the card the entrance fees are reduced, and it also assures cheaper transport costs, dining and bath possibilities.<sup>23</sup>

The Szigetköz Card offers discount at almost eighty places in Mosonmagyaróvár and the Szigetköz, which can be used in case of gastronomy, accommodation and free time activities. Some of the discounts can be used unlimited, while others limited times, according to the coupons at the end of the booklet.<sup>24</sup>

In Hungary the so called local currencies are used in several places, one of the oldest such currency is the Kékfrank note, which is a substitution currency note to foster the development of the area of Sopron, its cross-border regions. It can be used as currency in almost 800 places in Sopron and its surrounding area. The Kékfrank note is issued by the HA-MI-ÖSSZEFOGUNK European Association, founded in Sopron, concentrating on the historic area of County Sopron. The association has targeted the economic development of the cross-border area. The Kékfrank urges the users to buy local products from local suppliers. Its 100% cover is secured by Rajka és vidéke Takarékszövetkezet.<sup>25</sup>

<sup>23</sup> [www.hungarycard.hu](http://www.hungarycard.hu)

<sup>24</sup> <http://szigetkozportal.hu/hu/szigetkoz-kartya/kedvezmenyek-es-ertekesitohelyek/>

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The 20.000 denomination of the Kékfrank note

The usage of the Lake Fertő Card (Neusiedler See Card) enables its users to purchase some of the services around the lake free (museums, beaches, swimming pools, baths, amusement parks, boats, railway transport, tour guides at some places, national parks and other sights), or with a certain discount. It makes Lake Fertő more attractive as a touristic destination; moreover, the tourists gain more enjoyment as well. By the help of the card the majority of the services to be obtained can be found in Burgenland, however, the extension of the initiative in the Hungarian areas has already started, since it is the interest of both the Austrian and the Hungarian suppliers. At the same time, the extension the usage of the card in the Hungarian area is also an excellent opportunity for the development of a unified, cross-border touristic destination.<sup>26</sup>

It is important to mention the other card that is in operation on the Austrian side (in Central Burgenland), its name is Sunny Card, and which is given to each visitor who stays at a Sunny Card partner accommodation. The card assures several discounts regarding the services in the region, like accommodation, catering or other services, free wine tasting, discounted catering and entrance ticket to the baths.

Gaps:

- Lack of the supplementary and strengthening feature of the values and attractions of the county.

Definition of the measures:

- The development of mutually profitable cooperation with the new incentive systems (card system, coupon system, vouchers), the assurance of unified image.
- The expansion of the usage of the Kékfrank notes to farther, even cross-border areas.

<sup>26</sup> <http://www.neusiedler-see.at/neusiedler-see-card.46.0.html>

### III.4. Touristic mobile applications

#### Status description:

The Hungarian PocketGuide of the mobile applications reaches only the touristic content of the City of Sopron in the area. By the help of the application the city can be visited in pre-defined routes seeing the museums, the sights, and offering restaurants, supplying all the information about the given place. GPS coordinates define the place of the user, thus it can offer the nearby sights. The main feature of the application is the interactivity; the visited places can be evaluated, and can be offered to others, while the evaluation of the other users can be seen, too. The application is available in three languages, Hungarian, English and German.

The application BringaPONT supplies the bikers with useful information, it collects the family friendly tour routes, we can get the basic information about the chosen route, and moreover, it contains data and information about the historic and cultural sights, restaurants along the route. With the application bringaPONT we can trace those fuel stations where equipments for bikers, pumps, tools, and other equipment, or rest places are available.<sup>27</sup>

By the aid of the Szigetköz application we can choose from the restaurants, accommodation possibilities, cultural programmes of Szigetköz, moreover, we can find a triple tour route suggestion (Kimle - Darnózseli - Hédervár) in the menu.

With the help of the Hungary Tourism application we can choose from approximately 25 thousand touristic offers (accommodation, restaurant, sights, events, beaches, spa baths, leisure activities), which are accompanied by a picture gallery. The application is available in both Hungarian and English.

The bicycle route planner application Kétkerék helps the Hungarian bikers with a lot of useful information, with the application the route can be planned and fixed. The application contains about 18 thousand interesting places (the so called POIs), historic sights, museums, natural sights, restaurants and accommodations.

