

**Sustainable Transport and Tourism
along the Danube**
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**STATUS QUO ANALYSIS / STATE OF THE ART /
GOOD PRACTICE COLLECTION**



WP 3 / Action3.2 and 3.3

**West Pannon Regional and Economic Development
Public Nonprofit Ltd**

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1 GENERAL EVALUATION

1.1 General description

1.1.1 Basic data of the region

1.1.1.1 Focus area and the interchanges

County Győr-Moson-Sopron :

County Győr-Moson-Sopron is situated in the north-west of Hungary being integral part of the West Trans-Danubian Region. The county has borders to two European Union countries: Austria on the west and Slovakia on the north. Győr-Moson-Sopron is accepted as one of the most developed counties in Hungary regarding the economy.

Regarding County Győr-Moson-Sopron the most important touristic hotspot is the whole area (27 settlements) of the Fertő-Hanság National Park being one of the world heritage areas as core area and the neighbouring areas¹ that have intensive relationship with the given area are regarded as a Puffer zone.



1st illustration: County Győr-Moson-Sopron ,and the Fertő-Hanság National Park, as a focus area

The evaluated area is situated in a frequented zone regarding both the traffic and transportation as well as the international transportation centres. Regarding public transport the highway No. M1 is very important serving as part of the pan-European transport channel No. IV, which connects the western part of Europe with the Balkan area. There is another Helsinki channel in the area marking the water transportation way of the Danube with the number VII. Regarding the railways the most important is the railway line No. I (Budapest- Hegyeshalom- Rajka), both its cargo and public transportation values are high. The touristic hotspot is situated in the neighbourhood of three airports in three different capital cities, thus by this way of transport it is easily accessible. (Vienna-Schwechat, Pozsony/Bratislava- Letisko, Budapest-Ferihegy). All these facts determine County Győr-Moson-Sopron's role as a gate between Western and Eastern Europe, and the transportation channels listed above have not only national but also international importance. The are the „A” transport centres.

The transport centres „B” are also important, but mainly on regional level. The road No. 84 (regarding the accessibility of the core area from the direction of Austria it plays an important role), the main roads No. 85 and 86 (their load has almost

¹ Sopron-Fertődi Micro-region, Kapuvár-Beledi Micro-region, Csornai Micro-region, Mosonmagyaróvári Micro-region, Győri Micro-region. Due to the great distances the other two micro-regions of the county, the Téti and the Pannonhalmi Micro-region have not become the parts of the puffer zone.

doubled for the past 10 years), and the motor way No. M15 going to Rajka can be mentioned. Regarding the railway lines, the Sopron-Győr, and the Sopron-Szombathely lines are important on regional level, and which are managed by the GySEV Plc. The airport in Pécs has a regional importance, and due to the developments (wider and longer run paths, the developments of the buildings) financed by Audi, the airport can accept even Airbus 320 and Boeing 737 flights.² This airport has high development potentials.

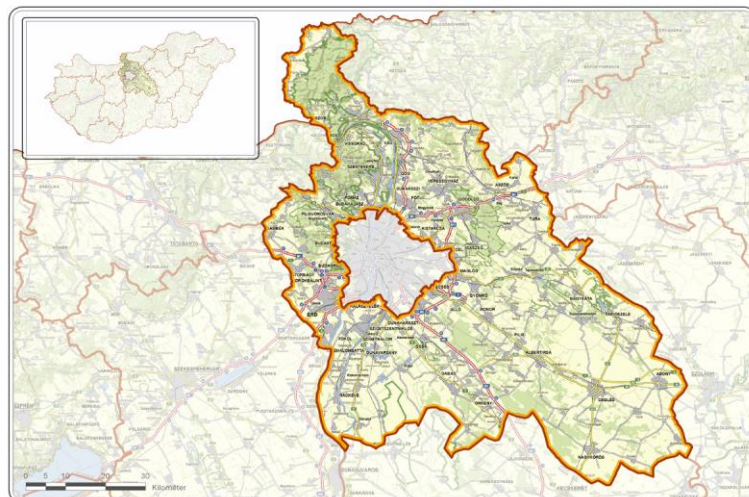
Naturally these roads are important not only for the economy of the area, but also for its tourism.

County Pest and Budapest

County Pest and the country's capital Budapest (as an independent public administration unit) is situated in the central, northern part of Hungary, thus formulating the Central Hungarian Region. Budapest is operating as an island or enclave inside County Pest. Budapest, and County Pest are the centres of the country not only geographically but also with its economic power, which is demonstrated by the fact that more than the 10% of the GDP is produced by the county, and it is more than the half of the national GDP created by the county and the capital together.³

It is impossible to evaluate the county and Budapest from eco-touristic point of view since they are related to each other so fundamentally. Practically speaking the country can be regarded as the agglomeration area of the capital, because it is a much more urbanised area than the other parts of the country – taking the averages into consideration, - and also there are close links in the economy as well.

The Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube (DKÜ) has been defined as a touristic hotspot that has similar features with the Fertő-Neusiedler See area in County Győr-Moson-Sopron, since the cross-border national parks (in this case the Duna-Ipoly National Park and the Danube) and the coastal location are accentuated elements regarding both areas. 62 settlements in County Pest belong to the area of the DKÜ.⁴ The Szentendre Micro-region has the highest touristic value on the area of the DKÜ, as it has the most spent nights in hotels in County Pest. It has favourable location as it is situated close to the capital and it is along the water route of the Danube, as well as the bicycle roads. It has quite rich cultural inheritance elements (Szentendre, Visegrád), practically speaking it supplies the first line background to the tourism of the capital, and thus it is the main touristic destination for the tourists visiting the capital. Budapest is going to be evaluated as the highly important puffer zone of the DKÜ, and County Pest is going to be evaluated as the puffer zone.



²<http://gyor.hir24.hu/gyor/2012/10/26/boeing-737-es-repuleg-is-erkezh-et-a-peri-repuloterre/>

³ The concept of County Pest megyei, general evaluation, page 32.

⁴<http://www.dunakanyar.hu/index.php?page=regio&sub=Data>, together with Budapest, however in our evaluation the statistic data of the DKÜ (population, number of visitors, etc.) have been calculated without Budapest

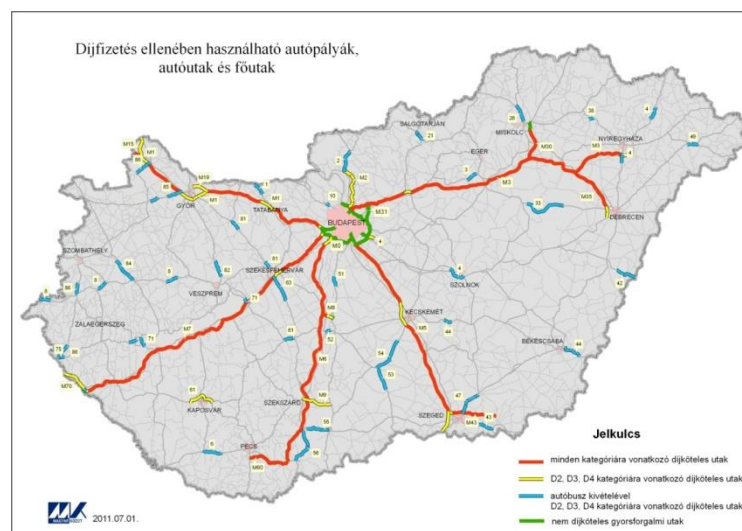


2nd illustration : County Pest and Budapest, and the Touristic hotspot area, the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube / Spotlight Holiday Area of the Bend of the Danube in County Pest (its northern area)⁵

The evaluated area has a central position regarding transport-geography as in Hungary the transport systems are centralised with Budapest in their centres. The most important task of the county may be the bridge role between sections in both the European and the Hungarian regional area.

If we look at the public road system of Hungary the centralised feature is immediately visible: all the highways meet in Budapest. Thus it is difficult to locate one main transport axle from the point of view of the accessibility of the area. The highway No. M0 is part of the Helsinki corridors No. IV and V taking their transit traffic load as well, thus the mixing of the transit traffic as well as the daily commuter load causes a heavy load.⁶ That is why we have defined the highway No. M0 as the 'A' transport axle. This ring road is situated in the south of the capital, and its northern part is under planning.

To define the 'B' transport axle is also a difficult task. The central features also characterise the rail roads, moreover due to the intensive connections between the capital and the agglomeration the rail routes in the suburbs are also very important. Regarding air traffic, the Liszt Ferenc International Airport is the biggest airport in Hungary. The annual number of its passengers reached 8.9 million in 2011.⁷ Thus according to their national importance these railway lines as well as the Liszt Ferenc International Airport as a traffic interchange are defined as the 'B' interchange.



3rd illustration : The highway system of Hungary (the M0 segment marked with colour green is the 'A' transport axle)⁸

⁵ <https://teir.vati.hu/teirpub/remek.gen?xids=45,46&xtertip=M&xterkod=13>

⁶ The concept of County Pest, general evaluation, page 87.

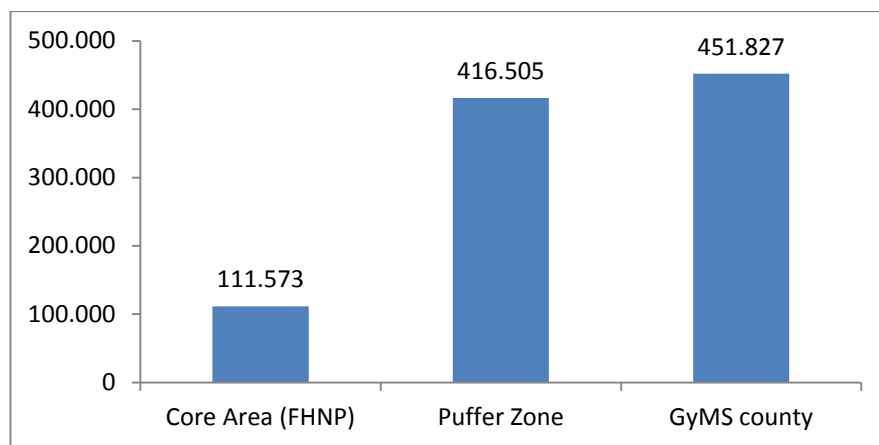
⁷ The concept of County Pest, general evaluation, page 89.

⁸ http://internet.kozut.hu/utinform/PublishingImages/dijkoteles_utak_20110725.jpg

1.1.1.2 Statistical data

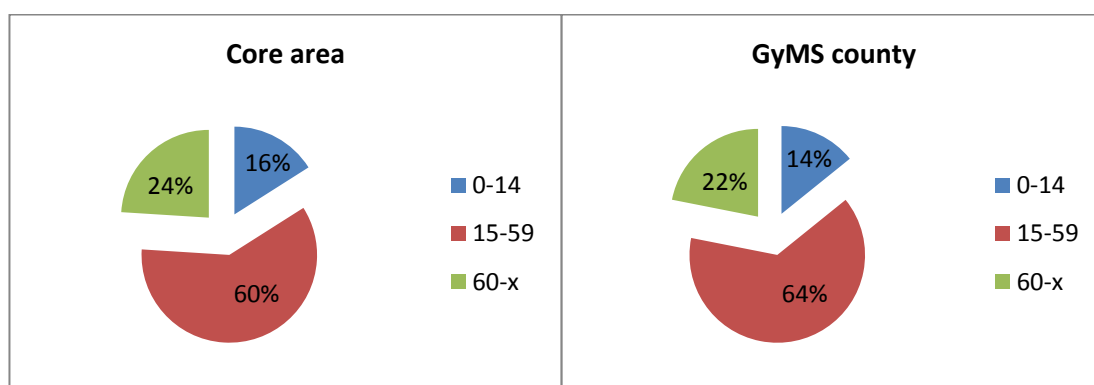
County Győr-Moson-Sopron , and the FHNP focus area

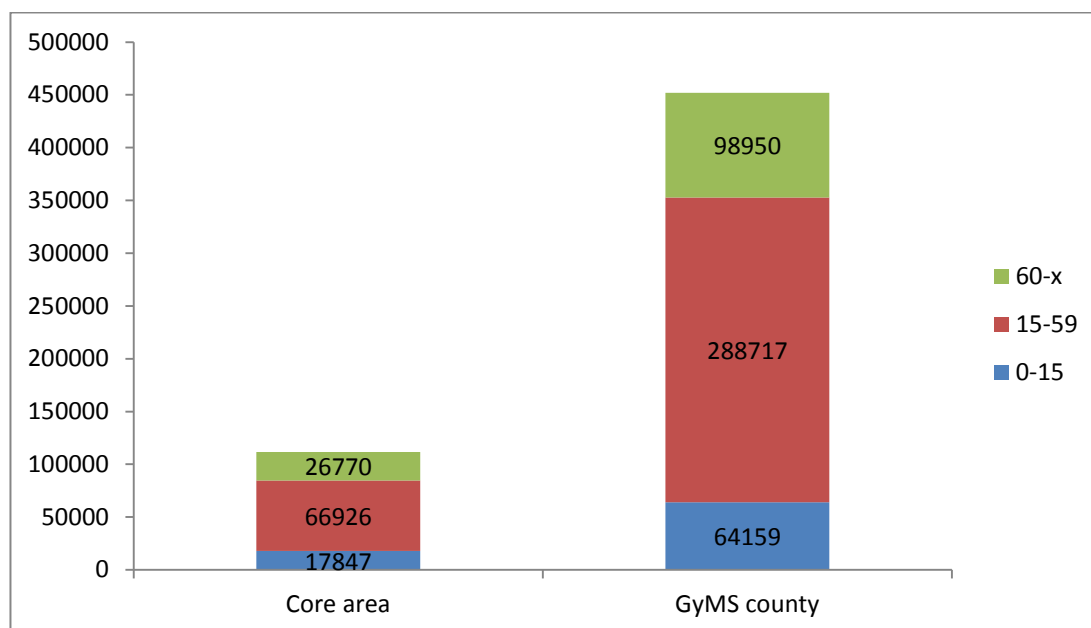
The population of the studied focus area is 111,573 people, and this data is absolutely the same as the data of the Neusiedler See region located on the northern part of Burgenland, which cover the Austrian areas of the Fertő-Hanság - Neusiedler See National. There are differences in the structures of the settlements, since there are three settlements on the Hungarian side, and one on the Austrian side that reaches the population of at least 10,000 people (Sopron with its population of 60,000 people is highly the biggest settlement). This difference regarding the structure of the settlements is even more underlined if we study the puffer zone connected to the core area, as this way the number of the population exceeds 400,000 people (KSH, 2011). It is important to add however, that while the population of the core area is relatively low, but the population of the towns around them is high, thus the development of the public areas in the core area is inevitable (due to both for touristic accessibility reasons, as well as available workplaces).



