



Sustainable Regional Tourism and Mobility Plans (SRTMP)

Starting Point:

The Danube is one of the most promising tourist destinations in Europe. But visitors often do not travel sustainably. As a consequence, most of the trips to and within the Danube region are carried out by private car causing negative impact to the environment and the inhabitants. Therefore, developing climate friendly transport systems and sustainable tourism services for visitors and residents is becoming increasingly important. Besides, previous research demonstrated that existing sustainable mobility plans are mainly developed for urban purposes that encompass a city or a neighborhood of a city and predominantly disregard tourism aspects and linkages with the surrounding region. To provide a solution to those emphasized problems, the concept of “**Sustainable Regional Tourism and Mobility Plans**” (SRTMPs) has been developed in the project Transdanube.Pearls.

Definition of the SRTMP:

The SRTMP is a strategic plan designed **to satisfy the mobility needs of visitors and local population in regions with a strong focus on tourism.**

Goals of the SRTMP:

The SRTMP is providing the strategic framework for more sustainable, socially fair, economically viable, environmentally friendly and health promoting mobility. The basis for the elaboration of such a plan is knowledge about the status quo in the region, **close cooperation among stakeholders from the tourism and mobility sector** and a clear vision for the respective region with tourism potential. The SRTMP aims at improving the possibilities to move within and along a region with environmentally friendly means of transport. This will support counteracting the ongoing popularity of private car usage and its negative impact on the environment.

Benefits of the SRTMP and role of stakeholders:

The SRTMP follows a similar methodological logic as the SUMP (“Sustainable Urban Mobility Plan”). However, the innovation of the SRTMP is the emphasis on **regions** and the focus on both sectors, **mobility and tourism**. Consequently, the strategic plan encompasses both: horizontal and vertical integration and hence, calling for the involvement of stakeholders from the mobility and tourism sector and from different levels (local, regional, national). A successful elaboration and implementation of the concept requires close cooperation among those stakeholders.

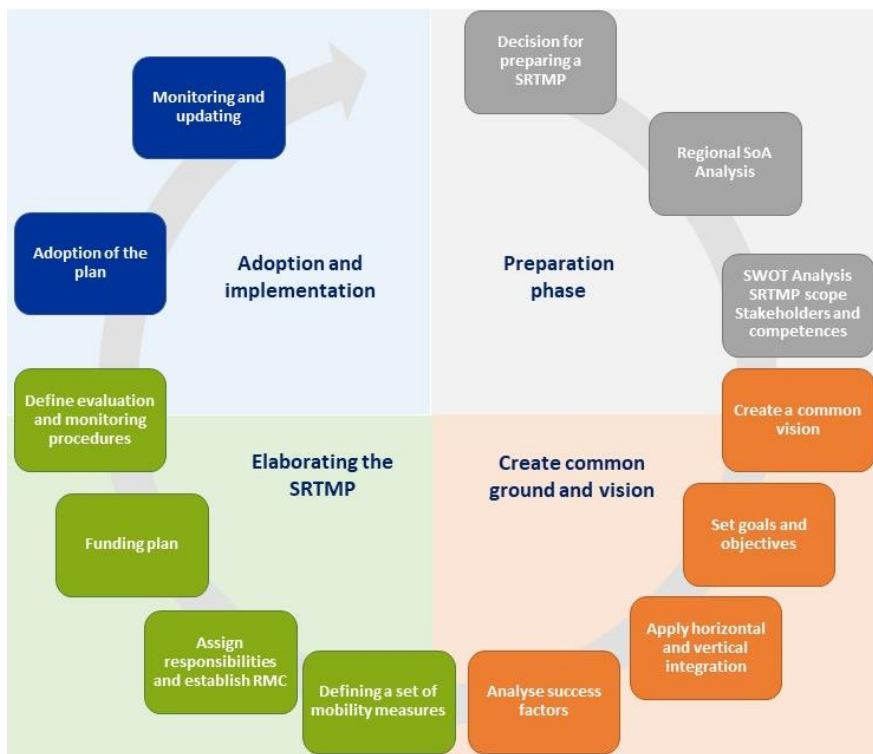
By developing a SRTMP, the responsible authorities will be able to overcome gaps and improve quality criteria defined in the common standards of the Danube.Pearls network. The concept of SRTMP is transferable to other regions along and beyond the Danube region. Due to the universal approach it will support any local and regional planning authority. Thereby, the SRTMP is expected to create a high added value for the regional but also for the international level by providing sustainable solution for missing links in tourism mobility.



The Guideline on the SRTMP:

The starting point for developing a SRTMP is the decision to **improve the quality of life of local residents and tourists**. The guideline on the SRTMP describes the essential steps and activities to develop and ultimately implement the plan, such as defining the planning region, goal setting, action planning and funding options.

A special section emphasizes barriers and drivers for a successful implementation of



the concept. This avoids “re-inventing the wheel” and supports local and regional planning authorities, urban transport and mobility practitioners. The development of an effective set of measures is at the core of sustainable mobility planning for tourists and inhabitants. Only well-selected measures will ensure that the determined objectives are met. Therefore, defining objectives and specifying which transport, touristic, social, environmental or economic improvements are required, serve as basis for the action plan of the SRTMP. The guidelines were translated into the languages of the Danube regions and are available on the project website.

Implementation of SRTMPs in partner regions:

Altogether 13 partner from 9 Danube countries successfully elaborated a SRTMP. In close cooperation with stakeholders from the tourism and mobility sector they defined a set of actions to be taken in order to satisfy mobility needs of visitors and local population with a strong focus on tourism. In this context, some partners already started implementing measures that don’t require much resources but can have great benefits for tourists: for instance, the Danube Office Ulm/Neu-Ulm together with a working group implemented a standardized text module into booking confirmations of some hotels. Thereby, tourists will receive beforehand the necessary information about how to reach the hotel and touristic hotspots with sustainable means of transport. The elaborated SRTMPs provide important impulses in the partner regions which are expected to last beyond project lifetime and result in further actions to be taken in the field of sustainable mobility in tourism.