Transdanube.Pearls - Network for Sustainable Mobility along the Danube

http://www.interreg-danube.eu/approved-projects/transdanube-pearls

Guideline for sustainable, transnational mobility products in tourism

DONAU OBERÖSTERREICH	WP 5/Action 5.1
	WGD Danube Upper Austria Tourism Ltd.
	Version 3.0 / 19 July 2017

Document			Revision/Approval	
Version	Date	Status	Date	Status
1.0	01/02/2017	draft	07/06/2017	draft
2.0	22/06/2017	draft	19/07/2017	draft
3.0	19/07/2017	final		

Contacts

Coordinator:

WGD Danube Upper Austria Tourism Ltd.
info@donauregion.at
www.donauregion.at

Authors:

WGD Danube Upper Austria Tourism Ltd.
info@donauregion.at
www.donauregion.at

conos
wien@conos.co.at
www.conos.co.at

More information about TRANSDANUBE.PEARLS and the project activities & results is available on: http://www.interreg-danube.eu/approved-projects/transdanube-pearls

Table of Contents

1. Executive Summary

In order to encourage sustainable mobility in tourism along the Danube in the context of the project "Transdanube.Pearls", also the development of transnational tourism products is of great relevance. Thus, this guideline serves as a basis for the development of transnational tourism products and packages, focusing on climate-friendly means of transport.

For the development of sustainable, transnational mobility products in tourism, this guideline gives a detailed instruction with the following eight steps:

1. Investigation of the current state
2. Development of the target state
3. Integration and motivation of the essential partners for the process
4. Planning and framework conditions for the realisation
5. Definition of the specific measures to be implemented in the form of a masterplan
6. Transnational cooperation & bringing together
7. Realization of the measures
8. Ongoing evaluation/ quality assurance and further development if necessary

A good practice list shows already successfully implemented, sustainable, transnational products and packages that also take mobility factors into account.

The guideline also presents various key indicators that can be used for the transnational evaluation of products and packages.

2. Preamble

A very important goal of the project "Transdanube.Pearls" is to encourage sustainable mobility along the Danube, including environmentally friendly modes of transport, and to develop sustainable tourism that is easily accessible for tourists as well as locals and also represented in tourist products in the whole Danube region.

Thus, this guideline is a basis for the development of transnational tourism products and packages, focusing on climate-friendly means of transport. First, the guideline deals with the **customer journey**. Afterwards, the **terms offer, product and package**, which are relevant for the use of the guideline, will be differentiated. In a further step, **good practice examples** of already developed products and packages will be presented to give an impression of different products and packages in European regions. The **particular framework conditions of the Danube region** as well as **requirements of the target groups**, such as trends and a method for the definition of the target group will then be shown. Moreover, a **step-by-step guideline** for the development of sustainable, transnational mobility products in tourism, **possible relevant stakeholders** and **evaluation methods** will be given.

In the development of tourism products it is important to focus on the (potential) guest. In order to guarantee customer orientation, this guideline's basis is the customer journey, further explained in the following chapter. Additionally, the terms offer, product and package will be defined, as they form the basis for the development of "tourism products".

At the beginning it also has to be mentioned that the development of transnational tourist offers and products has to be a bottom-up process. This means that individual regions or countries have to work out national tourist offers and products first, which can then be transformed into transnational products in a further step. A detailed instruction for this process will be given in chapter 7.1.

2.1. Customer Journey

The term customer journey describes the various stages and touchpoints of a guest when purchasing or experiencing a tourism product.

The customer journey should help to perceive and analyse the whole tourist experience from the guest's point of view. Therefore, all influencing touchpoints between the guest and the provider are listed and connected. Subsequently, the single touchpoints are evaluated and rated, in order to develop any improvement measures.

The creation and analysis of an own customer journey is a helpful tool, in order to develop customer-oriented tourism products or to make them more attractive.

Generally, the touchpoints across the customer journey can be divided into the three phases "pre-journey", "during the journey" and "post-journey". As this guideline especially focuses on products with mobility offers, these three phases are expanded by the two phases "arrival" and "departure":

- "pre-journey": e.g. information about the online offer; printed matters; recommendations of friends; comments in rating platforms; etc.

- arrival: e.g. mobility providers; train stations; luggage transfer; etc.

- "during the journey": e.g. arrival; hotel check-in; destinations and sights in the region; mobility providers and services; etc.

- departure: e.g. mobility providers; train stations; etc.

- "post-journey": e.g. check-out; customer service at home; etc.

The following figure shows an exemplary illustration of the customer journey for a hotel stay.

