

kapcsolunk, újítunk, formálunk

Sustainable tourism and mobility in
rural areas: environmentally-friendly
transportation options

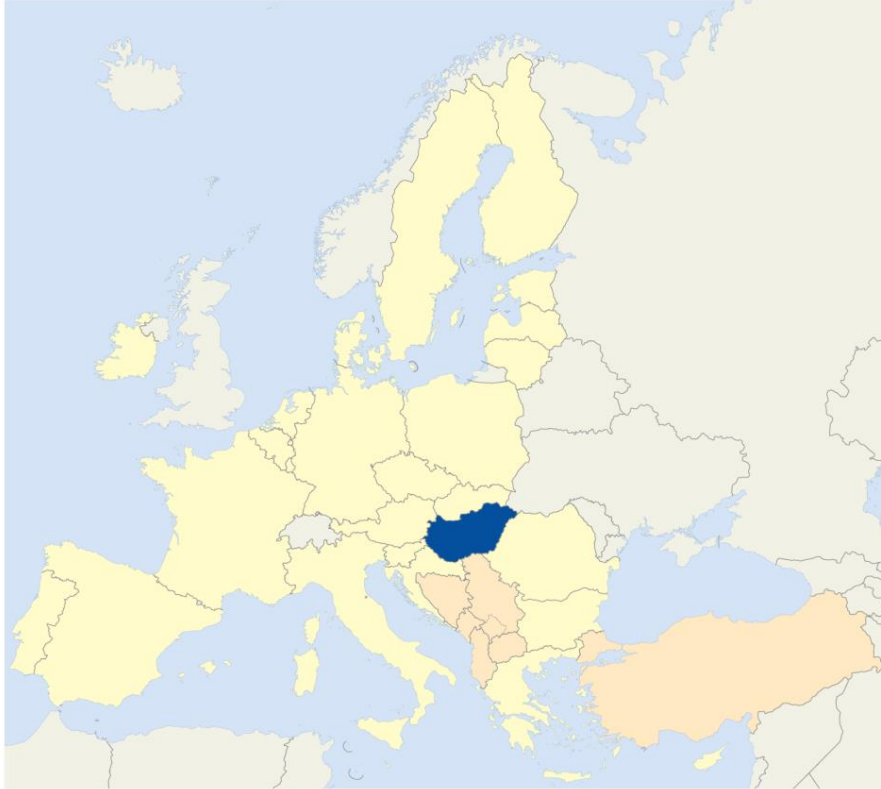


Podstrana, Croatia
16.10.2025

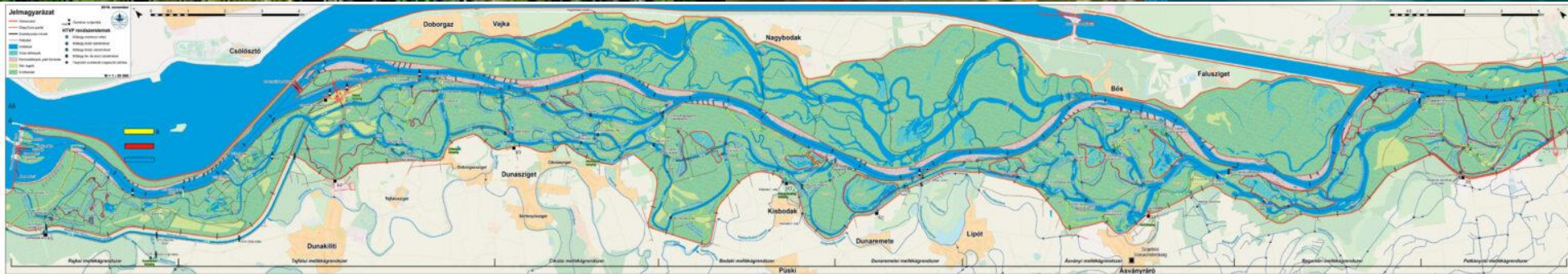
Sustainable tourism and mobility in „Szigetköz” - Hungary

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Where we are? – „Szigetköz”



Tourism profile – „Szigetköz”



Tourism profile and territorial challenges

- ✓ Not among the most visited destinations in Hungary
- ✓ Good relative location
- ✓ Rural characteristic, mainly villages
- ✓ Focus on active tourism (cycling, water tourism), ecotourism, health and wellness tourism → seasonality
- ✓ Transportation infrastructure is not overdeveloped, intensive car usage
- ✓ Railway connections (main railway line)
- ✓ Lack of skilled workforce in tourism
- ✓ Cycling infrastructure and EuroVelo6

Transdanube Pearls

- Interreg Danube Programme
- 14 partners from Germany, Austria, Slovakia, Slovenia, Hungary, Croatia, Serbia, Bulgaria, Romania
- Development of tourism and sustainable mobility options
- Action planning, common marketing strategy
- Creation of tourism packages (by using sustainable mobility solutions)
- Enhancing cooperations between actors and stakeholders in tourism and mobility sectors
- Development of a transport and tourism information system



Transdanube Pearls – Danube.Pearls

- Network for sustainable mobility and tourism along the Danube
- 11 destinations from 8 countries



Transdanube Pearls

The basic questions:

- How can I get there?
- How can I get around inside a „pearl“?
- How can I travel between the „pearls“?
- Where can I get transport related information?

Transdanube Pearls - results



Transdanube Pearls - results

Mobility information centers

- Information
- Services (ticket services + sustainable mobility services)



Dabube.Pearls network – common standards

1. Management, strategy, commitment

- Organizational background (Tourism Destination Management, development agency – appropriate management team)
- Business plan + SRTMP – sustainable regional tourism mobility plan

2. Tourism

- Existence of attractions (nature and socio-cultural)

3. Mobility

- Arrival and departure, international relations
- Transportation within the region
- Mobility information system

4. Communication, Marketing

- Promotion of car-free transportation
- Existence and promotion of a sustainable tourism package

Danube Bike & Boat

- Focus on active and water tourism
- Crossborder (Slovakia-Hungary) – joint ecotourism destination
- Infrastructure-related developments
- Eco-mobile fleet



Summary

- Wide-ranging impacts of tourism developments
- Involvement of local stakeholders is crucial
- Financial part is always a question (maintenance)
- Using energies and possibilities coming from the location (absolute and relative)
- Monitoring socio-economic processes in the region (affects mobility demand)
- Developing cycling infrastructure



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team

Thanks for your attention!