



# Transdanube.Pearls - Network for Sustainable Mobility along the Danube

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

## Sustainable Regional Tourism and Mobility Plan Regional Action Plan

	WP 4.2.
	PP5 Westpannon Nonprofit Ltd.
	SRTMP_RAP_v02



## Content

1. Introduction.....	3
2. Definition and short introduction of the action area 'Pearl'.....	6
2.1. The TDM area of Szigetköz.....	6
2.2. Mobility, availability.....	7
2.3. Tourism.....	11
2.4. Information services.....	14
3. The definition of the involved parties and the tasks of the regional action plan, and the introduction of the relevant documents supplying the bases of the action plan.....	16
4. The sustainable mobility and touristic vision of Szigetköz (2030).....	21
5. Horizontal and vertical integration.....	23
6. The development of the objectives.....	26
6.1. The development of touristic and mobility information systems.....	27
6.2. Improvement of accessibility.....	33
6.3. The development of flexible mobility systems.....	40
6.4. Increasing the average length of time spent in the area.....	42



## 1. Introduction

The Regional Action Plan being realised in the framework of Transdanube.Pearls Project (project ID: DTP1-034-3.1) co-financed by Interreg Danube Transnational Programme, is part of the so called Sustainable Regional Tourism and Mobility Plan (SRTMP) (WP 4.2. activity). The action plan is a strategic document that aims at the development of sustainable mobility so that the mobility requirements of the citizens and the visitors / tourists would be fully answered so, that it serves the increase of the life qualities of the local citizens in the target area (Pearl) by using sustainable transport methods.

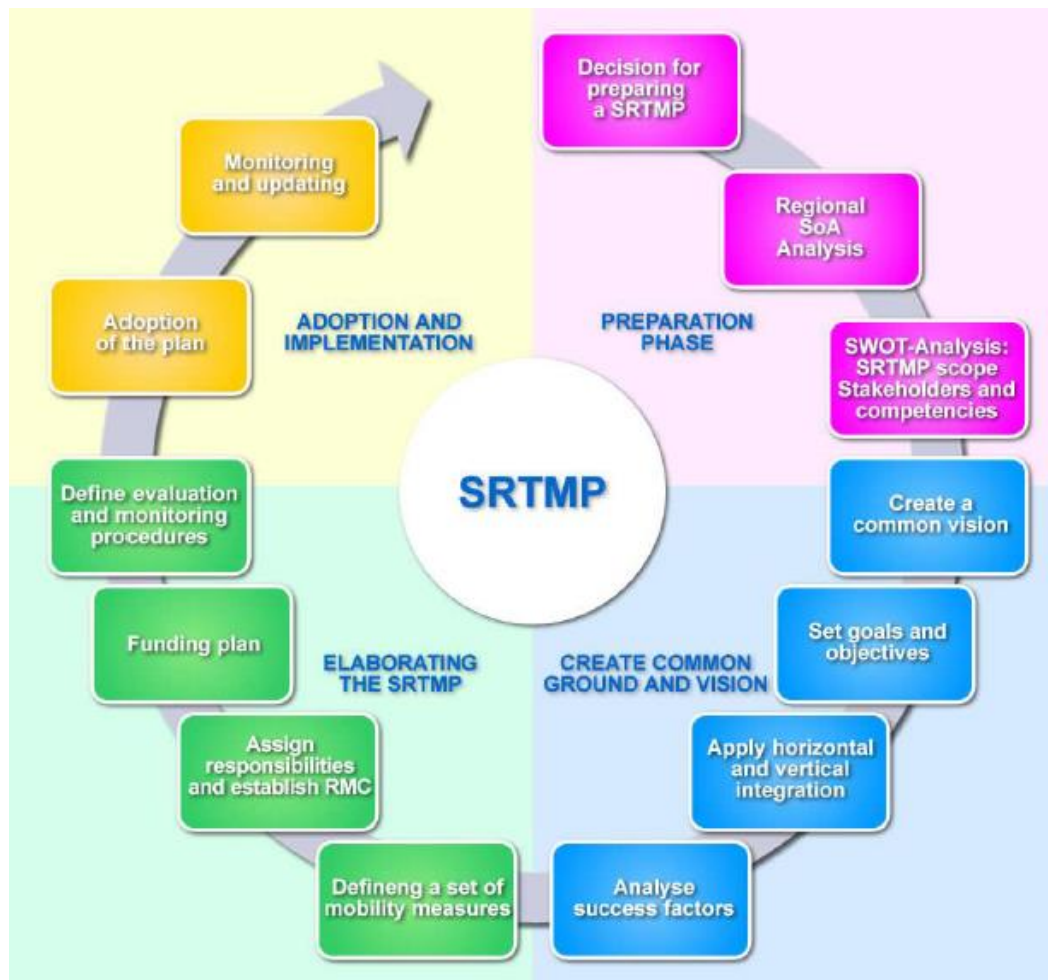
The action plan is based on the needs of the local citizens, however the existing and accepted mobility and touristic concepts are also considered (it primarily focuses on the intermobility, co-effects and integration between the two sectors). The strong focus of the action plan on the integration is present both vertically (settlement, regional, Danube Region levels), and horizontally (mobility, tourism), as well as intermodally (e.g. transport on railways or roads).

### *The methodologic background of the development of the SRTMP regional action plan*

The methodologic bases of SRTMP have been developed by the Leading Partner (and the Leading External Expert), the leader of the work package, and the Partner responsible for the action. The almost 35-page document thoroughly defines the way the Regional Action Plan has to be created, moreover it supplies aid and proposals on the preparation of the individual units.

The preparation and the execution of the Sustainable Regional Tourism and Mobility Plan are divided into four parts:

1. Preparation phase
2. Definition of the common ground and vision
3. Elaboration of SRTMP
4. Adoption and execution/elaboration of the plan



*The methodologic set-up of the Sustainable Regional Tourism and Mobility Plan (Source: SRTMP Guidelines)*

The preparation phase can be considered as completed; as its first step a decision was made about the establishment of the SRTMP regarding the action area of Association for the Tourism of Szigetköz (which also supplies the area with touristic destination management). As the next step the document with the title of Regional Status Evaluation, which is the basis of the Regional Action Plan was prepared in June 2017. It introduced the current status of the sustainable mobility, and the major touristic attractions of the region so that the key players of the two sectors were also identified. The main deficiencies and the success factors introduced in the status evaluation are also present in the current document.

The main objective of the Action Plan is to define the common vision and the development aims, as well as the definition and development of the SRTMP measures. As early as during the development



of the Regional Action Plan the objective of including the local decision makers was formulated, so that the Action Plan would be accepted widely, moreover, their participation in the execution is crucial. With this aim a workshop was held in Mosonmagyaróvár on 29<sup>th</sup> November 2017, where the main development policies were defined with the active participation of the 16 local stakeholders (mayors, touristic and mobility suppliers, local TDM organisations and touristic experts).

As the first step of the workshop activities the common vision, and then the main objectives were defined. Integration had priority in the definition of the objectives, so that the Action Plan prepared in the framework of the project would serve the development of the environment, economy and society (e.g. health care) of the region, as well. The inclusion of the suggestions made by the invited and present local stakeholders contributed to the vertical integration of the Action Plan, while the measures attributed to the objectives are characterised by intermodality.

After defining the objectives the measures were discussed according to the proposal of the participants of the workshop. Basically the following questions were answered; How can we achieve our objectives? What concrete measures have to be taken for the development of the sustainable tourism of Szigetköz? Who can be the owners of the initiatives, and what could be the next steps? What financial possibilities are available for the execution of the planned actions?



## 2. Definition and short introduction of the action area 'Pearl'.

The objective of this unit of the document is to outline a short description of the status of the mobility, touristic and touristic / mobility information services in the region. The description contains the major success factors in the area, as well as the deficiencies whose development is crucial regarding the sustainable touristic and mobility future of the whole region. The bases of the assessment are supplied by the earlier created regional state of the art status description, and its SWOT analysis, the evaluation completed during the assessment tour in summer 2017, as well as the regional workshop results.

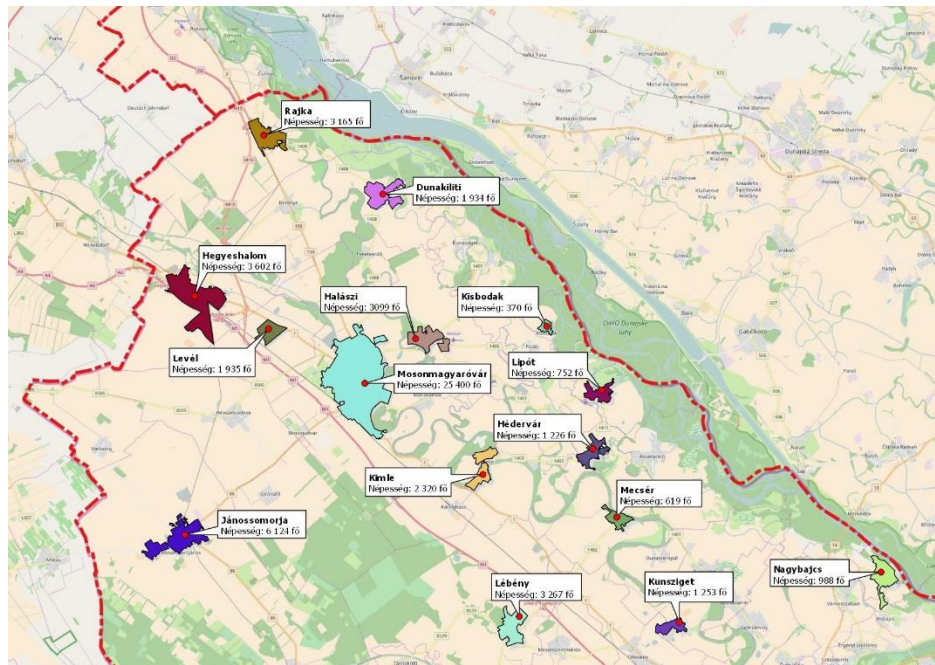
### 2.1. The TDM area of Szigetköz

The focus of the SRTMP developed in the framework of the Transdanube.Pearls project is located in the area of Szigetköz Touristic Destination Management, found in the direct vicinity of the Danube in County Győr-Moson-Sopron. There are 15 settlements in the action area<sup>1</sup>.

