

Guideline STOMP - Tutorial -

Almut Sedlmeier/Simone Burster

Danube Office Ulm/Neu-Ulm

16.03.2021



Agenda

Goal of the project

What is a STOMP

The trails

Purpose & structure of the STOMP Guideline

A jump into the Guideline

Questions & discussion

Timeline & To-Do's

Goal of the Project

Support **sustainable tourism development** by
.. applying **innovative promotion concepts** (new narratives)
...and existing **mobility management tools**.

The project is aiming at three specific objectives:

- Employ innovative (more holistic) promotion approaches
- **Integrate sustainable mobility management measures/tools in route and destination management**
- Advance institutional capacity by sharing experience and capitalizing results among relevant stakeholders

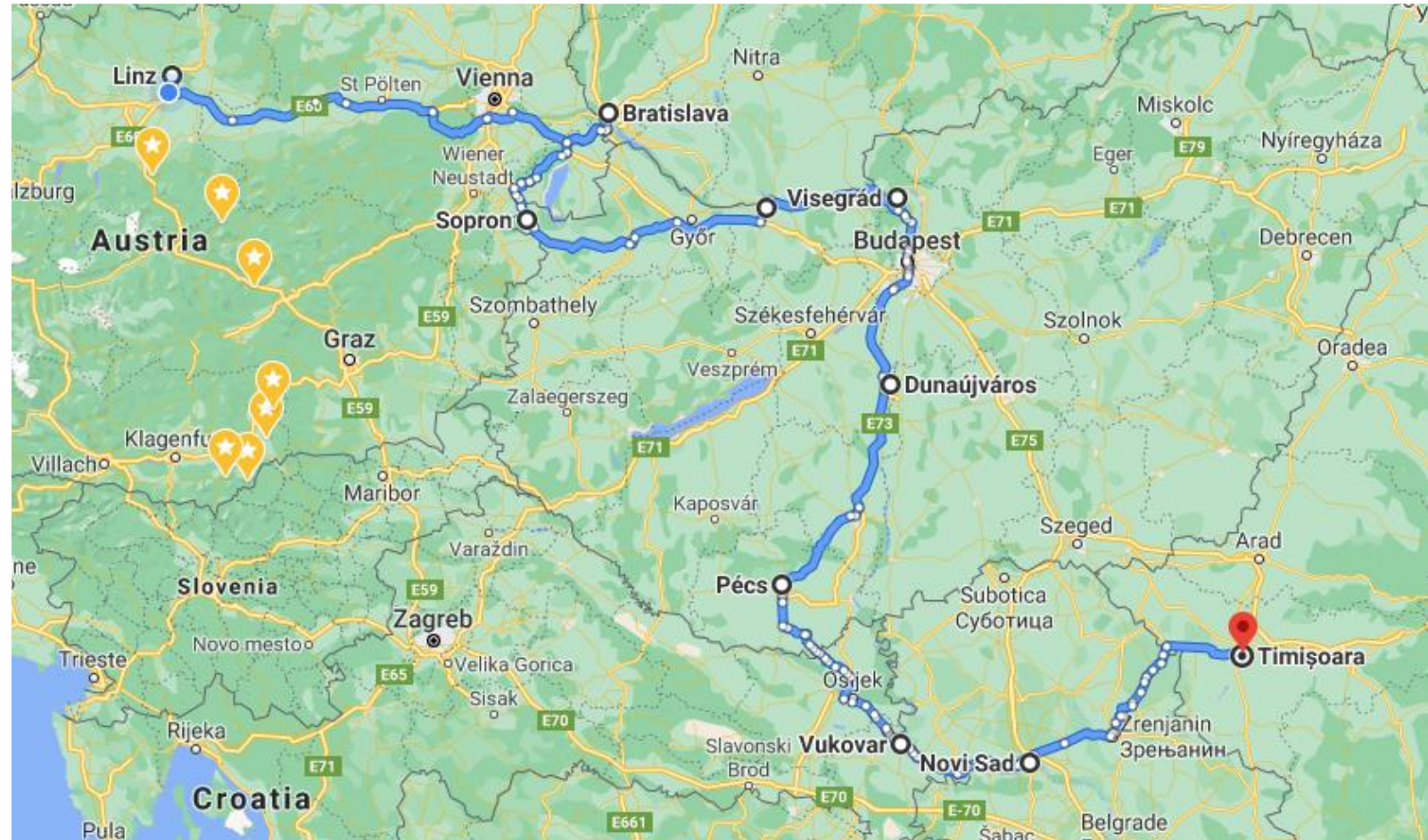
What is Sustainable Tourism Mobility Plan (STOMP) ?

