POTENTIAL OF TOURISM-FOCUSED TRAIN SERVICES

D.T1.3.1. Work paper: Potential of tourism-focused train services (Rumobil and SubNodes pilot actions HR/SI)

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1. Introduction

This Work paper is an overview of experiences gathered during the organization of special tourist trains towards rural areas and creating sub-nodes for continuous travel chain. Also, paper states significance of cooperation amongst different stakeholders for joint cause – to provide inhabitants from rural areas with a public transport system that will enable them to connect to major city centres and hubs. For this purpose, best practice examples from two (2) Interreg Central Europe projects were observed and analysed in order to provide a view about some general aspects on how to improve public transportation systems in remote areas.

Both Croatia and Slovenia have tourist attractions and natural beauty heritage sites situated in rural areas. Difficult approach, non-existing transportation offers and public transport connections, as well as lack of marketing activities, are not in favour of making the most of such natural beauties. Rural areas remain beautiful yet neglected not only from local population but also from the entire country and even wider. Each country is recognized in Europe for its transport hubs and economy centres, however, connection between industry zones and major hubs is still missing. Partners among Europe have recognized and identified those mobility problems and are striving to solve them by working together and developing strategies and tools which would overcome mobility gaps between regions and numerous city centres. Another important mobility issue is to raise awareness about ecologically friendly transport solutions and make a positive influence on the entire population and eco system. Eco friendly transport means are available, however engaging them requires additional funds and possibilities.

Project Rumobil aimed to support transnational cooperation between public authorities and their transport entities. Rumobil partners were confronted with a similar challenge to respond to pressures on regional public transport systems caused by demographic change in peripheral areas. Working together in Rumobil provided partners with a platform to exchange knowledge, to generate knowledge by launching pilot applications, services, state-of-the art tools and solutions, and to revise various transport policies to better suit changing mobility needs. On the other hand, project SubNodes tackled the weak intermodal integration of peri-urban hinterland regions to primary TEN-T rail hubs. Suitable medium-sized cities in these areas needed to become an attractive intermodal secondary hub – so called “sub-nodes” which would better connect the hinterland to the TEN-T rail network and offer passengers a continuous travel chain. To improve public passenger transport services, intermodal passenger information was offered at regional intermodal points with smart interactive displays, including information on integrated timetables (bus, train), internet access, information offer, etc.

2. Implementation process

RUMOBIL PILOT ACTION - CROATIA	SUBNODES PILOT ACTIONS - SLOVENIA
<u>Pilot 1: New tourist railway service</u> HŽ Passenger Transport LLC (HŽPP), national public passenger railway operator, had a specific pilot activity, not offering regular train service to the City of Ozalj area. The idea was to introduce the area in question to inhabitants of the Croatia's capital (Zagreb) and secondary node, Karlovac, and to entice the usage of railway public transport through rural area exploration. The implementation of the pilot focused on the rail line linking peripheral areas of Karlovac County with Karlovac and Zagreb, hence an area most affected by depopulation and where the improvement of transport access to the national and therefore European passenger transport network is seen as a strategic mean to confront this challenge. The main objective of the pilot was to raise awareness of public transport in Ozalj region and to attract more people to use railway transport. Direct benefits ▪ 1.215 satisfied passengers ▪ Introduced taxi service in the region ▪ Promotion of cultural goods and heritage ▪ Increased number of overnight guests Indirect benefits ▪ Support for local agricultural businesses ▪ Better transport connections to Zagreb and Karlovac hubs Lessons learnt ▪ Key factor is communication with and between stakeholders ▪ Event promotion/organization ▪ Choosing the right sales channel ▪ Marketing activities are essential	<u>Pilot 1: New railway route + bikes on board</u> Scientific Research Centre Bistra Ptuj implemented regional trains suitable for bike transportation, to increase passenger flows between the sub-node Ptuj and the TEN-T node Maribor and to contribute to the sustainability of travelling. Goal was to: ▪ increase the use of railway on shorter distances ▪ increase transport sustainability in the region ▪ introduce new transportation possibility for the inhabitants ▪ enhance individual transport by combining it with the public transport The City of Ptuj, capital/administrative centre of the region Spodnje Podravje, was identified as a 'SubNode' in this project. The pilot was an instrument to elaborate improved connection between a SubNode and TEN-T core network node and the whole process of the implementation was done in cooperation with Slovenian Railways. <u>Pilot 2: Intermodal displays + data integration</u> The main TEN-T hub in Slovenia is Ljubljana, the capital and centre of the Central Slovenia region, which the most important sub-node Grosuplje, a medium-sized municipality located on the south-eastern edge of Ljubljana. Grosuplje is connected with Ljubljana by public transport via bus and train and the journey takes approximately 30 min. Institute of Traffic and Transport Ljubljana Llc has come to conclusion that not sufficient usage of public passenger transport on this route is a consequence of high private car usage but there is a big potential to attract more people using public transport by accurate and fresh information for intermodal travels so the partner decided to buy and activate 2 smart interactive displays for Grosuplje and Škofljica. The goal of the smart intermodal displays was to attract new passengers and contribute to better connection of regions and consequently make mobility more sustainable.

