



## Common Standards for Danube.Pearls

The project Transdanube.Pearls aims to set up a network of destinations (later on Danube.Pearls) committed to sustainable mobility involving stakeholders from the tourism and the transport sector. Destinations along the Danube have to make sure that tourists and inhabitants can reach the Danube.Pearl, get around the Danube.Pearl and can travel between the Danube.Pearls with sustainable means of transport. To achieve this, first of all common standards are defined.



Besides that, the common standards act as a general 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.

By defining obligatory criteria how destinations should be reachable by sustainable means of transport the common standards support the development of new mobility services and the improvement of links between existing modes of transport.

The Common Standards serve as a basis for the implementation of the network of Danube.Pearls. This will strengthen the cooperation of the relevant stakeholders within and between the pearls.

***Common standards define the level of service a visitor can expect in a Danube.Pearl.***

The standards are divided into two parts:

- ▶ The **Basic Requirements** must be met to become a member of the network of Danube.Pearls
- ▶ **Additional services and sustainable mobility offers** have to be provided, if a destination wants to achieve the status of a Danube.Pearl+

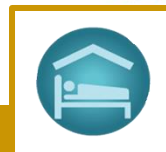


## Basic Requirements



<b>A1 Management &amp; Strategy &amp; Commitment</b>	
<b>A1.1 Management organization</b>	<p>Appropriate members for Danube.Pearls network can be local and regional organizations/entities, which are active stakeholders in tourism, mobility &amp; local development:</p> <ul style="list-style-type: none"> <li>▶ Destination Management Organisations (DMO) on regional level</li> <li>▶ Regional organizations responsible for regional &amp; local development or mobility management</li> <li>▶ Municipalities (villages/cities)</li> </ul> <p>The Membership contract has to be signed by a local or regional government/institution and a local or regional tourist organization.</p>
<b>A1.2 Management team</b>	<p>The Danube.Pearl installs a (management) team, which is in charge and responsible of relevant tasks concerning the Danube.Pearls. The team should consist of the main stakeholders from the tourism (and mobility) sector incl. public and private actors. There must be at least one person, who will be in charge of the communication with the Danube.Pearls network and should have good skills of written and spoken English.</p>
<b>A1.3 Common Vision</b>	<p>The Management organization of the Danube.Pearl signs the "Transdanube Common Vision" and is determined to carry out any activity which helps to achieve the established goals.</p>
<b>A1.4 Strategy</b>	<p>The Danube.Pearl has a Sustainable Regional Tourism &amp; Mobility Plan (SRTMP) or a specific strategy to Sustainable Tourism &amp; Mobility, which is in line with the common vision and includes a concrete action plan.</p>
<b>A1.5 Business Plan</b>	<p>A business plan for the Danube.Pearl is in place to implement the planned services (for soft mobility services, communication and sustainable products).</p>






<b>A2 Tourism specific Criteria</b>	
<b>A2.1 Importance of tourism</b>	Tourism must be of importance in the Danube.Pearl (number of beds/overnight stays).
<b>A2.2 Car free public spaces</b>	The Danube.Pearl offers high quality public spaces free of private cars (with conventional propulsion), e.g. park areas, car free zones, recreation areas close to the center.
<b>A2.3 Attractiveness</b>	The Danube.Pearl has a regionally typical attractive scenery (e.g. city, village center, scenic highlights, Danube area) and an attractive access to the Danube and its tributaries.
<b>A2.4 Main touristic attractions</b>	The Danube.Pearl offers cultural and/or natural tourism attractions (e.g. national parks, cultural heritage, historical places) – main touristic attractions (to be defined by the pearl) have to be accessible with sustainable means of transport (corresponding with A.3.3).