- **STOMPs** will provide the **strategic background** for improving mobility services on trail and destination level.
 - The implementation of the necessary mobility management measures on route/network level will be supported by installing mobility managers.
 - These persons will organise necessary mobility services and coordinate activities of different partners aiming the overall improvement of the sustainable transport system.
- **STOMPs** will be the **working programme** for the mobility managers
- **STOMPs** provide a valuable collection of information which can be used to **design green travel products.**

Overview of all Trails

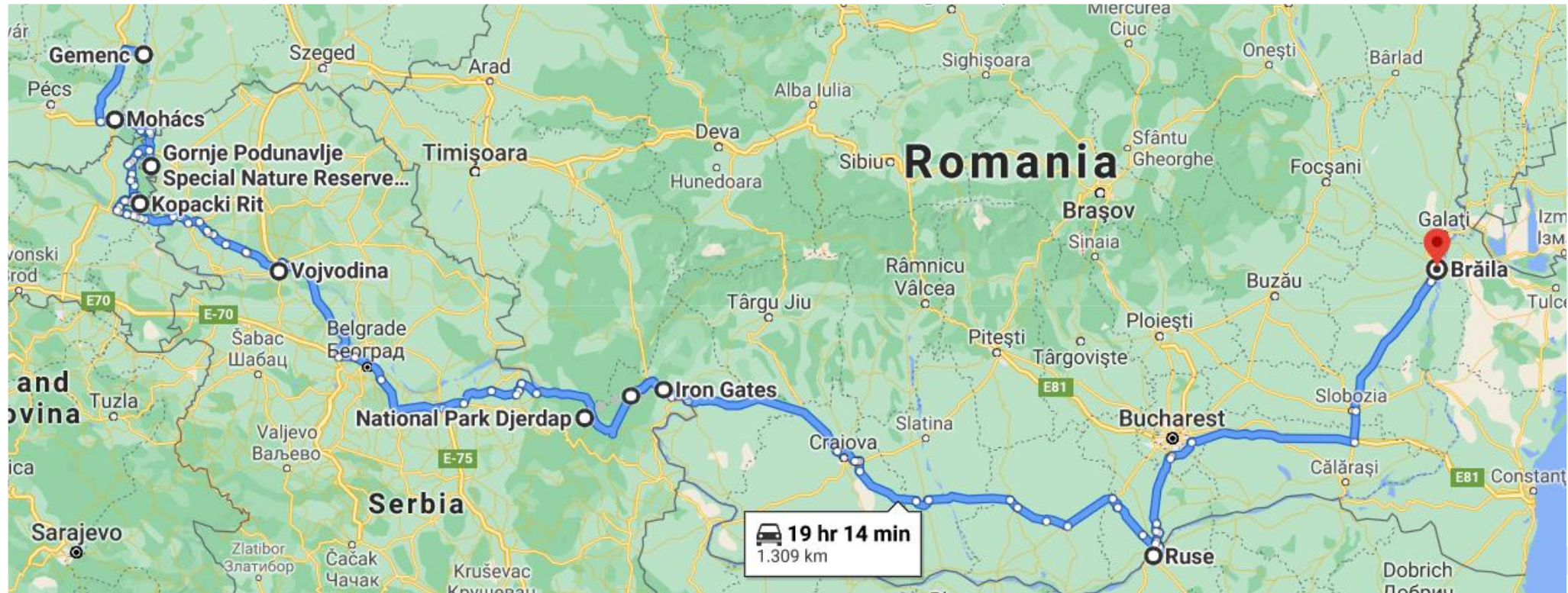
Trail # 1

Discover Europe on the Danube – politics - connection Orient-Occident and connected Culture