Pre-Journey:

internet research → rating platforms → … → request / booking

Arrival:

| various mobility | providers | luggage transfer | check-in |

During the Journey:

| rooms | gastronomy | leisure facilities | ... |

Departure:

| check-out | luggage transfer | ... | various mobility providers |

Post-Journey:

| guest's follow-up support at home | follow-up mail | newsletter | ... |

Figure 1: Exemplary illustration of a customer journey for a hotel stay

2.2. Differentiation Offer - Product – Package

In the area of tourism product development various terms are used, which are relevant for the developments based on this guideline. Below, the terms offer, product and package are briefly defined.

2.2.1. Offer

The term "tourism offer" describes the presence of natural and infrastructural resources that can be used for (leisure) tourism. Subsequently, it can be distinguished between the original and derived offer:

- The **original offer** has a strong impact on the image, respectively external perception of a region and comprises:

- the natural offer (e.g. flora and fauna of a region, the landscape and natural factors, etc.)

- the socio-cultural offer (e.g. traditions and customs, cultural traditions, etc.), and

- the general infrastructure (e.g. streets and paths, public transport, etc.).

- The term **derived offer**, on the contrary, describes those components of an offer that were created to be used for leisure tourism in a certain region (e.g. attractions and leisure infrastructures like cycle paths, swimming baths, golf courses, etc.; and tourism infrastructure like tourist destinations, gastronomy businesses, tourist accommodation, etc.).

Example for an offer at the Danube:

a path along the Danube, passable by pedestrians as well as vehicles

2.2.2. Product

The tourism offer alone can normally neither be priced nor sold. An offer starts to become a specific product that can be marketed (e.g. a cultural event, the residence in a spa hotel, a specific menu in a restaurant, the rental bike on the cycle path, etc.) only if there is a discernible benefit that leads to desire and demand.

Therefore, products can be a distinguishing feature compared with competitors – especially when the natural offer conditions are the same. Products are also specifically bookable and/or purchasable offers with an added value for the guest.

Example of a product at the Danube:

Danube cycle path along the Danube with signage and infrastructure like rest areas, information boards, etc.

2.2.3. Package

The combination of more or at least two product units that are sold as one unit is called a package (e.g. an overnight stay in a hotel can be sold together with a rental bike for one day and the entrance ticket to a museum). Possible offer components for a package are:

- accommodation

- tourist and leisure facilities

- events and happenings

- catering

- transport

- personal service

- etc.

Example for a package at the Danube:

Bookable package of a tour operator for a cycling tour on the Danube cycle path from Passau to Vienna, including overnight stays, rental bikes, ferry rides, tour information, return transfer by train, etc.

3. Good practice examples for products

In the following paragraphs, a selection of good practice examples of transnational tourism products that are connected with public transport, including positive factors, will be illustrated.

3.1. EuroVelo cycle routes

Description	EuroVelo is a network of 15 long distance cycle routes that connect and unite the whole European continent. Cycle

tourists as well as local people can use the routes for day trips. EuroVelo currently comprises 15 routes and it is envisaged to fully complete the route network by 2020.

One example is the EuroVelo 15 – Rhine cycle route that is 1.233 km in length and leads from the Swiss Alps to the North Sea, along the river Rhine, crossing four European countries.

Link	www.eurovelo.com/en
Transnational Character	• cross-border cycle routes • cross-border bookable packages
Mobility Offers	• transfers • luggage Transfer
Positive Factors	• **very clear offer filter** on the website • **extensive information** and detailed listing of the various stages, information regarding cycle-friendly events and transnationally bookable offers • **bookable packages**: the detailed information, booking, etc. of the packages are carried out by other providers and websites • Example for a bookable offer: lake-route | Montreux - Bad Horn www.eurotrek.ch/de/tour/velo-rhein-route-3-tage_t_59029
Screenshot/Photo	

3.2. Alpe-Adria-Cycle Path

Description	The Alpe-Adria-Cycle Path leads from Salzburg to Grado (425 km) and includes an eleven-minute train ride from Böckstein to Mallnitz. The companions along the way are idyllic places, impressive sights and magnificent natural landscapes.
Link	www.alpe-adria-radweg.com/en
Transnational Character	• cross-border cycle route
Mobility Offers	• bookable packages that include a train ride with bike carriage and luggage transfers
Positive Factors	• **detailed list of the route's attractions** (divided into sections) on the website • list of various **offers**, respectively **bookable packages** • attractive packages for travel comfort with included services besides overnight stay, like e.g. luggage transfer,

train ride including bicycle transport on the train, bicycle maps and information material