---

<sup>1</sup> The settlements of Szigetköz TDM: Dunakiliti, Halászi, Hédervár, Hegyeshalom, Jánossomorja, Kimle, Kisbodak, Kunsziget, Lébény, Levél, Lipót, Mecsér, Mosonmagyaróvár, Nagybajcs, Rajka (Source: <http://szigetkozportal.hu/>)





*The location of the TDM settlements in Szigetköz*

It is important to mention, however, that the Action Plan concerns indirectly several settlements that are not official members of the TDM organisation. It is mainly the result of the fact that several TDM touristic services operate in settlements that are not members of the organisation (for example, Pisztráng Kör /Trout Circle/ operating in Dunasziget, is one of these members). Today 142 members from 15 settlements are active in the organisation.

We can generally state that the number of population is rising in the area dynamically, which is the result of the positive migration, people moving from the area of Pozsony / Bratislava – this fact effects the mobility of the region due to the increasing number of workers commuting in the direction of Slovakia. Mosonmagyaróvár is the biggest city of Szigetköz regarding its population, and it is also the touristic, functional and public administration of the region, thus the development of the availability and the mobility of the settlement is high priority.

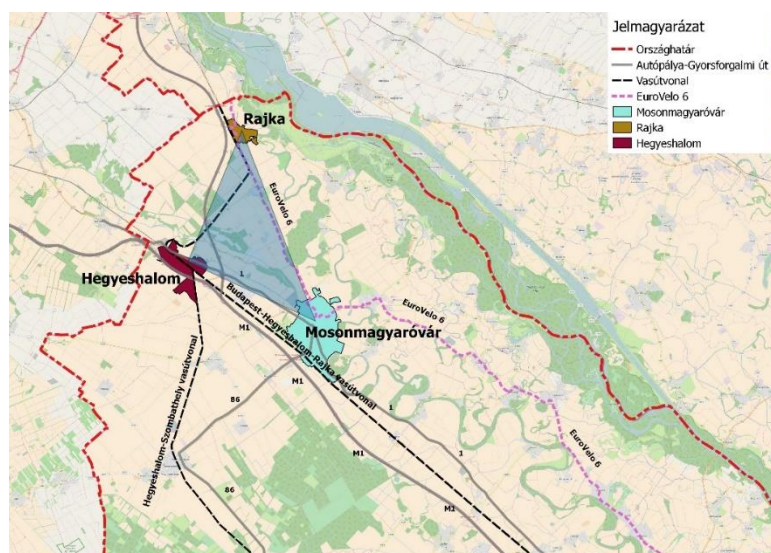
## 2.2. Mobility, availability



The question of the sustainable development of mobility in the area of Szigetköz is highly important, since the action area is located close to two nature preservation areas (Fertő-Hanság National Park and Szigetköz Nature Park), thus sustainable mobility of both the citizens and the tourists is a priority.

The availability of the area is quite favourable, since the busiest road of Hungary; highway No.1, the motorway No. M15 connecting Slovakia and highway No.1, the main roads No.1 and No.86, as well as one of the most important railway lines, line No.1 and 16 all run across the area. EuroVelo international bicycle road runs along the area of Szigetköz is connecting Rajka, Mosonmagyaróvár and Győr, which also supplies connection towards Slovakia, Komárom and Budapest.

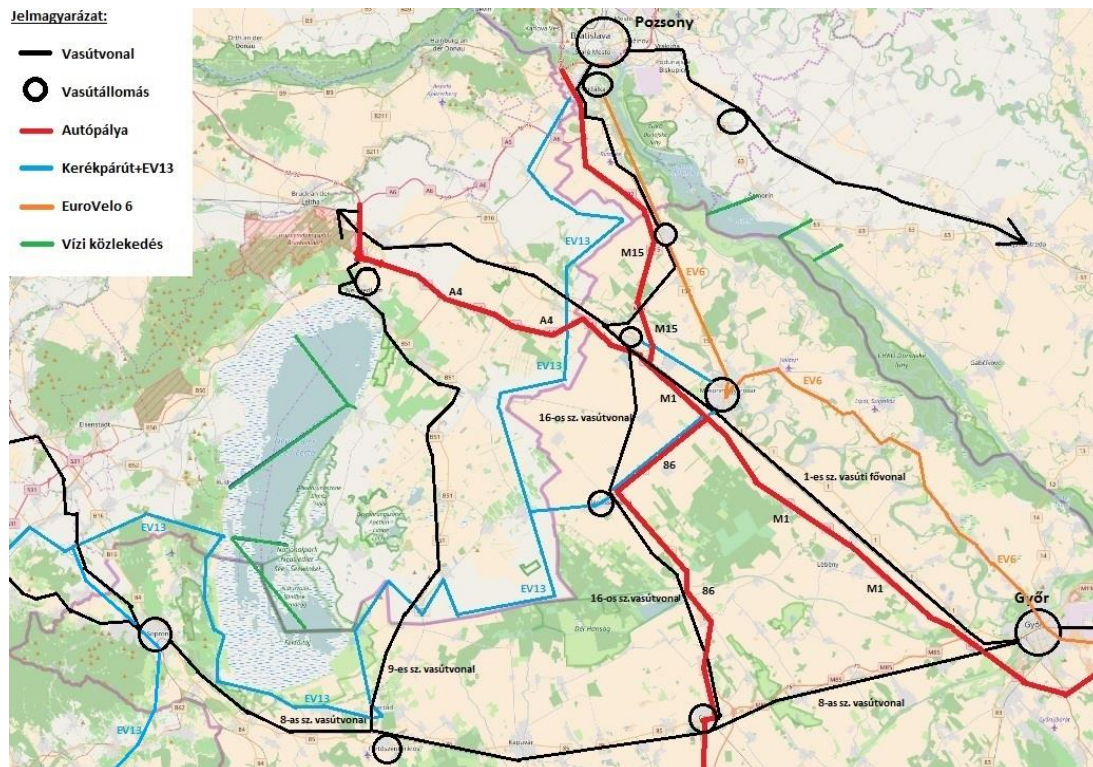
The Mosonmagyaróvár – Hegyeshalom – Rajka triangle is considered to be the transport centre of the area (these three settlements are all being connected to roads, railway lines and bicycle roads that are elements of international road systems), while the mobility energies of Győr, Csorna and Pozsony / Bratislava affect the area indirectly in a significant manner.



*The Mosonmagyaróvár – Hegyeshalom – Rajka triangle; the transport centre of the area*

The area of Szigetköz TDM has got excellent connections to the neighbouring countries, thus towards Austria and Slovakia. That means, each of the triangle settlements is a touristic entrance point; Rajka from Slovakia, Hegyeshalom from Austria, and Mosonmagyaróvár from Győr and Budapest (as well as from Austria) are regarded as entrance points of tourists.





*The transport system of Szigetköz*

Regarding railway transport the passenger transport between Rajka and Petrzalka (Lipótfalu), which started in December 2017 is considered as highly important, it serves the commute needs of the people working in Slovakia, however, it also serve touristic purposes (connection between Pozsony / Bratislava as source area, and Szigetköz as recreational area). Creating railway passenger transport lines the following aspects have to be considered:

- assuring harmonisation of timetables (from Rajka to Hegyeshalom, and from there to Mosonmagyaróvár);
- considering the commute needs of the Slovakian citizens in Hungary (more frequent shuttles in peak hours)
- bicycle transport (both for commuting and touristic purposes).

The former is highly important, because now Mosonmagyaróvár (township centre) and Győr (county centre) can only be reached from Rajka with changes, while the timetable harmonisation is not



acceptable in several cases, which makes the availability of the centres by communal transport difficult.

Connection between railway and bicycle transport can be considered as quite good, the carriages are suitable for bicycle transport, and the train stops in general have the necessary facilities and infrastructure for bicycle storing. Based on the statistic data obtained from GySEV, however, we can see that bicycles are transported towards Győr, Mosonmagyaróvár and Csorna on their railway lines, which means they are used for commuting.

We have to state, that the connection of the railway station and the touristic attractions of Szigetköz, or the accommodations is not good at the moment, basically due to the insufficient information services. It refers to the railway station of Mosonmagyaróvár, where the distance between the railway station and the city centre is 4 kilometres, which can be covered by taxi only (especially if the tourist arrives with heavy luggage). The flexible transport systems could solve these kind of 'last kilometre' problems, which is only available regarding a few touristic suppliers (accommodations, tour organisers).

As a result of the cooperation of GYSEV and ÉNYKK a regional complex ticket is available to the stations of Győr, Sopron and Szombathely, which offers limitless use of public transport of the given city, as well as a return ticket. GYSEV in cooperation with the regional touristic suppliers is planning to increase the scope of these type of tickets in the future.

