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Guideline for Sustainable Tourism Mobility Plans

Verracon

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PART A

1 Background

The Danube brings together the history of Europe. Humankind used the Danube from the very beginning as a promising place to live and to make business. Today, the Danube region is rich in cultural and natural heritage. The project Transdanube Travel Stories recognises tourism as important option to use this heritage and play an important role in regional development, especially in the remote regions of the Danube region. However, there is still little awareness of the Danube macro-region as a touristic area with rich natural and cultural heritage. European Cultural Routes and other networks are a first step towards transnational cooperation. They focus strongly on preservation, not offering innovative touristic products at the destinations or along trails, nor including sustainable mobility into their existing touristic products. Resultant, tourists rather drive from one site to the next by car, lacking deeper understanding for the region and appreciation of the sites.

The project main objective is to **support sustainable tourism development by applying innovative promotion concepts (new narratives) and existing mobility management tools**. The objective is supported by activities to position the sites' heritage within the wider context of the Danube macro-region with tools to experience this heritage building up a Danube memory (narratives). Mobility management includes ways to inform tourists about how to get to the region and around by other means than individual transport. Additionally to the development of institutions (product clubs, mobility centres) and instruments (mobility plans, narratives, apps etc.), the achievement of the main objective is supported by cooperation, capitalisation and promotion activities that present the Danube region as touristic area at international conferences.

The project is aiming at three specific objectives:

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

How to integrate sustainable mobility management measures/tools in route and destination management?

Mobility management includes ways to inform tourists about how to get to a specific destination and more around within the destination by other means than individual motorized transport.

Mobility management uses three important instruments:

1. Mobility Manager - take overall responsibility for developing and introducing mobility management
2. Mobility Centre - is the operating unit at the urban/regional level
3. Mobility Plan - most common instrument for site Mobility Management

The project is addressing these three instruments with different activities:

1. Mobility management trainings will provide relevant stakeholders with the necessary knowledge and skills to develop and introduce mobility management at the destination and trail level. The people trained will become **Mobility managers**
2. Mobility managers could be used to provide all relevant information to tourists and to coordinate the activities in the field of sustainable tourism mobility management in a region. They can do that in different positions and locations. One possibility would be to establish a **mobility centre** which can be approached by tourists in order to get the necessary information (either via the internet, via phone or in person). The guideline elaborated as well as the experiences gained when establishing 12 mobility centres in the course of the Transdanube.Pearls project can be used by the partners to establish a mobility centre at their destination.
3. Mobility plans or in the case of this project **Sustainable Tourism Mobility Plans (STOMPs)**. **These STOMPs will be the focus of this guideline.**

What is a 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.

The STOMPs will therefore be the working programme for the mobility managers. Besides that, the STOMPs provide a valuable collection of information which can be used to design green travel products.

Building upon the 6 stories, for each of the 6 resultant trails a STOMP will be elaborated by the responsible project partners. These are:

- Tourism Board Linz (LT)
- West Pannon Regional and Economic Development (WP)
- Institute for Culture, Tourism and Sport Murska Sobota (IC)
- Croatian Association for Tourism and Rural Development „The Village Membership Club“ (CA)
- Association for promoting tourism in Oradea and its region (OR)
- DANUBEPARKS Network (DP)

Once the approximate outline of the story is set and the destinations are chosen, the trail appears and will be assessed according to its accessibility by sustainable means of transport.

What is the purpose of this guideline?

The document provides the partners working on the development of a STOMP with a common guideline in form of a template. This should ensure a comparable quality and depth of information of the STOMPs.

The guideline 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

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 0 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.

Before we start working, we should make sure that we have a common understanding regarding the most important terms.

2 Definitions and specifications

2.1 Stories, trails and destinations

Stories

The project is expected to come up with **6 stories** in the Danube region.

- All stories follow the same standard and script (see Annex 1)
- Each **story** shall evolve along the trail and reflect in each destination. Therefore, the story shall include a specific **script** (see Annex 1)
- The stories shall include destinations out of the destination-pool (defined by the partners) that reflect the story.
- In every story that will be developed, the four meta-narratives ("change", "connect", "relax", "discover") should be represented. The destinations (chosen from the pool of destinations defined above) included derive from the story.