Screenshot/Photo	

3.3. Inn-Cycle Path

Description	The cycle path with a diversified scenery leads through three countries and follows the river Inn from the Alpine mountain range on Maloja Pass in Switzerland to the wide river landscape in Germany and Austria.
Link	www.innradweg.com
Transnational Character	• cross-border cycle route
Mobility Offers	• arrival and departure options with public transport are listed
Positive Factors	• the various sections are **clearly summarized and illustrated** on the website, including length, duration, difficulty level, etc. • **the in-depth information about the various sections** is very detailed (description, route download, rating, excursion tips, elevation profile,…)

Screenshot/Photo	

3.4. Drau-Cycle Path

Description	The Drau-Cycle Path, rated a "Five-star quality cycle path" by the ADFC[1] leads from the source of the Drau in Toblacher Feld, Italy, for 366 km along the river Drau through East Tyrol and Carinthia to Maribor in Slovenia.

[1] ADFC = German Cyclist's Association: advocate for cycling in Germany, lobby for cyclists and active in traffic politics

Link	www.drauradweg.com/en
Transnational Character	• cross-border cycle route
Mobility Offers	• various transfer options are offered • cylce and hiking shuttles
Positive Factors	• **the various sections** are clearly listed on the website; general information (rental, description, etc.) is available for the customer • **qualified or reviewed partner companies for cyclists** • **directly bookable packages** on the website (again with luggage transport, etc.)
Screenshot/Photo	

3.5. The Route of Emperors & Kings

Description	A working group that markets the cultural route Danube from Regensburg to Budapest. 10 cities, tourism boards and shipping companies in Germany, Austria, Hungary and Slovakia are part of this working group.
Link	www.strassederkaiserundkoenige.com
Transnational Character	• cross-border cooperation
Mobility Offers	• information about possible ways of travelling/transport along the route of emperors and kings
Positive Factors	• **joint website** with the cultural offers in the four countries • **cooperation** with partners across the borders of four countries • **joint marketing activities**, such as a route map in German and English language
Screenshot/Photo	
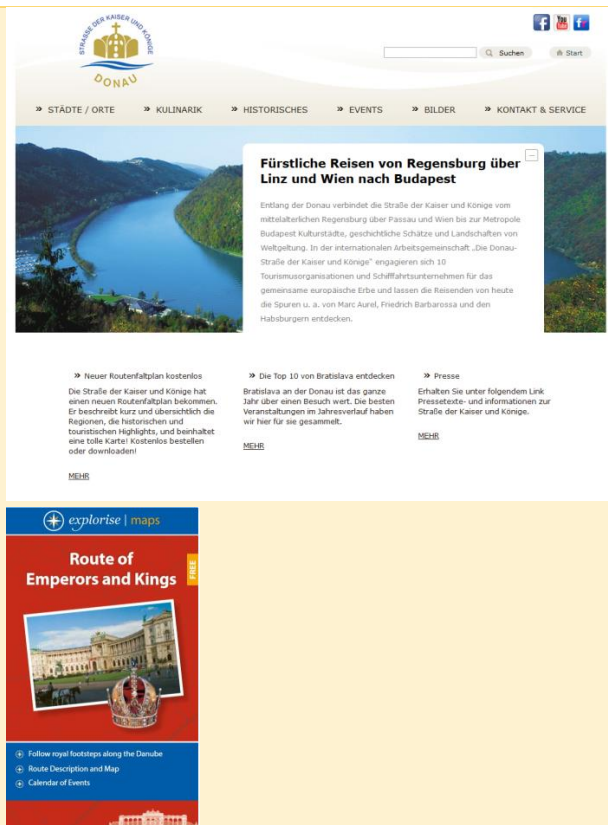
4. Good practice examples for packages

This chapter shows a selection of good practice examples for transnationally bookable packages that include mobility solutions