Overview of all Trails

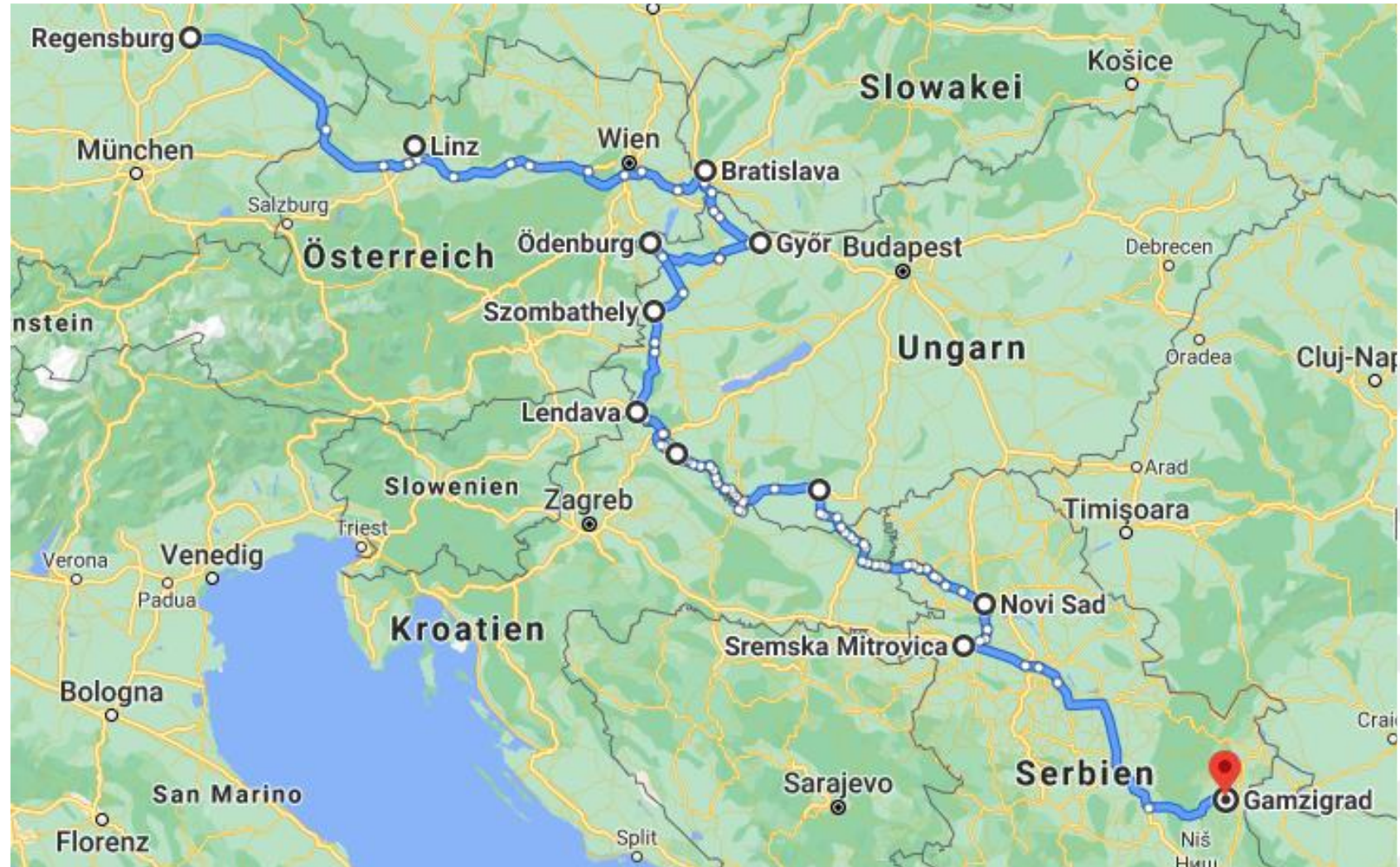
Trail # 2 Nature and mankind –the Danube between wilderness and taming