Trail

We call the routes, that follow the stories "**TRAILS**", to differentiate from the cultural routes also involved in this project. (like the St. Martin of Tours-Route, the Route of emperors and kings, the Route of Jewish heritage, etc.).

- Each trail follows a different story.
- For each trail, the responsible partner has to elaborate a STOMP
- Each trail can be travelled along by sustainable means of transport.
- All included destinations and sites of a specific trail have to be accessible!
- Potentially, sustainable transport can be part of the story: train ride in an old Art Nouveau train carriage, pilgrimage by walking, cycling for experiencing nature, bus ride to encounter local people, ship to experience ancient-day travelling etc.

Destination

A **destination** is a village or town where a point of interest selected to tell a specific part of a story is located. Destinations shall be chosen that can be reached in a consecutive way and which therefore define a certain trail. Destinations can be combined from different cultural routes and thematic backgrounds (cluster of themes) according to the story.

Point of interest

A **point of interest** in this project is a location representing a specific touristic attraction within a destination (e.g. a museum, a nature park, an architectural highlight). It is this specific point of interest where a specific part of a story will be told by a guide/an app / experienced by the tourist. One destination normally offers a larger set of points of interest, but it might be only one or few of them that are relevant for the story. It is these point(s) of interest that will be visited by the tourist. Besides the point of interest relevant for the story, a tourist might need/want to visit other points of interest

e.g. a hotel, a restaurant or a railway station. This is why besides the point of interest level, the level of destination is relevant for the STOMPs.

2.2 (Sustainable) transport and mobility

The term **mobility** commonly describes the movability and the actual movement of people and goods. **Transport** related mobility takes into account that part of mobility which generates traffic. Mobility in this sense comprises the movement of people/goods from a location to another, creating traffic. For that people/goods are using different modes of transport including air, rail, road, water, cable, pipeline, and space.

We are focusing on the sustainable mobility of people – freight transport is NOT taken into account.

There are many definitions of the **sustainable transport**, and of the related terms sustainable transportation and **sustainable mobility**. The European Union Council of Ministers of Transport defines a sustainable transportation system as one that:

- Allows the basic access and development needs of individuals, companies and society to be met safely and in a manner consistent with human and ecosystem health and promotes equity within and between successive generations.
- Is Affordable, operates fairly and efficiently, offers a choice of transport mode, and supports a competitive economy, as well as balanced regional development.
- Limits emissions and waste within the planet's ability to absorb them, uses renewable resources at or below their rates of generation, and uses non-renewable resources at or below the rates of development of renewable substitutes, while minimizing the impact on the use of land and the generation of noise.

With the activities of our project we are focusing on energy efficiency, multimodal travel chains including train, bus, bike, hiking and shipping.

2.3 Sustainable tourism (mobility)

The world tourism organization defines sustainable tourism as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"¹

Sustainable tourism should:

¹ <http://sdt.unwto.org/en/content/about-us-5>

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, incl. stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.²

As 50 % - 75 % of environmental impacts of tourism are caused by transport (air pollutants, noise, greenhouse gas emissions, land take, damage of landscape and villages)³, sustainable mobility in tourism is a very important component of sustainable tourism development. Sustainable tourism needs sustainable access and mobility: zero emissions, healthy and environmentally friendly, energy efficient and carbon neutral, comfortable and flexible from home door to hotel door

Following up on the project Transdanube and Transdanube.Pearls we continue to support the **common vision** signed by more than 70 stakeholders from the tourism and transport sector from the Danube region:

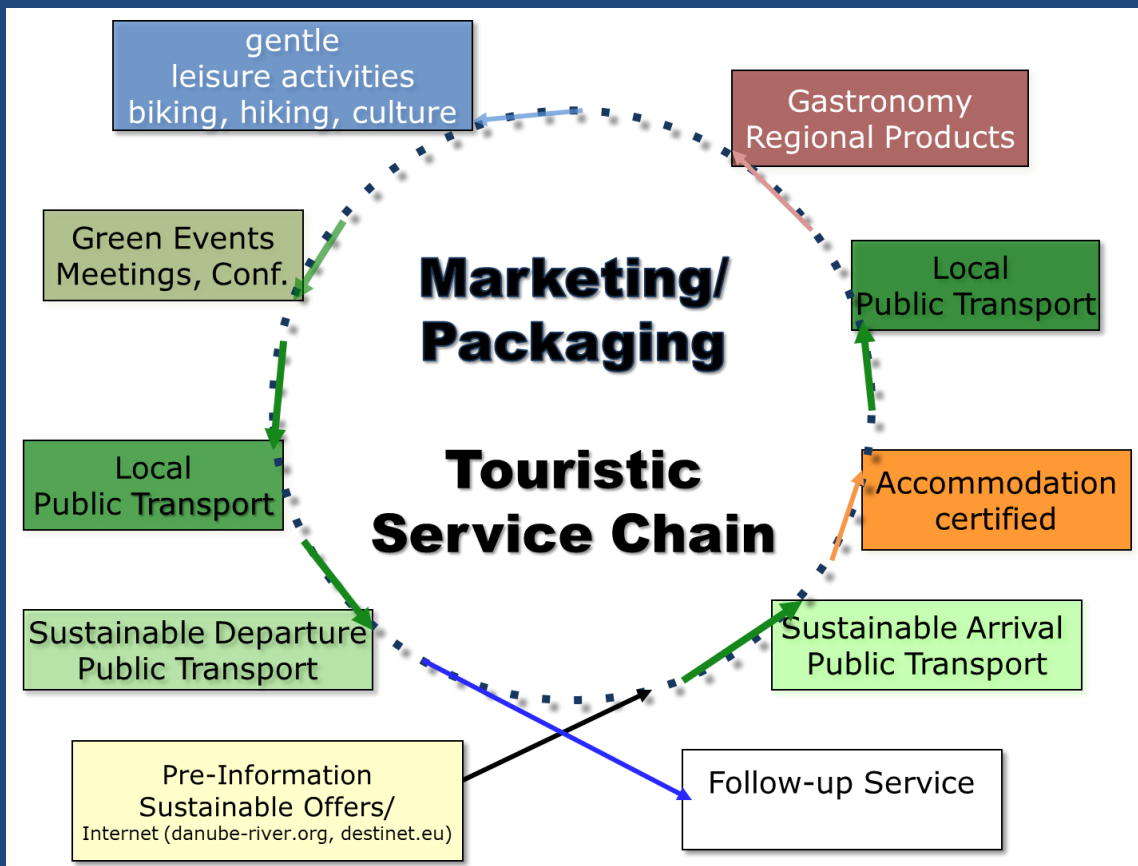
The common vision and aim is to develop a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for citizens and guests of the region by developing of climate friendly, low carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services based on renewable energy sources, saving energy and resources, preserving natural and cultural heritage and taking care of the sensitive Danube ecosystems and landscapes while at the same time ensuring sustainable regional development and offering new chances for green economy and green jobs in the region. To this end we will strengthen our endeavors, dedicate resources and develop further our collaborations to promote the practical implementation of our common vision.

² <http://sdt.unwto.org/en/content/about-us-5>

³ MuSTT Study of EC

Based on these definitions and specifications the following principles need to be applied for the elaboration of the STOMPs:

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. Therefore 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



Source: ÖAR/Karl Reiner

3.3 The destinations and points of interest

Localisation of the **relevant points of interest** (e.g. nature protection sites, architectural highlights, other important sites) within the **destinations**

Provide separate maps with the points of interest at the destination level + a description.

Maximum length: 1 page for each destination.

What should we know at the end of this chapter?

Clear picture of the trail, its destinations and how the destinations are interlinked in order to let the tourist experience the story. For the following status quo analysis of the existing sustainable mobility services within the destination, we should furthermore know where the main points of interest within the selected destinations are located.

4 Status quo analysis of sustainable travel options along the trails and within the destinations

It is not only about the concrete mobility service. Sometimes a great service exists but nobody knows about it. Therefore, we always have to check three things: **(1) Is there any service? (2) Does it fulfil the requirements of the tourists to experience the story? (3) Who is providing information about these services and how is the information accessible for a tourist?**

For the assessment of the quality of mobility and information services, the common standards of the Danube.Pearls network need to be applied (see Annex 2). The common standards developed in Transdanube.Pearls define the level of service a visitor can expect when visiting a destination.

How to provide the relevant information?