4.1. Danube Cycle Path 2017 – The Classic Tour Category A

Description	This package includes a cycle tour on the Danube cycle path from Passau to Vienna with seven overnight stays and luggage transfer from hotel to hotel, a ferry ride along the river Danube, the train ride Tulln-Vienna and return transfer Vienna-Passau by bus or train.
Link	https://www.radurlaub.com/donauradweg-passau-wien/angebot/detail/2379/klassiker-kat-a-passau-wien.html
Transnational Character	• cross-border package
Mobility Offers	• one ferry ride along the Danube is included • train ride Tulln-Vienna is included • return transfer Vienna-Passau by bus or train is included
Positive Factors	• **detailed route description** including information material when booking • **luggage transfer between hotels** • **included mobility services** • **high-quality hire bikes**
Screenshot/Photo	Passau-Wien Donauradweg 2017 - Klassiker Kategorie A 8 Tage/7 Nächte, ca. 292 km, 40–60 km täglich, meist flach, 4-Sterne-Hotels Die Radreise für verwöhnte Seelen am Donauradweg! Auf der klassischen Streckenführung Passau-Wien radeln Sie immer stromabwärts. Sie logieren im Radurlaub am Donauradweg in ausgewählten Hotels, wo auf Wohnkomfort, Entspannungsmöglichkeiten und hochwertiger Gastronomie viel Wert gelegt wird. Jetzt buchen Detailinfos ab € 439,20 pro Person 8 Tage/7 Nächte, ca. 292 km, 4-Sterne-Hotels

4.2. The tour of the historic cities: Amsterdam-Bruges

Description	This package comprises a cycle tour through some of the most beautiful cities and towns of the Netherlands and Flanders, like Amsterdam, Gouda, Vlissingen, Sluis, Damme and Bruges. Besides overnight stays, services like personal tour information, luggage transfer, ferry rides, hire bikes, etc. are included.
Link	www.eurobike.at/de/tour/radreise-amsterdam-bruegge_t_29780
Transnational Character	• cross-border package
Mobility Offers	• ferry rides are included • luggage transfer • arrival and departure by public means of transport optionally bookable
Positive Factors	• **detailed route description, including map and** personal tour information when booking • included services**: luggage transfer** from hotel to hotel, **ferry rides** • **information about arrival and departure** (railway stations and airports)
Screenshot/Photo	
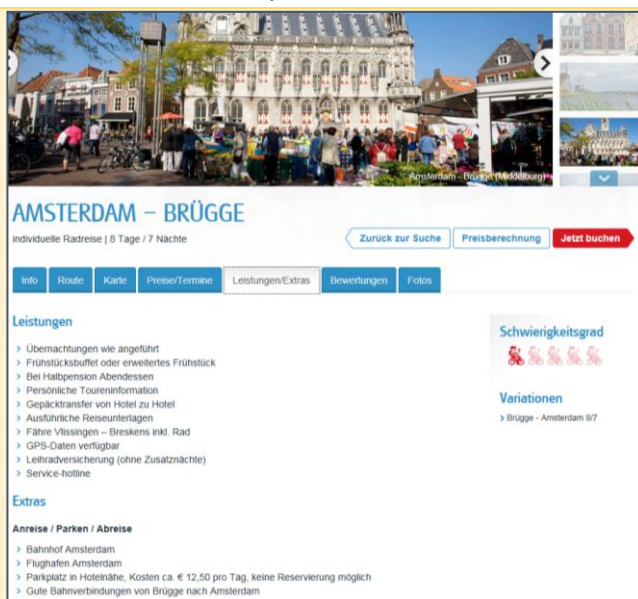
4.3. Danube Cruise Black Sea: Vienna – Sulina – Vienna

Description	A 14-days Danube cruise from Vienna to the Black Sea and back to Vienna again. The cruise includes all overnight stays and full board on the cruise ship as well as arrival and return transfer to Vienna with the ÖBB (Austrian Railways) and four shore excursions.
Link	www.msprimadonna.at/angebote/sommerkreuzfahrten/donau_kreuzfahrt_schwarzes_meer_wien_sulina_wien/
Transnational Character	• cross-border package
Mobility Offers	• arrival and return transfer to Vienna with the ÖBB • ride and overnight stays on the ship
Positive Factors	• **shore excursions** in different countries • arrival/return transfer to Vienna with the ÖBB is included
Screenshot/Photo	

5. Framework conditions

As the Danube region has a length of 2.900 km and spreads across ten countries, special framework conditions have to be taken into consideration when developing tourism products:

- The Danube flows through ten countries – but guests normally don't take notice of the political borders during their journey. Therefore, collaboration and marketing between the countries and stakeholders are essential.

- **National developments** must forego possible transnational cooperations.

- Often tourism in the Danube region is **holiday along the Danube** (guests travel from one place to the other instead of staying in one particular place) – a fact that needs to be taken into consideration as regards mobility offers.

- In the Danube region **various languages** are spoken, which needs to be considered regarding communication for the guests (e.g. timetables).

- In the Danube region **various quality standards** regarding infrastructure, the hotel and gastronomic sector, etc. exist. This fact needs to be taken into consideration in the product development, e.g. by establishing minimum standards.