Overview of all Trails

Trail # 3

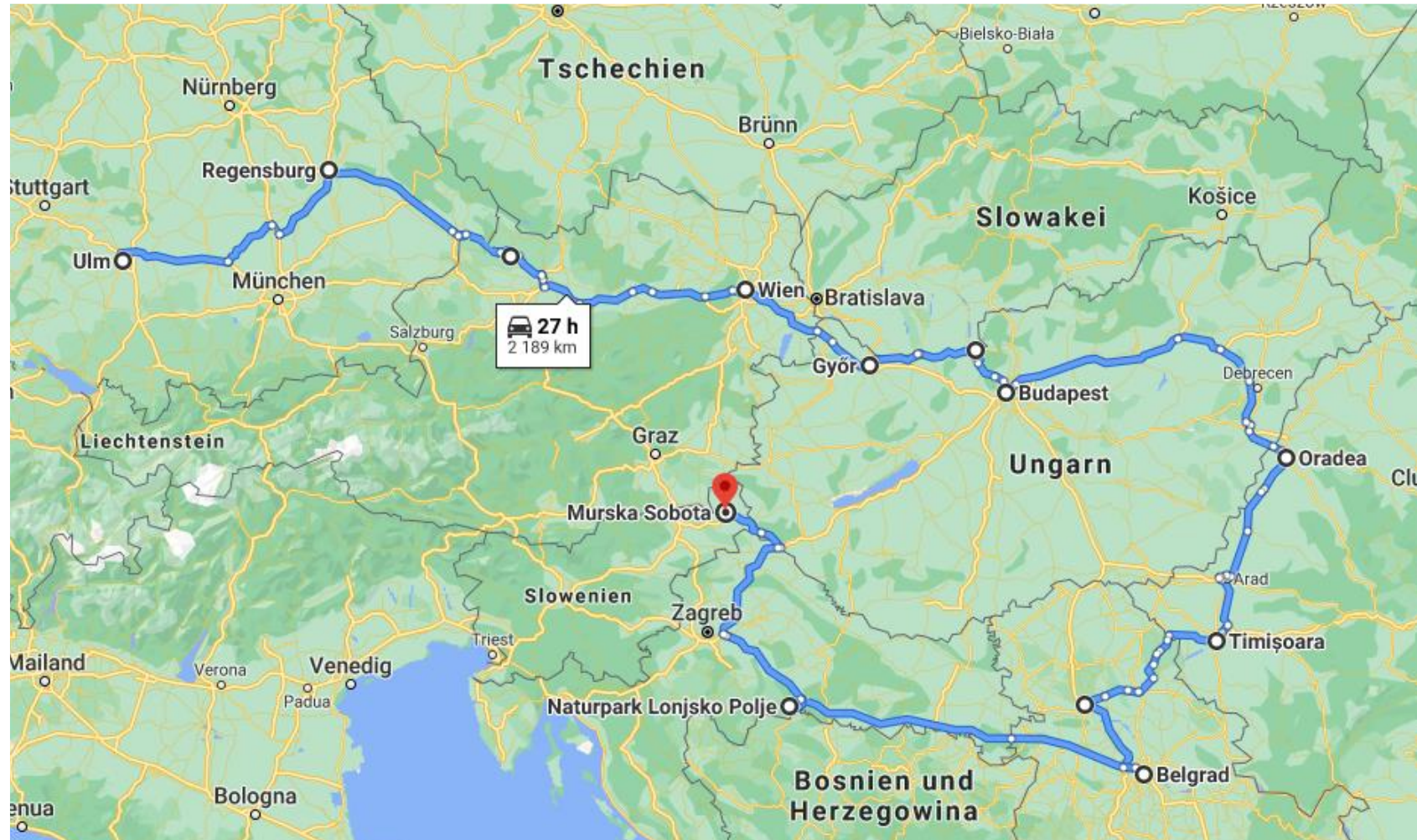
From
prehistory to
the Romans



Overview of all Trails

Trail # 4