Regarding shuttle transport it is important to state that the availability of certain settlements is not acceptable, especially at the weekends, due to the lack of harmonisation and the direct bus shuttles. This statement is especially valid regarding Kisbodak, which is a dead-end village. Bicycle transport on the buses is not possible.

The bicycle road EuroVelo 6 is the most important sequence of the bicycle road system. It crosses the area of Szigetköz TDM. However, we have to admit, that the level of the bicycle roads is not acceptable at every parts of the road system (thus it cannot work as a contiguous net), while the earlier constructed roads are deteriorating (due to the lack of maintenance responsibilities, especially concerning the roads outside the cities. According to the study prepared by the TDM the foreign tourists (coming from the direction of Slovakia and Austria) claim the poor status of the bicycle roads



as the most important problem; it affects their trips so significantly, that in most cases they do not even cross the border to Hungary, they rather turn back.

Due to the location of Szigetköz it is in a lucky position to be situated close to two EuroVelo system segment, however, the safe connection of Lake Fertő (EV13) and Szigetköz (EV6) has not been solved yet, despite the fact that it has strategic importance concerning the bicycle tourism of the area.

### 2.3. Tourism

The location close to three countries supplies Szigetköz with unique position in the competition on the touristic market. However the touristic development potential of the area is defined by the measures whether Szigetköz close to the Vienna – Pozsony / Bratislava – Budapest (Győr) triangle is capable of offering attractions that make the visitors stay long-term in the area.

50% increase has been realised in the commercial accommodations operating in the area of Szigetköz TDM for the past 10 years (2014: approximately 126,000 people), which data does not include the one-day visitors arriving from the neighbouring cities. Due to the location close to the three borders 69% of the visitors arrived from abroad in 2014. The rate of the nights spent in the area is significant in the concerned period, it reached a 60% increase, whose majority is supplied by the nights spent here by foreign visitors (64.5%). However, it is important to state that the average length of stay in the area of Szigetköz TDM was 1.72 days, which is below the average of County Győr-Moson-Sopron (2.25 nights / visitor). As it is clearly visible based on the statistic data the area of Szigetköz has got excellent positional energies and natural features, however it is inevitable to strive for increasing the time visitors spend in the area, which can be fulfilled by high quality touristic services. It is also visible, that the area is mainly the favourite recreational destination of the agglomeration of the cities nearby (Vienna, Pozsony / Bratislava, Budapest and Győr), and the visitors spend one or two days here.

Regarding the bike tourism of the area we can state that the majority of the visitors arrive with their own bicycles, they either cycle across the area (they do not leave EuroVelo 6), or visit the area in several directions starting from one location.

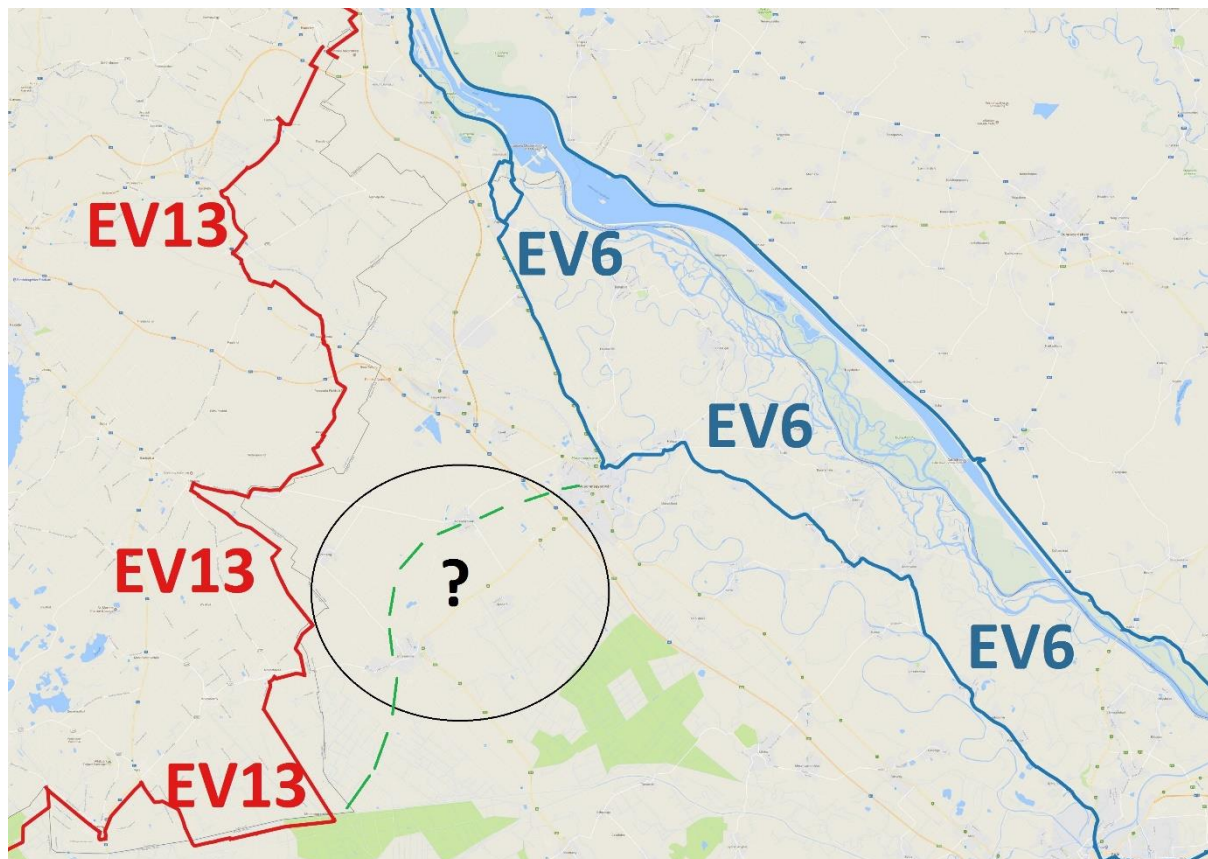


The importance of bicycle tourism is underlined by the fact that several bicycle service suppliers operate in the area (e.g. Kör Bicycle Shop and Service, Pingitzer Bicycle Shop and Service), moreover, Szigetköz TDM can offer the tourists several bicycle routes to take.

Further challenge regarding bicycle related developments is to include in the bicycle tourism all those settlements that are not directly located along the EuroVelo network. To achieve these objectives the attractions and sights of these settlements should be much better introduction on billboards, which would help visitors to find their way easier in the area, thus it would be advisable to re-evaluate the agricultural and forest paths, as well as the lower level roads, where bicycle traffic could be realised (moreover it would be more cost effective and would impose less load on the environment).

Regarding the development of the bicycle infrastructure and tourism in the area of Szigetköz it is important to state that its connection to the area of Hanság and Lake Fertő / Neusiedler See (as a world heritage area) by bicycle is not created. The realisation of this less than 20 kilometre section (Mosonmagyaróvár – Jánossomorja – Andau) would be important because it could supply connection between the two international bicycle road sections (bicycle road section entering EuroVelo 6 and the crossing point of EuroVelo 13 at Andau Bridge). Both Szigetköz and Lake Fertő / Neusiedler See areas are liked by bicycle tourists, the connection would increase the position of bicycle tourism in the area.





*The connection of Eurovelo 13 and the EuroVelo 6 via Jánossomorja towards Mosonmagyaróvár*

Regarding water tourism we can state that there is high demand for the water tours offered by Szigetköz touristic suppliers, they are highly preferred among the visitors. Concerning the water transport, which supplies the bases for water tourism the continuous developments by ÉDUVIZIG have to be underpinned, in which there are investments to water supplement and flood protection along the anabranches of the River Danube, moreover, the rehabilitation of the water habitat is a significant part of the developments, and these are regarded as highly valuable and quality water routes concerning touristic aspects as well.

Combined bicycle and water tours are becoming more and more popular in Szigetköz, which offer opportunities to visit the sights by either bicycle or canoes / boats, thus taking part in a combined tour. During these combined tours the route often crosses the borders (e.g. bicycle tour from Dunasziget to the fortress in Dévény, and then back to the area of Szigetköz by canoes or boats).





The Association for the Tourism of Szigetköz, which is the touristic destination management organisation of the area plays an important role in the touristic life of Szigetköz. The main objective of the association is to develop local tourism via the partnership and the mutual interests of the public and the private sectors; common interests of the actors, development of the local tourism, spreading marketing knowledge, good practices, cooperation of the actors of local tourism.

#### 2.4. Information services

Touristic and mobility information can be grouped into two categories regarding users:

- information services that can be gained locally and personally
- information online via the Internet.

The most common form of the information systems is the billboards located along the roads, which show the map of the route signing the sights nearby. The number of the billboards along EuroVelo 6 have decreased, or the information on them have been outdated. They often only supply information strictly about the sights directly along the bicycle route, however, the promotion of the unknown bicycle routes via the development of the billboard and information system could enhance the popularity of cycling with little investment. In the development of these billboards the design and preparation of the uniform appearance of the touristic boards are quite important, as well as the quantity and quality demands of the supplied touristic and mobility information (e.g. how do I get there?).

The Tourinform office situated in Mosonmagyaróvár is located in the centre of Szigetköz, next to EuroVelo 6 bicycle road (it hosts the headquarters of Szigetköz TDM, as well) can be considered as excellent information spot; where brochures, free maps and authentic and reliable information can be obtained about the actual programmes of the area, moreover, there are touch-screen information boards in the city, which can also help the visitors.