- In some regions there are **only few or even no hotels and gastronomic businesses**, which needs to be taken into consideration or compensated in product development.

6. Requirements of target groups

In order to develop tourism products and packages, the definition of the target group is necessary. Therefore, in the following paragraphs, a possible method for defining target groups, called "Persona-Method", will be introduced. Furthermore, trends regarding mobility and tourism that could be relevant for the selection of a target group will be presented. Finally, a method for the definition of a target group will be suggested.

6.1. Persona-Method

Before a tourism product can be developed, the question must be asked who the target group is and what the target group´s wishes are. Classic target group segmentations (e.g. according to age, origin, status, etc.) are often not detailed enough and sometimes do not address the guests' special interests and preferences.

In order to develop tailor-made products, a specific idea of the future target group is necessary. In doing so the creation of a persona is a very helpful method.

A persona is the fictitious, but in reality possible, profile of a person or groups (of people) with the same character features, value and travelling motives and interests. In the course of the persona method also the following points are defined:

- name, age, origin, education and profession, current life situation, personal/family environment, health condition, etc.

- photo of the fictitious persona

- personal interests, preferences, hobbies and leisure activities

- personal traits, special character features, values, needs and wishes (during life), etc.

- needs, expectations, wishes and goals of the holiday, etc.

The more precise a persona is developed, the easier it is to identify with the desired target group and develop a tailor-made product.

Persona

Photo

© El Nariz/Shutterstock

"On our long active weekend we explored both, the Danube Cycle Path as well as the Donausteig hiking path. We really enjoyed our break in one of the inns. Donaubeer and a regional dumpling dish – simply great!"

Interests, leisure activities

Both enjoy spending time together, but also with friends. They regularly spend some days in the country, in order to relax. During their holidays, they usually do sports – biking and hiking and enjoying the beautiful, green nature. They love to enjoy regional culinary delights.

Personality

Both are sporty, open-minded and sociable. Once a year they spend a longer holiday at the sea, enjoying many cultural and culinary highlights. They like to spend their short breaks in the mountains or in river regions and go cycling or hiking.

Irmgard really likes her part-time job and even thinks about increasing her working hours. She often spends time with her friends and one day wants to fly to Dubai with them.

Horst likes to enjoy relaxed evenings with Irmgard's good meals after work. He likes sailing and wants to do a sailing trip together with his best friend.

Needs, Expectations, Desires, Goals

Irmgard and Horst use well-presented sources of information, like catalogues, travel guides or websites.

The couple enjoys short breaks in the beautiful, green nature, to recover from the stressful daily life in Munich.

They plan their short trips mostly on their own and do not book mainstream packages that are mostly not appealing.

They want to get a lot of personal tips from the hosts for their stay.

An excellent infrastructure for cycling and hiking paths is an essential criteria for making a decision.

Irmgard and Horst love to feast and expect a variety of regional delicacies.

They prefer a small, good hotel, as they cannot relax in places with mass tourism.

As regards travel times, they are always really flexible.

Name Irmgard & Horst Berger **Age** 52 & 54

Profession secretary (part-time), production manager

Life situation Irmgard & Horst live in Munich and have a flat with a small garden. The three grown-up children don't live in the house anymore.

Personal milieu and sinus milieu Both love their jobs and the time with friends and family. They are part of the upper middle class, the civil mainstream, that is willing to work and flexible. They strive for establishment, personal realization and a safe and harmonious environment.

Figure 2: Example of a persona

6.2. Trends

The following developments, in society as well as in technology, influence the product development in tourism that includes mobility solutions.

6.2.1. Mobility

The world in the 21st century is especially characterized by an increasing diversity of mobility forms and an increasing need for mobility. Within the last 50 years an enormous growth in the automobile sector took place. But even more, it is the beginning of a multimodal age. More and more people choose not to own a car, but rather make use of car-sharing options. Therefore, also public transport is used more frequently, as well as other means of transport, like walking or riding the bike.

6.2.2. Digitisation

Nearly all fields of activity in tourism are confronted with online rating platforms, the boom of digital travel portals and even virtual/augmented reality. This development's relevance for tourism is particularly visible in the traffic and transport sector, as the traffic flow management and traffic planning will be facilitated. With portals and apps, guests are given the possibility to make their travels more efficient and easier as regards transport.

6.2.3. Sharing Economy

Especially in the tourism sector, the concept of the sharing economy was well accepted. Apart from accommodation possibilities, also shared lifts like Uber and Lyft, as well as numerous everyday objects are used as sharing options. When travelling, city tours are organised via networks or apps can provide insider tips and photos of other travellers.