	Display functionalities: ▪ public passenger transport timetables ▪ real time bus arrivals (city and intercity buses) ▪ real time train arrivals ▪ information on public transport offer ▪ QR codes for additional information ▪ other useful information: news, weather information, tourist information.

Tab 1 Pilot activity description for Rumobil and SubNodes project

2.1. Rumobil pilot process

Within the Rumobil project, HŽPP had a specific pilot activity planned, not offering regular train service to the City of Ozalj area, but introducing the area in question to inhabitants of the Croatia's capital (Zagreb) and secondary node, Karlovac, to entice the usage of railway public transport and rural area exploration. Because of cultural heritage and natural beauty that wider Ozalj area can offer, HŽPP decided to organize trips into this particular area. The implementation of pilot focused on the rail line linking peripheral areas of Karlovac County with Karlovac and Zagreb, hence an area most affected by depopulation and where the improvement of transport access to the national and therefore European passenger transport network is seen as a strategic mean to confront this challenge. The main objective of the pilot project was to raise awareness of public transport in Ozalj region and to attract more people to use rail transport. Other specific objectives included enhancement of local economy, especially tourist industry, support for local manufacturers, farmers, shopkeepers and cultural organisations by attracting more people to visit Ozalj region. The approach of the HŽPP pilot activity was based on good practices identified by the transnational partnership and study trips. The pilot implementation was planned to introduce a new service i.e. connect Croatia's capital with the rural area in the neighbouring County. It was known from the start that, in some cases, it would be necessary to introduce integrated service by combining rail and road transport (train-bus) in order to provide higher quality service – intermodal complete service. Different events needed different approaches to organize, but both cyclists and pedestrians had the opportunity to experience the new service. This also improved the quality of public transport journeys, increased the number of passengers in daily train journeys and, hopefully, decreased the individual motorised transport towards Karlovac as the region's main transport hub.

The actual planning of the pilot activities and individual tourist trains started with establishing a dialogue with the local politicians and afterwards, with local community representatives such as manufacturers, service providers etc. This was necessary to present possible benefits for them and their community, establish a firm cooperation base and ensure their support during the entire pilot implementation. Combining multiple transportation services in one location required the creation of local partnerships and agreements among different partners and stakeholders involved.

Awareness of the necessity of public transport, as major economic driver for the region, has been identified as a pilot objective, even more so after the pilot implementation. Currently, using buses and trains is fairly slow and inefficient, while individual transport is much faster and more convenient. The intervals between bus departures were too long and number of daily trains was only 9 per direction, as well. Local inhabitants need more efficient connections to the Karlovac and Zagreb city centres, due to the need of amenities not present in Ozalj such as high-schools, hospitals, entertainment centres, shopping malls, etc.