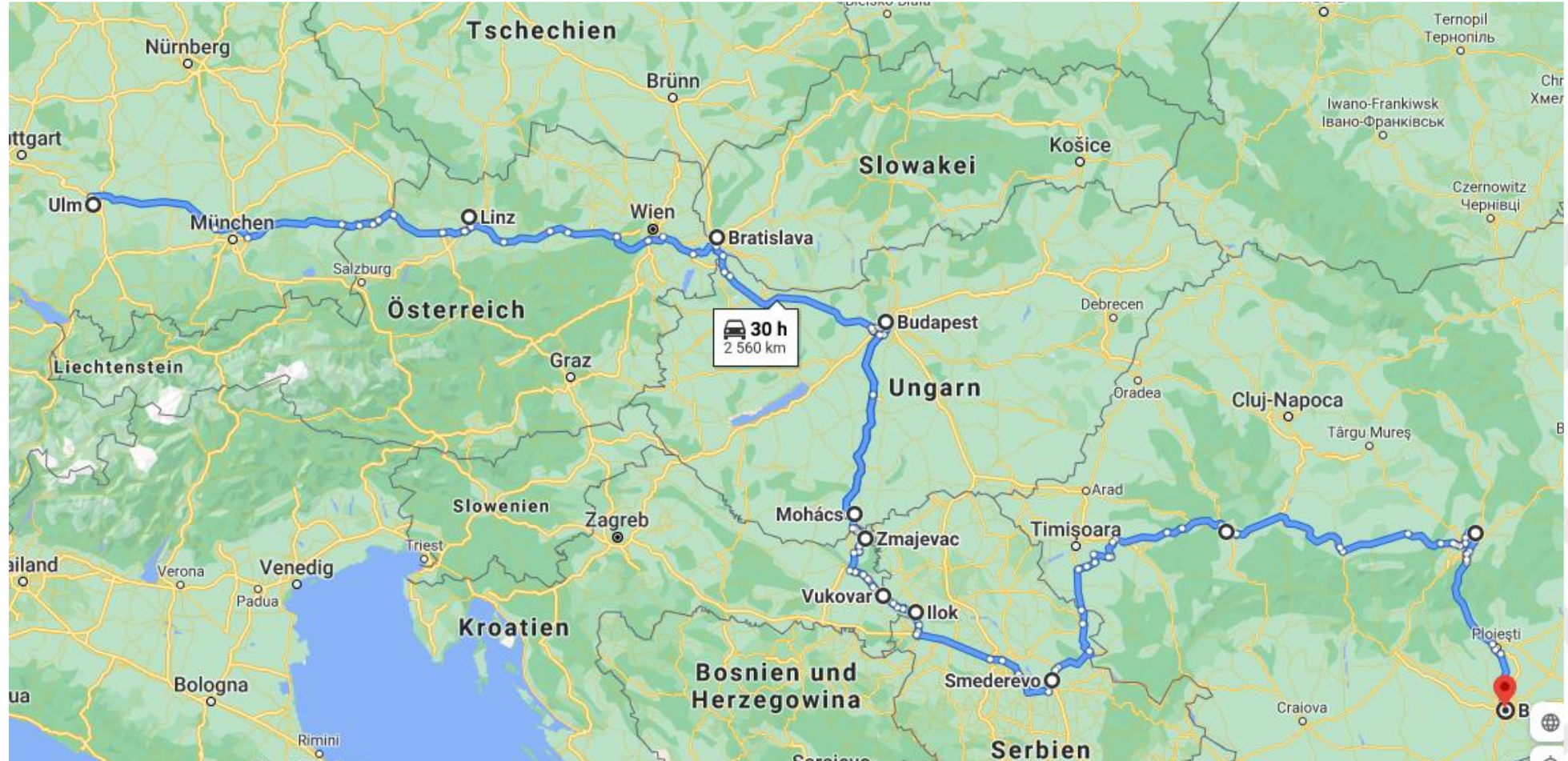
**Art, culture and architecture –
experience formative epochs
and their creators
-wealth, pomp,
landmarks**