Regarding online touristic informational systems <http://szigetkozportal.hu/> website can be considered as the main one providing the visitors with up-to-date information about the actual programmes of Szigetköz, moreover it offers plenty of information about the settlements and the sights of the area, as well as the main service suppliers. However, the site does not supply information about mobility (e.g. How do I get to the centre from the railway station? What kind of transport opportunities are



available?), and information in English or German is not always available. Moreover, the site has not been optimised for mobile phones, thus searching the site with smart phones is not easy. Mobile applications regarding tourism of the area are not available at present<sup>2</sup>, further more online booking is possible only in rare cases.

---

<sup>2</sup> The development of mobile applications is the part of the 2014-2020 European Union cycle; Pisztráng Kör, the settlement of Kisbodak, and several TOP and cross-border (Slovakia – Hungary Cooperative Programme) considers mobile application development as a realisable element.



### 3. The definition of the involved parties and the tasks of the regional action plan, and the introduction of the relevant documents supplying the bases of the action plan.

As the first step of the regional action plan being developed in the framework of Transdanube.Pearls project an expert platform has been developed that includes the local actors of sustainable tourism and mobility. To create the platform the representatives of the Self-government of County Győr-Moson-Sopron, the leaders of the 15 settlements in the action area, the representatives of Szigetköz TDM, the local transport suppliers (GySEV, ÉNyKK, MÁV), the representatives of the formulating Szigetköz Nature Park, the most important touristic suppliers (bicycle renters, tour organisers, hotels), and associations (e.g. water sport association), and some other organisations (e.g. touristic experts) have been invited.

The participants of the creation of the action plan can be categorised into three main groups:

- local decision making level, the representatives of the self-governments of the settlements
- public transport sector, tour organisers, canoe and bicycle rent services
- touristic suppliers, local civic associations, and other institutes



It is important to identify the local actors so that their potential roles in the process of the sustainable regional touristic and mobility plan can be interpreted, as well as their possible positions later in the Transdanube.Pearls network.

Moreover, the inclusion of the actors besides the development of the action plan is important so that communication among them could strengthen. The objective and the function of the platform cover the followings besides the definition of vision and the measures;

1. **creating a cooperative circle of participants and owners of the measures** (thus the parallel developments can be avoided), and **finding financially sustainable budgeting and support systems** (financing framework programmes); it can be clearly seen now that the winner programmes of the tender launched in 2017 often have thematic overlapping or similarities, thus the coordination among the applications is important to avoid parallel developments. It is increasingly important, since the developments and the programmes have to be completed using limited sources, thus the usage of these sources have to be tightly monitored, by coordination the creation of similar activities can be avoided, and the optimisation of the distribution of human resources can also be realised. Hence the appointment of the responsible organisations of the individual measures of the action plan is highly important,



that would coordinate and harmonise the related initiatives and planned actions (as well as their actors), and during execution of the action plan take part in the monitoring process. The development of financial plans accompanying the initiatives is also important to assure the financial sustainability, in which case the chosen sources that would be linked to the measures have to be identified (framework programmes, and other sources).

2. **for the adaptation and execution of the action plan;** Regarding the adaptation of the action plan it is important that the local decision makers have been involved in the development of the vision, the objectives and the related measures. The approved regional action plan should then be introduced in a wider circle, mainly to national level touristic organisations (e.g. Hungarian Touristic Agency, MaKeTuSz, etc.).
3. **for monitoring the execution of the regional action plan, updating the document;** the continuous monitoring and evaluation mechanisms support the identification of the hindering effects during the execution of the regional action plan in time, thus if it is necessary the given measure can be modified, so that it could reach the objectives connected to the vision in a more effective manner.

One of the most significant concerns was that the objective system that was the result of the workshops, and the related measures would meet the national and / or regional level development documents that are in effect;

- **National Tourism Development Concept 2014 – 2024:** The document defines the main objective of the development of tourism, which claims that Hungary should become the most popular destination in Europe regarding health tourism. Thus the role of health tourism is exceptional, so is bicycle tourism, which is part of the active regeneration. It also supports the achievement of the objective of the concept. The complex development of the bicycle roads EuroVelo, and strengthening the marketing of bicycle tourism, are priorities of the plan. The improvement of the coordination / connection of the active offers (by the development of complex tours), the development of EuroVelo 6 road system (regional bicycle road system evaluation, the evaluation of the connection between EV6 and EV13), and the development of touristic packages and products are the priorities of the action plan developed in the framework of Transdanube.Pearls.





- **National Transport Strategy:** The low number of bicycle racks and parking places, the lack of infrastructure of safe parking and bicycle storing are problematic. The objective is to change and develop the local and national public road network into a cyclist friendly network in a complex manner, moreover, develop accessible public stations, and the possibility of bicycle transport on the public transport vehicles.

The touristic role of the railway line between Petrzalka and Rajka are considered the priorities of the action plan developed in the framework of Transdanube.Pearls.

- **National Bicycle Concept 2014 – 2020:** general objective is that *cycling would become the most popular way of travel, touristic, recreational and sport equipment, and that the related activities would become a priority pillar of the sustainable economy development.* Based on the concept the following 5 activities and tasks are regarded as important; **tourism and recreation**, production and trade of bicycles, and the organisational system.

Regarding the action plan created in the framework of Transdanube.Pearls it has to be stated that it prioritises cycling, mainly via the identification of information services and alternative routes available for cyclists.

- **Settlement Development Concept of Győr-Moson-Sopron County:** Szigetköz appears as an important landscape area and a priority touristic nature site of the county. Moreover it can be listed among the four significant touristic areas (e.g. the Abbey of Pannonhalma, the area of Fertő), and thus it has national importance as well.

The concept claims 6 points of the action plan:

1. The development of the original offers
2. Special touristic investments supplying bases for product development
3. The development of product structure, product development
4. The development of the image in the framework of marketing activities
5. Marketing communication
6. The development of the institutional structure, and the management.

The action plan created in the framework of Transdanube.Pearls contributes to the first five points, since the measures highly focus on the development of the existing offers (applications, EuroVelo 6 developments), the investments that supply bases for product developments (the development of an eco-mobile fleet, the connection between EuroVelo 6 and EuroVelo 13), product development (in the interest of the increase of the average staying time in the area),



common image and appearance and the marketing activities (nature park brand, and cooperation with GySEV).



#### 4. The sustainable mobility and touristic vision of Szigetköz (2030)

The common vision has been created as the first step of the development of the action plan of Transdanube.Pearls project. The vision (regarding 2030 status) includes the main points that describe the quality of the area, the status of tourism, and mobility, as well as the features of the quality of life of the citizens living in the area. Developing the vision we had to consider the international (Agenda 21), the national (National Mobility Infrastructure Development Strategy) and regional (e.g. Vision of Győr-Moson-Sopron County) documents that affect the vision. However, the common vision of Transdanube Project developed in the first round was the main factor, since the whole Transdanube.Pearls initiative has been based on the vision of the Danube Region. The following thought can be considered as the bases of the vision:

*'The common vision and objective are the creation of a Danube region that considers the development and supply of socially fair, economically viable, environmentally friendly and health-promoting mobility services for visitors and inhabitants its first priority.'*

Based on this the sustainable mobility and touristic vision of Szigetköz is as follows (2030):

*'Szigetköz is a popular touristic destination of active and environment conscious tourists, since the area of Szigetköz Nature Park can be easily visited via public transport means or bicycles. The clear air, the active recreational opportunities and the beautiful water supply (the Danube and the spa water supplies) attract several visitors from both the foreign countries and Hungary as well, while the attractions offer adventurous and rich experiences for the visitors. The health conscientious inhabitants help and support the local organisations and initiatives in an exemplary manner so that the impact on the local cultural and natural values would not increase. The network of eco-mobile fleets cover the whole area thus the sustainable mobility and touristic services of the area are easily obtainable and available for everyone.'*

To achieve the vision described previously the completion of the following four objectives is necessary in the area of Szigetköz:



- 1. The development of the touristic and mobility information systems**, so that the mobility and touristic information, mobile applications, websites and billboards could be easier obtained by the local citizens and the visitors.
- 2. The development of availability**, where the development of the cross-border mobility relations is a priority, since the majority of the tourists arrive from the directions of Slovakia and Austria. The development and rehabilitation of the infrastructure of EuroVelo 6 bicycle road crossing Szigetköz as well as the complementary (bicycle stops, recreational areas) investments are also fundamental. Not only the improvement of the EV6 road is important but also its complementary other routes that supply the discovery of the area, thus the connection of the settlements of Szigetköz to the touristic network of bicycle tourism can be assured. The timetable harmonisation should be reached via the cooperation of the public transport providers that build on the demands of both the local citizens and the visitors.
- 3. The development of flexible mobility systems** that would make an end to the 'last kilometre-type' problems in the area. The objective is to develop a rent system (canoes and bicycles) that is built on a cooperation network covering the whole area of Szigetköz, which also serves as a flexible mobility system connecting the touristic hot spots, the accommodations and the mobility junctions directly or indirectly.
- 4. The increase of the average time spent in the area**, the main objective is that the suppliers offer quality services for the visitors, so that they would spend more time in the area. The main objective of the development of touristic marketing activities (the cross-border marketing activities of GySEV could play a crucial role) to aim at the active and environment conscious tourists, who consider their first priorities to use environment friendly and sustainable ways of transport as well as the protection of the nature.