- Illustrate your textual descriptions with maps and figures
- Please provide the sources/credits (Photos!) for the information provided
- Don't forget to mention what is not existing but would be necessary/helpful to optimize the visitor experience
- When checking existing strategies and plans (chapter 4.6) focus especially on missing services or services that need improvement
- Provide links to relevant transport operators (railways, busses, bike rental systems, shipping services, etc.) and the information services offered by them
- Start with a desktop research
- **Your trail most probably will include destinations which are outside of your region or even your country. For these destinations it might be hard to find all the relevant information.**
- **In case you do not find the relevant information, find the contact person at destination level (see Annex 3) who can provide the information and clarify your open questions with him/her. Use the competence and experience of the partnership to find the necessary information / right persons.**
- **Please have in mind that if you are not able to find the information about a specific sustainable transport service also the tourist will have problems finding it! Providing the relevant information in English language could be an important recommendation to be included in chapter 6.**

4.1 How to enter / leave the story?

Definition and classification of relevant transport nodes connecting the focus area with the main international (Germany, Italy, Netherlands etc.) and national (regions in the respective countries, most probably the capital regions and others) source markets. These transnational transport nodes offer international long-distance services and are well connected with the national and regional sustainable transport system. **These main transport nodes do not have to be part of the trail.** They act as travel interfaces between the main source markets and the starting points of the trails. E.g. Bucharest might not be part of any trail but offers international train and bus connections to the main source markets as well as it works as a main transport hub for railways and busses within Romania. A tourist starting its trails at a destination in Romania will in many cases need to go to Bucharest first and then make his/her way to the destination where the whole story begins. Following up on this example, this chapter would be about "how to reach Bucharest", the next is "how to reach the story's starting destination from Bucharest". In case your trails starts and ends at an international transport hub, you can directly jump to the following chapter.

For that please check chapter 1 of the Transnational state of the art report elaborated in the Transdanube project (Annex 4)

Maximum length: 2 pages – please include maps and description

4.2 How to get started?

Please include information **how the first destination can be reached with sustainable means of transport.**

Use this checklist to collect the relevant information:

In general it should be possible for a tourist to reach the destination without private car 7 days a week between 8:00 and 22:00. That means...

If the destination is located at a main transport node with an international long-distance services:

- This sustainable mobility services should be provided at least two times a day
- Possibilities for carrying bikes on trains/busses/ships available
- Baggage transport is ensured for arrival and departure (e.g. provided by a hotel)
- Pick up services for tourists arriving with public transport (offered by hotels or coordinated, e.g. bus-shuttle) incl. bike carriage, barrier free vehicles

If the destination is NOT located at the main transport node it is necessary, that the destination

- is connected with sustainable means of transport at least two times a day with the next international hub.
- Is offering pick up services for tourists arriving with public transport (offered by hotels or coordinated e.g. bus-shuttle) incl. bike carriage, barrier free vehicles
- is ensuring Baggage transport for arrival and departure (e.g. provided by a hotel)

Maximum length: 2 pages – please include maps, pictures of services or timetables (if available) and description– provide links to relevant websites

Either include the same information here for the final destination or include an own chapter after chapter 4.4

4.3 How to move within a destination?

Please include information **how a tourist can move within the destination** (to reach the defined points of interest > see chapter 3.3.) and encourages walking and cycling.

Use this checklist for each destination to collect the relevant information:

- The destination is connected to the regional public transport system and offers services which fulfil the requirements of tourists (incl. adequate services on weekends)
- Shuttle services to reach touristic attractions, stations e.g. flexible transport systems (e.g. Call-a-bus-services, bike ferries, night-busses, hiking-busses)
- (E-)Car-sharing
- (E-)Bike rental
- Rental services for other (E-)vehicles
- Cycle route signalization (consistency, visibility, e.g.)
- Bike service stations
- Bike parking facilities (incl. lockers)
- Attractive and safe footpaths/sidewalks (speed limits, traffic calming zones, safe crossings, traffic lights adjusted to pedestrians, e.g.), pedestrian zones
- Pedestrian route signalization (consistency, visibility, e.g.)
- Parking space management (limited parking spaces, parking fees, chargeable short-term parking spaces)
- Limited accessibility with private cars

Maximum length: 3 pages per destination – please include pictures of services (if available) and more detailed information regarding the services– provide links to relevant websites

4.4 How to move between destinations?

Please include information **how the destinations are interlinked with sustainable means of transport.**

Use this checklist to collect the relevant information:

In general it should be possible for a tourist to reach the destination without private car 7 days a week between 8:00 and 22:00. That means...