<b>A3 Criteria for Mobility Services</b>	
<b>Mobility for arrival and departure</b>	
<b>A3.1 Accessibility without car</b>	The Danube.Pearl can be reached without private car 7 days a week between 8 am and 10 pm. That means either: <ul style="list-style-type: none"> <li>▶ The Danube.Pearl is located at a railway/bus/ship station with an international long-distance service or</li> <li>▶ The Danube.Pearl offers a sustainable mobility service connecting the pearl with the next international hub. The service is adapted to arrival/departure times.</li> </ul>
<b>A3.2 Connection to other Pearls</b>	The Danube.Pearl is <b>connected with other destinations/Danube.Pearls</b> along the Danube by sustainable means of transport.
<b>Mobility within the Danube.Pearl</b>	
<b>A3.3 Access to main attractions</b>	The Danube.Pearl offers sustainable mobility services to move within the region (to reach the defined main tourist attractions > see A.2.4) and particularly encourages walking and cycling (bike tracks, sidewalks, pedestrian zones).
<b>A3.4 Mobility linked to the Danube</b>	The Danube.Pearl offers Danube linked mobility and infrastructure, such as: boats, floats, canoes, water taxi, ferry-boats, stand-up paddling and other possibilities for soft water sports, traditional boats like Zille and development of piers, beaches for swimming and chill out zones, public bonfire places, promenades.





<b>Mobility information</b>		
<b>A3.5 Visitor management</b>	The Danube.Pearl has a high level of advisory capacity on mobility services of arrivals and departures, as well as mobility services in the region and in the municipality, which clearly distinguishes itself from other tourist destinations (e.g. educated staff, mobility center).	
<b>A3.6 Mobility information</b>	The Danube.Pearl informs tourists about available sustainable mobility offers and about the possibility of a car-free journey into the Pearl.	
<b>A3.7 Information for day visitors</b>	The Danube.Pearl offers information also for day visitors to sustainable means of transport.	



<b>A4 Communication/Marketing</b>		
<b>A4.1 Stakeholder involvement</b>	The concept of soft mobility is known by the main stakeholders of the Danube.Pearl.	
<b>A4.2 Packages</b>	Sustainable mobility packages in tourism are available (integrates public transport, shuttles, bike rental etc.) and actively promoted.	
<b>A4.3 Green hosts</b>	The Danube.Pearl offers at least one accommodation, which meets the established criteria for "Danube.Pearl hosts" accommodations offering soft-mobility services (e.g. hotel shuttle, bike rental etc.) by trained staff.	
<b>A4.4 Capacity building</b>	The employees of the tourism organization and of the companies/hotels offering services for Danube.Pearls get a training once a year about the contents and vision of Danube.Pearls.	



## Additional Requirements



<b>B1 Mobility services for tourists</b>	
<b>B1.1 Mobility guarantee</b>	The Danube.Pearl offers a mobility guarantee for those holidaymakers who travel by train/ship/bus/bike or are willing not to use their own car during the holidays to reach the most attractive natural and cultural sites at the Danube.
<b>B1.2 Low emission vehicles</b>	Mobility must at least be offered by means of vehicles which comply with the latest state of the art (EU directives) with respect to exhaust gas values.
<b>B1.3 Barrier free mobility</b>	Particular attention is paid to the needs of mobility-impaired guests (e.g. through low-floor buses, entry and exit aids).

<b>B2 Mobility of day visitors</b>	
<b>B2.1 Incentives</b>	The Danube.Pearl offers benefits/incentives (e.g. free shuttle services to trains station, mobility pass) for those day visitors who arrive and depart by public transport.
<b>B2.2 Parking management</b>	The Danube.Pearl creates parking facilities for day visitors in suitable places, so that attractive parts of the municipality, e.g. the center, side valleys, are not disturbed by motorized individual traffic.

<b>B3 Mobility of residents &amp; tourists</b>	
<b>B3.1 Raise awareness among residents</b>	The Danube.Pearl supports and monitors that public relations work/communication is being undertaken towards residents & tourists to use public transport (train/boat/tram/bus).

<b>B4 Special mobility information services to support “Danube experiences with sustainable transport”</b>	
<b>B4.1 Guided tours</b>	The Danube.Pearl offers special guided tours with soft mobility to experience natural and/or cultural highlights.
<b>B4.2 e-mobility services</b>	The Danube.Pearl offers additional e-mobility services (e.g. e-cars, e-bikes, segways or other e-mobility vehicles) at special areas (e.g. bus/train/ship stations, hotels, center) (vehicles are charged mainly with eco-electricity!).
<b>B4.3 e-mobility infrastructure</b>	A suitable and adequate infrastructure such as charging stations, etc. is offered for e-mobility (charged mainly with eco-electricity!).



**PROJECT PARTNERS**

