

TRANSDANUBENews 03/2014

Welcome to TRANSDANUBE - Welcome to Eastern Serbia!



The final conference of the "TRANSDANUBE" project that was held on 8th and 9th September, 2014, in Belgrade, could be referred to as the Grand Finale of the project. More than 150 participants used the opportunity to familiarise themselves with the results of the project. After the conference we had

the great pleasure to go on a study tour to Eastern Serbia with the project partners. Here, in our region, we used the opportunity to present one of the packages we developed for the project which highlights the importance of sustainable mobility in tourism for our region. At the end of this project we can proudly say: "Thanks to TRANSDANUBE, the Danube river can be seen as our highway, a route where it is nice to travel, and which is simple in terms of maintenance".

Vladan Jeremic, Regional Development Agency Eastern Serbia - RARIS, Director

Final Conference in Belgrade



The presence of high ranking officials from the Serbian Ministry of Agriculture and Environmental Protection, THE PEP, the EUSDR

and the European Landscape Convention underlined the importance of the conference topic.

The key note speeches of Mr. Thaler (Vice-chair of THE PEP) and Mr. Arežina (Mayor of Kladovo) were the highlights of the final conference. While Mr. Thaler was stressing the importance of the project results for the development of sustainable mobility in tourism, Mr. Arežina underlined the benefits of the project activities for his municipality. During the afternoon session the project partners explained how they would use TRANSDANUBE results for their regions.

Embedded in European Initiatives

Several initiatives clearly identified the need for cooperation to boost the development of the Danube region. With the endorsement of the **EU Strategy for the Danube Region (EUSDR)** in April 2011, the member states declared that they all wished to take joint action. TRANSDANUBE has contributed to the successful implementation of the EUSDR within Priority Area PA1b ("To improve mobility and multimodality - road, rail and air links") and Priority Area 3 ("To promote culture and tourism, people to people contacts").

"Transport and tourism are inextricably linked. Both sustainable multi-modal transport and sustainable tourism are activities that could significantly contribute to the economic growth in the Danube region and should reinforce territorial cohesion. Priority Area 1b of the EU Strategy for the Danube region



supports transnational projects that are contributing to the implementation of environmentally-friendly transport solutions. By implementing sustainable mobility support is also given to preserving rich cultural heritage and outstanding natural features because of which tourists are paying visit to the 14 Danube region countries.

The results of the TRANSDANUBE project call by itself for the second phase in which also tributaries of the Danube river, such as Isar, Sava, Drau, Morava and Tisza should be integrated

Franc Žepič, M.sc., Secretary - Priority Area Coordinator 1B of the EUSDR; Ministry of Infrastructure, Office for International Affairs, Republic of Slovenia

By promoting the development and practical implementation of measures and schemes that are designed to make transport and mobility along the Danube more sustainable, the project will furthermore contribute to the objectives of the **UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP)**. The focal points of THE PEP have provided the project's advisory board.

Regional action plans for sustainable mobility in tourism

Regional action plans provide a guideline for the implementation of specific sustainable mobility offers and tourist packages in the partner regions. Therefore, the regional action plans are instruments that enable the regions to follow their jointly developed vision by translating the concept of sustainable mobility into reality even after the TRANSDANUBE project's lifetime. 10 (out of 15) project partners developed regional action plans and started with their implementation – mainly feasibility studies for new sustainable mobility offers in their region. All regional action plans are available on the TRANSDANUBE website.

New sustainable-mobility packages

Packages make it easy for tourists to have a first impression of the transport and tourist services available at their destination. They are therefore a very important and efficient marketing tool and play an important role in the tourist's decision-making process. Sustainable mobility packages can also help to facilitate and enhance the use of sustainable means of transport. With TRANSDANUBE, the partnership has developed more than 50 sustainable mobility packages for tourists.



These packages include arrangement for tourists' arrivals, natural and cultural tourist attractions, activities at the destination, as well as accommodation and departures - by sustainable means of transport.

Find all packages in a separate brochure, available on our website: www.transdanube.eu

Tourism and mobility information system



An interactive map, developed by the Danube Office Ulm for the TRANSDANUBE project, covers the whole river Danube from its source to the Danube Delta. The map combines information on tourist highlights with information on available sustainable mobility options. It enables users to plan their trips along the Danube by ship, train, bus or bike with a simple mouse click.