4th illustration: The population of the researched areas (KSH, 2011)

Evaluating the demographic features of the core area and the population data of the county we can consider the high rates of the elderly and the young population of the core area.





5th illustration The demographic features of the county and the focus area (KSH, 2011)

The ten most important settlements in the studied focus area (KSH, 2011):

Name of the settlement	Population
Sopron	61,390
Csorna	10,649
Kapuvár	10,353
Jánossomorja	5,912
Lébény	3,159
Kóny	2,613
Kimle	2,195
Fertőrákos	2,144
Bősárkány	2,111
Hegykő	1,405

There are differences in the percentage of the usage of the crop fields, the grass, the reed regarding the focus area (FHNP) and the county.

Type of agricultural area	Percentage of the focus area %	Percentage of the County GyMS %
Plough-land	7.62%	53.5%
Turf	28.01%	4.79%
Vineyards	0.77%	0.54%
Orchard	0.01%	0.45%
Reed	27.99%	3.1%
Fishing lake	1.73%	0.14%
Forest	23.66%	19%
Uncultivated areas	10.2%	17.3%

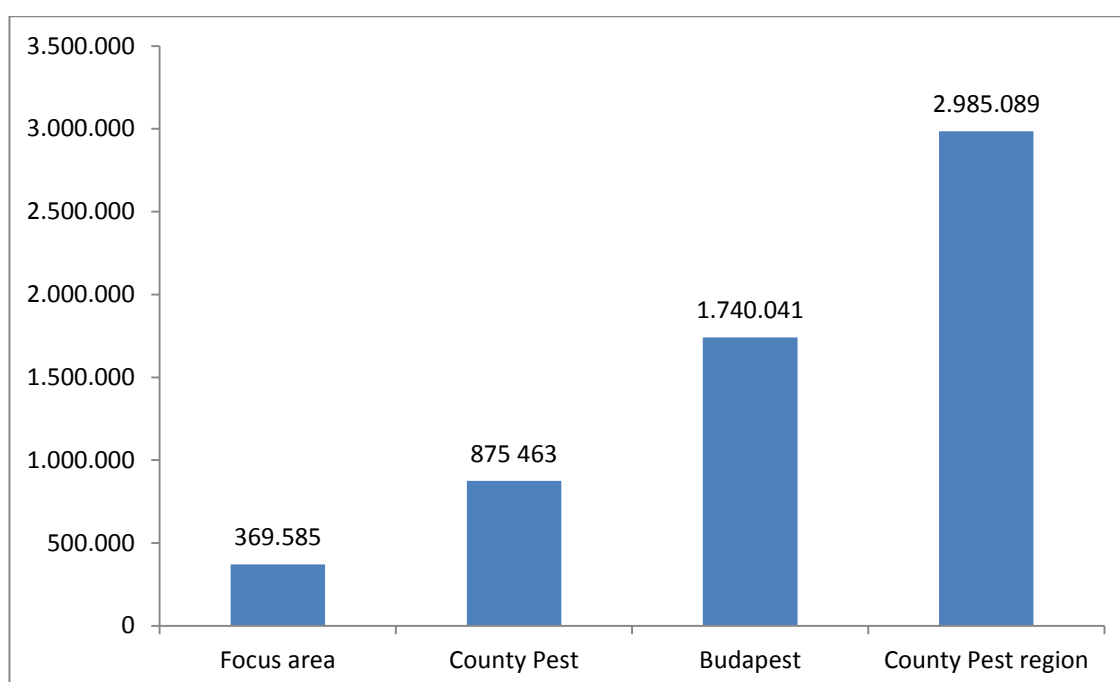
The total area of the nature conservation areas in County Győr-Moson-Sopron was 45,736 ha according to data from 2010 (KSH) (Fertő-Hanság National Park, nature conservation zones, other protected areas), the core area, i.e. the Fertő-Hanság National Park is 23 730 ha, 7 639 ha of the core area is in a highly protected status.

Economy

County Győr-Moson-Sopron is one of the most developed counties in the country, the GDP per capita value (3,171,000 HUF / person) is the 120% of the national average, however it is only the 76% of the EU27 average (KSH, 2010). The unemployment rate (3,8%) is the lowest in the county (2011) due mainly to the finishing phase of the crisis. (KSH, 2010).

County Pest, Budapest and the DKÜ focus area

The defined touristic hotspot and Budapest will be evaluated separately as the capital is an independent administrative unit, thus their data will also be given separately (where applicable) in our statistic database. The population of the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube (61 settlements) was 369,585 people according to KSH 2011 data. As we can see, compared to the focus area in County Győr-Moson-Sopron this focus area has a much bigger population, since this area is located besides the capital city, which has a much more urbanised space system both regarding its quality and quantity. The population of County Pest (excl. the settlements of the DKÜ) exceeded 875,463 people, while the capital city of Hungary, Budapest has a population of 1,740 thousand people (2011).

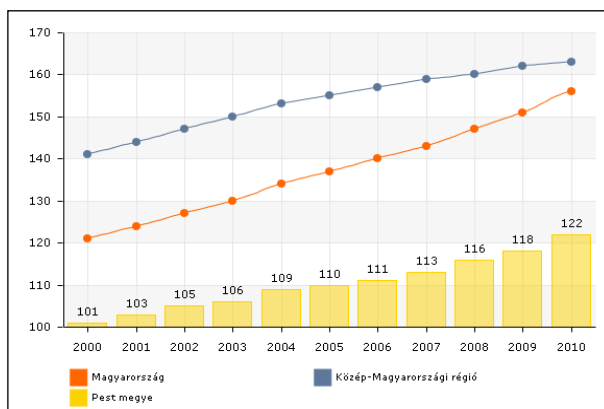


6th illustration : The focus area – the data of the county, the capital and the region.

The 10 biggest settlements in the DKÜ Touristic area:

The name of the settlement	Population
Dunakeszi	40 334
Vác	34 810
Gödöllő	34 172
Szentendre	26 250
Fót	18 968
Göd	18 565
Pomáz	17 101
Veresegyház	16 892
Pilisvörösvár	13 768
Budakalász	10 510

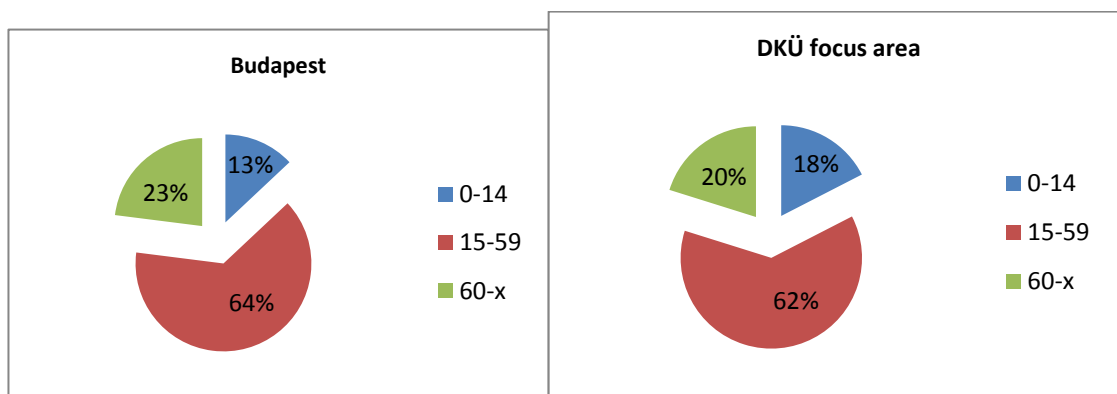
The brain-drain of the county as well as the capital can be traced in the demographic structure, as although it has an aging population; County Pest is one of the youngest areas in Hungary regarding its age map. The county is characterised by the high rate of the young and active population.



Orange: Hungary, yellow: County Pest, blue: Central Hungarian region

7th illustration : The rate of the elderly people compared to the children in 2000-2010 (The concept of County Pest, page 61.)

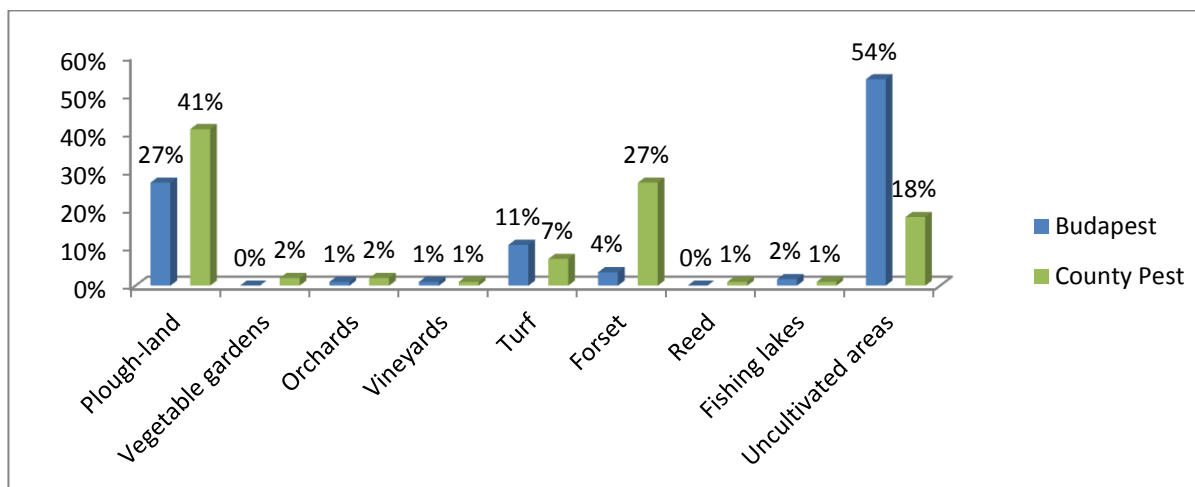
The population of Budapest has been increasing slightly. However we can also conclude that the aging demographic structure characterises the population of the capital as well, the 23% of the population is older than 60 years, while the rate of the children under the age of 15 is only 13%. The difference between the data of the capital and the DKÜ area is striking; comparing the rate of the young people in the two areas, the rate of the young people is 4% higher, while the rate of the people aged above 60 is 3% lower.



8th illustration : Demographic structure in the focus area and in the capital

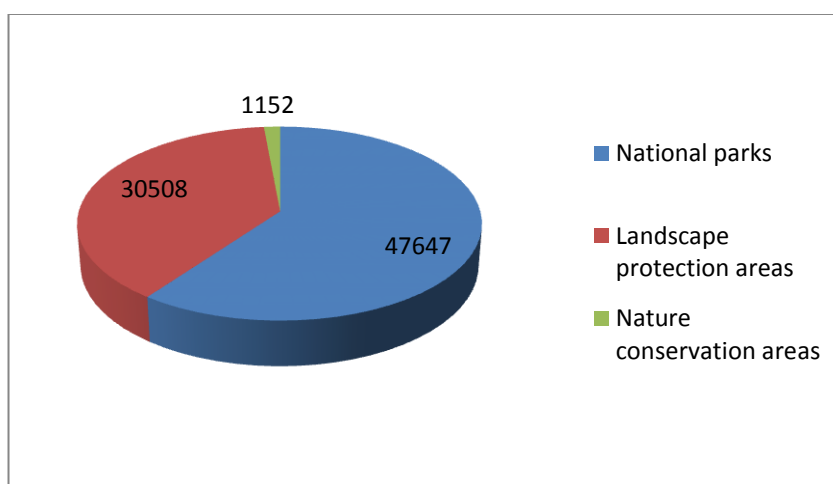
Compared these data to the touristic focus area in County Győr-Moson-Sopron we can find some differences, however they are not so big, the most significant difference we can state in the rate of the population aged between 15-59, its rate is higher with 4% than in the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube .

Regarding the usage of the land the data of the capital and the County Pest can be compared. Based on the data the biggest difference can be found in the usage of the plough-lands, forests and the uncultivated areas (the difference is higher than 10%).



9th illustration : Types of the usage of the land in County Pest and in the capital

The Duna-Ipoly National Park, which cover 47 thousand hectares of County Pest, and which is about the double of the Fertő-Hanság National Park's area situated in County Győr-Moson-Sopron, has gained increased importance. The nature conservation areas and the landscape protection areas together cover more than 79 hectares with high protection in the country.



10th illustration : Nature conservation areas in County Pest (ha, KSH 2011)

Economy⁹

As we have already uttered, County Pest and Budapest are the economic centres of the country. The GDP per capita is lower in County Pest than in the capital (County Pest: 2,324,000 HUF/person, Budapest: 5,835,000 HUF/person), however both areas are above the national average regarding GDP per capita value. Compared to the data of the EU27 County Pest has 56% while Budapest has 140%. It is important to mention that County Pest and Budapest creating the Central Hungarian region will not belong to the convergence regions in the coming 2014-2020 term of the European Union, and as such, being unique in the country.