Overview of all Trails

Trail # 5

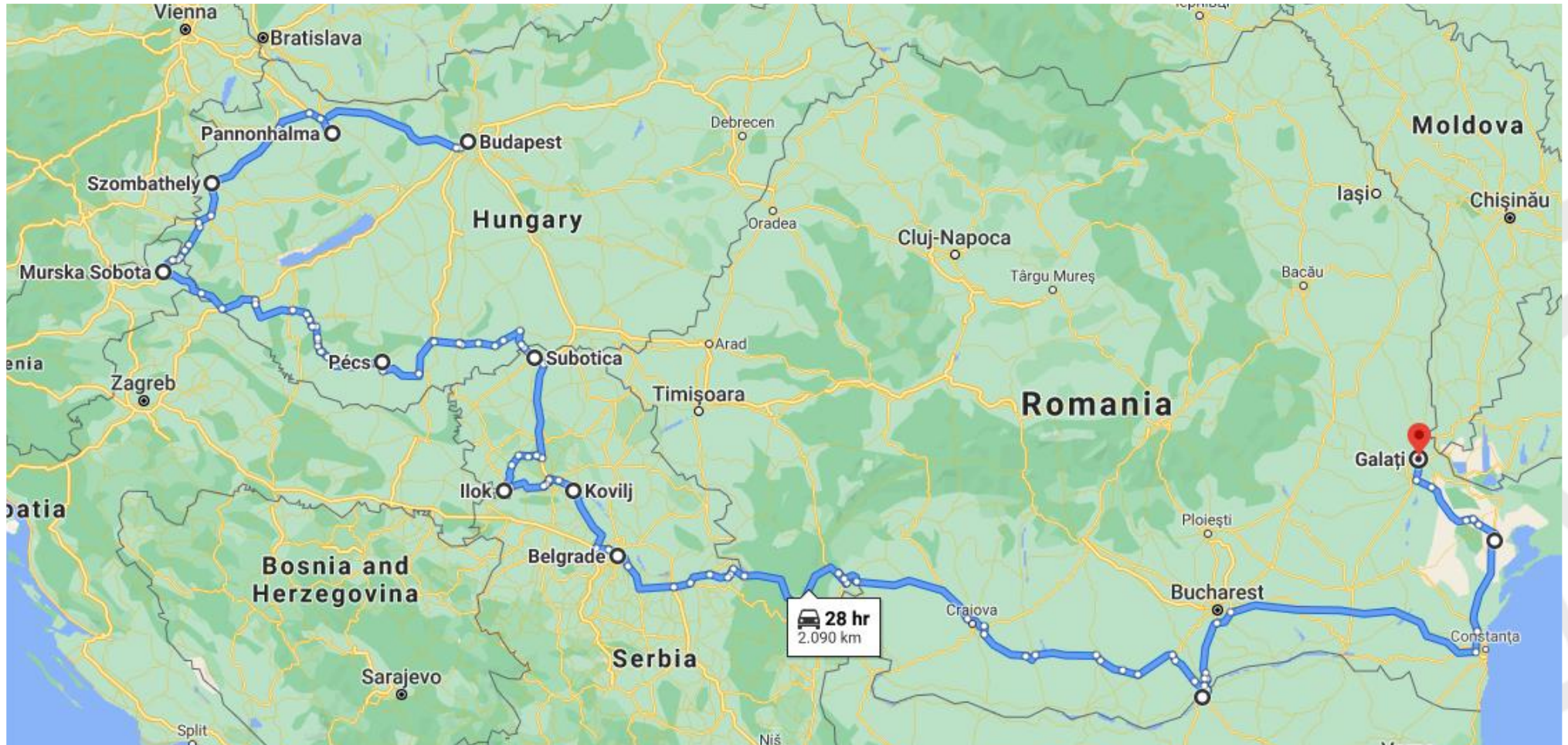
Trade routes, connections and human encounters, folk culture, love and joy of life



Overview of all Trails

Trail # 6

Religion, spirituality, gods and saints in the Danube region



Allocation of the STOMP Representatives

Trail 1 Europe	Trail 2 Nature & Mankind	Trail 3 Romans	Trail 4 Art & Culture	Trail 5 Trade Routes	Trail 6 Religion & Spirituality	
LT	DP	WP	OR	CA	IC	Final: STOMP developer

Following PP are
developing a STOMP:

LT, WP, IC, CA, OR, DP

Summary of all Trails

Trail # 1		Trail # 2		Trail # 3		Trail # 4		Trail # 5		Trail # 6	
Country	Destination	Country	Destination	Country	Destination	Country	Destination	Country	Destination	Country	Destination
Austria	Linz	Croatia	Kopacki Rit	Germany	Regensburg	Germany	Ulm	Germany	Ulm	Hungary	Pannonhalma
Slovakia	Bratislava	Hungary	Béda	Germany	Straubing	Germany	Regensburg	Germany	Ingolstadt	Hungary	Szombathely
Hungary	Sopron	Serbia	Gronje Poduavlje	Germany	Künzing	Austria	Linz /St. Florian	Germany	Regensburg	Slovenia	Murska Sobota
Hungary	Komárom/Komárno	Serbia	Iron Gate Gorge	Germany	Passau	Austria	Vienna	Austria	Engelhartzell	Slovenia	Goričko Nature Park
Hungary	Visegrád	Serbia	Lepenski Vir	Austria	Oberranna	Austria	Palaces of the Marchfeld	Austria	Aschach	Slovenia	Jeruzalem
Hungary	Dunaújváros	Serbia	Boljetin hill and river canyon	Austria	Schlögen	Hungary	Győr	Austria	Ottensheim	Hungary	Pécs
Hungary	Pécs	Serbia	Veliki Strbac hiking trail	Austria	Engelhartzell	Hungary	Pannonhalma	Austria	Linz	Hungary	Szeged
Croatia	Vukovar	Serbia	National Park Djerdap (Viewpoint)	Austria	Linz	Hungary	Budapest	Austria	Mauthausen	Serbia	Subotica
Serbia	Novi Sad	Serbia	Beli Izvorac	Austria	Enns	Romania	Oradea	Austria	Grein	Croatia	Ilok
Romania	Timișoara	Serbia	Greben	Austria	Grein	Hungary	Szeged	Austria	Krems	Serbia	Novi Sad
		Bulgaria	Persina Nature park Visitor Centre	Austria	Wachau	Serbia	Subotica	Austria	Neusiedel	Serbia	Belgrade
		Bulgaria	Persin Island	Austria	Vienna	Serbia	Novi Sad/ Petrovaradin	Slovakia	Bratislava	Serbia	Iron Gate
		Bulgaria	Kaykusha Protected Area	Austria	Carnuntum	Serbia	Belgrade	Hungary	Budapest	Serbia	Lepenski Vir
		Bulgaria	Rusenski Lom Nature Park	Slovakia	Bratislava	Croatia	Lonjsko Polje Nature Park	Hungary	Mohács	Bulgaria	Basarbovo
		Bulgaria	Maintained Reserve "Srebarna"	Hungary	Győr	Slovenia (return)	Lendava	Croatia	Zmajevac	Bulgaria	Ivanovo (rock church)
		Romania	Danube Delta (by Boat on Channe	Hungary	Sopron	Slovenia (return)	Murska Sobota	Croatia	Vukovar	Romania	Slava Rusa
			The Danube Delta Eco-Tourism								
		Romania	Museum Center (Tulcea)	Hungary	Szombathely			Croatia	Ilok	Romania	Babadag
		Romania	Sfantu Georghe	Slovenia	Lendava			Serbia	Belgrade		
		Romania	Mila 23 village	Slovenia	Ptuj			Serbia	Smederevo		
		Romania	Măcin Mountains National Park	Hungary	Pécs			Romania	Hunedora		
				Serbia	Novi Sad			Romania	Bukarest		
				Serbia	Sremska Mitrovica			Romania	Sfantu Georghe		
				Serbia	Gamzigrad						

Purpose of this guideline

- Common guideline in form of a template – to ensure a comparable quality and depth of information of the STOMPs.
- Defines the document's structure, the minimal contents and the maximum length of chapters. **To enable a good quality of the STOMPs, the PPs should stick to the given guideline.**
- The guideline furthermore specifies the most important terms from the field of mobility management (Chapter 1&2)

How to use this guideline?

PART A

- **Chapters 1 and 2** provides relevant background information, which you need to start your work. If relevant/necessary, you can use the content provided in these two chapters for the introduction of your STOMP. Otherwise, you just delete them at the end.

PART B

- **Chapter 3** would be the first content related chapter of your STOMP. It provides the future users of the STOMP with the relevant information about the area the STOMP is targeting at.
- **Chapter 4** is the core chapter of the STOMP providing an overview about the existing options to travel your trail sustainably.
- **Chapter 5** summarizes the findings of chapter 4
- **Chapter 6** is providing basic recommendations for actions that easily would improve the options to travel your trail sustainably
- Finally, **chapter 7** is collecting good practices examples which might have come along during your work on the STOMP.

Text sections highlighted in grey colour in chapters 3 to 7 include short descriptions what we are expecting from you for that respective section and give examples. Please delete these texts before finalizing your work on the STOMP.

Part B is the **actual template**

From **Chapter 3** on all are content related
Chapter 4 is the core chapter

Principles for the elaboration of the STOMP

- (1)** The focus areas of the STOMPs are the trails including the transport nodes necessary to getting there and away. Each trail consists of a set of points of interest in selected destinations that reflect the story
- (2)** The STOMP should include information about the possibilities to travel the respective trail by sustainable means of transport.
- (3)** Sustainable means of transport (or sustainable mobility services) including train, bus, bike, hiking and shipping
- (4)** STOMPs are targeting at tourism mobility. The information summarized in the STOMPs should especially take into account the requirements of tourists and how are they different to the requirements of inhabitants.
- (5)** When assessing sustainable mobility services the whole touristic service chain will be taken into account