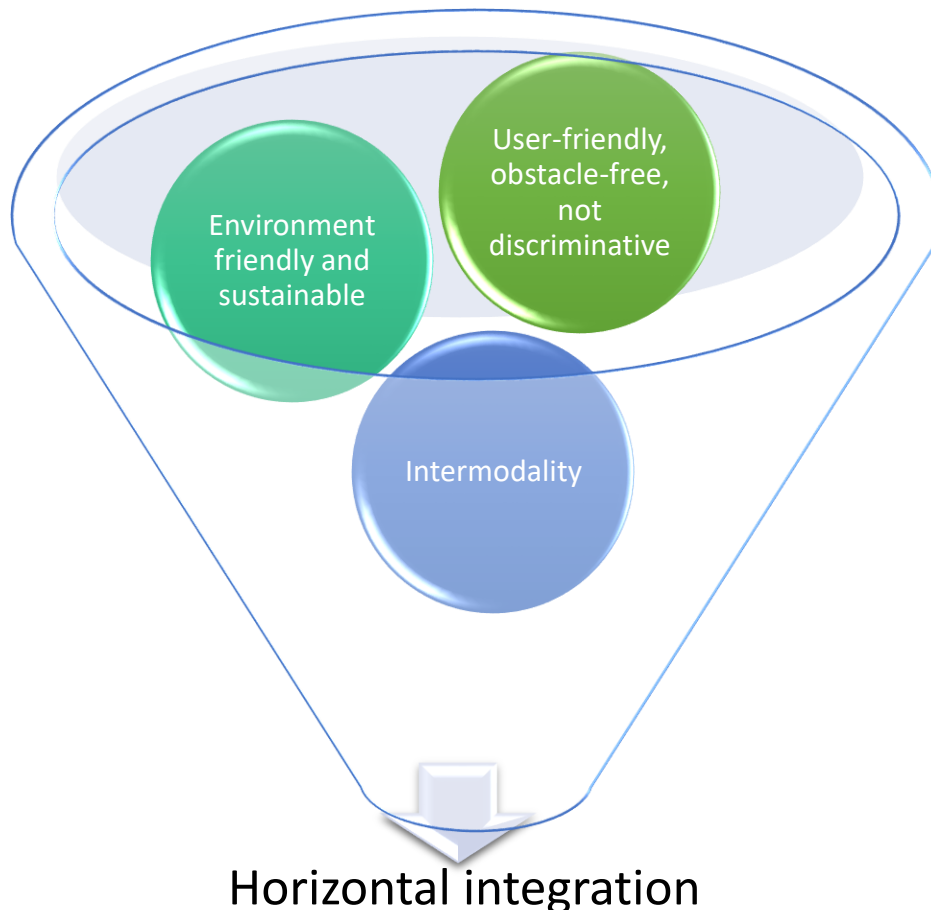


## 5. Horizontal and vertical integration

The objectives and measures stated by the Regional Sustainable Touristic and Mobility Plan developed in the framework of the Transdanube.Pearls project takes the following horizontal principles into consideration fully:

- **User friendly, socially fair and accessible:** the objective is to develop an image of Szigetköz that develops a common brand and separates it from other touristic destinations. The information billboards, the mobile applications and the websites are included by this common image that supplies the visitors and the local citizens with easily interpretable, enough quality and quantity information on a simple, i.e. user-friendly way. It is a principle that the newly created services should be available for everybody; regardless of age, sex, sexual orientation or any disabilities.
- **Environment friendly and sustainable:** since Szigetköz is a sensitive area regarding its environment (it covers the whole area of 30 settlements where a nature park is being created) environment protection is a priority in the area. The objective is not that we want to attract more and more tourists in the area, but that more and more environment conscious and active tourists would enjoy higher level touristic and mobility services when visiting the region. Cooperation is the key to the fulfilment of the action plan that supports the effective and sustainable planning and usage of the financial and human resources.
- **The aspect of intermodality:** which guaranties accessibility and the colourful usage of mobility means. The information concerning different transport methods, as well as the related other factors (time tables, stops, etc.) have to be also available in the information websites, mobile applications and mobility / touristic centres. The newly developed mobility and touristic centres have to gain an intermodal feature that enables availability of the area without using cars.





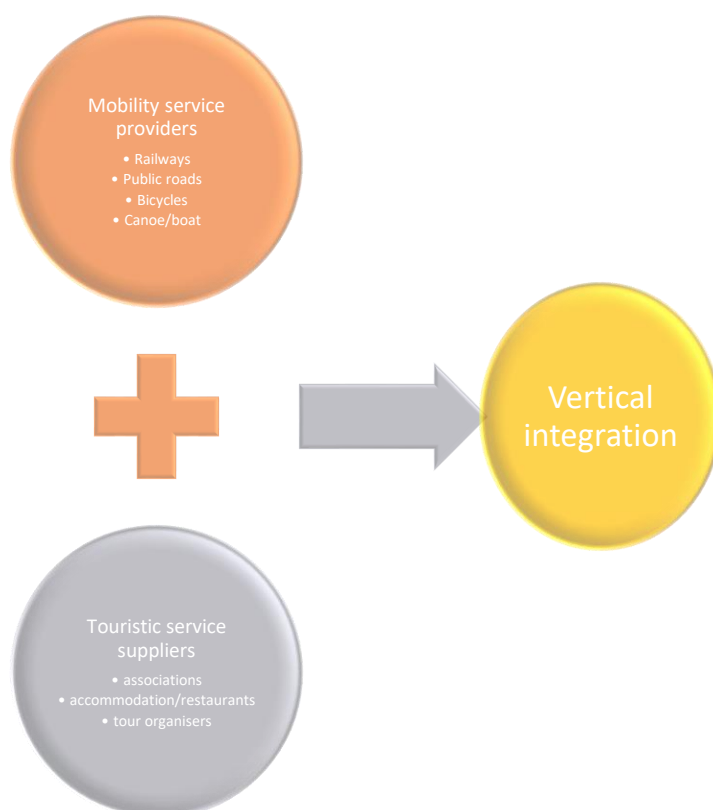
Regarding vertical integration the separation and then the dissolution of two layers can be detected during the planning process. The platform created in the framework of the project offers possibilities the mobility players of the area meet the touristic actors thus the cooperation could start within and outside the sectors as well.

Cooperation among the transport sector has already started, which is mainly limited to the time table harmonisation of the railway companies (MÁV, GySEV) and ÉNyKK (assuring opportunities to change, and the minimalisation of waiting times), however, in the railway stations, which are one of the most important touristic points, there is very little information (e.g. how do I get to the city centre? or to a given touristic attraction? or Where can I have my bicycle serviced? etc.)



The level of cooperation of the touristic actors and service suppliers is quite good (the cooperation of Szigetköz TDM and ÉDUVIZIG regarding settlements and tour organisers, the cooperation between ÉDUVIZIG and Szigetköz Landscape Protection Area are good examples), however, the development and strengthening of further synergies would be necessary. The more effective usage of the financial and human resources can be induced by the efficient cooperation among the regional actors (e.g. among tour guides, accommodation suppliers and tour guides, accommodation suppliers and bicycle / canoe renters, and other touristic actors), moreover, it could enable the actors to share the mutual benefits.

Cooperation between the touristic sector and the transport sector is weak in the area of Szigetköz. Tight cooperation is not present between the two sectors. However, this communication plays an important role regarding the objective of sustainable tourism and mobility in the region. The platform addressed in the framework of the regional action plan has offered excellent opportunities for the development of synergies; it has offered possibilities for the two sectors to know each other, and also learn about the actions both sectors can offer to aim at the common objectives and vision.





## 6. The development of the objectives

The vision, system of objectives and the initiatives of the regional action plan created in the framework of Transdanube.Pearls project have been developed so that they would fully harmonise with

- the national (and regional, county level) development objectives;
- the demands and necessities stated by the local stakeholders;
- the common vision of Transdanube project, and the common standards stated by Transdanube.Pearls project, which contain the necessary basic criteria for the development of the transnational network.

Considering the previously listed aspects the following objective system and measures have been developed, which supply as the bases for the sustainable touristic and mobility developments of Szigetköz:



**The development of touristic and mobility information systems.**

- The development of online information systems.
- The development of the billboard system in the area.
- The development of the services of the information centres.



**The development of availability**

- The development of the bicycle road system in the area.
- To create connection between EV6 and EV13.
- Harmonisation of timetables and the development of intermodality.



**The development of flexible mobility systems**

- The development of bicycle rent system and the eco-mobile fleet.



**Increasing the average staying time**

- The development of touristic services.
- The development of marketing activities.



The measures regarding the given development objectives have been developed based on the structure created upon the guidelines (SRTMP Guidelines) developed in the framework of Transdanube.Pearls Project.