The unemployment rate of Budapest (4,1%) is more favourable than that of County Pest (5,2%), however both are lower than the national average (8,7%). To compare with the data of County Győr-Moson-Sopron the rate of the unemployment is much favourable (3,8%).

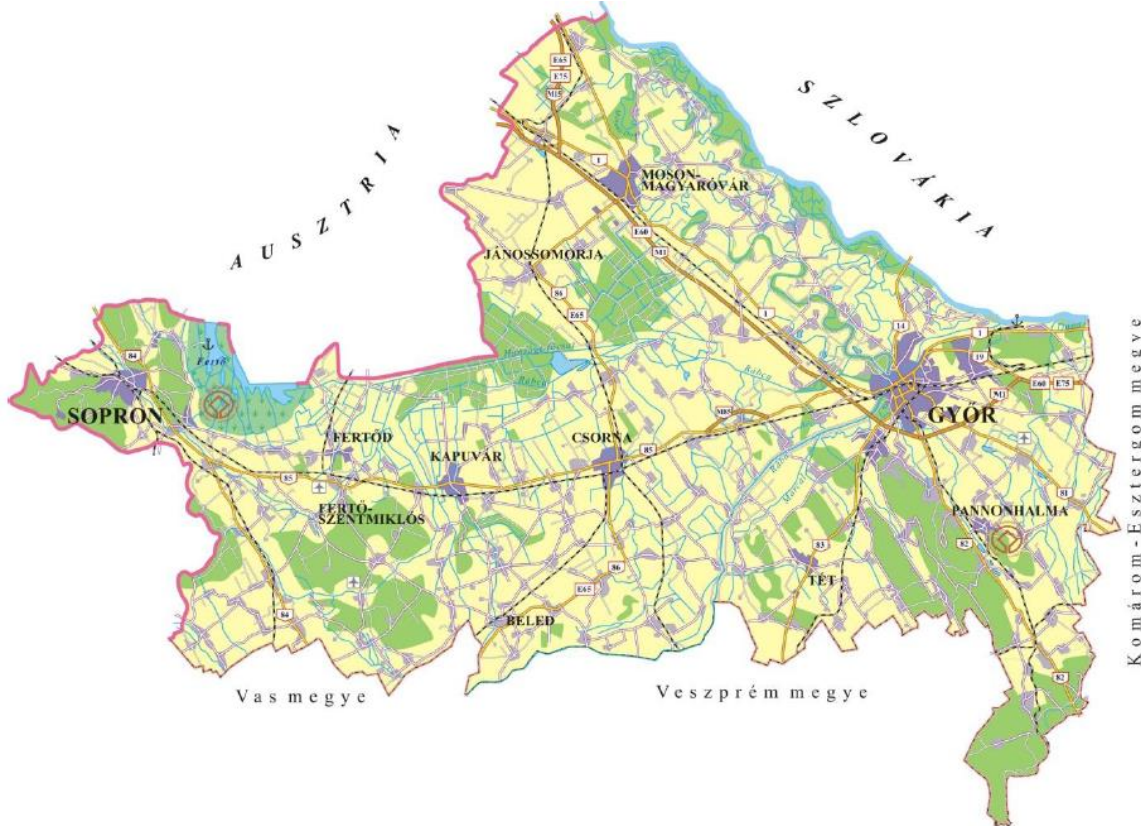
⁹ Data: KSH, 2010

1.1.2 Transport

1.1.2.1. General status

We have already described (page 2) the main transportation interchanges of the county as well as of the focus area („A” and „B”), thus we can conclude that both the touristic hot spot area, that is the Fertő-Hanság National Park and the puffer zone, which is closely related to the core area can be easily accessed by both internal and external visitors not only by cars, but also by public transport.

Austria Slovakia County Komárom Esztergom, County Vas, County Veszprém



11th illustration: The map of the main public transport and the railway lines in County Győr-Ménfőcsanak

County Pest, Budapest and the DKÜ focus area

Our evaluation has already pinpointed the main interchanges and axles in the researched area (page 2), based on which it is inevitable that County Pest and Budapest are the most frequented areas in Hungary or even in the whole of the Carpathian Basin regarding interchanges. Thus in this section of the study we evaluate the transport features of Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube regarded as a touristic hotspot area, we describe its links to Budapest, and we draw the opportunities for its connections to County Pest and the capital.

1.1.2.2. Railway services

National and international railway relations

Regarding the railway lines Győr plays the central role, which has a connection to Austria, mainly to Vienna and Budapest (Budapest- Hegyeshalom- Vienna main railway line No. 1.). Csorna and Sopron are also important interchanges; the headquarters of the Győr- Sopron- Ebenfurth railway company is located in the latter. There is also a quite important logistic centre in Sopron. The Sopron-Győr, and the Sopron-Szombathely railway lines are also important. These lines are

situated parallel with the main roads No. 84 and 85. A major niche is the missing railway connection between Győr and Pozsony / Bratislava.

It is important to add, that there are three railway service companies in the county: the Győr- Sopron- Ebenfurth Railway Company (GySEV), the Hungarian Állam Vasutak (MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES), and the Fertő Vidék Helyi Érdekű Vasút¹⁰. The main lines run by GySEV are the Győr-Sopron, Sopron-Szombathely, and the Rajka- Hegyeshalom- Csorna- Porpác- Szombathely lines. MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES runs the Budapest- Győr- Hegyeshalom (it belongs to the Helsinki corridor No. IV.), Győr-Celldömölk and the Győr-Veszprém lines.

The so called Central European Transport Corridor (CETC ROUTE 65), which would connect northern and southern Europe, would offer a great opportunity for the development of the railway lines as well.

The development of the Fertőszentmiklós- Neusiedl am See railway line, which lies on the eastern part of Lake Fertő, which is the railway line of the Fertővidéki Helyi Érdekű Vasút, and is practically maintained by GySEV, has a regional importance.



12th illustration: Map of the railway lines of GySEV¹¹

Travelling by the so called Eu-region trains has been gaining increasing popularity. Several discounts are offered (e.g. when using the public transport in Vienna), transportation of the bicycles is possible (even some additional discounts are offered for bikers, e.g. using a weekly seasonal EU-regional ticket the transportation of the bicycle is free). On the studied area these Eu-region trains run from Győr, MosonHungarian óvár, Sopron and Fertőszentmiklós to Vienna.

Most important roads	Responsible	Frequency	Duration of the journey	Transport of the bikes
Győr-Vienna (Meidling)	MÁV Hungarian State Railways Private Company Limited by Shares , ÖBB	≈ once an hour	≈ 1,5-2,5 h	possible (except the Railjet trains)
Sopron-Fertőszentmiklós-	GySEV	once an hour, sometimes	≈ 1h 10min, 1h 30min	not possible on the IC trains,

¹⁰ MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES is the 100% property of the Hungarian state

The ownership of GySEV 65,2% Hungarian state, 28,2% Austrian Republic, 6,1% Strabag SE. The cross-border lines are from Sopron to Ebenfurth and from Fertőszentmiklóstól to Neusiedl am See.

¹¹<http://www2.gysev.hu/rolunk/125>

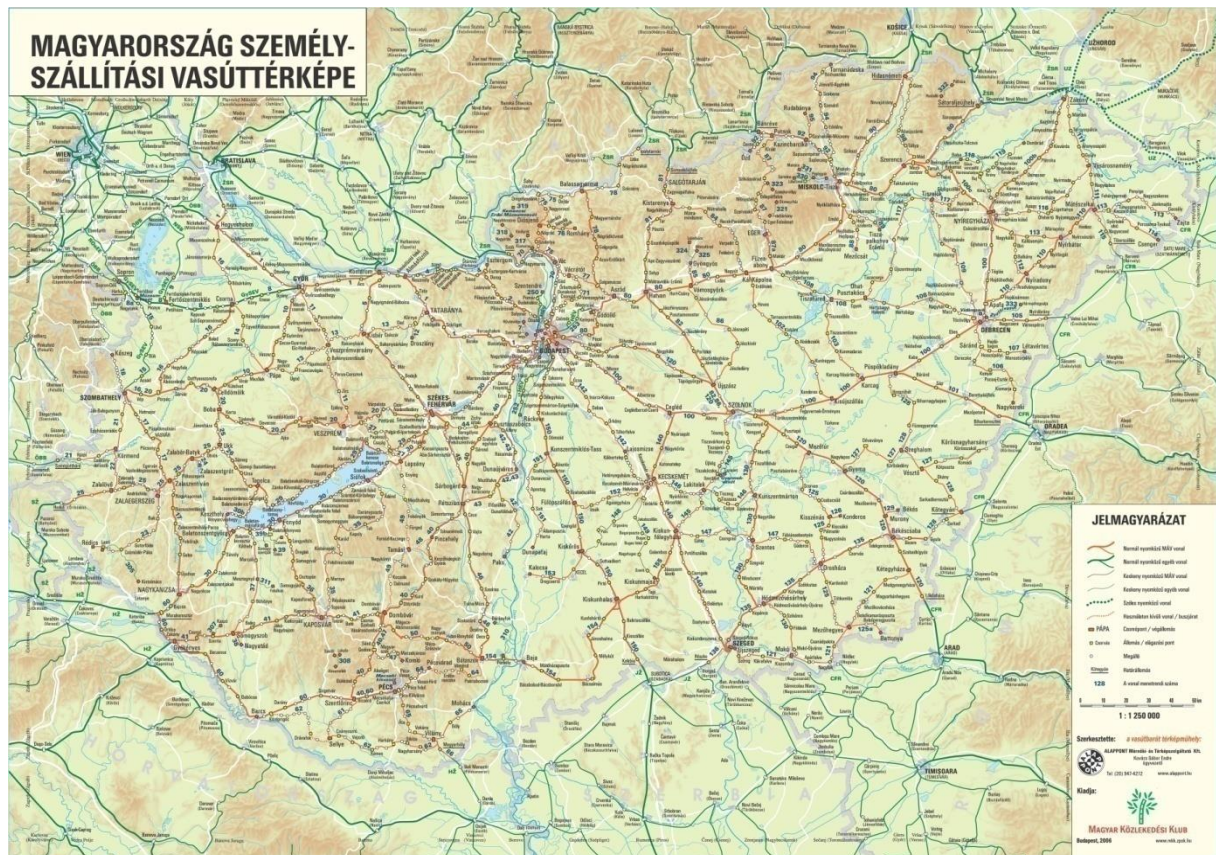
Győr		every thirty minutes		but possible on the fast and slow trains
Győr-MosonHungarian óvár	MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES	once an hour, every thirty minutes	≈ 30 min	not possible on the IC trains and the Railjet trains, but possible on the fast and slow trains
Fertőszentmiklós-Neusiedler am See	GySEV/Raaberbahn	Once an hour in the morning and in the afternoon	≈ 1 h	possible
Csorna-Hegyeshalom-Rajka	GySEV	About every second hour	≈ 40 min	Not possible on the direct lines
Sopron-Eisenstadt	GySEV-ÖBB	every thirty minutes in the morning, during the day once an hour	≈ 1 h	possible
Sopron-Vienna (Meidling)	GySEV-ÖBB	every thirty minutes, once an hour	≈ 1h 15 min	Possible, except the IC trains and the Railjet trains

County Pest, Budapest and the DKÜ focus area

The area in the focus of the study has central features regarding transport geography, thus it is true about the railway system as well. The length of the railway lines in County Pest is 576 kms, from which only 2 kms are not used. It has high importance for both County Pest and Budapest that the rail transport is supplied by 11 railway and 4 HÉV lines. Expect the Esztergom line (line No. 2) and Lajosmizse line (line No. 142) all the lines are electric. There are however, huge problems with the integration of the suburban and the city rail lines. Regarding the county the Hegyeshalom (line No. 1.), Székesfehérvár (line No. 30.), Cegléd (line No. 100.) lines are the busiest, 140-180 trains work daily in both directions. The railway line between Vác and Budapest has high importance as well (line No. 70.), which plays an important role in the availability of the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube. The length of the break between the journeys is about 15-20 minutes. The Esztergom line is at the edge of its capacity since both the public transport of the suburban and the city lines and the cargo transport are completed on the same old rails, however with the help of a recently won European Union project subsidy (total approximately 56 billion HUF) the railway line will be renewed.¹² As a part of the investment four new stations will be built, and what the most important is, that encouraging the suburban transport P+R parking spaces and bicycle racks will be also built.

The most important international public transport is completed on the Hegyeshalom line (line No. 1.) in the direction of Vienna. Moreover the Budapest- Vác- Szob- Pozsony / Bratislava line is also important regarding the international traffic (e.g. Eurocity trains run on the Budapest- Pozsony / Bratislava- Prague- Krakow- Berlin line). There is a huge deficiency in the completeness of the railway infrastructure of the northern areas; the connections are not complete in the Szob micro-region.

¹²http://hvg.hu/itthon/20121011-esztergomi_vasutvonal_felujitas



13th illustration : The railway system of Hungary. The central role of Budapest and County Pest.¹³

The Hungarian Railway Company / Hungarian Államvasutak supplies the railway public transport, while the Budapest Public Transport Company / Budapesti Közlekedési Vállalat (BKV) completes the city transport. The HÉV is a suburban railway line that assures the public transport of the agglomeration towards the capital from Gödöllő, Csepel, Szentendre and Ráckeve. Regarding railway transport Budapest is the centre of the country. Its general feature is that the railway lines of both the MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES and the HÉV are well developed, however they are all directed to the capital, public transport in the cross directions can only be fulfilled on the roads.