#### Gaps:

<sup>27</sup> <http://www.itthon.hu/web/guest/mobilos-alkalmazasok>

- The low number of the mobile applications, their area coverage is not complete.
- The applications that are available now have mainly been developed for bikers.

Definition of the measures:

- The development of mobile applications that cover the whole area of the county, containing information about the individual places, and the main touristic attractions.
- Increase the number of the applications, and to promote them to the public.

**IV. FINANCIAL, ORGANISATIONAL AND LEGAL FRAMEWORK IN THE ACTION AREA**

**IV.1. The development of the cooperation among the actors of the touristic sector (accommodations, self-governments, touristic organisations, and suppliers).**

Status description:

The most important organisations that are connected to tourism in the area are: the Hungarian Tourism Plc., the Tourinform offices working in the area, and the local TDMs, which cover smaller areas with their operations. Several types of information about the local touristic destinations can be obtained in the Tourinform offices (buying tickets, public transport timetables, brochures, etc.). The TDMs have been developed to foster the development of the touristic branch, and to increase competitiveness, so that long term cooperation would be formulated among the self-governments, the professional and civil organisations, where the main emphasis is on cooperation and partnership. The coverage of the TDM organisations in the area is not complete, a touristic cluster, two Hungarian TDM organisations (Sopron, Szigetköz) and a cross-border TDM (Hungarian Slovakian Border Area Touristic Destination) are operating in the area.

The objective of the foundation of the Cultural and Heritage Touristical Cluster is to develop a well organised, harmonised tourism development organisation in Sopron, which assures the development of the unique touristic image of the historic downtowns, the strengthening its tourism, this way supporting the development of the city and the surrounding region.

The objective of the Sopron Region Touristic Non-profit Ltd. is to coordinate the important touristic actors of Sopron, to activate the cooperation, which is still in its starting phase, and by a down-to-top approach to assure the increase of the competitiveness of the city.

The objective of the For the Tourism of Szigetköz Association is to introduce the area to the tourists, and to make it more attractive, so that the visitors would gain more enjoyment and useful experiences, and thus the economy of the destination would grow.

A cross-border Hungarian – Slovakian touristic destination has also been formulated, its objective is to foster the tourism development activities in the border regions, and to strengthen the cooperation of the two countries.

Gaps:

- The coverage of the TDM organisations is not suitable.
- The information flow between the self-governments and the TDMs is missing.
- The financing possibilities are subjects of questions regarding the TDMs.
- TDMs are not involved in the development activities of the cities and the surrounding areas to the full extent.

Definition of the measures:

- The development of cooperation in the area of transport and tourism (TDM organisations, self-governments, accommodations, professional and civil organisations).
- The development of the cooperations of the touristic organisations and the service suppliers.

## **IV.2. The development and the regular review of the suitable quality strategies and the action plans.**

Status description:

The tourism development concept and programme of County Győr-Moson-Sopron was completed in 2001 with the objective to define the long-term objectives of the development of tourism. The strategic objectives, strategic programmes and the operative programmes (measures) were defined thematically and by regions as well.<sup>28</sup>

The objective of the Tourism Development Strategy of Rábaköz 2012-2015 is to increase the competitiveness of Rábaköz, to activate the potentials of the region, discovering, and the better usage and organisation of the resources.<sup>29</sup>

<sup>28</sup> Tourism development concept and programme of County Győr-Moson-Sopron

<sup>29</sup> The tourism development strategy of Rábaköz 2012-2015

In the county Győr has got its own tourism development strategy (it was completed in 2007), which describes the development possibilities of the city: the touristic attractions, infrastructure, the development of the human resources, and the creation of new programmes.<sup>30</sup>

The Alpokalja-Ikva Region Leader Association, which covers the Soproni and Fertőd micro-region has got a local regional development strategy with the following long-term objectives: the development of the economy of the region, the creation of the network of the 'Livable Settlements', to foster the area to become an autonomous, self-sufficient region.<sup>31</sup>