2.2. SubNodes pilots processes

Institute of Traffic and Transport Ljubljana LLC from Slovenia was one of the partners in SubNodes project, who strived towards a change in the approach of public transport planning. Since there are two primary European transport corridors running through Slovenia, the Institute prepared a regional implementation plan, which introduced two nodes – Ljubljana and Maribor. An important goal was set, to promote public transport among residents living in peripheral areas and this required managing by public transport organizers and adopting a SubNodes strategy. Public transport organizations were crucial in conceptualizing pilot implementations and testing innovative actions in real world conditions.

The pilot actions have partially contributed to making intermodal and public traveling more attractive and raised political awareness. Local and regional public transport providers were encouraged to make public transport faster, more reliable, comfortable and accessible. Moreover, collaboration and cooperation have been improved by the SubNodes project and encouraged decision-makers to make the next steps for the sustainability of the process. Also, the regions and actors gained more experience and knowledge in the rural transport field, that isn't in the focus of public and scientific attention like e.g. inner-urban or inter-city transport.

2.2.1. Pilot 1

The first pilot action in Slovenia was focussed on contribution to the sustainability of travelling. New railway service from Ptuj to Maribor and back was implemented, which offered the possibility of putting bikes on trains. Since short distances are mainly overcome by cars, and it was deemed until now that public transport in this region wouldn't be justifiable, the intent of this pilot action was to increase the use of railway on shorter distances. Before the pilot, public transportation was used mostly by high school students during the school year. To increase sustainability in the region, a service offering new mobility option for inhabitants was implemented. The idea was that people can overcome even more considerable distances (in biking terms), if they can ride a part of their trip on the train - people can use bikes to overcome short distance to the train station, then put bikes on a train and overcome 20 or more km, and at the chosen station, they can use bikes again to overcome short distances in another city. This increased travelling to work without a car and enhanced individual transport by combining it with the public transport.

The whole process of implementing the pilot was being made with the cooperation of Slovenian Railways which are the only railway operator in Slovenia. Slovenian Railways were very cooperative and the idea to extend the offer of putting bikes on trains was theirs. Until this cooperation, there already was a possibility in Slovenia to put a bike on the train, but only on few lines.

2.2.2. Pilot 2

The second pilot action in Slovenia presented installation of two intermodal displays at two locations and test areas: Grosuplje and Škofljica, in order to improve public passenger transport service and provide passenger information such as: live train and bus arrivals, info on integrated timetables (bus, train), transport and mobility related information, weather information and other useful data.

Main TEN-T hub in Slovenia is Ljubljana, the capital and centre of the Central Slovenia region and catchment area, the main sub-node, confirmed by project partners, is Grosuplje which is a medium-sized municipality located on the south-eastern edge of Ljubljana. The town Grosuplje is today a centre of Municipality and an administrative, economic and transport centre. Grosuplje is connected to Ljubljana via bus and train (public transport) and the journey to Ljubljana by public transport takes approximately 30 min.

Before display implementation, a research was done on state-of-the-art technologies offering intermodal information to passengers, taking into account latest technologies implemented in other cities/regions in

Europe. Initially, there were more displays planned for this pilot, but through in-depth technology research it was realized that the planned budget is enough for 2 displays and data integrations. Data integration involved IT integration of public passenger transport data and other passenger relevant data. The main stakeholders were PT data providers – Slovenian Railways and Ljubljana City Public Transport Company (LPP). They provided relevant data on real-time bus and train arrivals. Train arrivals data were not compatible and were modified by Slovenian Railways and selected service provider (Netko d.o.o.).

Two most suitable locations were selected: Grosuplje, which was selected and confirmed by the project consortium as a main node, and Škofljica, which is directly connected with the Municipality of Ljubljana (TEN-T node).

The full pilot implementation was a long process, needed a lot of problems to be solved, mainly with data integration, data availability and design.