The most important HÉV line on the area of the capital and the DKÜ is the Szentendre line, which has the frequency of the trains of 6 trains an hour in the peak hours. The most important lines regarding the studied touristic centre, i.e. the bend of the Danube area are the following:

- Budapest- Vác- Szob line (Nagymaros-Visegrád is a stop on this line, from which Visegrád can be accessed by ferry from Nagymaros)
- Budapest- Szentendre line (Szentendre, as the most important micro-region on the area of the DKÜ)
- Budapest- Esztergom line (Esztergom, as an important touristic destination)

It is important to add that the main public transport routes going towards the bend of the Danube are located on the left side of the River Danube, while the most important touristic destinations are situated on the right side of the Danube (Visegrád, Esztergom, Szentendre).

It is worth to mention that the construction of the so called P+R (Park and Ride) parking spaces is gaining more and more popularity in the area of Budapest and its suburbs, thus parking places are being created at the interchanges (e.g. close to the railway stations). The goal is to leave the cars in favour of the public transport. Currently the P+R parking network in Budapest has 3594 available parking spaces, thus it supplies the capital with the 1 – 2% of its parking capacity.

The most important railway lines and their relations regarding the DKÜ Touristic hotspot:

¹³ http://www.mkk.zpok.hu/images/vasutterkep_n.jpg

Route	Frequency ¹⁴	Length of the journey ¹⁵
Budapest- Hegyeshalom- Vienna	18 trains	approximately 3-4 hour
Budapest- Esztergom	27 trains	approximately 1 hour 45 minutes
Budapest- Vác- Szob	31 trains	approximately 1 hour 10 minutes
Budapest- Pozsony / Bratislava	12 trains	approximately 2 hour 40 minutes
Budapest- Szentendre (HÉV) ¹⁶	68 trains	approximately 39 minutes

There are several narrow rail lines on the area of the DKÜ,¹⁷ which have touristic importance. They can be found on the settlements: Szob, Kemence, and Nagyörzsöny. The line between Szob to Márianosztra has been renewed with the encouragement of an EU subsidy, and the stop of the line has been relocated to the direct neighbourhood of the MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES station. It is important to add that by further developments being in progress, the line at Szob and the Nagyörzsöny- Nagyírtás lines will be linked, thus creating the line with the greatest level differences on its route in Hungary.

1.1.2.3. Road, bus, coach services

International relations

The international connections in the county, especially in the focus area are not really favourable. Generally speaking, Győr is one of the stops of the coaches departing from Budapest in the direction of Vienna. It is a great problem, that the cities at the two sides of the border do not have direct connections by regular coaches. It would be highly important to create the coach lines between Sopron and Vienna, Sopron and Eisenstadt, Győr and Pozsony / Bratislava, and Mosonmagyaróvár and / Bratislava.

County Pest, Budapest and the DKÜ focus area

The DKÜ focus area- and mainly Budapest, as the capital is regarded as the centre of the international bus services. Volánbusz Plc. With its headquarters in Budapest supplies the coaches in national and international relations, as well as suburban and county destinations. The international coaches depart mainly from the bus station at Népliget, they go to the cities of 14 countries (e.g. Slovakia, Austria, Germany, France).¹⁸

Regional relations

The coach service in the county is supplied by Kisalföld Volán Plc., thus every settlement is connected, available. The availability of the settlements close to the cities is good; however the availability of the small settlements on the peripheral areas should be developed. As part of the multimodality the Kisalföld Volán and the railway companies of the county try to harmonise the timetables of the coaches and the trains, which is encouraged by the fusion of the regional Volán companies. The aim is the development of an effective public transport system in the sense of multi modality as opposed to the private transport methods. The merger of the Volán companies will result in several developments (mutual information system, e-ticket etc...), which re-fuels public transport. These processes could be further encouraged by a transport association that could co-operate and encourage these processes (there are plans about the foundation of an association).

Coach timetable between the cities and the touristic areas:¹⁹

Destination	Number of coaches	Length of the journey
Győr-MosonHungarian óvár	25	about. 1h, 1h 10 min
Győr-Sopron	17	about. 2h, 2h 10 min
Sopron-Fertőrákos	27	about. 20 min

¹⁴ 0, 1 change

¹⁵ With a change of with the calculation of the least changes

¹⁶ Batthyány Square- Szentendre line

¹⁷ <http://www.kisvasut.hu/index.php>

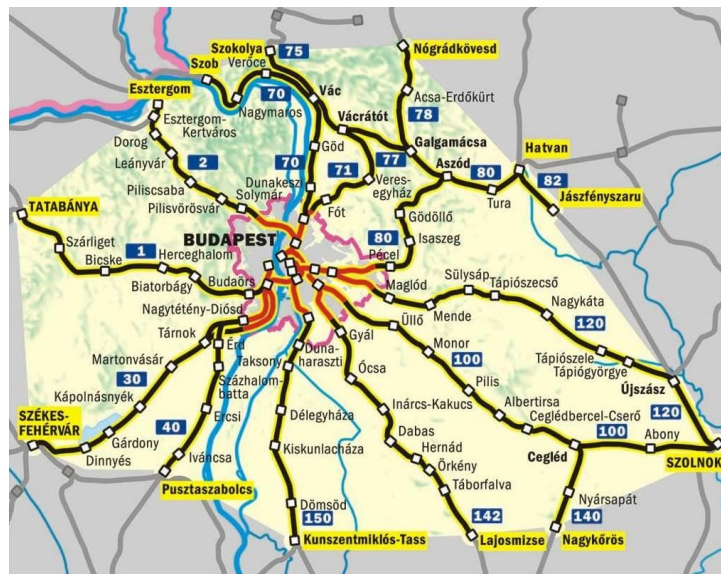
¹⁸ <http://www.volanbusz.hu/hu/tarsasagunkrol/cegismerteto>

¹⁹ www.menetrendek.hu, the numbers of the lines are without change.

Sopron-Sarród	8	about. 50 min
Győr-Sarród	Only with change	about. 2-3 h
MosonHungarian óvár-Sopron	Change in Győr	about. 3-3,5 h

County Pest, Budapest and the DKÜ focus area

The Volánbusz Plc. has 500 coaches daily in the direction of about a hundred cities of the country, thus creating the connection to the centres of the counties as well as the cities with regional importance and the touristic centres. There are coaches in the direction of Győr, Jászberény, Eger and Kecskemét every hour, or even more frequently. About 5500 bus lines supply the transport in County Pest, connecting about 170 settlements and the capital as well as the centres of the regions. On the suburban lines (e.g. Érd, Diósd, Fót) the frequency of the buses are 5, 10 or 20 minutes, thus supplying the commuters with the necessary service. The company plays an important role on those areas that are a bit farther from the centre, since in most cases they are only available by buses (practically speaking these coaches are the only public transport means on these areas).²⁰ In case of the bigger cities (e.g. Gödöllő, Vác) the local transport is also supplied by Volánbusz Plc. The Volán companies, the MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES, the BKV and the HÉV try to harmonise their shuttles, although this harmonisation is still at its very beginning state. In 2005 the Budapesti Közlekedési Szövetség / Budapest Transport Association was founded to foster this process, but unfortunately the unsuccess of the cooperation and the coordination led to the ceasing of this association.²¹ A good coordinating institute would be highly necessary in the area. It is interesting to compare that the journey to Szob can be covered in approximately 1 hour 10 minutes by train, while by bus the best possibility is by one change, and the length of the journey is 2 hours and 25 minutes, but there is a train, that takes this distance in 3 hours with 2 changes. It is also interesting to add, that the although there are only 15 kms between Szob and Visegrád, there is the Danube between them, their availability is absolutely different: on the right side of the Danube there are 16 direct trains to Visegrád with the length of the journey of 1 hour and 20 minutes, while Szob (on the left side of the Danube) can be reached in 2 hours and 20 minutes.



14th illustration : The borders of the BKSZ (Source: S-bahn concept)

The agglomeration destinations of the BKV buses have been a great advantage for the people in Budapest, as well as the commuters. These coaches go in the directions of e.g. Törökbalint, Budakeszi, Budaörs, Gyál and Diósd, thus the coordinated fares make life easier for those using these services.²²

It is worth to add, that the sightseeing by coaches in Budapest is gaining more and more popularity, the so called Hop on Hop off, and the River ride services should be mentioned. Using the services of the former, a double-decker shows the

²⁰<http://www.volanbusz.hu/hu/tarsasagunkrol/cegismerteto>

²¹http://hvg.hu/itthon/20110207_ingazok_arculcsapasa_mszp

²²http://www.bkv.hu/hu/kornyeki_szakaszhatarak_kornyeki_berletek_ervenyessegi_hatarai/a_kornyeki_helykozi_vonaljegyek_ervenyessegi_hatarai

tourists round the city with 25 stops, on 20 languages, thus it can be a great experience for the tourists from any part of the world.²³ The river ride service combines a bus tour with a boating trip, using an amphibious vehicle.²⁴

Bus timetables between the big centres and the touristic areas:²⁵

Route	Number of the coaches	Length of the journey
Budapest-Esztergom	50	1 hour 10 minutes, max 2 hours
Budapest-Szentendre	56	approximately 20-25 minutes
Budapest-Vác	43	40 minutes-1 hour
Budapest-Szob	only with changes, 9	2 hours 20 minutes-3 hours
Budapest-Visegrád	16 (without changes)	approximately 1 hour 20 minutes

1.1.2.4. Traffic by bicycle

The bicycle tourism shows increasing tendencies in the county. County Győr-Moson-Sopron has a favourable situation regarding the bicycle lines as the Eurovelo 6 bicycle road is situated on the northern part of the county, thus according to the estimations about 1.5 million bikers enter the border at the county.

The most popular bicycle road is located along the coastline of Lake Fertő, where there are several facilities for bikers, resting places, and other additional services, and developments are expected in the future as well²⁶. A consortium is expected to gain a subsidy of 450 million HUF for the development of the bicycle roads that will be used mainly for the construction of the infrastructure as well as the maintenance of the existing roads. The length of the already existing lines around the lake (excluding the part between Balf and Fertőrákos) is 130 kms, but with the different side roads it can be even 350 kms. There are information boards besides the bicycle roads as well as services for the bikers. In the framework of the Fertő-Hanság Mobil project the city of Kapuvár was connected to the bicycle road system around the Lake Fertő, and even a bridge was constructed for the bikers close to the Austrian border.



15th illustration: Bicycle roads around Lake Fertő²⁷

The National Area Reconstruction Plan has defined the elements of the national bicycle road system, its most important parts in the county have already been mentioned, since they are the bicycle road along the upper section of the Danube

²³<http://www.citytour.hu/en/index.html>

²⁴<http://riverride.hu/>

²⁵www.menetrendek.hu, a járatszámok átszállás nélkül értendőek

²⁶http://www.kisalfold.hu/soproni_hirek/450_millio_forintbol_fejlesztenek_a_ferto_menti_kerekparutat/2307857/

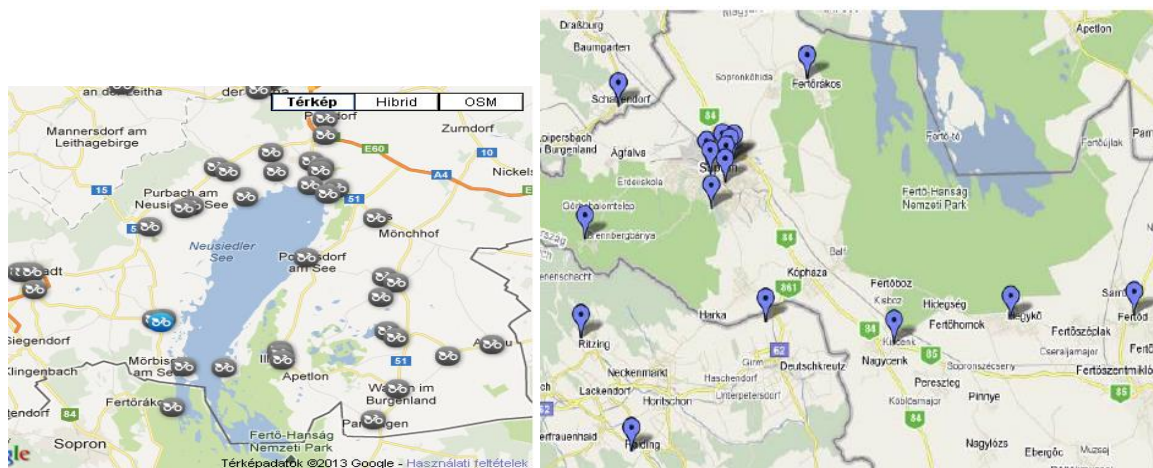
http://www.kisalfold.hu/soproni_hirek/allami_forrasbol_fejlesztik_a_ferto-to_koruli_kerekparutat/2314409/

²⁷<http://probike.network.hu/blog/probike-hirei/a-ferto-to-bringaval>

(Eurovelo 6), the North Trans-Danubian bicycle road, the Balaton-Rába bicycle road and the bicycle road crossing the Trans-Danubian border that may be a national section of the Eurovelo 13 bicycle road (Iron Curtain Trail).

The creation of the connection between the Fertő-Hanság National Park, and the Szigetköz with bicycle roads and the placement of information boards along them as well as the other roads with light traffic, would have high importance.²⁸

It is useful to mention the so called Nextbike system, which is a bicycle rent system based on market needs. Nextbike is available along Lake Fertő on the Hungarian coastline's one section, namely in Fertőrákos, the system is well organised on the Austrian coastline. The Nextbike has higher importance since its station is to be found close to the port in Fertőrákos, thus it is easy to change transport means, the ferry crossing is available (to and from Rust, Illmitz, Mörbisch). Due to the increasing demand a detailed feasibility study has already been completed regarding Sopron and its surrounding areas as part of the GreMo project, which includes the possible stations of the Nextbike system.