6.2.4. Generation Y

The people who were born between 1988 and 1999 are called Generation Y or Millenials. Within the next years, the Generation Y will represent the main market in tourism. Therefore, their needs will influence the developments of tourism. The Millenials are the first generation that grew up with the internet and mobile communications. The Millenials want a work/life balance and are always well-informed, also before the start of a journey.

6.2.5. Silver Society

The ageing of the world's population can be observed in nearly all parts of the Earth. Thus, within the next years, massive changes in the population structure will take place. Due to increasingly ageing people, the world's population will rise to 9.3 billion by 2050. About two billion people will be over 60 years old within the same time period. Nowadays, the subjectively perceived age is about 10-15 less than the actual age. Combined with a new awareness of life this means for tourism that the needs of

the "elderly people" have changed. The people are active and healthy, have an enormous buying power and want to experience something new.

6.2.6. Further relevant trends

- **Regionality:** Regionality (products of a region) has especially become a trend in the food sector (gastronomy, commerce, industry, producers, etc.). Regionality is an already established trend that, besides the trends "health" and "organic" will remain important also in future.

- **Sustainabilty:** According to the "three-pillar model of sustainability", sustainable development depends on a balanced realization and awareness of environmental, economic and social goals. This guiding principle shows that not only environmental protection is of major importance. The clients' interest in "sustainable" products is enormous. Representatives of the LOHAS (Lifestyle of Health and Sustainability) also promote this attitude.

- **Health:** In today's society health is not only the opposite of disease. Health is perceived as a complete system and a balance of the vital energy. Health plays an important role in many life and consumptions sectors, and also in tourism.

6.3. Definition of the target group

The following steps are necessary, in order to define the target group for a tourism product/package:

- Who belongs to the current target group in my town/region?

- Is this target group relevant for my new product or would it be advisable to define a new/additional target group?

- How can target groups that use sustainable transport be addressed? (e.g. owners of an annual ticket, members of cycling clubs, etc.)

- Define method for target group definition: e.g. persona method

- Define target group and target market for the new product/package

7. Realization of sustainable, transnational mobility products in tourism

In the following paragraphs an instruction for the development of transnational tourism products/packages with mobility solutions as well as possible relevant stakeholders and proposals for the evaluation of the developed tourism products will be presented.

7.1. Instruction for tourism product development with mobility solutions

The following figure shows a step-by-step instruction for the transnational tourism product development with mobility solutions. The steps 1-5 of the realization must be taken by each of the national partners in their own country (e.g.status analysis, target status, partner-involvement, framework conditions, measure definition).

On completion of the national developments, a cross-border cooperation can take place, whose goal it is to define in a useful way for tourism, which products can be connected to a transnational product or package.

1. Identification current status (from a tourism view/from a mobility view)

- tourism offer in the region
- mobility offers in the region and arrival and departure possibilities
- tourism demand
- potential partners and people involved (stakeholders)

regional/national realization

2. Development of target status

- definition of clear objectives
- formulation of an offer idea
- definition of the target groups/target market
- development of a storyline/topic
- reflection of the whole customer journey

3. Involvement and motivation of the essential partners for the process

- tourism (accomodation providers, excursion destinations, service-structures like bike rental, etc.)
- transport/mobility (public transport, private providers, etc.)
- if necessary regional planning (e.g. for bridging mobility gaps, etc.)
- Involvement through: personal communication, workshops, meetings, events, conferences, etc.

4. Planning of framework conditions for the realization

- realization responsibility
- time window
- budget/financing (public fundings, income, pool budget resources with other partners ---> differences in the various countries along the Danube!)
- need for coordination with further partners

5. Definition of the concrete measures to be implemented in form of a master plan

- product and package development
- distribution (bookability - e.g. via service partners like travel agencies, etc.)
- marketing/online-marketing (incl. awareness-raising measures)

| 6. Transnational cooperation and working together |
| • Cooperation e.g. through working groups, associations, etc. |