### 6.1. The development of touristic and mobility information systems

<ul style="list-style-type: none"> <li>• <i>The development of online information systems<sup>3</sup></i></li> </ul>	 
<p><b>Short description of the measure</b></p>	<p>The objective of the measure is to assure that the development of the online information system of the region would be completed the most efficiently possible via coordination, thus to avoid parallel developments. During the coming period several mobile applications will be developed, which can only be successful – both among visitors and local citizens – if new, adventurous, and complementing each other applications are developed. It is important the mobile application would become parts of the experience, offering content or extra information that cannot be obtained otherwise (treasure hunt, bird watching, or watching water wild life, etc.).</p>

<sup>3</sup> Sources of the photoes: <https://pixabay.com>



	<p>Moreover, the measure focuses on the optimisation of the existing and planned websites to mobile phones and tablets; the objective is to make the sustainable touristic and mobility information covering the whole area of the region available for everybody. We suggest, that the currently operating <a href="http://szigetkozportal.hu/">http:// szigetkozportal.hu/</a>, which contains the information on sustainable tourism and mobility in the area, as well as the actors, and the website of Szigetköz Nature Park and Bike &amp; Boat (SK-HU Cooperation Programme) being founded in the near future would be created so that the information concerning the programmes, the mobility possibilities can be easily and quickly accessed in several languages.</p>
<b>The effects and contribution of the measure to the objectives</b>	<p>The main objective of the measure is the coordination and the harmonisation of the different developments, which enables the effective use of the local source management (both financial and human).</p> <p>The cooperation among the actors involved in the completion of the measure is increasing, and thinking together and the product development can be elevated to a new level in the whole area (e.g. treasure hunting covering the whole area).</p> <p>Via the development of the websites and the mobile applications the users gain easier access of the local information, while the user friendly surfaces make usage much simpler.</p>
<b>The planned budget of the measure (including the information and promotion sites) EUR</b>	<p>The coordination, harmonisation of the activities and the development of new ideas are the interests of the cooperating actors.</p> <p>The development of local websites, mobile optimisation; e.g. 2,000 EUR / initiatives, approximately 8,000 EUR altogether.</p> <p>Development of applications; 1,500 EUR/application, approximately 6,500 EUR altogether (4).</p>
<b>Financing opportunities</b>	<p>National sources (TOP, GINOP) International sources (Interreg programmes)</p>
<b>Planned period of completion</b>	<p>Completion of the measure is estimated by 2020.</p>
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>The organisation responsible for the measure: Szigetköz Nature Park and Szigetköz TDM.</p> <p><u>The following action:</u></p> <ul style="list-style-type: none"> <li>collecting the initiatives in the region listed in the measure, making the actors to be interested in the</li> </ul>





	cooperation as well (to avoid parallel developments, to gain 'co-thinking').
<b>Organisation responsible for completion</b>	Szigetköz Nature Park and Szigetköz TDM
<b>Priority</b>	High***

**The development of the billboard system in the area <sup>4</sup>**



**Short description of the measure**

The objective of the measure is to assure that the development of the sign and information billboard system would be completed systematically and coordinated similarly to the online development, so that they would have unified content and appearance. The planned touristic developments of the future contain the improvement of the billboard system; the coordinated touristic billboards in the necessary quality and quantity completed with information on mobility could highly improve the availability of information, the accessibility of the area, as well as its attractiveness. The objective of the measure is that the billboards would be prepared according to the Nature Park brand being created in the area of Szigetköz, in parallel with consideration of the international signs of EuroVelo, as well as the image elements defined by the 'Bejárható Magyarország' Programme. Regarding the billboards it is important that they would be placed in touristic entrance points (e.g. railway stations) and traffic junctions (bicycle roads, crossroads, and relax zones), thus assuring that tourists gain the necessary information. It is also important that the billboards contain both mobility and touristic information, and that intermodality is presented; the billboards should contain information of water,

<sup>4</sup> <http://kep.cdn.indexvas.hu/1/0/1749/17492/17492000b3ec31c8297f8a4689f4d02e2885a754wm.jpg>

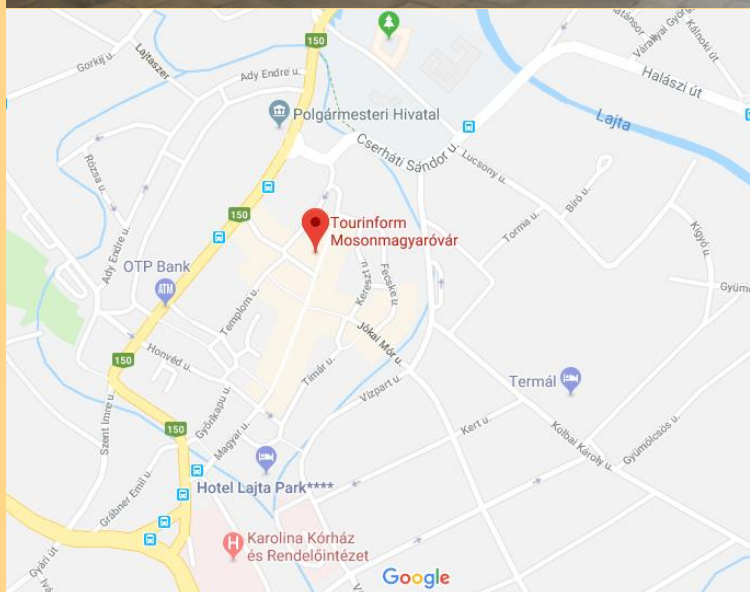


	walking, riding, and cycling possibilities regarding active tourism and mobility.
<b>The effects and contribution of the measure to the objectives</b>	<p>The main objective of the measure is to coordinate and harmonise the developments of the different projects so that the sources (both financial and human) would be used more effectively in the area.</p> <p>The measure contributes to intermodality as well, since via the diverse information tourists will be able to use different means of transport; the objective is that the area could be visited without the usage of cars.</p> <p>By placing billboards to several places of the area the visitors will find their ways easier, while the common image makes the area of Szigetköz better recognised and identified.</p> <p>Via the development of the billboard system the settlements of Szigetköz that are situated not directly along EuroVelo 6 bicycle route could be incorporated in the touristic cycling map.</p>
<b>The planned budget of the measure (including the information and promotion sites)</b>	Billboard system approximately 60,000 EUR, however, the amount depends on the number of billboards.
<b>Financing possibilities</b>	<p>Transnational (Interreg) and cross-border (HU-SK) cooperative programmes</p> <p>National Sources (e.g. GINOP, TOP)</p> <p>Leader Source</p> <p>The own sources of the settlements (in case of billboards about the settlement itself)</p>
<b>The planned time of completion</b>	Completion of the measure is estimated by 2020.
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>Szigetköz Nature Park, and the cooperating organisations (partners responsible for the billboards) and the self-governments of the settlements.</p> <p>illetve az együttműködő szervezetek (kitáblázásért felelős partnerek), the self-governments of the settlements</p> <p><u>The following steps:</u></p> <ul style="list-style-type: none"> <li>• the collection of all the initiatives that includes the placement of touristic information billboards.</li> <li>• the creation of the Szigetköz Nature Park brand, definition of the elements of the image, which are in line with the already existing and well-known information signs (e.g. EuroVelo boards).</li> <li>• the collection of suggestions and proposals as well as the needs where to place the billboards potentially</li> </ul>



	<ul style="list-style-type: none"> <li>the collection of the planned pieces of information (information on the settlements, touristic information, mobility information)</li> </ul>
<b>Organisation responsible for completion</b>	Szigetköz Nature Park
<b>Priority</b>	High***

**The development of the services of the information centres<sup>5</sup>**



**Short description of the measure**

The objective of the measure is to create facilities that offer both touristic and mobility information for tourists and the local

<sup>5</sup> <https://www2.gysev.hu/rolunk/projektek/gremo-pannonia>



	<p>citizens. The mobility centre planned in the framework of Transdanube.Pearls project could become the flagship if the initiative, which is planned to be created in the centre of Mosonmagyaróvár in the area of the Tourinform office. The objective is to organise a centre that provides services regarding sustainable touristic and mobility information for both the tourists and the local citizens. The objective of the regional training planned in the framework of the project is to train the experts working for the mobility centre (as well as in hotels, mobility organisations and other service providers) to be fully competent for collecting and transferring the information. Similar type of services are provided by the Tourinform office and Futura Experience centre in Mosonmagyaróvár, thus the training is highly important for them (service development, offer development).</p> <p>A water touristic facility is being built on the place of the former dam watcher's house in the settlement of Kisbodak with the support of a TOP source, where the creation of an information centre is also among the planned activities (its inauguration is estimated by 2020).</p>
<p><b>The effects and contribution of the measure to the objectives</b></p>	<p>The great advantage of these information centres are their situation close to the areas that are visited by tourists, so that the visitors can enter even if they had not planned it. The objective is to provide reliable and valid information for the interested customers about both touristic (programmes, the services of touristic service providers, and their availability, etc.), and sustainable mobility (time table information, route planning, bicycle and canoe rent services, etc.) services.</p> <p>It is important that these centres would be available for everyone, thus special attention is placed on their being accessible (obstacle free).</p> <p>These mobility centres can play a crucial role in sensitization; sustainable tourism and mobility have to be promoted for both the local citizens and the visitors, thus contributing to the reduction of negative effects on the environment.</p>
<p><b>The planned budget of the measure (including the information and promotion sites)</b></p>	<p>Creating the mobility centre in Mosonmagyaróvár: approximately 20,000 EUR Organisation of the regional training: approximately 2 000 EUR</p>
<p><b>Financing possibilities</b></p>	<p>Transdanube.Pearls project Kisbodak: TOP tender Source</p>
<p><b>The planned time of completion</b></p>	<p>Completion of the measure is estimated by 2020.</p>





<p><b>Appointing responsible organisations, and the definition of the following steps</b></p>	<p>West-Pannon Nonprofit Ltd., which coordinates the development of the mobility centre (in cooperation with Szigetköz TDM Tourinform office).</p> <p>The training on sustainable mobility and tourism is coordinated by West-Pannon Nonprofit Ltd. (in cooperation with GySEV and Szigetköz TDM). The potential partners participating in the training: the representatives of Futura Experience Centre, hotels, the settlement of Kisbodak, bigger route planning organisations, and bicycle renters.</p> <p><u>The following steps:</u></p> <ul style="list-style-type: none"> <li>• the organisation and conduct of the training on sustainable mobility and tourism,</li> <li>• the development of the mobility centre in Mosonmagyaróvár.</li> </ul>
<p><b>Organisation responsible for completion</b></p>	<p>West-Pannon Nonprofit Ltd.</p>
<p><b>Helyi szereplők által adott értékelés</b></p>	<p>Low Priority</p>

## 6.2. Improvement of accessibility

**The development of the local bicycle road system<sup>6</sup>**



<sup>6</sup> <https://diamanthotel.hu/Kerekparturak/>





**Short description of the measure**

The objective of the measure is to develop a cycling network plan in Szigetköz that include all the data on infrastructure, and cycling features, as well as the development needs of the public roads and forest paths recommended for cycling, as well as the feeder roads to EuroVelo 6 bicycle road in a networking manner. It is highly important as the settlements of Upper Szigetköz (Kisbodak, Püski, Dunakiliti, Dunasziget etc.) are being separated from the bicycle tourism's main paths, since they are not along the EuroVelo 6 bicycle road. Thus the biking tourists can cycle quite far from the Danube at present, moreover, it is quite difficult to cycle down to the river (lack of information signs or billboards), and it is not safe either (the public roads are in bad shape, and some of them are quite busy).