The cities of the county have got Integrated City Development Strategies (IVS), which have medium-length (7-8 years) strategic approach, but they are completion oriented documents. The City Development Strategies' (IVS) main elements describe the status evaluation of the cities, and the evaluation of the districts of the cities. The evaluations are followed by the description of the strategy and the measures the given city had defined, as well as the partnership relations, and the documents are completed by the description of the monitoring examinations.<sup>32</sup>

The general objectives of the area development concept of County Győr-Moson-Sopron<sup>33</sup>:

- The continuous quality increase of the conditions of the touristic offers, the highlight of the values, and attractions of the county with their strengthening and supplementary features compared to each other, the development of win-win cooperations, the completion of harmonised developments, the creation of the complex system of cultural tourism, the safeguarding and the introduction of the local attractions are in the centre.
- The health tourism based on the thermal water, the extension of the health, cultural, heritage, rural and business tourism, the development of targeted research, development and innovation programmes, the development of tourism connected to sports have been described among the national development objectives. The development of the complex system of cultural tourism, with the safeguarding and introduction of the local values and attractions in the centre, the safeguarding of the local values (historic sights, local cultural heritage, the system of the settlement, organisation), supporting the digitalisation and the European level introduction of the local heritage.

<sup>30</sup> The tourism development strategy of Győr and its vicinity, 2007

<sup>31</sup> <http://www.alpokalja-ikvamente.hu/documents/HVS-2013.pdf>

<sup>32</sup> <http://www.terport.hu/vezercikkek/integralt-varosfejlesztesi-strategiak-a-terporton-%E2%80%93-uj-ivs-alkalmazas-a-teir-ben>

<sup>33</sup> The area development concept of County Győr-Moson Sopron – proposal phase

- The development of the economic potentials, the economic growth of the underdeveloped and increasingly underdeveloped areas, and strengthening the cooperations of the regions are the horizontal objectives.
- The close cooperation of the different branches, the creation of new touristic attractions, the usage of the potentials of the areas along rivers for water tourism, the extension of the bicycle road systems towards the peripheral areas would all support the long-term development of the county.
- Assurance of the founding steps of the sustainable development regarding the world heritage locations and those areas that are expected to become world heritage areas, the cultural landscape feature, the developments regarding the traditional agricultural, economic and construction activities in the region.
- The historical roots that are materialised by the constructed heritage are inevitable for the healthy safeguarding of the identity of the society. The safeguarding of the heritage, and is the inevitable tool based on the past, of building our future.

#### The planned programmes and measures<sup>34</sup>

The objective of the County Health and Medical Tourism Development Programme is to support the initiatives that target the increase the quality of the accommodations and the motivation of the development investments. The support of the win win cooperations in local, regional and cross-border relations is significantly highlighted. The programme supports the developments targeting the creation of new work places based on the touristic attractions, as well as the measures for the professional training of the employees.

The County Heritage Tourism Development Programme is aiming at providing support the development of those services that help to introduce and make use of the local attractive factor, as well as the investments into cultural and touristic centres. The programme highly supports the developments targeting the creation of new work places based on the touristic attractions. The objective of the programme is to support the investments targeting the renovation of the highly important constructed heritage (historical, sacral, cultural, etc.) in the county, as well as the expansion of their touristic offers, and also the support of the expansion of the touristic offers of the natural heritage of the county.

The objective of the County Active Tourism Development Programme is to foster the win win cooperations (local, regional, cross-border), the investments to construct information centres, and the programme also supports the developments targeting the creation of new work places based on the touristic attractions, as well

<sup>34</sup> The area development concept of County Győr-Moson-Sopron – proposal phase

as the measures for the professional training of the employees. The motivation for investments in water tourism is also highlighted; the targeted areas are the Mosoni-Duna, Szigetköz and the Rába. It also supports the bicycle road investments.

The County Agro-tourism Development Programme is aiming at supporting the increase of the employment based on the development of tourism, as well as the safeguarding the traditions. The support of the vineyards, wine producing activity based touristic developments and the development of the county agro-touristic brand are specially highlighted. The programme targets to support the training of the craftmanships connected to the traditional agricultural production.

Gaps:

- The review and actualisation of the county touristic concept.
- The lack of the regional touristic strategic planning in the county.