16th illustration: The already existing stations of the Nextbike system on the coastline of Lake Fertő, and the possible stations in Sopron and its surroundings.²⁹

County Pest, Budapest and the DKÜ focus area

The sequences of the Eurovelo 6 bicycle road crossing the county, play an important role in the bicycle road system of the focus area (DKÜ), and the whole County Pest. The route itself runs along the River Danube in Hungary, and in the county it reaches several touristic attractions (see them later in the Tourism chapter). However the Eurovelo system plays an important role not only in the tourism, but sectors from the city and from the suburbs can be connected to it, thus it can be an important route for the commuters supplying the acceptable environment. The main goal of the network is to create a system of the bicycle roads having no obstacles, because the EV 6 road is still not continuous, mainly due to the ownership of the land.

One of the most popular bicycle routes is the bicycle road along the Danube. Detailed descriptions are available on several web-sites, where we can read about the sites, spas, baths and other facilities. Szentendre, Tahitótfalu, Szobra, Vác, Zebegény, Visegrád, Göd, Leányfalu are easily accessible by bicycle.³⁰

There have been problems during the construction of the Eurovelo 6 road. For example there is the section between Szob and Zebegény, which is a part of the network. The main source of the problem was that they could not agree with MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES on the usage of the railway embankments. Finally the approval was given and the construction work could be started. This Part of the Eurovelo 6 road plays an important role in the national part of the EV6 road. The EV road as it is basically a touristic road should be 3 metres wide with stops and information boards. The latter are still missing, or they are not in the necessary condition.³¹ However even the evaluation of County Pest underscores that the bicycle traffic in the country is concentrated on the northern part of the county along the River Danube.

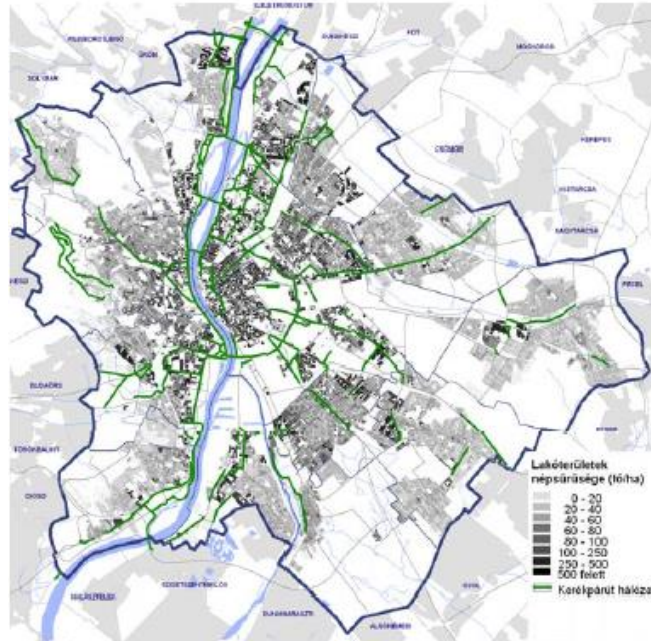
²⁸http://www.gymsmo.hu/index_portal.php?hlid=701

²⁹http://www.b-mobil.info/uploads/contenteditor/nextbike_Sopron_MS_hu.pdf

³⁰<http://www.budapestinfo.hu/kerekparozas.html>

³¹ „Evaluation of the developments in the bicycle transport in the years of 2007-2013.” Prepared by: VitecoLtd.-TerraStudio Ltd.

We can state about the bicycle traffic of Budapest that it is gaining more and more popularity in the city. The length of the bicycle roads in the city is 226 kms, which is far less than in other capital cities, moreover they do not formulate a continuous network.



17th illustration : The relationship between the density of the population and the bicycle network.³²

The most loaded part of the bicycle network in Budapest is the Andrásy Street – the Danube coastline in Buda- Rákóczi Bridge section, where there are 4 000 bikers per day in the summer. There is the so called B+R (Bike and Ride) network in Budapest, which operates similarly to the already introduced Nextbike network, it is a system of renting and parking bicycles, it operates on six venues with 120 available spaces.³³ Regarding the bicycle transport it is worth to mention that there will be an investment in the near future aiming at the creation of a public bicycle network in Budapest (BuBi) that is the continuation of the current Nextbike- or B+R-networks in Budapest. The plan is to create docking points at every 300-500 metres to supply the downtown with a well-operating network. The usage of the bicycles will be free in the first 30 minutes, and then the fare can be paid by bank cards, or by a BuBi card for frequent users.³⁴

1.1.2.5. Transport on water

County Győr-Moson-Sopron, FHNP focus area

Public transport on water in the studied area, in County Győr-Moson-Sopron is only available on the Lake Fertő, and the Danube. The latter is the Helsinki corridor No. VII., which is part of the water transport line on Danube, Main and Rheine crossing Europe. Boating on the Danube is mainly touristic attraction; however the boat shuttle between Vienna and Pozsony / Bratislava (Twin City) has proved to be needed as a means of the everyday public transport. There is a plan for a water bus shuttle project between Somorja and Pozsony / Bratislava with stops at Dunakiliti and Rajka, and even Győr could be connected to it, thus creating a shuttle line among Vienna Pozsony / Bratislava Győr (related infrastructural developments as well as the rehabilitation of the Mosoni-Danube would be necessary)

Regarding the Hungarian and Slovakian shipping on the River Danube 2013 can be seen as a milestone, since within the framework of the Hungary – Slovakia Cross-border Cooperation Programme regular boat shuttle can be founded between

³²Budapest 's development concept, the transport infrastructure of Budapest. (2011)

³³ Budapest 's development concept, the transport infrastructure of Budapest. (2011)

³⁴<http://www.holkerekparozsak.hu/kozelet/kiirta-a-kozossegi-biciklirendszer-kiepitese-re-vonatkozó-kozbeszerzést-a-bkk>

Bős and Dunaremete by 2013. Naturally other service elements will be completed as well, such as the bicycle roads and parking places.³⁵

Touristic boating is a quite popular way of recreation on Lake Fertő, which service is supplied by Drescher Hajózási Társaság / Frescher Shipping Company.³⁶ There are possibilities for boating trips, or thematic trips, moreover boat shuttles (Illmitz, Mörbisch, Rust) assure the connection between Austria and Hungary as well, and on these boat shuttles bicycles can also be transported. The sail boat tourism gaining increasing popularity is important regarding the active tourism as well.

County Pest, Budapest and the DKÜ focus area

Budapest is the most important and the most spectacular venue and port of the boating on the Danube. One of the most popular voyages is the regular ship between Vienna and Budapest along the wonderful landscape of the Danube.³⁷ This route has a great importance regarding our focus area, the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube since the transit traffic of the international shipping transport is fulfilled here.

The ferries are important means of the transport in the DKÜ area, as they release the dividing role of the Danube. Ferry shuttles, pontoon-bridges can be found between for example Szob and Pilismarót, Visegrád and Nagymaros, Vác and Tahitótfalu and Szentendre and Szigetmonostor.³⁸

Regarding the water public transport in Budapest the BKV has the most important place. An European Union project made the regular public transport on the Danube available again. With the help of the approximately 500 million HUF investment the ships can be used with the tickets and the season tickets of the BKV between Újpest and Haller Street from 1st July 2012 with 8 stops altogether. In the peak hours the ships come every 20 minutes and the length of their journey takes 46 minutes. The number of stops is planned to be increased, and the ships will be changed to catamarans. Half a million passengers are expected annually.³⁹

We have already introduced the services of the river ride, i. e. the usage of the amphibious vehicles, which are becoming more and more popular.

1.1.2.6. Traffic informational web-sites and route planners

County Győr-Moson-Sopron, FHNP focus area

There are no sites that would cover the information regarding all the traffic possibilities; however there are web-sites that supply the passengers with information on a sufficient way. The Mobility Centre Sopron⁴⁰ created within the framework of the GreMo project may supply with the most complex information, „not only the sale of the international tickets is their service but also they give competent answers about all the questions regarding mobility, both in Hungarian and in German.” Moreover there are leaflets and brochures introducing the touristic sites around and in Sopron. Also within the framework of the GreMo project a mutual Austrian Hungarian information system has been created under the flag of the mobility, which is available in three languages.

The main informational web-sites on traffic and transport

- www.menetrendek.hu (it is also marked which trains transport bicycles)
- (http://efa.vor.at/gremo/XSLT_TRIP_REQUEST2?language=hu).
- www.gysev.hu (the magazine issued by GySEV every two months supplies the passengers with information regarding the area of the railway company, its allowances connected to the different touristic events, and also introduces the actual touristic programmes)

³⁵<http://www.dunaremete.hu/admin/kcfinder/upload/files/sajtokozlemeney.pdf>

³⁶<http://www.fertotavihajoutak.hu/>

³⁷<http://www.mahartpassnave.hu/webset32.cgi?MAHART@@HU@@38@@602118017>

³⁸<http://internet.kozut.hu/utinform/Lapok/kompok.aspx>

³⁹<http://www.szeretlekmagyarorszag.hu/julius-1-indul-a-bkvhajoz/>

⁴⁰<http://www.b-mobil.info/hu/sopron-gysev>

- www.kisalfoldvolan.hu

County Pest, Budapest and the DKÜ focus area

Personal information points are available for the passengers arriving at the area almost at each bigger station (railway or bus stations). I would like to underline the work of the so called Budapestinfo Point, which is the variant of the Tourinform point in the capital, which has a significant role not only in touristic meaning, but also from public transport aspect as well, because it is the number one issuer and distributor of the Budapest Card. The owner of the Budapest Card can have several discounts and all the BKV public transport vehicles can be used free of charge.

There are several sources of information on the internet about public transport, and its timetables:

- www.menetrendek.hu (it is also marked which trains transport bicycles)
- <http://www.volant.hu/> (both national and international timetables)
- <http://www.bkv.hu/> (timetables of all the means of the public transport in Budapest and its vicinity)
- <http://www.dunakanyar.hu/menetrendek> (timetables of means of public transport related to the bend of the Danube)

Bicycle route planner

County Győr-Moson-Sopron, FHNP focus area

Bicycle route planners are available in Hungary as well, but in several cases they are not updated, they should be maintained. Although the information is not complex for the bikers (e.g. accommodation, bicycle services, etc.) information for the bikers is available on other sites. <http://www.utvonalterv.hu/>

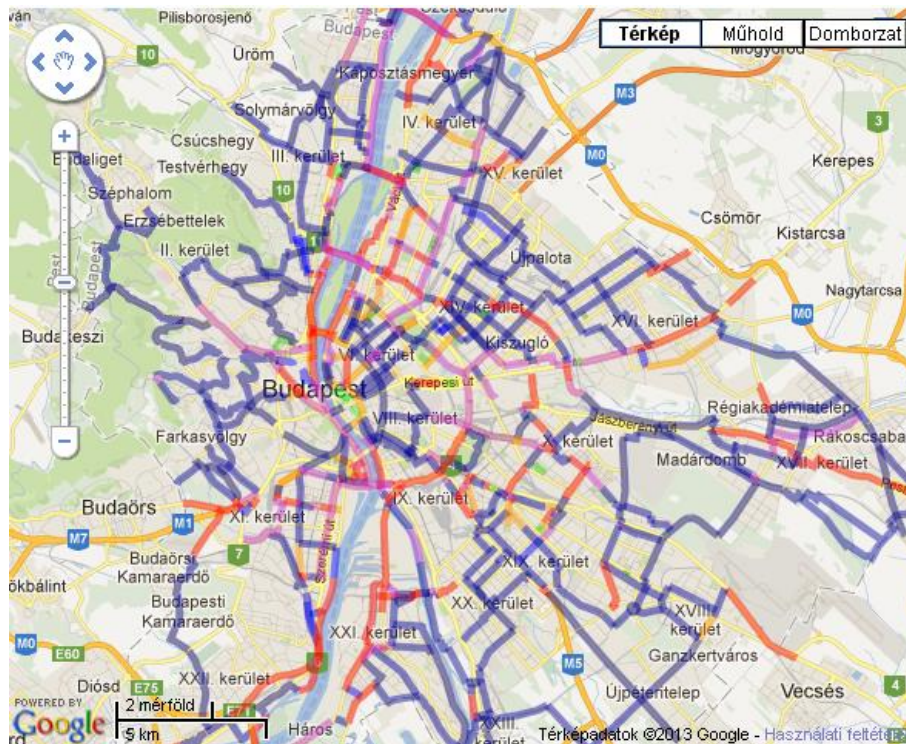
- <http://www.kerekpartura.com/turak.php?id=2>
- www.holkerekparozzak.hu
- www.kenyi.hu (aHUFer some screening the necessary information is available regarding a given section)

County Pest, Budapest and the DKÜ focus area

Due to the increasing popularity of the bicycle usage there are several biker websites offering route planners, route planner availability, and the bicycle map of Budapest is also available.⁴¹ Some route planners, maps:

- <http://www.utvonalterv.hu/>
- <http://www.kerekpartura.com/turak.php?id=2>
- www.holkerekparozzak.hu
- www.kenyi.hu (with different filters we can obtain information on a given route)
- http://geologika.hu/bicikli_hu.html (Route-planner for Budapest)
- <http://www.mozgasvilag.hu/budapesti-kerekparut-terkep/> (Bicycle map of Budapest)

⁴¹http://www.kmsz.hu/sites/default/files/bicbp_2009.pdf



Jelmagyarázat



- teljesen különálló, vagy a gyalogosjárdától jól megkülönböztetett kerékpárút.
- járdán, a gyalogúton haladó, vagy kevésbé megkülönböztetett kerékpárút.
- kerékpársáv / kerékpáros nyom / közös használatú buszsáv
- javasolt útvonal utcákon, utakon
- kerékpárral két irányból is használható egyirányú közút.
- separate bicycle road or well separated from the pavement
- bicycle road on the pavement or less separated from it
- bicycle line / bicycle track / the same line with the buses
- suggested routes in the streets, roads
- one way public road that can be used two way by the bikers

18th illustration : The bicycle map of Budapest. (source: <http://www.mozgasvilag.hu/budapesti-kerekparut-terkep/>)

1.1.3 Tourism

1.1.3.1. Statistic data

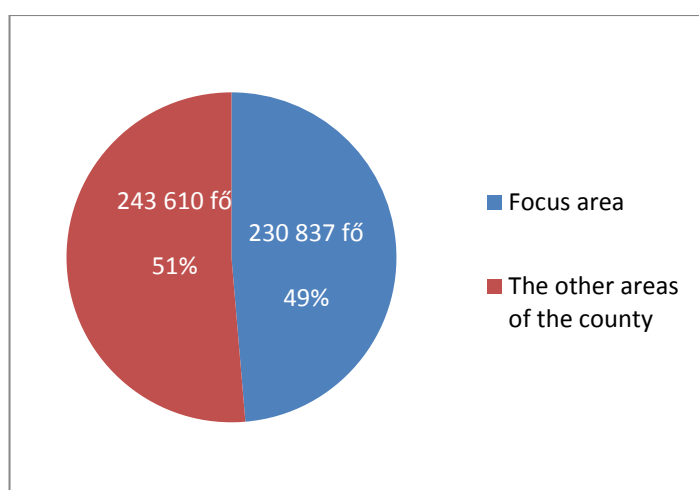
County Győr-Moson-Sopron, FHNP focus area

County Győr-Moson-Sopron and the focus area that is currently being introduced do not have any special touristic brand. Their products are offered on regional level (NUTS II), and West Trans-Danubia is introduced as the 'region supplying forests'⁴², where there is an increased attention paid to the offers and destinations of the county researched in our study. (see later the chapter about Touristic offers).