It is necessary, that the destination

- is connected with sustainable means of transport at least two times a day with the previous/following destination.
- Is offering pick up services for tourists arriving with public transport (offered by hotels or coordinated e.g. bus-shuttle) incl. bike carriage, barrier free vehicles
- is ensuring Baggage transport for arrival and departure (e.g. provided by a hotel)

Maximum length: 2 pages per link between destinations – please include pictures of services (if available) and more detailed information regarding the services – provide links to relevant websites

4.5 How to get information about existing mobility services?

Please include information whether the destinations have advisory capacity on mobility services of arrivals and departures, as well as mobility services in the region and at the destination (e.g. educated staff, mobility center).

Use this checklist for each destination to collect the relevant information:

- Tourist information office or even better Mobility Centre exists at the destination
- Tourist information offices, Mobility Centres, accommodations offer information for sustainable mobility to/at the destination
- Tourist info centre or other similar organizational units ideally have working times from 10 a.m. to 6 p.m. on working days and Saturday, and from 10 a.m. to 1 p.m. on Sunday. Anyway, it has to be secured that tourists get information 7 days a week (e.g. by providing information where to get the necessary information)
- there should be official website of the destination translated at least on one foreign language
- there should be information about how to get to the destination with sustainable means of transport on the official website
- Promotion materials (leaflets, brochures, packages, catalogues etc.) should include information how to get to the destination and how to access the touristic attractions within the destination with sustainable means of transport
- there should be a list of incoming tourist agencies or destination management companies that organize and promote tourist programs

Maximum length: 3 pages per destination – please include pictures of services (if available) and more detailed information– provide links to relevant websites

4.6 Optional: Any plans for the future?

Please include information about **measures/actions** defined in existing transport/mobility development/master plans/strategies aiming at **improving the current sustainable transport system** for tourists **at the destination level**. Development plans should be detected on regional and (if relevant) national level. The main focus is on plans including strategies/activities/etc. for the development of sustainable mobility services or information services related to them. Plans should be taken into consideration if their implementation is ongoing or has been finished in the last 5 years. Even plans still in elaboration can be taken into account.

In many cases these documents will only be available in the language of the country concerned. In case you don't find the relevant information find somebody who can provide the information and clarify your open questions with him/her (for that check the list of contact persons summarized in Annex 3). Use the competence and experience of the partnership to find the necessary information / right persons.

Maximum length: 1 page per destination – please include a short description of relevant actions and provide links to relevant websites / documents

What should we know at the end of chapter 4?

- Knowledge how tourists from international or national source markets can enter the trails and start experiencing the story
- Knowledge which mobility and information services are available for tourists to move between the destinations of a specific trail as well as within the destination
- Information what is missing or needs to be improved in order to optimize the visitor experience
- Optional: Information about future plans of the destinations / regions / countries to improve the current situation)

5 SWOT Analysis

In this chapter the findings of the status quo analysis should be summarized in terms of the strengths, weaknesses, opportunities and threats regarding the objective that a tourist should find adequate means of transport to travel the trail sustainably. These characteristics should be analyzed together for all the destinations of the trail.

In the SWOT-Analysis it is important to make a precise differentiation between the internal and the external view.

Internal characteristics of the trails sustainable transport system

- Strengths: characteristics of the trail that give it an advantage over others
- Weaknesses: are characteristics that place the trail at a disadvantage relative to others

External characteristics influencing the sustainable transport system of the trail

- Opportunities: external chances to improve performance and reach the objectives
- Threats: external elements in the environment that could cause trouble for the trail to reach the objectives

	Positive for reaching the objectives	Negative for reaching the objectives
Internal characteristics (attributes of the trail)	S t r e n g t h	W e a k n e s s e s
External characteristics (attributes of the environment)	O p p o r t u n i t i e s	T h r e a t s

These basic questions should guide you through the SWOT analysis.

Strengths

- What advantages do you find along the trail?
- What is done well now? Successful activities.
- What relevant resources are available?
- What do other people see as the strengths of the trail?

Weaknesses

- What could be improved to enhance the situation along the trail?
- What is done not sufficient, bad?
- What should be avoided?

Opportunities

- Which opportunities do you see for the trail?
- What are the interesting trends that could influence the trail?

Threats

- What obstacles do you see for the trail?
- Are the required framework conditions changing?
- Is changing technology threatening the development along the trail?