3. Results

3.1. Rumobil pilot

To reach set targets, HŽPP prepared a series of thematic trains. The first train was dispatched on March 25th, 2017. In total, 37 trains were dispatched on the line Zagreb-Karlovac-Ozalj in period March 2017 - March 2018. Each train was connected to a special event, out-door activity, or a visit to historical or scenery places in Ozalj region. When organizing each tourist train and its content, HŽPP cooperated with local stakeholders, like municipality of Ozalj, and 20 other stakeholders representing local organisations, and businesses. Stakeholders suggested what should be done for each train. In case that events were further then walking distance from the train station, bus operator was contracted to transfer passenger from the train to the event location. Cooperation with the local government was essential. Combining multiple transportation services in one location required creation of local partnerships and agreements among different partners and stakeholders involved. As a positive result, City of Ozalj showed increase of overnight stays of guests from Zagreb and surrounding area and got very positive comments from people who took more than one train trip. Tickets for some trains were sold out instantly, and some trains were also used by primary schools to raise interest of pupils in this particular area and public transport.

Regarding the pilot activity feedback, HŽPP conducted an online survey. Qualitative characteristics were gathered with questionnaires among people using Rumobil train. A common set of monitoring indicators was defined by the WP leader UNIZA to assess the success of the pilots in each region as well as through a comparable approach among partners. The learning from the pilots was transferred to the implementation of the Rumobil Strategy. General conclusion is that the users were very satisfied with the service, and that service met their expectations. General satisfaction results showed that the average mark in all categories was 4 out of 5, but train personnel (4,39) and safety (4,33) were the highest rated indicators, while the train interior was rated lowest (3,81) due to the change of trains in Karlovac and old vehicle from Karlovac to Ozalj. Other indicators that were deemed important by HŽPP and evaluated by the Rumobil train passengers were: availability and accessibility (3,99), comfort (3,96), access to information (3,91), punctuality (4,18) and general satisfaction with the service (4,1).

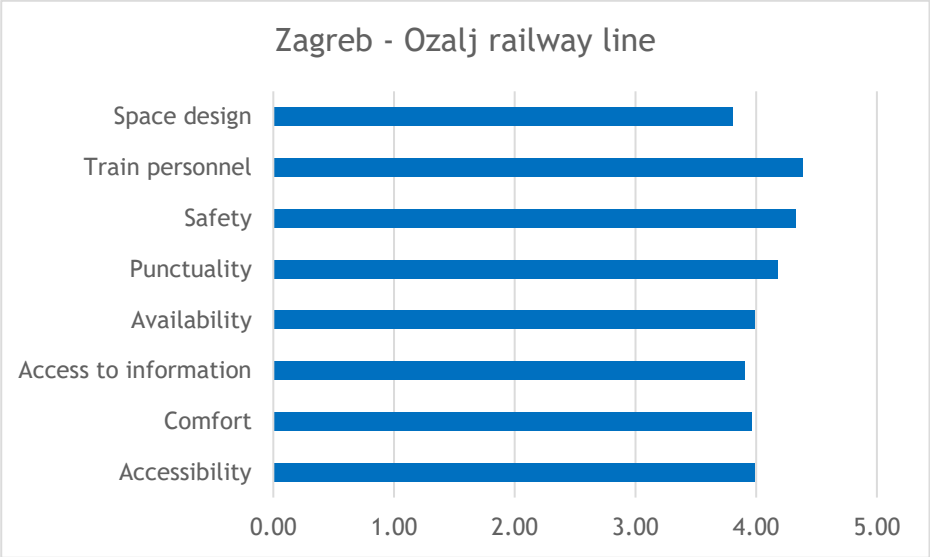

Fig 1 Level of satisfaction with new rail service on Zagreb – Ozalj line

Data about the passenger number before/after the intervention and their satisfaction with the offered services were collected in order to evaluate the approach's success and transferability, as well. The increase of passenger number on this rail line was about 16% (comparing the data from April 2017 and April 2019). The month of April is statistically representative for the entire year and the data was collected in the scope of the regular bi-annual data collection on the entire railway grid.