The main touristic statistic data of County Győr-Moson-Sopron and the focus area i. e. the Fertő-Hanság National Park and the related settlements are introduced. The data of the years 2007 and 2011 are compared, thus we have evaluated the recent processes. The number of the spent nights in the hotels has increased in both the county and the focus area despite the economic crises. In the years between 2007 and 2011 the number of the spent nights in the hotels increased more in the county, however we have to add, that more than the half of the spent nights (58%) are spent in the 27 settlements of the focus area in County Győr-Moson-Sopron (183 settlements).

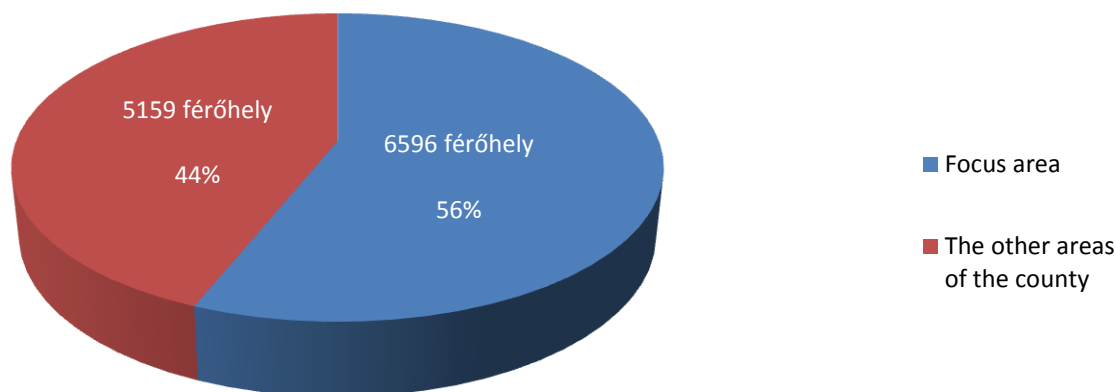
Area	The number of the spent nights in the hotels 2007	The number of the spent nights in the hotels 2011	The rate of the changes in the number of the spent nights in the hotels
County Győr-Moson-Sopron	915 827	1 071 722	+17%
Focus area (27 Settlement)	541 280	618 444	+14%

Regarding the rate of the number of the visitors and the available accommodation the same, half, half rate can be applied, which demonstrates that the touristically most frequented area of the county is the Lake Fertő and the Fertő-Hanság National Park.



19th illustration : The number of visitors in the focus area and in the county

⁴²<http://www.itthon.hu/nyugatdunantul>



20th illustration : The number of available accommodation of the focus area and the county

In the focus area Sopron has the highest number of spent nights as the biggest city of the area, (467 197), which is followed by Hegykő (96 956) and Csorna (15 994). The dominance of Sopron and Hegykő can also be seen in the number of the available accommodation as well as in the number of the visitors.

Settlement	The number of the available accommodation (KSH, 2011)	The number of the visitors (KSH, 2011)	The number of the spent nights in the hotels (KSH, 2011)
Fertő-táj			
Fertőrákos	486	5227	11874
Sopron	4056	192834	467197
Fertőboz	90	776	1755
Hidegség	12	19	41
Fertőhomok	124	298	917
Hegykő	959	21269	96956
Sarród	200	2610	7058
Fertőszéplak	54	549	1479
Hanság			
Fehér-tó	28	15	74
Győrsövényháza	0	0	0
Barbacs	8	0	0
Kóny	0	0	0
Maglóca	0	0	0
Bősárkány	31	256	601
Acsalag	0	0	0
Dör	0	0	0
Lébény	10	0	0
Jánossomorja	44	155	935
Kimle	112	1036	1305
Újrónafő	0	0	0
Csorna	123	1421	15994
Kapuvár	259	4372	12258

Osli	0	0	0
Répcse-mente			
Répcseszemere	0	0	0
Csáfordjánosfa	0	0	0
Nagygeresd	0	0	0
Vámoscsalád	0	0	0

The evaluation of the chart reveals that there are great differences inside the focus area, despite the fact that each settlement is situated on the area of the Fertő-Hanság National Park. The zone located directly at Lake Fertő has the majority of the touristic data (The number of the visitors, available accommodation, number of spent nights in the hotels), while the settlements of the Répcse-mente have not got any touristic activities, and they have not got the necessary infrastructure (hotels, hostels, etc.) either. The statistic data of the area of Hanság shows positive pictures only regarding the two micro regional centres, Kapuvár and Csorna.

If we compare it to the Austrian area of the coastline of Lake Fertő, the differences are significant as well. In the NeusiedlSee Region the number of the spent nights in the hotels (1 439 403) is more than the double of the Hungarian data. There are huge differences in the distribution of the number of the spent nights in the hotels, since while in Hungary only 5 settlements has 10 000 of the number of spent nights in the hotels on the Austrian side this number is 19 settlements. In both the Austrian and the Hungarian areas of the focus area the number of the spent nights in the hotels in Sopron has got the highest value (61 390 people, 467 197 nights spent in the hotels), the second in the row is Podersdorf am See with the population of only 2000 people (378 877 nights spent in the hotels). Comparing the rate of the internal customers we can see, that on the Austrian focus area their rate is higher (72%), than in County Győr-Moson-Sopron (60%).

County Pest, Budapest and the DKÜ focus area

According to the division by touristic areas the focus area of our study, the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube belongs to the Budapest and its vicinity (Budapest, and the northern part of County Pest) Touristic region. Due to the lack of the suitable organisation neither a standard brand nor complex touristic products have been created in the DKÜ and its surrounding areas.

It is quite difficult to study and evaluate the tourism of County Pest separately, eliminating the appeal of Budapest, since the number one target point of the county is the capital. The other areas of the county have different touristic appeal, and they are known by the tourists in different depths, however they cannot be regarded as separate touristic destinations.

Regarding availability it is situated on one of the most frequented areas of the country, evaluating it from either aspect: travelling on public roads, railways, on water or by air.

In the following segment

In the following segment the statistic data of County Pest and our underpinned touristic focus area- i.e. the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube (DKÜ) and the related settlements are introduced. We have collected data from the years of 2007 and 2011 to compare. The significance of Budapest has been revealed upon the data of the tourism as well, since the 88% of the total number of visitors was realised in Budapest, while only the 12% was realised in the other settlements of County Pest.

Based on the statistic data we can see (KSH, 2011) the number of visitors of County Pest and Budapest shows an increasing tendency, and it is characteristic mainly to County Pest. We have to add however, that the number of the spent nights has a slightly falling tendency on the area of the DKÜ. It has been the main destination area of the tourism outside Budapest; however the baths on the southern part of the county are becoming more and more popular among the tourists. Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube has the 40% of the number of the visitors (KSH, 2011), and the 46% of the number of spent nights in the hotels ok (KSH, 2011). Thus we can state that regarding tourism the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube areas of County Pest play a significant role in the tourism of the area.

Area	The number of the visitors (2011)	The number of the spent nights in the hotels (2007)	The number of the spent nights in the hotels (2011)	The rate of the changes in the number of the spent nights in
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				the hotels (%)
Budapest	2 813 139	6 233 093	6 598 989	+5%
County Pest	390 260	600 043	735 795	+22%
The area of the DKÜ (61 Settlement)	157 992	356 320	339 170	-5%

The increasing number of the available accommodation can be stated regarding the county. The available rooms' number has increased from 2557 to 3827, which is the 16% of the available rooms of the Touristic region. The highest number of the available private accommodation can be found in the Szob and the Szentendre micro regions, however based on the tendencies, we can state that the rate of the private and the commercial accommodation is changing in favour of the commercial accommodation possibilities.

In the DKÜ area the number of the visitors reached the 157 992 people, while the number of the spent nights in the hotels exceeded 330 000 nights spent in the hotels, which was distributed among the 6195 people accommodation capacity in 2011. The spotlight touristic focus area has the 15 major destinations of the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube area (15 highest value of the number of the spent nights in the commercial accommodations).

Settlement	The total number of the available accommodation (KSH, 2011)	The number of the visitors (KSH, 2011)	The number of the spent nights in the hotels (KSH, 2011)
Visegrád	1394	77279	167192
Gödöllő	469	18158	38070
Kóspallag	236	11360	17221
Szentendre	958	7208	17043
Pilisszentkereszt	157	8665	16662
Zebegény	255	2081	10529
Szokolya	160	4598	9143
Szigetmonostor	130	2277	7469
Vác	135	2476	7180
Pomáz	146	3558	6686
Göd	262	3192	5821
Kemence	291	2214	5557
Nagybörzsöny	235	2258	5219
Perőcsény	90	2289	4979
Veresegyház	205	2139	4751

Based on the data it is clearly visible that the most frequently visited settlement of the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube is Visegrád with a population of only 1800 people, which covers almost the half of the spent nights in available accommodations in the area. The other important target area is the city of Gödöllő (with more than 38000 nights spent in hotels), and the coming 13 settlements do not have significant differences in the number of spent nights in the hotels. Regarding available accommodation Visegrád and Szentendre have got the most favourable data, while regarding the number of visitors the first three settlements are the same and in the same row as regarding the number of the spent nights in the hotels (Visegrád, Gödöllő, Kóspallag).

We have evaluated the significance of the number of the visitors as well as the number of the spent nights in the hotels in the chosen two touristic hotspot areas, i. e. the Fertő-Hanság/Neusiedler See National Park, and the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube regarding the national data of the same aspects. Concerning the number of the visitors as well as the number of the spent nights in the hotels the 3% was completed by the Fertő-Hanság/Neusiedler See National Park and the 2% of the number of the visitors and the 1.5% of the number of the

spent nights in the hotels were completed by the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube.

Area	The number of the visitors (KSH, 2011)	The number of the spent nights in the hotels (KSH, 2011)
Hungary	8 021 069	20 615 517
Fertő-Hanság NP	230 837	618 444
Dunakanyar KÜ / Spotlight Holiday Area of the Bend of the Danube	157 992	339 170

1.1.3.2. Touristic offers

County Győr-Moson-Sopron, FHNP focus area

The chosen focus area is a considerable touristic destination in the country, which is introduced as highly important by all touristic information systems.

The main touristic offers of the focus area:

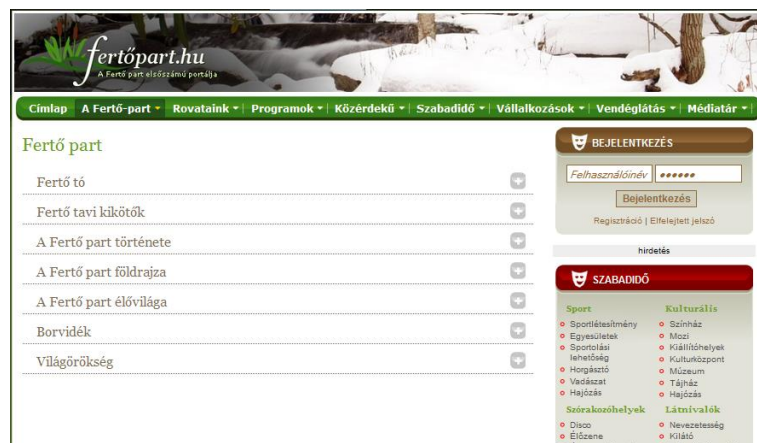
- The Fertő/Neusiedlersee area, world heritage, which was listed as a world heritage by the UNESCO in 2001.
- The Fertő-Hanság National Park, which offers interesting programmes for the tourists throughout the whole year (canoeing on the canals, bird watching).
- The stone mine in Fertőrákos: it is both a natural and cultural value as it is the venue of concerts and theatre performances in the summer.
- Sopron: its fabulous city centre appeal thousands of tourists from all over the world. Sopron is known as the 'City of Loyalty' as well as the capital of 'kékfrankosok'.
- Wine, bicycle and water tourism. (Sopron, Fertőrákos).
- Health, spa and adventure bath tourism (Balf, Hegykő).
- Common cross-border festival tourism (Haydn and Liszt festivals).
- Conference tourism, its main destination is the city of Sopron.
- International music festival in the city of Sopron (VOLT festival).