Definition of the measures:

- The harmonisation of the development strategies, the development of an overall touristic strategy and programme, and the related action plans with the cooperation of the local experts.
- The development of the programmes defined in the area development concept.

## 4. REGIONAL ACTION PLAN

### 4.1. CATALOGUE OF THE DEVELOPMENT MEASURES

		The definition of the measures
<b>Objective</b>	<b>1.1: „The permeation of the usage of the sustainable transport methods in the action area ”</b>	- The development of the dual railway lines between Győr and Sopron, the electrification of the railway line between Győr, Pápa, and Celldömölk, the development of higher level services (clock-face scheduling, the possibility of bicycle transport in each train ans line, intermodal interchanges).

- The development of the conditions for shuttle coach transport services on the lines of Sopron-Bécs, Sopron-Eisenstadt, Győr-Pozsony / Bratislava and Mosonmagyaróvár-Pozsony / Bratislava.
- The possible foundation of a cross-border transport association (partners: GySEV, Kisalföld Volán, VOR). The tasks of this association could be: the development of the coach and the railway transport, seeking opportunities for cooperation, the development of common transport packages and the creation of good cooperation.
- To strengthen the initiatives to reconstruct the bicycle roads, the development and the renewal of the bicycle road system along Lake Fertő.
- Strengthening the network of the bicycle roads in the action area. Developing cross-border relationships.
- The reconstruction of the Rajka-Hegyeshalom-Csorna-Répcelak-Propác railway line by 2015 that includes the electrification of the section, the construction of the necessary signalling control and the strengthening of the rail ways.
- The integration of Sopron and its vicinity into the Nextbike system, the realisation of the stations based on the already existing plans.
- The realisation of a Győr – Sopron bicycle road in the direction of Austria may be important, parallel with the road No. 85 (which would connect Lake Fertő and the Szigetköz).
- The reconstruction of the South-Hanság Narrow Gauge Railway (Kapuvár vasútállomás - Öntésmajor - Kistölgyfa - Miklósmajor - Tőzeggyármajor - Nyárliget – Sarród).
- The realisation of the intermodal interchanges in case of meetings of the different transport methods, P+R (e.g. at the Lébény-Mosonszentmiklós railway station) the construction of B+R parking places, the realisation of intermodal passenger information systems.
- The development of the accessibility of the touristic destinations, even

	<p>cross-border relations (e.g. the accessibility of the sarródi Fertő Hanság Nemzeti Park, the accessibility of the watch tower in Fertőboz by bicycles).</p> <ul style="list-style-type: none"> <li>- The development of the regular railway and bus shuttle services, the realisation of cross-border shuttles, the planning of the cross-border transport.</li> </ul>
<p><b>Objective 1.2: „The development of the sustainable touristic packages in the action area”.</b></p>	<ul style="list-style-type: none"> <li>- The connection of the different branches of tourism, the development of the complexity of tourism, and the appropriate marketing activities.</li> <li>- Increasing the cooperation, initiate the sustainable tourism development by creating complex touristic packages, and the usage of green transport methods.</li> <li>- The construction of the bicycle facilities, quality bicycle racks and laybies, rest places.</li> <li>- The registration and catalogue the existing bicycle roads in the geographic information systems.</li> <li>- The simplification of the connections of the bicycle and the railway transport (in the framework of the Cross-border Mobility Burgenland – West Hungary GreMo Pannonia project).</li> <li>- The development of accessibility of Hanság by bicycle roads, bicycle connection of Fertő-Hanság National Park and the Szigetköz.</li> <li>- The shift of the downtown traffic from motorised transport methods to cycling, thus the decrease of the environmental load, to enlarge the Nextbike system.</li> <li>- Infrastructural developments in the area of eco-tourism: the creation of rest areas, the placement of multilingual information boards, the reconstruction of the wells, the development of thematic roads, assuring continuous services (not only in high season).</li> <li>- The inclusion of Győr in the Vienna - Pozsony / Bratislava water route (feasibility studies are necessary).</li> <li>- The development of the water touristic infrastructure and the related</li> </ul>