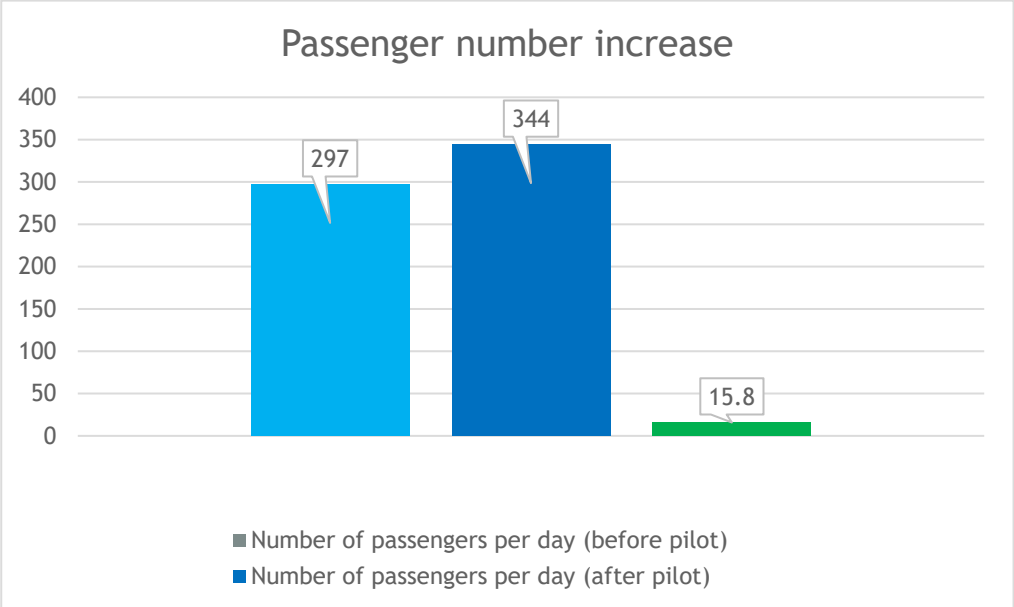

Fig 2 Passenger number increase on Zagreb – Ozalj line

3.2. SubNodes pilot 1

Ptuj is known as a sub-node in the Spodnje Podravje region where inhabitants have relatively approachable train stations in the area. With a bike, a person can comfortably overcome considerable distances. The other preconditions for the implementation of pilot were also good - Slovenian Railways had the available

infrastructure and interest in extending such service. New service, however, offers new possibilities for intermodal travelling – commuters can combine bike and train to overcome even more considerable distances.

Secondary impact of the pilot was on bike tourism and recreational biking. Due to the possibility to come on a train, more bikers came to this region and explored bike routes in the entire sub-node area such as Drava cycling route, Iron curtain cycling route, LAS cycling route.

The goal of the pilot, to set new railway lines from Ptuj to Maribor with the possibility to put bikes on a train was achieved. The goal to encourage the use of public transport as a way towards sustainable mobility with additional service (bikes on trains) was accomplished and results show increase of tickets sold for bikes on trains by more than 200%.

Pilot action will be upgraded with covered stands for bikes – so-called cycle-boxes. In front of the railway station in Ptuj, a few cycle-boxes will be placed, that will provide bike owners to safely store their bike while they use the train for further travelling.

The project was successfully implemented in terms of time and content, and target-oriented changes implemented to produce wanted results. Objectives and measures were specifically defined in the beginning and thus could be implemented significantly according to the set plans and specifications.

3.3. SubNodes pilot 2

Better quality of PT service is demonstrated by SubNodes smart intermodal displays installed where the pilot was successfully implemented in terms of time and quality. The modern technology attracts new customers/passengers and contributes to better connection of regions and consequently makes mobility more sustainable. The pilot was monitored and evaluated by customers' satisfaction survey, where questionnaire results showed very positive feedback from the users (passengers). Other stakeholders (Municipalities, Region, Transport service providers) also accepted the solution with open arms. The implemented measure raised awareness and encouraged other stakeholders in region and wider (public passenger operators, local authorities, Ministry...) to improve the quality of passenger transport service in the same way.

Objectives and measures were specifically defined in the beginning and thus could be implemented significantly according to set plans and specifications. Also, in the preparation phase, there was a lively exchange of information and experience with various stakeholders, which contributed to the successful solution, and comments from project partners were taken into consideration as well.