The main touristic information systems relevant for the focus area:

http://www.fertopart.hu/a_fertopart.html (it supplies the tourists with information about the Lake Fertő and its surrounding areas, offers accommodation and cultural programmes)

<http://www.itthon.hu/>

<http://tourinform.hu/>



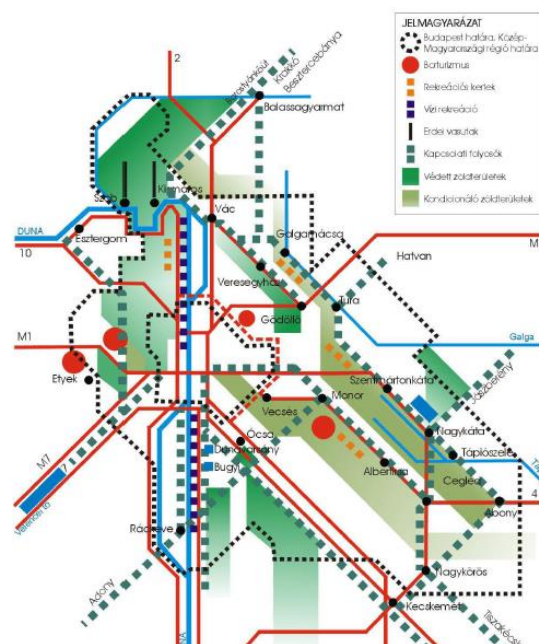
21st illustration : One of the websites of the Focus area (source: http://www.fertopart.hu/a_fertopart.html)

County Pest, Budapest and the DKÜ focus area

A Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube can rely on its own varying local energies, thus its touristic offers are quite colourful:

- The natural treasures of Duna-Ipoly National Park, its unique biosphere has national importance.
- The bend of the Danube, which is the 'most beautiful part of the Danube'.
- Cultural, intellectual, historical heritage: the most important cultural events appeal tourists from several parts of the country, thus it is important to mention the Cultural Weeks of the bend of the Danube and the Palace Games in Visegrád.
- Water sport opportunities on the Danube, and the relaxation linked to the water, even just for one day has a significant appeal.
- Health tourism based on spa baths: baths with high temperature spa water can be found in Göd, Szentendre and Vác.
- Hiking, active tourism: the Duna-Ipoly National Park, and the Börzsöny and the Pilis supply the tourists and their families with wonderful place for hiking. During these hikes the tourists can enjoy the services of the trains with narrow rails, which can be found at several points of the area of the bend of the Danube, and everybody is welcomed on the several cultural programmes even in the spring and the autumn.
- Bicycle tourism: it is enough to think of the bicycle road Eurovelo 6, a significant number of biking tourists arrive at the focus area from different countries. It is also important to add, that the number of biker tourists arriving at the bend of the Danube from Budapest is also increasing continuously, the biker tourism is getting more and more popularity as a way of relaxation.
- Rural or agro-tourism, weekend tourism: the weekend tourism is gaining popularity among the citizens of the capital.
- .

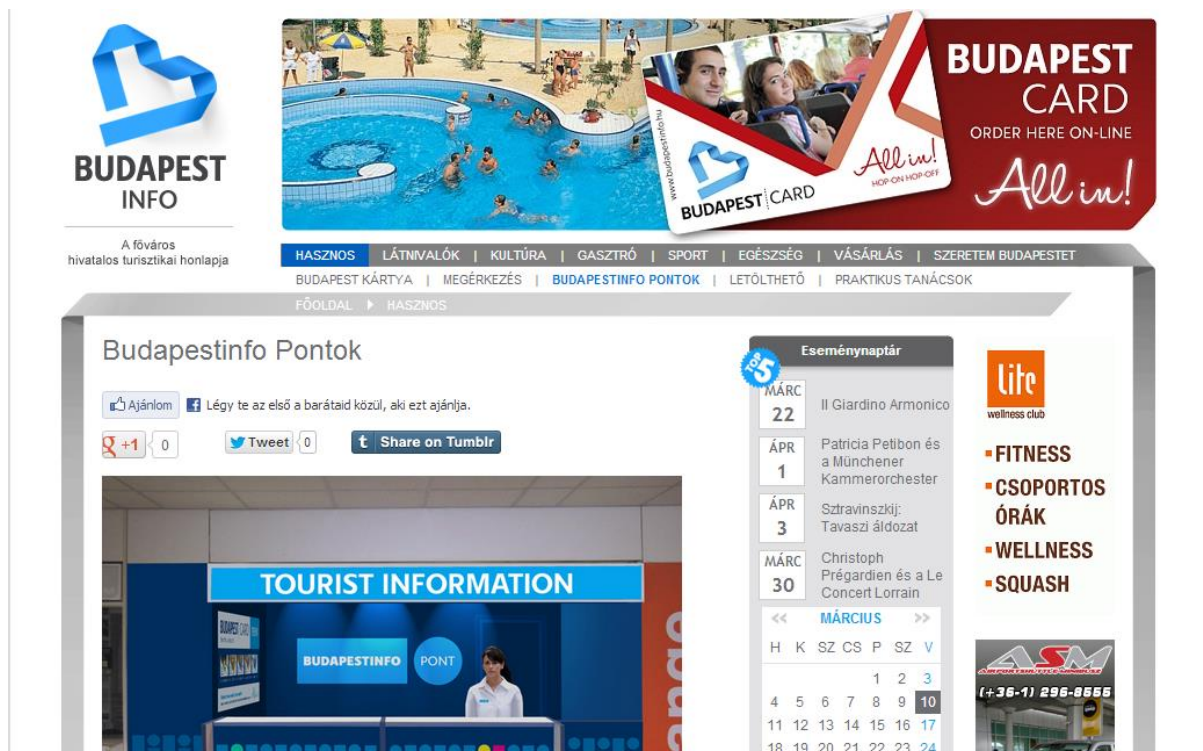
The study of the Hungarian Tourism Plc. with the title of the touristic strategy of the Budapest Central Danube region (2006) has to be mentioned here, which introduces the proposed recreational structure of the area with the help of an illustration:



22nd illustration : The proposed recreational area structure of the Budapest - Central Danube Region⁴³

The touristic offer is even more colourful if we include the offers of Budapest, since the majority of the tourists visit the capital. If they have enough time to visit areas outside the capital, they go to the bend of the Danube and its surrounding areas. The introduction of all the offers of Budapest would be too big a task for this study, thus we mention only a few main areas: several high importance museums (Hungarian National Museum, the Museum of Fine Arts, etc.), its cultural life is really splendid, there are several historic buildings, memorial places (the Castle of Buda, the Houses of Parliament). It is important to add that Budapest is a world heritage venue as well: Budapest – the banks of the Danube, the Castle district of Buda and the Andrassy Road (in cultural category, 1987 + 2002).⁴⁴ The Budapest card offers several discounts for the tourists visiting Budapest, not only the services of the BKV can be used free, but also several entry tickets can be bought with significant discount. The Budapest Info Points supply the tourists with the necessary information, which are the offices of the Tourinform in Budapest.⁴⁵ Some more touristic information websites:

- <http://budapestinfo.hu/budapestinfo-pont.html>
- <http://itthon.hu/budapesteskornyeke>
- <http://dunakanyar.hu/>
- <http://www.utazitthon.hu/dunakanyar.html>



23rd illustration : One of the information websites of Budapest. (source: <http://budapestinfo.hu/budapestinfo-pont.html>)

⁴³ Magyar Tourism Plc: A Budapest-közép-dunavidéki régió turisztikai stratégiája című jelentése, 12. oldal (2006)

⁴⁴ <http://www.vilagorokseg.hu/portal/helyszinek.php>

⁴⁵ <http://budapestinfo.hu/budapest-kartya.html>

1.2 Current development documents, plans.

The planning processes of three years 2012 and 2013 have been spent on the preparation of the next development period of the European Union (2014-2020). The National Development Concept, the Development Strategies of the counties (and the necessary previous studies) as well as several thematic development plans have been completed for the two years of the given period. The development strategies of the counties will have been completed by the end of the spring, thus we could not rely on these documents when this study was written, however we could build on the status analyses accompanying these strategies. Thus we have evaluated the currently valid development documents.

County Győr-Moson-Sopron, FHNP focus area

National Development Concept (National Development 2020)

The study sent for civil agreement regarding County **Győr-Moson-Sopron** defines the following development measures:⁴⁶

- „The diverse development of the human resources: the expansion of the skilled human resources with identity awareness, and communities, the development of well operating health and social services.
- The development of the structure and the system of the economy: the development of the local enterprises, and subsidies for the local business areas, the development of the small and medium sized enterprises, the development of the touristic segment, development of the conditions of the agricultural production, the development of the food industry with consideration of the environmental measures.
- The development of the **TEN-T** transport corridors crossing the county (public roads, railway, Danube), and their interchanges (logistic centres, harbours), and the related network.
- The development of the quality of the environment: environmental and waste handling programme, environmental protection programme, programme for the usage of renewable/ alternative energies.
- The usage of the features of the settlements, the development of their infrastructure.
- **Development of the multi- and interregional relations: more cooperation in the area of the cities n (Vienna-Pozsony / Bratislava-Győr); the development of the county and national cross-border Cooperation, the expansion of the cooperation teams (ETT).**
- The development of the roles as the cultural, educational, economic and medical services and innovative centres of Győr and Sopron (the Cross-border agglomeration centres) and Mosonmagyaróvár, and their role as the development centres of the rural areas.
- The development of the area and economy managing strength of the other cities and the area, the development of their suburban development role.
- The development the peripheral areas of the county.”

West Trans-Danubian Regional Strategy 2007-2013

The following priorities have been defined in the West Trans-Danubian Regional strategy regarding tourism:⁴⁷

- Expansion of the Pannon spa programme.
- Pannon cultural routes.
- The development of eco-touristic (active) programmes on the different areas.
- The development of the commercial accommodations in both quantity and quality.
- The development of the tourism management for the management and sales of the thematic tours and the cooperation based on the areas.

⁴⁶ Az Országos Fejlesztési koncepció és az Országos Területfejlesztési koncepció társadalmi egyeztetési változata- 2012, NTH, 263. oldal

⁴⁷ Nyugat-dunántúli Régió Regionális Átfogó Program, 2007, 91-95. oldal

The following priorities have been defined in the West Trans-Danubian Regional strategy regarding public transport:⁴⁸

- The protection of the environmental values and status (the decrease of the air pollution and noise pollution effects of the transport especially in the big city centres).
- The development of the environment of the settlements (the reduction of the load of the internal areas caused by the traffic).
- The development of the availability in the cities, especially in the living estates and the areas offering a lot of workplaces, to rationalise the transport among these areas.
- The development of the economic competitiveness (the expansion of the rate of the railway and water transport in the global transportation).
- The development of the cross-border cooperation by the development of the public road and railways availability and harmonisation.
- The expansion of the cooperation of the areas (encouragement of the connections of the macro regions).
- The encouragement of the transport connections of the micro regions (The development of the economic role of the rural areas, the centres of the micro-regions).

The development strategy of the West Trans-Danubian Touristic Region's Tourism 2007-2013

- The integrative development of the health tourism.
- The development of the means of the eco-tourism.
- The development of the cultural tourism.
- The development of the family-friendly destinations in the region.
- The expansions of the touristic offers for young people, the development of the quality.
- The development of the conditions of the Senior Tourism.
- Rural tourism.
- Active Tourism: the development of water and bicycle tourism.
- Wine and gastronomy.
- The development of professional tourism.

Cross-border Mobility Burgenland - West Hungary (in the framework of the GreMo Pannonia Project)⁴⁹

The following goals have been defined upon the evaluation and the analyses of the issue:

- The development of the infrastructure.
- The development of the information and the communication.
- The realisation of quality bicycle storages and rest areas.
- Guaranteed bicycle services.
- The registry and categorisation of the bicycle roads in the geographical informational systems.
- The realisation of the mutual quality signs of the bicycle roads.
- The supplement of the existing maps and internet offers.
- The simplification of the connection of bicycle and railway transport.

⁴⁸ Nyugat-dunántúli Régió Regionális Átfogó Program, 2007, 179. oldal

⁴⁹ <http://www.b-mobil.info/hu/projektek/gremo-pannonia>

County Pest, Budapest and the DKÜ focus area

National Development Concept (National Development 2020)

The study sent for civil agreement regarding **Budapest** defines the following development measures:⁵⁰

- „The usage of the advantages coming from the interchange location of the international business channels (e.g. the realisation of a macro-regional logistic function).
- The realisation of a balanced relationship between the city and its vicinity.
- The development of a compact model that assures acceptable environment for its citizens.
- The encouragement of an economic centre role based on values and knowledge, by creating a quality, human-centred, creative environment.
- Assuring public transport that integrates the city and its environment.
- The creation and the continuous development of the public transport, which meets the requirements of the environmental protection.
- The constructed and natural values of the settlement should be protected more efficiently, the development of new values, and the encouragement of the unique character.
- The innovative development of the touristic offer.
- The creation of a public cleaning system that applies to the whole area of the capital, including the maintenance of the public areas, and the creation of parks.
- Since it is a settlement with significant health and spa bath culture, the health touristic developments are important, as well as the cooperation of the organisations related to it, and the formulation of a health touristic cluster.
- The development of the logistic distributional role (by railway, water, in air)

The study sent for civil agreement regarding the County of **Pest** defines the following development measures:⁵¹

- „The development of the economy on several bases, the development of the profit appeal of the area, the better use of the features of the individual regions, the strengthening of the internal relation of the areas, pole-development, the creation of network and clusters, the development of the local economy, and the small and medium size enterprises, the improvement of the service environment and the energy efficiency with special attention to the development of the underdeveloped areas. The encouragement of the knowledge industry, the high-tech industrial branches, the activities with high added value. Balance to the too much centralisation in the capital, the decrease of the rate of the commuters, thus decrease its economic, social, and environmental load.
- The development of the infrastructure, the development of the public transport in the agglomeration, the creation of P+R parking places, the construction of the missing lower level roads linking the main roads and the settlements, the maintenance of the deteriorated roads, finishing the ring-road highway No. M0, the development of the bicycle road network, the construction of the draining system of the surface water.
- The development of the human resources, the development of the quality of the educational, medical and social services. The reintegration of those people into the society who have social deficiencies, the rationalisation of the institutes of the education system, the development of the infrastructure, the development of the education, the protection of the children, the life-long learning. Education to the healthy way of living. The consideration of the market demands at the organisation of the vocational education.