| 7. Realization of measures |

| 8. Continuous evaluation/quality assurance and if necessary further development |
| • = identification of the current state (step 1) |
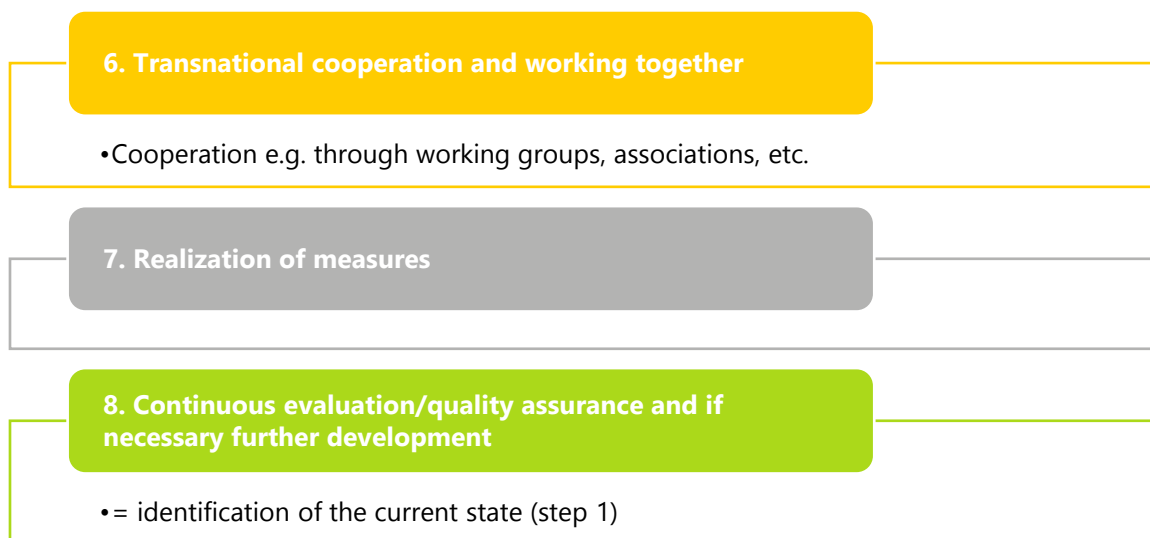
Figure 3: Instruction tourism product development with mobility solutions

A detailed manual for the development of packages including templates can be found in the "Development of sustainable mobility packages – manual" of the project Transdanube.

7.2. Potentially relevant stakeholders

Potential stakeholders (existing partners and new partners), who should become nationally and transnationally involved in the course of product development (meetings, workshops, etc.):

• partners in the field of mobility, modes of transport

• service structures like e.g. bike rental, ferries

• hotels

• gastronomic businesses

• tourism organisations

• sights, museums, national parks, etc.

- tour operators

- further partners along the whole customer journey

In most cases one stakeholder has the idea to develop a sustainable transnational tourism mobility product. This stakeholder then tries to find further cooperation partners and develops a product together with the relevant stakeholders. Each of these stakeholders could be the leader in the process of product development. It is important, that all relevant stakeholders that are needed for the development of new products (e.g. tourism, mobility, etc.) cooperate and carry out the development jointly.

7.3. Suggestions for transnational evaluation

The evaluation of developed, sustainable, transnational tourism mobility products can be conducted e.g. via various key performance indicators.

Performance Indicator	Description	Method
Broad impact	Involvement/Interest of the public, project partners, stakeholders	Number of interested project partners and stakeholders
Range	Range through various channels	Number of website-clicks Number of requests Number of sent brochures
Media impact	Media coverage in (local) press	Number of published articles
Strategic Positioning	Integration of the topic in regional/national tourism organisations	Mentioning e.g. in the regional tourism strategy
Involvement	Involvement of further tourism partners	Number of further, developed projects

Long-term cooperation	Long-term, transnational cooperation	Establishment of a working group, an association, etc. for long-term cooperation
Sales	Cooperation with sales partners	Integration of the package by sales partners
Bookings	Bookings of realised packages	Number of bookings

Table 1: Transnational Evaluation Methods

In general, the evaluation should take place at least once a year and can be carried out internally by the project leader. For some measures or key performance indicators also external agencies can be hired to carry out the evaluation.

8. Overall Conclusions

To summarize it has to be mentioned that in tourism product development the focus should generally be on the (potential) guest. In order to guarantee customer orientation, the customer journey method can be used, which describes the guest's individual phases and touchpoints when experiencing a tourism product. In this guideline not only the typical phases "pre", "during" and "post" journey were used for the customer journey, but also the two phases "arrival" and departure", as this guideline also aims at products with mobility offers.

Furthermore, for the development of tourism products or packages, also a differentiation between the terms offer (the existence of usable, natural and infrastructural resources for (leisure) tourism), product (offer with clearly recognisable use for the guest that can be sold) and package (saleable unit consisting of at least two product units) is relevant.

For the product development in tourism within the scope of Transdanube.Pearls the special framework conditions of the Danube region and current trends need to be taken into consideration.