4. Discussion

During Rumobil projects pilot implementation, some valuable lessons were learned on how to coordinate the transport offer, cooperate with different stakeholders and how to create interesting events, so, not only from transport point of view, but also other specialities. HŽPP's outdated concept to only operate trains, changed into a more modern – to ensure a unique and complete service. It can be concluded that special tourist trains are always an excellent idea, but one has to have in mind that the content at the chosen destination is also very important. Without the interesting entertainment to fulfil the time between the arrival and departure, the whole journey can turn into a fiasco.

During the implementation process of pilot 1 of the SubNodes project, cooperation with Slovenian railways was very successful, and they were an essential stakeholder for this pilot. Also, collaboration with the local municipality was at an outstanding level and contributed to the promotional activities. Since the activities were being implemented for passenger's needs and for improving their PT experience, there was a threat of making bad experiences and maybe not repeating it again. The most important lesson learnt is to choose the right stakeholder/s and ensure smooth cooperation, because those are the factors to implement activities with success; and the next steps include infrastructure investments - to improve the accessibility of train platforms and to provide parking places for bikes.

For the pilot 2 of the SubNodes project, initially, there were more displays planned to be implemented by Institute of Traffic and Transport Ljubljana LLC, but during the market research it was realized that the budget will cover costs for only 2 displays. The most important lessons to be learnt from this are not to undervalue or overvalue the costs, to take all parameters into consideration, to do a thorough market research and communicate with all relevant stakeholders to get them on board and willing to provide the information and help needed. Also, relevant passenger information doesn't include only information on the transport itself, but also other additional information which can help a passenger, such as weather information, nearby events and other tourist info.

Further steps for HŽPP, to build on this knowledge gained by these 3 pilot activities, is to engage in a dialogue with local public authorities, NGOs and other PT service providers to discuss the mainstreaming of the concept and inclusion of further towns (other than Ozalj) as destinations, research local interests and analyse economic possibilities. Then, in the summer months of 2021, five trials are to be implemented where different towns are connected through a special train to/from Zagreb, as the capital. The services are to be implemented in close cooperation of stakeholder/s active in the destination. Afterwards, based on the experiences made during previous summer trails, in autumn 2021, HŽPP will upgrade this work paper into a draft strategy and present it at a national stakeholder workshop for feedback and validation of the concept (will be documented in a form of a Report). The final strategy will be prepared and endorsed by the company's decision-makers, by the end of 2021. This document will be prepared for publication on the Regiamobil project website, further transfer and in form of an output factsheet.

Fig 3 Activity timeline

In the following table, based on the experience of 2 projects (Rumobil, SubNodes) and 3 partners (HŽ Passenger Transport LLC, Institute of Traffic and Transport Ljubljana LLC, Scientific Research Centre Bistra Ptuj) implementing pilot activities, some common obstacles were identified and mitigating solutions offered, that can be a topic of further research and testing.

Possible obstacles	Offered solutions
<u>Public events organisation</u> ~ Missing a clear list of possible interested parties ~ Missing detailed agenda ~ Missing element of surprise ~ Lack of organization details ~ Lack of promotional efforts ~ Bad weather for the outdoor events	~ Prepare invitations ~ Send invitations to relevant addresses ~ Schedule detailed agenda ~ Organize promotional activities ~ Advertise ~ Invest in promotional materials ~ Provide people with free coffee, snacks or free tours, if possible ~ Reschedule in case of bad weather conditions, if possible or relocate some activities indoor ~ Organize additional services, if needed (bike rental, interpreter…)
<u>Stakeholder involvement</u> ~ Lack of funds ~ Lack of capacities ~ Missing benefits ~ Not understanding benefits	~ Plan a budget for stakeholders and fund their activities (cost for museum tours for groups, organized lunch, data integration…) ~ Cooperate with local and regional stakeholders to promote activities ~ Lead stakeholders by example ~ Give stakeholders materials to understand the project and activities ~ Emphasize goals and benefits for stakeholders ~ Give stakeholders materials to publish ~ Communicate with politicians
<u>Complex data integration</u> ~ Gathering information from various sources and data bases ~ Not compatible data	~ Explain stakeholders what the data is for ~ Request technical support before and during the implementation, if needed ~ Develop a concept to implement the same measures in other locations
<u>Tendering procedure</u> ~ Legislative deadlines ~ Contract signing obstacles	~ Plan activities promptly and according to public tendering procedures ~ Plan risks and possible delays ~ Create joint interest ~ Introduce personally signing parties with their obligations and further steps