5.1 Sustainable mobility services along the trail

Use the table below to summarize the relevant information regarding mobility services. Please take into account the findings of your work in chapters 4.1 – 4.4. Delete the examples before filling in the relevant information.

Maximum length: 2 pages

	Positive	Negative
Internal characteristics	Strengths e.g. main destinations closely linked to main transport hubs offering wide ranging sustainable mobility services for tourists	Weaknesses e.g. destination ### can only be reached once a day
External characteristics	Opportunities e.g. new funding systems supporting the development of sustainable mobility services in three of four countries	Threats e.g. confidence using public transport was shaken during the current COVID pandemic

5.2 Information services on sustainable mobility options along the trail

Use the table below to summarize the relevant information regarding mobility services. Please take into account the findings of your work in chapter 4.5.

Maximum length: 2 pages

	Positive	Negative
Internal characteristics		
External characteristics		

6 Recommendations for improvement

Nothing is perfect. This will also be true for the trail you are analysing. This chapter is aiming at collecting possible recommendations to improve the current situation. For that it will be necessary to have another close look at the status quo analysis in chapters 4 and 0. For the recommendations please focus on actions that are easy to implement. In many cases it will be about providing the relevant information for tourists in an adequate way (language, where to find etc.). For that please also think of A.T2.2 Develop / implement mobility management measures and A.T2.3 Integrate sustainable mobility into existing info services. Within these actions you are expected to improve the current information provided to tourists during the project lifetime. In case services like bike rentals are missing please refer to the guidelines elaborated in the Transdanube.Pearls project (for that see Annex 5).

Title of recommendation	
Description	Provide a short description of the recommendation including information regarding the problem addressed and what would be the change resulting from implementing this recommendation (500 figures max).
Responsible institution	Which institutions are mainly responsible for implementing the recommendation? Include name (and link) of institution
Horizon for implementation	Choose either short (within the next two years), mid (until 2025) and long term (until 2030)

6.1 Recommendations for each destination

We are expecting at least one recommendation per destination, but not more than three. **For that copy&paste the template above as often as possible.**

6.2 General recommendations for the whole trail

We are expecting at least one recommendation for your trail, but not more than three. **For that copy&paste the template above as often as possible.**

7 Good practice collection

When working on the previous chapters you might have identified good and bad practices regarding sustainable mobility and information services. Please collect the good ones and provide structured information by using the flowing form.

What is a good/promising practice? A great solution to overcome the last mile from the railway station to the point of interest, a new mobility information centre, a website of a destination offering comprehensive and easy to understand information how to get around etc. A good practice anyway should...

- have shown (or has great potential) to solve an issue, to bring about improvement in a sustainable way, with good public and political acceptance, in a cost-efficient way.
- is transferable – usually with modifications – to other settings, regions, countries, jurisdictions. Hence, good practices are more than a blueprint to copy & paste!
- is well enough documented: project reports, scientific literature, national grey literature, ...– including e.g. what was the problem, main actors, issues & barriers, finances, impacts, learnings etc, so that others can build on this knowledge for their individual settings

Try to find at least **two good practises**. One covering the topic of sustainable mobility services and the other for information services – feel free to add more, but make sure that you provide the relevant information (requested in the form below).

General information	
Title of the practice	
Country/City/Region	
Category⁴	
Detailed description	
<p>What is the problem addressed and the context which triggered the introduction of the practice? #####</p> <p>How does the practice reach its objectives and how it is implemented? #####</p> <p>Who are the main stakeholders and beneficiaries of the practice? #####</p>	
<p>Evidence of success (results achieved)</p> <p><i>Why is this practice considered as good? Please provide evidence that demonstrates its success or failure (e.g. measurable outputs/results).</i></p>	
<p>Difficulties encountered/ lessons learned</p> <p><i>Please specify any difficulties encountered/lessons learned during the implementation of the practice.</i></p>	
<p>Potential for learning or transfer</p> <p><i>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p>	
<p>Further information</p> <p><i>Link to where further information on the good practice can be found</i></p>	

⁴Sustainable mobility services (chapters 4.1-4.4) **OR** mobility information services (chapter 4.5)