Sustainable, transnational tourism mobility products are realized with the defined step-by-step manual, including eight points. It has to be considered that the individual partners first have to realize the first five steps in their own regions, before a transnational bringing together and cooperation can take place.

After the implementation of sustainable, transnational tourism mobility products, an evaluation based on the proposed key performance indicators should be carried out at least once a year.

9. Bibliography

DLG, Neue DLG-Studie: Dauerbrenner Regionalität, 2015, www.dlg.org/aktuelles_ernaehrung.html?detail/2015dlg/4/1/6554

Dr. Monique R. Siegel, Älter werden? Ja, gerne! - Megatrend «Silver Society», Zürich, 2013, futurama.ch/download/2013/schwerpunktthema_35.pdf

Österreich Werbung, Millennials und ihr FOMO – eine neue Zielgruppe im Fokus der Tourismusfachleute, 2014, blog.austriatourism.com/2014/10/millennials

Tourismuszukunft, Infografik Digitalisierung im Tourismus – Neue Zahlen & Entwicklungen, 2016, www.tourismuszukunft.de/2016/03/infografik-digitalisierung-im-tourismus-neue-zahlen-entwicklungen

zukunftsInstitut, Aufbruch in ein neues Zeitalter der Mobilität, 2016, www.zukunftsinstitut.de/artikel/aufbruch-in-ein-neues-zeitalter-der-mobilitaet/

zukunftsInstitut, Authentisch und ästhetisch: Nachhaltigkeit 2.0, 2015, www.zukunftsinstitut.de/artikel/04-next-economy/01-longreads/nachhaltigkeit-20

zukunftsInstitut, Megatrend Gesundheit, 2017, www.zukunftsinstitut.de/dossier/megatrend-gesundheit

zukunftsInstitut, Silver Society: Die neue Alterskultur, 2016, www.zukunftsinstitut.de/artikel/silver-society-die-neue-alterskultur

10. Index of Tables

11. Index of Figures

12. Project Partners

	LP Environment Agency Austria	EAA	AUSTRIA
	ERDF PP1 Danube Office Ulm/Neu-Ulm	DOULM	GERMANY
	ERDF PP2 WGD Danube Upper Austria Tourism Ltd.	WGDOOE	AUSTRIA
	ERDF PP3 Regionalmanagement Burgenland Ltd.	RMB	AUSTRIA
	ERDF PP4 Bratislava Self-Governing Region	BSGR	SLOVAKIA
	ERDF PP5 West Pannon Regional and Economic Development Public Nonprofit Ltd	WESTPA	HUNGARY
	ERDF PP7 City of Vukovar	CIVUK	CROATIA
	ERDF PP8 Development agency Sinergija	RASIN	SLOVENIA
	ERDF PP9 Regional Administration of Vidin Region	VIDIN	BULGARIA
	ERDF PP10 Club "Sustainable Development of Civil Society"	CSDCS	BULGARIA
	ERDF PP11 National Institute for Research and	NIRDT	ROMANIA

	Development in Tourism		
	ERDF PP12 The South-East Regional Development Agency	SERDA	ROMANIA
	ERDF PP13 Government of Baranya County		HUNGARY
	IPA PP1 Danube Competence Center	DCC	SERBIA
	IPA PP2 Regional Development Agency Eastern Serbia	RARIS	SERBIA

Table 2: List of Project Partners

Furthermore, Transdanube.Pearls is supported by the following Associated Strategic Partners (ASP).

ASP1	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
ASP2	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
ASP3	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
ASP4	Regional Government of Burgenland	BGLD	AUSTRIA
ASP5	Rail Tours Touristik Ltd.	RTA	AUSTRIA
ASP6	Destination Marketing Association German Danube	DMAGD	GERMANY
ASP7	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
ASP8	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
ASP9	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
ASP10	Government of Baranya County	BARCO	HUNGARY
ASP11	Association of Szigetköz Tourism	SZTDM	HUNGARY
ASP12	Association of Tourism Development in Moldova	ADTM	MOLDOVA
ASP13	National Authority for Tourism	NAT	ROMANIA
ASP14	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
ASP15	Railways of the Slovak republic	ZSR	SLOVAKIA
ASP16	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
ASP17	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
ASP18	Pomurje Tourist Association	PTA	SLOVENIA
ASP19	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
ASP20	Development Agency of Serbia	DAS	SERBIA
ASP21	Municipality of Kladovo	MKLAD	SERBIA
ASP22	Ministry of Tourism	BMT	BULGARIA
ASP23	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
ASP24	Municipality of Ruse	RUSE	BULGARIA

Table 3: List of Associated Strategic Partners