Plan your trip along the Danube!

An integrated "tour book" allows users to select their routes on the map and to save and print the information. Map details, together with a list of links to transport providers, "Points of Interest" and related information can be added to the tour book.

www.danubetour.eu

Manuals for future implementation

The manuals will provide a valuable guideline for other stakeholders who are interested in the development and implementation of sustainable transport solutions and packages. They ensure the reproducibility/transferability of the project activities.

- Manual for the development of new bicycle routes (RARIS)
- Manual for the development of river bus services and other passenger shipping services (Bratislava Self Governing Region & DCC)
- Manual for the development of micro-public transport services (Burgenland)
- Manual for the development of tourist packages including sustainable mobility options (Ulm).



Marketing strategy

As one of Europe's regions with a high potential for tourism development, the Danube region is a tourist destination and a tourism product at the same time. The marketing strategy developed by TRANSDANUBE is based on an analysis of the current market situation and the main target groups

The strategy contains a clear market position statement: "Making the Danube and its boundless opportunities, numerous attractions and beauties available to everyone who is interested in environmentally friendly behavior and in making endless discoveries. The Danube, the lifeline of Europe, provides opportunities for the sustainable development of the regions through which it passes. It has the potential to attract many tourists and gives us a chance to go on a journey back to nature".

FINAL BROCHURE

All project results and achievements are summarized in the final brochure, which can be downloaded from the TRANSDANUBE website – along with all other outputs of TRANSDANUBE

www.transdanube.eu

Stakeholder involvement

From the very beginning of the project, the partners have been keen to involve relevant stakeholders from the tourism and the transport sector. Besides their valuable input in terms of know-how and experience, the continuous involvement of transport operators and tourist agencies will secure the implementation and sustainable usage of the project's outputs. The partners organized altogether more than 30 national and regional workshops presenting the project's objectives and results. Furthermore, the project's findings have been actively communicated to relevant institutions on the European level (European Travel Commission, Members of the European Parliament, European Commission, etc.).



Sabine Meigel (Danube Office Ulm) and Irina Cruceru, Directorate General for Regional Policy in Brussels, November 2014

The project partners have been actively involved, in a spirit of mutual cooperation, in other European projects. Several meetings, joint presentations and an exchange on the project's outputs have been arranged with other projects like Danubeparks, ACCESS2MOUNTAIN or the Iron Curtain Trail.

TRANSDANUBE - to be continued

Over the two years with TRANSDANUBE, the different studies have clearly shown how big the differences are between the regions of the upper and the lower Danube: Differences in terms of transport infrastructure and in the quality of the transport and mobility facilities provided, and in the awareness of the sustainable mobility concept in tourism. To exploit the economic and tourist development potential of the regions in a sustainable manner, it is necessary to put additional efforts into the improvement of sustainable mobility solutions to achieve better accessibility in the whole Danube region.



Partnermeeting in Tulcea, May 2014

The TRANSDANUBE partners are willing to proceed with their endeavors to establish the Danube as a European model region for sustainable mobility for guests, tourists and the local population, in line with the principles set out in the Common TRANSDANUBE Vision and by developing common standards for sustainable mobility (in tourism). Measures supporting the design and implementation of sustainable mobility solutions, as identified by the TRANSDANUBE partners, shall be developed further, and implemented, for the benefit of both tourists and the locals.

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Partnership



LP	Environment Agency Austria, AT
ERDF PP1	Danube Tourist Commission, AT
ERDF PP2	Regional Government of Burgenland, AT
ERDF PP3	Bratislava Self-Governing Region, SK
ERDF PP4	West Pannon Regional & Economic Development Nonprofit Ltd, HU
ERDF PP5	Bakony & Balaton Regional Tourism Nonprofit Lt, HU
ERDF PP6	Regional Administration of Vidin Region, BG
ERDF PP7	Club Sustainable Development of Civil Society, BG
ERDF PP8	National Institute for Research & Development in Tourism, RO
ERDF PP9	South-East Regional Development Agency, RO
ERDF PP10	Slovak Cycle Club, SK
ERDF 20%PP1	Danube Office Ltd, DE
IPA PP1	Danube Competence Center, RS
IPA PP2	Regional Development Agency Eastern Serbia, RS
ENPI PP1	Association of Tourism Development in Moldova