General information	
Title of the practice	
Country/City/Region	
Category⁵	
Detailed description	
<p>What is the problem addressed and the context which triggered the introduction of the practice? #####</p> <p>How does the practice reach its objectives and how it is implemented? #####</p> <p>Who are the main stakeholders and beneficiaries of the practice? #####</p>	
<p>Evidence of success (results achieved)</p> <p><i>Why is this practice considered as good? Please provide evidence that demonstrates its success or failure (e.g. measurable outputs/results).</i></p>	
<p>Difficulties encountered/ lessons learned</p> <p><i>Please specify any difficulties encountered/lessons learned during the implementation of the practice.</i></p>	
<p>Potential for learning or transfer</p> <p><i>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p>	
<p>Further information</p> <p><i>Link to where further information on the good practice can be found</i></p>	

⁵ Sustainable mobility services (chapters 4.1-4.4) **OR** mobility information services (chapter 4.5)

8 Annexes

Annex 1: Standards and scripts of stories

All stories follow the same standard and script

- *Catching* (Why should someone choose the trail for a trip along the Danube. Define a message every visitor should be able to bring home remember from the trip along the Danube).
- *Simple* (start from people's knowledge and perception of the Danube, what has to be corrected/extended? Evolve from there an easy to grasp topic and a clear storyline)
- *Unexpected* (start with a common schema or myth, go on a treasure hunt, trigger curiosity, following a dramaturgy of climax and unexpected twist/revelation/new perspective, open the visitor's mind for new aspects)
- *Concrete* (translate the abstract concept of the meta-narrative into concrete, tangible material = heritage sites etc., set abstract conditions into understandable proportions and relationships, get a feeling for pace of the Danube/for dimensions/for time)
- *Locatable* (story materialising in space = concrete events at concrete destinations evolving the story along the geography of the trail, overlapping events at destinations throughout history)
- *Experienceable* (how can we translate the story into experiences along the trail and within destinations?)
- *Credible* (distinguish between "story" as a "myth" and "story" as "history", oppose fake news)
- *Emotional* (attach people to the story, situations/problems/needs/ longings that are inherent in every human's psyche, experience with all senses)
- *Personal* (develop the story along people's lives, fates, fortunes etc., from former ways of living to today's lifestyle)

Each **story** shall evolve along the trail and reflect in each destination. Therefore, the story shall include the following **script**:


- *Main storyline* for the whole itinerary
- *Specific parts* of the story in selected destinations (not everything everywhere, but clear emphasis of what you can see and experience at the specific destination, but always reflecting the main storyline) that work like puzzle pieces that link to the main storyline
- Ideas for *experiences*
- *Modular composition* (in case of too long itineraries for general travellers' vacation span, split the story into modules that can be woven together in consecutive trips)

Annex 2: Common Standards

Transdanube.Pearls - Network for Sustainable Mobility along the Danube

Common Standards Transdanube.Pearls

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





	WP/Action 3.1
	Author Karl Reiner, Karmen Mentil
	Version/Date 3.1/28.9.2017

Document			Revision/Approval	
Version	Date	Status	Date	Status
3.1	28/09/2017	Final draft	28/09/2017	final

Annex 3: List of contact persons

The contact details are provided in a separate document.

Annex 4: TRANSDANUBE Transnational state of the art report

 <p>SOUTH EAST EUROPE Transnational Cooperation Programme</p>	<p>TRANSDANUBE</p> 	 <small>Programme co-funded by the EUROPEAN UNION</small>		
<p>Sustainable Transport and Tourism along the Danube www.transdanube.eu</p>				
<p>TRANSNATIONAL REPORT</p>				
<p>STATE OF THE ART / GOOD PRACTICE</p>				
<p>Draft</p>				
	<table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="border-bottom: 1px solid black; padding: 5px 0 5px 10px;">WP 3 / Action 3.2/3.3</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding: 5px 0 5px 10px;">Danube Tourist Commission</td> </tr> <tr> <td style="padding: 5px 0 5px 10px;">Version 2/ 07052013</td> </tr> </table>	WP 3 / Action 3.2/3.3	Danube Tourist Commission	Version 2/ 07052013
WP 3 / Action 3.2/3.3				
Danube Tourist Commission				
Version 2/ 07052013				
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<p>Jointly for our common future</p>				

Annex 5: Transdanube.Pearls Guidelines for

Mobility information centres

Sustainable transnational tourism mobility products

Bike rental and bike sharing services

Better combining cycling with public transport

Flexible public transport services