	<p>services, e.g. the construction of gang-boards, the inclusion of rented vessels (water bicycles, boats, kayaks, canoes), the development of buildings for renting purposes.</p>
<p><b>Objective 2.1: The definition of the measures regarding the 'Development of the quality information services, and the unified touristic brand'.</b></p>	<ul style="list-style-type: none"> <li>- The development of a unified image, brands.</li> <li>- The development of the strategy, harmonisation of the developments.</li> <li>- The creation and the development of motivation systems.</li> <li>- The development of an effective cooperation among the touristic players.</li> <li>- Marking the bicycle roads by the unified quality regulations.</li> <li>- Supplementation of the existing maps and internet offers.</li> <li>- The development of cross-border transport information systems and the public information systems. The creation of multilingual transport information systems (timetables, maps, mobil applications).</li> <li>- The cooperation of touristic organisations and transport organisations to develop the necessary information systems (e.g. increase the cooperation of GySEV and the touristic organisations across the border, regarding Mobility Center Sopron).</li> <li>- The creation of an effective and competitive public transport could support the development of a common touristic information system.</li> <li>- The development of mutually profitable cooperation with the new incentive systems (card system, coupon system, vouchers), the assurance of unified image.</li> <li>- The expansion of the usage of the Kékfrank notes to farther, even cross-border areas.</li> <li>- The development of mobile applications that cover the whole area of the county, containing information about the individual places, and the main touristic attractions.</li> <li>- Increase the number of the applications, and to promote them to the public.</li> </ul>
<p><b>Objective 3.1: The definition</b></p>	<ul style="list-style-type: none"> <li>- The development of cooperation in the area of transport and turism</li> </ul>

<p><b>of the measures regarding the 'Development of the necessary financial, organisational and legal background for the development of the tourism'.</b></p>	<p>(TDM organisations, self-governments, accommodations, professional and civil organisations).</p> <ul style="list-style-type: none"> <li>- The development of the cooperations of the touristic organisations and the service suppliers.</li> <li>- The harmonisation of the development strategies, the development of an overall touristic strategy and programme, and the related action plans with the cooperation of the local experts.</li> <li>- The development of the programmes defined in the area development concept.</li> </ul>
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## 4.2. EVALUATION OF DEVELOPMENT MEASURES

<b>Measure 1</b>	Eco-touristic development programme around the Fertő lake
Short description of measure	<ul style="list-style-type: none"> <li>- The development of the sustainable rural and ecotourism.</li> <li>- The development of the conditions of hiking, touring, cycling, fishing and hunting, expanding the related accommodation capacities, and the increase of their quality.</li> <li>- Measures that support the market penetration of the local products produced in cooperations, at village cottages or rural enterprises.</li> </ul>
Estimated impacts	<ul style="list-style-type: none"> <li>- Satisfying the needs for the usage of the sustainable transport possibilities that is getting more popular during holidays.</li> <li>- Establishing touristic services according to the recent trends.</li> <li>- Increasing the number of visitors and guest nights.</li> <li>- Developing the marketing approach in the region, increasing the number of sold products.</li> <li>- Establishing ecotouristi packages.</li> </ul>
Estimated costs	
Involved stakeholders	Municipalities, regional development organisations, TDM organisations, LEADER organisations, touristic services
Priority of measures	<b>HIGH</b>

<b>Measure 2</b>	'Batthyány-Strattmann László' county medical, health touristic and recreational programme <sup>35</sup>
Short description of measure	<ul style="list-style-type: none"> <li>- Medical and health touristic service with high number of visitors has not been developed in all of the settlements of the county having spa baths, or preparing to establish one.</li> <li>- The development programme targets to eliminate these gaps by assuring higher quality services (the development of wider range of service capacities, expansion of the accommodation possibilities, completing the conditions of creating work places).</li> </ul>
Estimated impacts	The healthy and clean environment can make the region of the Fertő lake/Neusiedlersee attractive, because healthy tourism can be linked (according to the ages) to the active tourism and ecotourism as well. The region has excellent possibilities regarding health tourism, so the increase of the number of visitors is realistic in case the program of the county will be accepted. However the development of the touristic accomodations is essential to reach these goals.
Estimated costs	
Involved stakeholders	Medical centres, spas & baths, touristic services, touristic-marketing organisations
Priority of measures	<b>MEDIUM</b>

<b>Measure 3</b>	'On the ground, on water, in the air' county transport development programme. <sup>36</sup>
Short description of measure	- The development of the public road system (the international TEN-T corridor, the roads No. M1, M15 and M86, as well as the motor ways No. M85 and M9; ringroads around the settlements regarding the main roads, national level secondary road system; local public roads maintained by the self-governments, bicycle roads, roads besides the borders).