The network plan is necessary for the area, because the infrastructural developments of EuroVelo 6 road system will have been completed by 2020 (from GINOP Source), however, the quality of the feeding roads will not be sufficient for safe cycling; either the quality of the public roads is not sufficient for cycling, or they are dangerous due to the busy traffic. Thus those local and forest paths, as well as the paths on the top of the dams could play important roles in the biker accessibility of the area (with this objective it is advisable to visit some similar good examples in Austria, and learn from their know-how). Thus the measure focuses mainly on the evaluation of these roads.

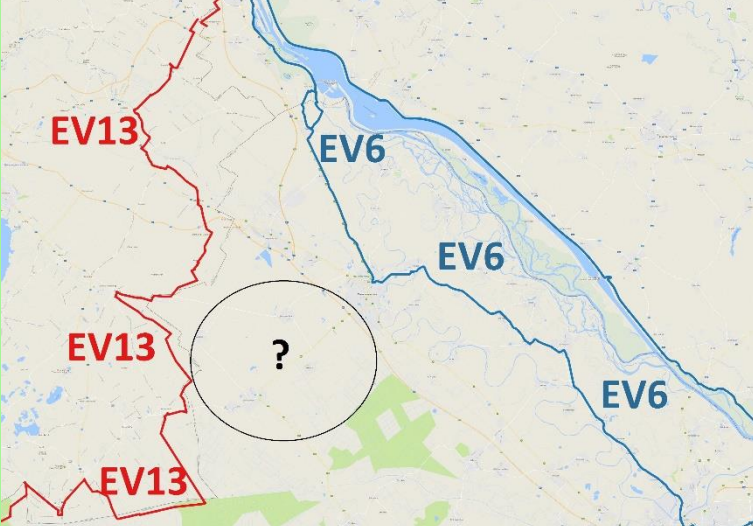
**The effects and contribution of the measure to the objectives**

The realisation of the measure will promote the biker accessibility of Upper Szigetköz, thus the connection of bicycle and water tourism offers can become even more effective. It is also an important factor that the 'alternative' routes (compacted gravel layer embankment roads, forest paths, etc.)



	<p>defined and proposed by the network plan would offer safer and simpler bicycle traffic with only a low level investment, and causing low or no impact on the environment.</p> <p>The network plan to be developed in the framework of the measure may serve as the bases of the future initiatives focusing on the development of the bicycle tourism in the area.</p>
<b>The planned budget of the measure (including the information and promotion sites)</b>	<p>The development of the infrastructure of EuroVelo 6 bicycle road. (GINOP)</p> <p>The development of the bicycle network plan: approximately 20,000 EUR</p>
<b>Financing possibilities</b>	<p>The development of the infrastructure of EuroVelo 6 bicycle road. GINOP</p>
<b>The planned time of completion</b>	<p>Completion of the bicycle network plan is estimated by 2020.</p> <p>Definition of the bicycle roads, placing the road signs and billboards, and the completion of the infrastructural developments are possible either in medium term (2025) or long term (2030).</p>
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>Possible coordinating organisations: the City of Mosonmagyaróvár or Szigetköz TDM or the Szigetköz Development Council, in cooperation with the concerned settlements and organisations (Forestry Engeneering, ÉDUVIZIG, etc.).</p> <p>Completion of the bicycle network plan in the area of Upper Szigetköz (defining the exact area, creation of the methodology background, sequencing the evaluation).</p>
<b>Organisation responsible for completion</b>	<p>Further discussions are required.</p>
<b>Priority</b>	<p>Medium**</p>



<p><b>Realisation of the connection between EV6 and EV13</b></p>	
<p><b>Short description of the measure</b></p>	<p>The main objective of the measure is to create a safe connection that can be easily cycled between the two international bicycle roads; the one along the River Danube (EuroVelo 6), and the Iron Curtain bicycle road (EuroVelo 13). This road that is still missing between Mosonmagyaróvár and Jánossomorja would connect two parts of Hungary (the areas of Hanság and Lake Fertő / Neusiedlersee with Szigetköz), which are popular among the tourists separately as well, however, by the connection a biker-friendly (and accessible via other sustainable mobility methods) destination could be realised<sup>7</sup>. Currently the connection is not acceptable, the public road No. 86 is inappropriate for cycling, while the side roads are also unsuitable due to the lack of road sign boards and other infrastructure, as well as the relatively busy traffic.</p> <p>In the area of the City of Jánossomorja the road network has been completely created, and the connection from the settlement to the Andau Bridge (Austria, EV13) can be regarded as quite good.</p> <p>The main objective of the measure is to create an alternative route that avoids the busy public roads, moreover, at the same time it supplies the visitors with a connection between the Cities of Mosonmagyaróvár and Jánossomorja; the route may mainly concern forest or other low traffic roads.</p>
<p><b>The effects and contribution of the measure to the objectives</b></p>	<p>The measure may contribute to the better accessibility of the area, as well as the improvement of the status of bicycle tourism of the City of Jánossomorja. Andau Bridge is one of the preferred relaxation points of EuroVelo 13 in Austria, which has</p>

<sup>7</sup> Railway services are supplied by GySEV in the area. The railway station have been built in a biker friendly manner (e.g. bicycle racks), moreover, the trains offer bicycle transport facilities.



	<p>a connection to Kapuvár via Hungary. The route towards Jánossomorja would offer connection to Szigetköz (through Jánossomorja). Thus Jánossomorja could become an important junction of bicycle tourism since besides offering connection between EV13 and EV 6 it could supply connection to SacraVelo bicycle route, whose one of the important settlements is Lébény, which is situated approximately 20 kms far from Jánossomorja.</p> <p>To sum it all up we can state that the completion of the connection would contribute to the better accessibility of Szigetköz (via the better connections to Austria), moreover, the south-eastern part of Szigetköz would be connected to the bicycle tourism network of Szigetköz.</p> <p>-</p>
<b>The planned budget of the measure (including the information and promotion sites)</b>	Defining the route, supplying with signs and billboards, and creation of relax zones: approximately 25,000 EUR
<b>Financing possibilities</b>	GINOP, TOP, Interreg tenders
<b>The planned time of completion</b>	Completion of the bicycle connection is estimated by 2025 in medium term.
<b>Appointing responsible organisations, and the definition of the following steps</b>	Self-government of the City of Jánossomorja The following step: coordination of the actors involved (e.g. Self-government of the City of Mosonmagyaróvár), collection of the suggested routes.
<b>Organisation responsible for completion</b>	Self-government of the City of Jánossomorja
<b>Priority</b>	Low*





**Time table harmonisation and the development of intermodality<sup>8</sup>**



**Short description of the measure**

The main objective of the measure is to harmonise the time tables in the area, as well as the realisation of intermodality, thus fostering the accessibility of the area of Szigetköz. As it has already been described in the status evaluation of the action plan the time table harmonisation cannot be completed to the full; it results in shorter or longer waiting periods, degrading the touristic attraction.

The main objective of the measure is to realise the Rajka-Petrzalka restarted train shuttle time table, so that it considers the time tables of the most important railway shuttles (international transport via Vienna, and national transport to Győr/Mosonmagyaróvár and Csorna) and bus shuttles (to Jánossomorja, Győr/Mosonmagyaróvár, and Dunakiliti).




