



Danube.Pearls Factsheet

Join the Network!

The common vision and aim is to contribute to the development of a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for citizens and guests of the region by developing climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services.

*Sustainable mobility in tourism – a vision for the Danube region,
TRANSDANUBE project*



Danube.Pearls Network...

- supports product development on transnational and Pearls' level
- promotes ecologically responsible travelling along the Danube (land and river)
- supports local coalition of service providers
- supports training of local staff to inform about environmentally friendly means of travelling to and within a destination
- supports to sustain and improve visitor management (visitor information centres, hotels)
- supports the Danube.Pearls in selling products to tour operators, travel agencies, etc.
- joins promotional activities
- lobbies for travelling ecologically friendly along the Danube
- organises annual meetings for the Danube.Pearls
- assures quality: services offered are based on common quality standards
- raises funds for the network

Become a Danube.Pearl!

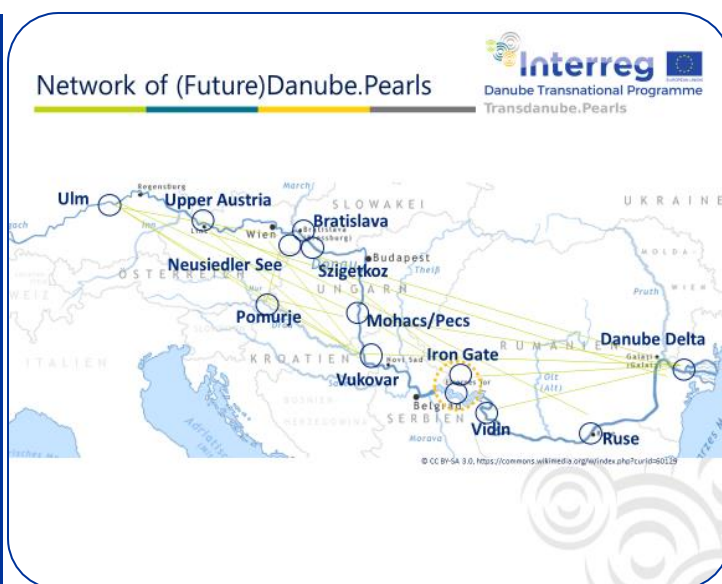
Preconditions

Every Danube.Pearl has to find a suitable organisation, which wants to commit as Danube.Pearl and can fulfil the Danube.Pearls Common Standards

Such a managing organisation can be:

- a municipality
- a destination management or
- an own Danube.Pearl organisation

Tourism must be of importance!





Danube.Pearl Common Standards

define the level of service a visitor can expect when visiting a Danube.Pearl. These standards are divided into two parts.

Basic Requirements

- Management & Strategy & Commitment
- Tourism specific criteria
- Criteria for mobility services
- Communication/Marketing (sustainable touristic stakeholders & products)

Additional requirements

- Mobility services for tourists
- Mobility of day visitors
- Mobility of residents & tourists
- Special Danube mobility services to support “Danube experiences with sustainable transport”

The Basic Requirements have to be met to become a member of the network.

The common standards support the development of new mobility services and the improvement of links between existing modes of transport. This contributes to sustainable regional and local mobility but also supports the connectivity between the regions, leading to a more balanced accessibility within the Danube regions

Besides the common standards act as a guideline for destinations on how to become more sustainable in terms of a socially fair, economically viable, environmental friendly and health promoting mobility and tourism for visitors as well as for inhabitants.





A Danube.Pearl...

- participates actively in the network activities
- participates in Danube.Pearls meetings, exchanges experience and know-how
- meets common standards and checks them regularly
- assures continuity > one contact person for network management
- secures the sustainable operation of the network (by drawing up a business plan, paying membership fees, active participation, fund-raising, etc.)
- improves the mobility services for costumers (citizens and guests) currently
- coordinates local coalition with service providers

Coordination and cooperation with stakeholders and local service providers is crucial to offer tourism products with sustainable mobility and to inform the visitors in the best possible way!

- trains local staff (tour guides/operators and hospitality) to inform about sustainable mobility (by organising peer group exchange, train the trainer concept etc.)
- informs visitors about adequate sustainable mobility
- sustains and improves visitor management > trains employees in the guest information points (visitor centers, hotels, train station etc.)
- develops products on transnational and Danube.Pearls' level

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