<sup>35</sup> The area development concept of County Győr-Moson Sopron – proposal phase

<sup>36</sup> The area development concept of County Győr-Moson Sopron – proposal phase

	<ul style="list-style-type: none"> <li>- The development of the railway network (electrification of the international TENT-T railway corridors, development of dual lines in the main lines, railway line at the harbour in Gönyű, stop of the European rapid train in Győr, secondary railway lines, restart the missing connections – e.g. Győr-Pozsony / Bratislava ).</li> <li>- The development of the water and air transport (Győr - Gönyű Harbour with National Traffic, the high importance airports of Győr, Pér and Fertőszentmiklós; the airports of Bőny, Pustacsalád and Sopron-Piuszpuszta).</li> <li>- The development of public transport (by the cooperation of Volán, MÁV and GySEV).</li> </ul>
Estimated impacts	<ul style="list-style-type: none"> <li>- Lower level of air pollution.</li> <li>- Faster and more effective transport.</li> <li>- Higher level of usage of the sustainable transport possibilities.</li> <li>- Better availability of touristic destinations.</li> </ul>
Estimated costs	
Involved stakeholders	GySEV, MÁV, Kisalföld Volán, regional development organisations, municipalities
Priority of measures	<b>HIGH</b>

<b>Measure 4</b>	'World heritage sites in County Győr-Moson-Sopron' county heritage programme. <sup>37</sup>
Short description of measure	<p>The 'Danube Limes' is expected to become a world heritage, and the excavation, introduction, safeguarding and the marketing of its sites in County Győr-Moson-Sopron (15 settlements along the River Danube). The preparation of gaining the title of world heritage. Supporting the completion of the flagship project, which is part of the Danube macro-region project accepted by the EU.</p> <p>High importance task is to keep the status in the Pannonhalma and the</p>

<sup>37</sup> The area development concept of County Győr-Moson Sopron – proposal phase

	<p>Fertő-táj world heritage areas, supporting the maintenance activities, moreover, to support those developments and investments that can serve as the background of the self-sufficiency.</p> <p>The development of the international pilgrimage routes crossing the county (Saint Jacob, Saint Martin and Maria routes), as well as the Sacra Velo Hungarian – Slovakian bicycle pilgrimage route, which is being defined now, is of high importance.</p>
Estimated impacts	<p>In case the Hungarian limes line became protected UNESCO heritage its attractiveness would increase significantly. The Fertő Lake/Neusiedlersee and its surrounding is already protected UNESCO heritage, this way the two attractions would be very close to each other. As a result the region could base its tourism on two main attractions that would create a high level of increase in the number of visitors.</p>
Estimated costs	
Involved stakeholders	<p>Museums, touristic services, regional development organizations, TDM organizations, municipalities</p>
Priority of measures	<b>High</b>

<b>Measure 5</b>	Waterbus project
Short description of measure	<p>A planned waterbus project between Somorja and Pozsony / Bratislava, there would be stopovers at Dunakiliti and Rajka, and which could be extended to even Győr, thus creating a shuttle trip between Bécs - Pozsony / Bratislava – Győr. The necessary infrastructural developments and the rehabilitation of the Mosoni-Duna should be completed.</p>
Estimated impacts	<p>The importance of water related tourism in the region could be increased if it was a stop on the Vienna-Budapest and the Vienna-Bratislava directions, and it would increase the number of visitors as well. It is also important to highlight that there is a need for appropriate touristic packages on the ground as well for increasing the time spent in the region.</p>
Estimated costs	

Involved stakeholders	Gönyű, Győr municipalities, water-touristic services, regional development organizations, TDM organizations
Priority of measures	<b>MEDIUM</b>

## 5. ANNEX

### 5.1.1. List of references

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