The creation of intermodality has to be a main consideration when creating the new railway line; the service is expected to be popular among commuters. Both the price of the monthly ticket and the travel time offer favourable conditions for the passengers:<sup>9</sup>

<sup>8</sup> <http://jarmuipar.hu/2016/09/tiz-uj-motorvonatot-vett-gysev/>, <https://pixabay.com/>

<sup>9</sup> Source: The website of GySEV





	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>18 min 105 €</p> </div> <div style="text-align: center;">  <p>37 min 116,9 €</p> </div> <div style="text-align: center;">  <p>18 min 38 €</p> </div> </div> <p>The placement of the bicycle racks is important in Rajka since the railway station is quite far from the living areas. Moreover, trains that can transport bicycles have to be operated, as the distance between the railway station in Pretzalka and the centre of Pozsony / Bratislava is significant, thus the bicycle transport is important not only for the tourists, but also for the commuters.</p> <p>The cooperation of the big service suppliers (MÁV, GySEV, ÉNyKK) is recommended in the interest of the completion of the measure of time table harmonisation, while considering intermodality the continuous needs evaluation of the passengers is necessary (especially on the newly opened Rajka-Petrzalka line).</p>
<b>The effects and contribution of the measure to the objectives</b>	<p>The new line significantly supports accessibility both from the directions of Austria and Slovakia. According to the plans 4 pairs of trains will serve the needs of the passengers at the weekends, while 5 train pairs will run on weekdays. If the time table of these trains does not match the other service providers' time tables, or the other trains, the passengers will not use this facility. Thus it is important to harmonise the time tables, since it is the only way to make the railway service attractive and popular for both the local citizens and the tourists. While via intermodality several different ways of transport become available from one place to the other, which results in more flexible mobility.</p>
<b>The planned budget of the measure (including the information and promotion sites)</b>	n. a.
<b>Financing possibilities</b>	Interreg tenders, IKOP tenders
<b>The planned time of completion</b>	Completion of the time table harmonisation and the intermodal developments can be estimated in short term, by 2020.
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>GySEV (in cooperation with MÁV and ÉNyKK)</p> <p>The following steps: Organising the round table of mobility service providers, starting the first negotiations about the cooperation possibilities, and the introduction of the evaluations of passenger surveys and ticket sales can also be completed.</p>
<b>Organisation responsible for completion</b>	GySEV



<b>Priority</b>	Low*
-----------------	------

### 6.3. The development of flexible mobility systems

**The development of a bicycle rent network and an eco-mobile fleet<sup>10</sup>**



**Short description of the measure**

The main objective of the measure is to create a concept and business plan that evaluates the completion of the eco-mobile fleet and the regional rent service network. The objective is to create a network that incorporates the majority of the bicycle and canoe renters in the area offering an online surface to book and track the transport equipment. Thus there is the possibility to organise their own combined tours. Three big logistic centres should be created in the area of Szigetköz, where the bicycles and / or the canoes can be taken or returned; in

<sup>10</sup> Source of the photos: <https://pixabay.com/>



	<p>Mosonmagyaróvár, in one of the settlements in Upper Szigetköz egyik települése, and in one of the settlements in Lower Szigetköz.</p> <p>The measure is quite complex, but basically it is built on four pillars:</p> <ol style="list-style-type: none"> <li>1. It requires a stronger cooperation than it was previously, between the participating organisations and the service providers, which would mainly rely on trust, and mutual interests, as well as networking style mind-set.</li> <li>2. The creation of an informatics system (even on the already known <a href="http://www.szigetkozportal.hu">www.szigetkozportal.hu</a>), which is suitable for tracking the number of bicycles and canoes, as well as processing online and personal / phone bookings. The site should be capable of ordering the 'fleet' to railway stations or touristic entrance points, thus it would operate as a flexible mobility system (e.g. transfer from the railway station to the hotel, or the camping site).</li> <li>3. Tools that can be attached to or mounted on cars have to be purchased, which can support bicycle or canoe transport. Basically these trailers can transport the bicycles and the canoes among the logistic points</li> </ol>
<p><b>The effects and contribution of the measure to the objectives</b></p>	<p>The planned measure inevitably contributes to the development of the flexible mobility system of the area. Via the network (together with the information technology background) the mobility equipment can be much easier, more planned and calculated rented, while the ad hoc type tour planning and equipment rent is becoming simpler as well. The measure enables the efficient use of the local sources (both financial and human). Operation of the participants in the network (mainly tour organisers, bicycle renters) can become more efficient (e.g. transport and service of the bicycles). In case the initiative is successful, the quantity of the bicycles and the canoes can be increased thus the system can be further developed (even by incorporating other service providers, e.g. biker friendly rhotels, restaurants, etc.).</p>
<p><b>The planned budget of the measure (including the information and promotion sites)</b></p>	<p>The development of the concept and the business plan: approximately 10 000 EUR  Purchase of bicycle transport vehicles (approximately 5 trailers): 8,000 EUR  Development of the informatic system: 4,000 EUR</p>
<p><b>Financing possibilities</b></p>	<p>Own contributions from the organisations involved  Interreg programme</p>





	Cross-border programmes GINOP-TOP Sources
<b>The planned time of completion</b>	The completion of the development of the concept and the business plan is a short term objective (2020), while the realisation of the information technology system is medium term (2025).
<b>Appointing responsible organisations, and the definition of the following steps</b>	Szigetköz TDM and West-Pannon Nonprofit Ltd. (in cooperation with the local bicycle and canoe renters) The following step: collection of the parties interested in the cooperation, starting the first negotiations (about the framework conditions of the cooperation).
<b>Organisation responsible for completion</b>	Szigetköz TDM
<b>Priority</b>	High***

#### 6.4. Increasing the average length of time spent in the area

The development of touristic services<sup>11</sup>



<sup>11</sup> <https://diamanthotel.hu/Galeria/Kenutura-a-szigetkozben/63/> és <http://www.pisztrangkor.hu/hun/gallery/oko-mobil-turak/>



**Short description of the measure**

The bases of the measure has been supplied by a study whose objective was the evaluation of the mobility and touristic demands of the visitors arriving at Szigetköz (questionnaire; e.g. Why did you come to the area? Where are you from? How did you travel here? Are you satisfied with the mobility / touristic services?) This study enables to identify the target group, helps to learn about the customs of the tourists, as well as their demands, which offers excellent bases for the development of new touristic offers, services and packages (even cross-border ways).

The development of touristic services and offers aiming at target groups is important because of two objectives;

- in the one hand, because the time the visitors spend in the area should be increased;
- in the other hand the visitors interested in active and sustainable touristic products should be attracted to the area (protection of environmental values, relaxation without cars, etc.)

The main objective of the measure is to make the sustainable touristic offers of the area successful, which can contribute to the increase of the time the visitors spend in the area, so that it would not have a negative impact on the environment.

Within the measure a cross-border touristic package is going to be created that concerns the sustainable touristic offers of Austria and Slovakia. The objective is that the package concerning the three countries could be booked both together and separately, would offer touristic challenges in the Lake Fertő / Neusiedlersee area (AT) and the area of Szigetköz and





	Pozsony / Bratislava (SK) without cars, using only sustainable means of transport.
<b>The effects and contribution of the measure to the objectives</b>	<p>Attractive and targeted touristic products that meet the demands of the visitors can result in the increase of the time the visitors spend in the area, as well as the nights stayed in the local accommodations. To achieve the objective of increasing the time the visitors spend in the area the parallel developments of several measures are necessary;</p> <ul style="list-style-type: none"> <li>• the development of the adequate mobility systems is important (safe travel e.g. by bicycle)</li> <li>• the development of information technology systems (so that the regional information, the offers of the programmes would reach the visitors)</li> <li>• quality of the services offered by touristic service providers (e.g. the level offered by hotels and camping sites, which highly effects the opinion of the visitors about the area)</li> <li>• and last but not least, the development of the touristic offers (e.g. offers for kids, combined tours, offers focusing on biodiversity, cross-border touristic packages, etc.)</li> </ul>
<b>The planned budget of the measure (including the information and promotion sites)</b>	Evaluation with touristic purposes: approximately 4,000 EUR The development of cross-border touristic packages: approximately 3,000 EUR
<b>Financing possibilities</b>	Transdanube.Pearls project, Interreg Programme, TOP programme, LEADER programme
<b>The planned time of completion</b>	The completion of the evaluation with touristic purposes is a short term objective (2020), while the development of touristic products / packages can be realised in medium term (2025).
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>Szigetköz TDM (in cooperation with West-Pannon Nonprofit Ltd.)</p> <p><u>The following steps:</u> The development of the methodology background of the touristic study, the development of the questionnaires, and making contact with the touristic service providers (hotels, camping sites, tour organisers, etc.).</p>
<b>Organisation responsible for completion</b>	Szigetköz TDM
<b>Priority</b>	Low*



**Development of the marketing activities**



**Short description of the measure**

The main objective of the measure is to make sure the events of the settlements of Szigetköz, and the touristic offer of the area would appear more highlighted for the public. It is even more important as there are two capitals, and their agglomeration in the 100 km vicinity of Szigetköz, for whom it offers excellent recreational opportunities. It is a general experience that the citizens of Vienna and Pozsony / Bratislava do not know about the hidden touristic values of Szigetköz, even despite the fact that the Szigetköz TDM represents Szigetköz in the touristic fairs every year.

Thus the primary objective of the measure is to create a new marketing channel together with GySEV;



	in the trains operated by GySEV passengers that are interested in sustainable touristic and mobility offers would be targeted with the help of FEDUR (Onboard Passenger Information System).
<b>The effects and contribution of the measure to the objectives</b>	<p>The measure is partly overlapping the actions described in the previous heading; in case the targeted touristic offer development is successful, the marketing activities (via GySEV) can help, so that the interested tourists would visit the area. Since a lots of people travel by the trains of GySEV every day the information reaches a wide layer of people. The objective is, that the information would reach those people, who are interested in active tourism; Szigetköz and its area offers excellent recreational and touristic experiences in the vicinity (where it is simple to travel even by train).</p> <p>In case the initiative by the cooperation of Szigetköz TDM and GySEV is successful further marketing opportunities are available, which can initiate reduced price tickets as well (e.g. price reduction of the tickets in case of certain programmes, etc.)</p>
<b>The planned budget of the measure (including the information and promotion sites)</b>	The price of the advertisement according to the agreement of the two organisations.
<b>Financing possibilities</b>	Own finances
<b>The planned time of completion</b>	The development of the framework conditions of touristic marketing activities is a short term objective (2020).
<b>Appointing responsible organisations, and the definition of the following steps</b>	<p>Szigetköz TDM and GySEV</p> <p><u>The following step:</u> development of the framework conditions of the cooperation and the advertisement, as well as the collection and up-date of the content to be advertised.</p>
<b>Organisation responsible for completion</b>	Szigetköz TDM and GySEV
<b>Priority</b>	Medium**