Tab 2 Possible solutions to overcome obstacles when planning sustainable service

In general, when planning such a sustainable railway tourism service, UIC project TopRail, whose aim it to actively promote railway tourism products by increasing the visibility of service offerings, developed 19 guidelines. Twelve (12) qualitative guidelines refer to descriptions of policies, systems and their management, while seven (7) quantitative refer to specific environmental aspects. It is indicated that some of the guidelines are informed by the GSTC (Global Sustainable Tourism Council) Criteria and others by the UIC (International Union of Railways) Reporting Guidelines.

Indicator		Qualitative	Quantitative
A1	Sustainability Management System	√	
A2	Reporting and Communications	√	
A3	Staff Engagement		√
A4	Customer Experience		√
A5	Access for all		√
B1	Economic community support		√
B2	Social community support		√
C1	Protecting cultural traditions	√	
C2	Protecting cultural heritage	√	
D1.1	Environmentally preferable purchasing	√	
D1.2	Efficient purchasing	√	
D1.3	Energy conservation		√
D1.4	Water conservation		√
D2.1	Greenhouse gas emissions		√
D2.2	Waste water		√
D2.3	Solid waste		√
D2.4	Harmful substances		√
D2.5	Minimize pollution		√
D3.1	Biodiversity conservation	√	

Tab 3 Qualitative vs Quantitative Indicators (Source: TopRail guidelines on sustainable rail tourism, UIC, 2017)

These guidelines should help to transform a railway service, which is considered only transportation service, to a tourist product/service. Based on the experience from Rumobil, SubNodes and TopRail, stakeholder support, environmental protection, cultural preservation, efficient communication and customer support, are the most important aspects when planning and implementing sustainable tourist railway service.

5. Conclusion

CROATIA - Public transport in concerned (for project specific geographical area) rural area exists (train, bus). Train is operated on the basis of timetables adjusted to students and workers, and it's subsidized by the State (the State is financing a minimum service package). On the other hand, buses operate due to subsidies from the County, mostly for student transportation. This is why their timetables are adjusted only to student's needs. No operator offers market-based services because there is no demand (market assessment). The level of PT development is very low and is not 'demand based' but rather 'supply based' (amount of money available for PT), thus HŽPP wanted to try a new approach and introduce a new (for Croatia) way of thinking to stakeholders, to provide a better PT service. Considering mentioned, it's no surprise that public transport generates little enthusiasm in rural areas and that local population has little awareness of the necessity of public transport in the region. Why should one use buses and trains when cars are faster/simpler? Potential users expect buses and trains to be available always and everywhere, without delay, the same as individual transport. Also, information about public transport services is difficult to communicate: dispersion of competences. Communication with stakeholders was poor before the launch of Rumobil, but when the project was presented, pilot implementation announced and overall communication established, situation improved greatly. Ideas were exchanged and pilot plans drafted together.

SLOVENIA - There are a lot of daily commuters and other passengers between the capital of Ljubljana and regional and local centers - municipalities, such as Ivančna Gorica, Grosuplje, Dobrepolje, Škofljica. There is room to improve and integrate passenger transport services and provide accurate and real-time information for intermodal travels (e.g. bus - train) with smart displays, which will improve the quality of services and attract more passengers. Both pilot actions have contributed to strengthening the cities as sub-nodes and the concept of sub-nodes proved successful and transferable to other regions. The specific regional challenge was to encourage people to use public transport for daily travels. Pilots provided citizens with the opportunity to use bikes and train for everyday travel - bike on train. Participating partners learnt how to raise public awareness for public transport use and are expecting higher numbers of everyday passengers on buses and trains. Slovenian Railways implemented new lines with the possibility to put their bike on a train between Ptuj and Maribor.