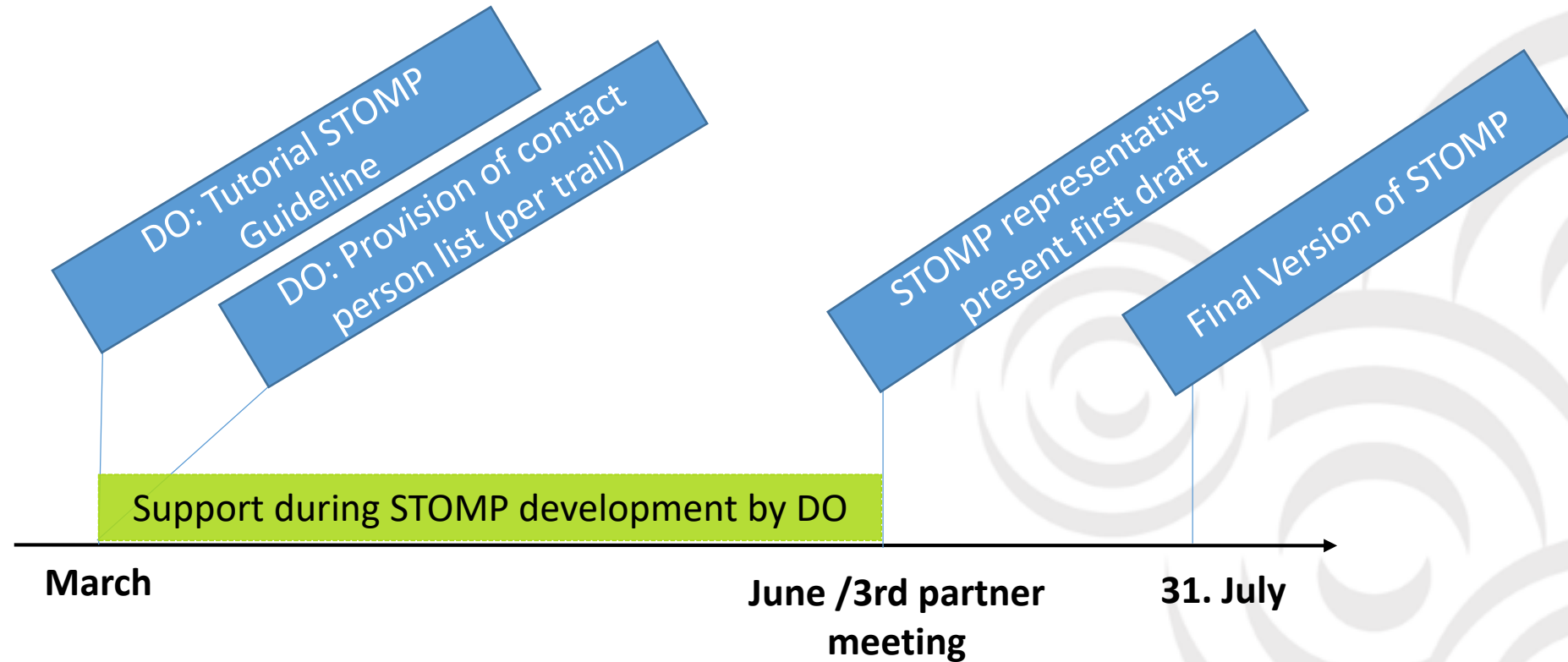
Questions to the Guideline

- **Your questions...**
- ...
- ...
- ...
- Any questions regarding the definitions and specifications in Chapter 2?
- Make or buy decision? Does anyone plan to outsource the STOMP development?

Discussion & Challenges

- How to use synergies between the trails?
 - same sections in different trails
 - no double work
- Length of trails/ Number of destinations and POIs
- Trail 4 → Return path
- Interdependencies between the trails – the big picture
- How does the tourist get the important mobility information?
- Links to product clubs & green travel products

Timeline and Upcoming To Dos



List of Contact Persons (Annex 3)

Excel file to aggregate all contact persons for each destination

File will be on Clever Workplace

Trail #1					
Country	Destination	Contact Person	Organisation	Email	Phone
Austria	Linz				
Slovakia	Bratislava				
Hungary	Sopron				
Hungary	Komárom/Komárno				
Hungary	Visegrád				
Hungary	Dunaújváros				
Hungary	Pécs				
Croatia	Vukovar				
Serbia	Novi Sad				
Romania	Timișoara				



Contact



Almut Sedlmeier

Danube Office Ulm/Neu Ulm | WP Leader T2



<https://www.donaubuero.de/startseite>



a.sedlmeier@donaubuero.de



00 49 731 880306- 18

Contact



Simone Burster

Danube Office Ulm/Neu Ulm | WP Leader T2



<https://www.donaubuero.de/startseite>



s.burster@donaubuero.de



00 49 731 880306- 20

Thank you for your attention!