Similar challenges are present in many rural areas across Europe, but could be resolved by these measures:

- Services are tailored for students, because otherwise are deemed 'not feasible' or 'not cost-effective'. The answer is to create demand by introducing new lines and services, rather than respond to the demand that is diminishing daily.
- It is imperative to utilize IT where possible, to attract young generations and automate processes with cost reductions for the PT operators and owners.
- One of the most important aspects of new service planning is to involve all relevant stakeholders, with the emphasis on 'all' and 'relevant'. A common platform can be created to do so. Successful coordination between the stakeholders involved can produce results that shape the process and influence the outcome.
- More extensive budget should be allocated to communication activities, although with some resourceful thinking, communication can be almost free (by involving different target groups with direct benefits).
- Create duplicable, general, concepts that can be transferred into specific measures.

According to the statistics, around 60% of travellers in Europe use railways for regional/national trips once a year or less. 58% of these travel for holidays or other leisure activity. Based on a model developed by Lue, Chi-Chuan et al. 1993 (Annals of Tourism Research, Volume 20, pp 289-301), five (5) alternative spatial patterns of leisure trips exist:

1) single destination pattern – destination is a single place

2) en route pattern – several secondary attractions/destinations placed along the way to or from a primary destination
3) trip chaining pattern - different main attractions at a long distance from each other
4) regional route pattern – several destinations closer than under 3), in the same country
5) base camp pattern – multiple destinations with one main destination or base in between

The above-mentioned numbers and pattern Nr. 1, single destination pattern, provides the opportunity to increase the use of tourist trains in Croatia and test railway sustainable tourist services. The destinations to be tested will be single places, where different activities will be organized for visitors. When transporting passengers to such event destinations, railways compete with other transport modes and thus the complete service must be appealing and accessible for tourists – not only a transport service from A to B.

Strategy to increase use of railways in tourist trips and upgrade existing infrastructure will be to promote and raise awareness about the convenience of railways to reach a rural area destination from the metropolitan area, to promote a multimodal ticket (if needed) to reach the final destination and to provide adequate timetable and frequency to allow intermediate stops.

The service will be packaged (including multimodal transport, tickets, fees) and promoted through tourist distribution channels.

Furthermore, to engage in a dialogue with the local/regional public authorities and tourist boards, that are essential for introducing this idea in other areas than Ozalj, a business model is elaborated. This model will serve as a basis for initiating the negotiations with the stakeholders and explaining the cooperation tasks.

Key Partners ▪ Local/regional government (supporting local events) ▪ Tourist boards (organizing local events) ▪ SMEs (participating in produce/service support)	***Key Activities*** ▪ Development of new service (multimodal if necessary) ▪ Marketing & branding ***Key Resources*** ▪ Reliable railway vehicles ▪ Contracts with bus operators ▪ Online sales	***Value Proposition*** ▪ Affordable one-day tour by public transport to organized events ▪ Demand-tailored service for interested groups	***Customer Relationships*** ▪ Special offers – Customer acquisition ▪ Customer support (during the entire tour) – Customer retention ***Channels*** ▪ Website (HŽPP, event) ▪ Directly (cash desk, e-mail, newsletter) ▪ Social media	***Customer Segments*** ▪ Travellers looking for a local experience ▪ Interest groups (bikers, hikers…) ▪ Price conscious consumers (families, retirees, students…)
Cost Structure ▪ Logistics (energy, maintenance) ▪ Infrastructure (train set-up, route, delays, energy) ▪ Human resources (sales, promotion, support, vehicle) ▪ Promotion			***Revenue Streams*** ▪ Sales from transport service ▪ Revenue from event organizers	

Tab 4 Business model developed for tourist trains in Croatia