⁵⁰ Az Országos Fejlesztési koncepció és az Országos Területfejlesztési koncepció társadalmi egyeztetési változata- 2012, NTH, 260. oldal

⁵¹ Az Országos Fejlesztési koncepció és az Országos Területfejlesztési koncepció társadalmi egyeztetési változata- 2012, NTH, 269. oldal

- The healthy, innovative and balanced development of the area for the sake of the increase of the well-being of the whole society of the county.”

The area development concept of County Pest 2025- status evaluation

The possible public transport and touristic developments, measures and visions:⁵²

- „The economy of the county stands on several pillars. The scope of the traditional industrial activities is decreasing, however the innovative activities with high quality added value, creative industry, services, and the tourism has gained higher importance.
- Both banks of the bend of the Danube have become international touristic destinations with high importance, the county is the venue of family, recreational and conference tourism. The tourism of the county is characterised by colourfulness, by the several possibilities, and availability in a relatively concentrated space and time. Thematic tourism is easily accessible for both the internal and the external tourists. The bend of the Danube is the venue mainly of cultural experiences, the Mountains Börzsöny and Pilis is a wonderful area for hikers, while the southern parts of the county are the favourite place of those who enjoy riding and rural touristic adventures. There is vivid water tourism on the Danube, there are sanatoriums in the mountains, and there are medical institutes, spa baths and medical rehabilitation centres in the area of the Great Hungarian plain. Those areas of the county that were earlier underdeveloped due to the lack of industry, have gained increased value as the natural beauty has been reserved there untouched. Those tourists who seek rural lifestyles, who are tired of the busy city lives arrive here from the different parts of Hungary, and also from abroad.
- Due to this and the development of the suburban railway traffic the capital can be reached in 30 minutes from any parts of the county either using public transport or by individual means of transport.
- Due to the well constructed bicycle road network supplied with bicycle storages, rest areas, bicycle rent enterprises several people use bicycles on the different settlements while commuting to their workplaces on daily bases.
- The new bridge on The Danube at Vác as well as the highway No. M2 have been constructed.
- The Ferihegy industrial area built on the services of the Liszt Ferenc Airport is the most vivid business area of the agglomeration with the widest network of connections. It is an interchange, where the area keeps in touch with the global industry.
- The organisation of the public transport is harmonised, the vehicles and the service buildings have been renewed with an environmental friendly manner,
- The organization of the transport is coordinated, the vehicles and the buildings have been renovated in an environmentally friendly way.
- The public transport is organized within the region especially by bus.
- The main way of transport in the county is the railway. This causes less crowded ways.

The touristic strategy of Budapest – Central Danube Region

Development measures							
	Budapest	The bend of the Danube	Gödöllő	Ráckeve	Duna Ipoly	Tápió	Other areas
The development of thematic tours	X	X	X	X	X	X	X
The realisation of a spa ring	X	X			X		X
The		X	X	X			X

⁵² Pest megye területfejlesztési koncepciója, helyzetfeltárás, 2012, 244-248. oldal

expansion of the available beds in the hotels							
The organisation of historical, cultural mega events	X	X	X	X			
The inclusion of the protected natural areas in the tourism	X	X			X		
The development of the bicycle road system	X	X	X	X	X	X	X

24h illustration : The main touristic areas of County Pest and the development measures related to these areas (source: Hungarian Tourism Plc.- The touristic strategy of the Budapest-Central Danubian region, 2006, page 56.

Further tasks and touristic development goals in the region:

- The creation of thematic parks.
- The expansion of the number of the touristic accommodation.
- The renewal and development of the baths.
- The development of the conference tourism.
- The usage of the constructed heritage.
- The development of the active tourism and the recreational activities.

1.2.1 The results and the goals of the projects

County Győr-Moson-Sopron, FHNP focus area

Cross-border Mobility Burgenland- West Hungary (GreMo Pannonia)⁵³

The project has been completed with the co-financing of the European Union, in the framework of the Austria-Hungary Operative Programme 2007-2013.

The lead-partner of the project:

- Burgenland Province's Governmental Office/LAD Area construction

Project partners:

- Verkehrsverbund Ost-Region GmbH
- ÖBB-Postbus GmbH (Austrian National Railways Postabus Ltd.)
- Győr-Sopron-Ebenfurt Vasút Plc.

The following goals have been defined during the project:

⁵³http://www.at-hu.net/at-hu/hu/projekt.php?we_objectID=24

- The realisation of the public transport and bicycle mobility centres as the system of coordination points.
- Feasibility study about the foundation of a cross-border transport association.
- Cross-border Austrian transport association.
- The realisation and the development of a cross-border Austrian transport informatics system.
- The development of a cross-border bicycle road network.
- The development of the availability of the regional centres.

Grundlagenstudie NSB AG⁵⁴

The project has been completed with the co-financing of the European Union, in the framework of the Austria-Hungary Operative Programme 2007-2013 .

The lead-partner of the project:

- Fertővidéki Helyi Érdekű Vasút Plc.

Project partners:

- Burgenland Province's Governmental Office/LAD Area construction

The following goals have been defined during the project:

- Data collection: railway constructions, bridge constructions from Neusiedl am See to Fertőszentmiklós.
- The evaluation of the electric guards from Neusiedl am See to Fertőszentmiklós.
- The preparation of the plans of the railway substructures, superstructures and the bridge construction investments.
- The preparation of the investment programme regarding the communication and guard equipments of the Fertővidéki Helyi Érdekű Vasút Plc.

MoveOnGreen⁵⁵

The lead-partner of the project:

- Terueli Province's Self-government(Spain)

Project partners:

- Burgos Province's Development Institute (Spain)
- Thessaly Region (Greece)
- Epirus Region (Greece)
- Shetland-islands Council (United Kingdom)
- EUROMONTANA (France)
- Central Trans-Danubian Innovation Agency / Közép-dunántúli Regionális Innovációs Ügynökség (Hungary)
- Burgenland Region Management KHUF. (Austria)
- BSC – Business Service Centre / BSC – Üzleti Szolgáltató Központ (Slovenia)
- West Pannon Area nad Economy Development Non-profit Service KHUF / Nyugat-Pannon Terület- és Gazdaságfejlesztési Szolgáltató Nonprofit KHUF. (Hungary)
- Vidzeme Planning Region (Latvia)
- Podkarpackie Region (Poland)
- Ministry of Infrastructure and Agriculture (Germany)

The project created in the framework of the Interreg IVC programme has set the fulfilment of the following goals:

⁵⁴http://www.at-hu.net/at-hu/hu/projekt.php?we_objectID=26

⁵⁵<http://www.westpannon.hu/projektjeink/mog--move-on-green>

- The development of the efficiency of the regional development planning regarding the sustainable transport of the rural areas.
- The preparation of a regional analysis regarding the sustainable transport.
- Collection of best practice solutions.
- Encouraging the sustainable mobility.

Fertő-Hanság Environment Friendly Mobility⁵⁶

The project has been completed with the co-financing of the European Union, in the framework of the Austria -Hungary Operative Programme 2007-2013.

The lead-partner of the project:

- The Governmental Office of Province Burgenland /LAD area reconstruction.

Project partners:

- Neusiedler Seebahn GmbH (Fertővidéki Helyi Érdekű Vasút)
- Neusiedlersee-Seewinkel National Park
- Frauenkirchen 's self-government
- Taden's self-government
- Wallern's self-government
- Kapuvár 's self-government

The following goals have been defined during the project:

- The development and modernisation of the local interest railways in Fertővidék.
- The availability of Hanság by bicycle roads.
- The development of the eco-mobility of Seewinkel.

The encouragement of the eco-mobility in the Austrian – Hungarian border region (EMAH)⁵⁷

The project has been completed with the co-financing of the European Union, in the framework of the Austria-Hungary Operative Programme 2007-2013.

The lead-partner of the project:

- Wirtschaftsuniversität Wien

Project partners:

- KTI Transport Science Institute Non-profit Ltd. / KTI Közlekedéstudományi Intézet Nonprofit Ltd
- TU Wien - Institut für Verkehrswissenschaften, Forschungsbereich Verkehrsplanung und Verkehrstechnik

The following goals have been defined during the project:

- The development of the eco-mobility in the border area, especially among the commuters between the two countries.

The winning touristic projects of the Fertő-Hanság National Park in NYDOP⁵⁸

- By bicycle on the Fertő/Neusiedler-See culture area (NYDOP-2.2.1/C-2f-2009-0005)

⁵⁶http://www.at-hu.net/at-hu/hu/projekt.php?we_objectID=29

⁵⁷http://www.at-hu.net/at-hu/hu/projekt.php?we_objectID=599

⁵⁸http://www.ferto-hansag.hu/nyertes_palyazatok

- Touristic developments on the areas of the Fertő/Neusiedler-See culture area, the Rábaköz and the Hanság. (NYDOP-2.1.1/E-09-2009-0011)

Hungary - Slovakia Cross-border Cooperation 2007-2013

„Connecting the touristic centres and the roads next to the Danube by ferry between Dunaremete and Bős (Gabcíkovo).”

The lead-partner of the project:

- Lipót's self-government

Project partners:

- Dunaremete's self-government
- Bős's self-government
- Nagyszombat megye self-government

The following goals have been defined during the project:

- The development of the harbours, and the construction of the roads leading there.
- Individual waste handling of the harbours, the construction of parking spaces in Dunaremete Bős.
- bicycle road's construction to the harbours.
- The purchasing of a 24 m self-propelling ferry.

County Pest , Budapest and DKÜ focus area

S-Bahn concept (The concept of the regional high speed rail system in Budapest)⁵⁹

This concept aims at the development of the public transport on rails in Budapest and its surrounding areas. The main goals of the project:

To maximise the length of the journey from the 85% of the settlements (188) of the county to the capital in 1 hour.

Maximum 2 changes during the journey from all the settlements of the area.

To maximise the length of the journey to maximum 30 minutes from the main points and zones of the city.

Maximum 2 changes during the journey from the starting point to the destination.

The renewal of the Budapest-Esztergom railway line.⁶⁰

The planned renewal of the Budapest-Esztergom railway line will have been completed by the end of the year 2014 with the total cost of approximately 56 billion HUF, which may be completed with a significant European Union subsidy. The following development may be completed during the project:

The construction of 4 railway stations, and the relocation of 2 railway stations.

The modernisation of the railway crossings, and the development of their safety.

The construction of an overhead crossing interchanges in Pilisvörösvár.

The renewal of the railway stations and the electric guards of the related railway lines.

Construction of P+R parking places and bicycle storages.

The realisation of a harmonised bus timetable.

⁵⁹<http://www.fomterv.hu/hun/referenciak/124.html>

⁶⁰http://hvg.hu/itthon/20121011-esztergomi_vasutvonal_felujitas

In the first phase of the project the renewal of the railway lines will be completed (Esztergom-Piliscsaba), while in the second phase the lines will be changed to electric mode.

Szob-Zebegény bicycle road's construction.⁶¹

It is an important element of the road No. EV 6, which was constructed during the rehabilitation project of the city of Szob. Its importance is given by the tourism, since the tourists arriving on the road No. EV6 cross the settlement. The road is unique, since it is located on the shoulder of the railway embankment along the Danube, thus the tourists can admire magnificent scenery.

The realisation of the bicycle public transport system in Budapest (BUBI).

In the first phase 1000 bicycles may be used on 75 places on the Pest side inside the area of Nagykörút and the Városliget, while in Buda in Víziváros and in the university district of South Buda, as well as on the Margaret Island.

For 30 minutes the usage will be free, after that the customers can pay by credit cards.

The realisation of the dispatcher network of BuBi.

The purchase of convenient bicycles.

The availability of mobile applications, websites, online information.

The realisation of the bicycle traffic norms aiming at the transport without accidents.

The total costs of the Project exceed the 1 billion HUF, the amount of the subsidy is almost 900 million HUF..

The realisation of the roundtrip shuttles on the Danube in Budapest.⁶²

The renewal and the development of the shipping transport on the Danube in Budapest were completed with an investment of the value of about half a billion HUF in the framework of the Transport Operative Programme. The goals of the project are the following:

The realisation of new public services.

The creation of obstacle free harbours (available for those people who live with disabilities).

The renewal of the 6 existing harbours, and the construction of 3 new harbours together with the necessary infrastructural developments.

The creation of new green areas, placement of benches, bicycle racks and storages, as well as information boards for the passengers.

The application of security camera systems.

The purchase of vehicles, vessels, where buffet is available, and which are obstacle free (available for those people who live with disabilities), and the public transport service should be of acceptable quality for all the passengers.

⁶¹ „The periodical evaluation of the development of the bicycle transport in the years of 2007 and 2013.”, page 46. Prepared by: VitecoLtd.-TerraStudio Ltd.

⁶²http://www.bkv.hu/hu/projektek/dunai_hivatasforgalmi_vizi_kozlekedes_kialakitasa_budapesten_

1.3 Organisational and legal framework

1.3.1 Organisational framework

On the following pages we are introducing the main organisations on the area of tourism and the public transport of the focus areas in County Győr-Moson-Sopron and County Pest.

Public transport

County Győr-Moson-Sopron, FHNP focus area

There are three main companies which supply transport services on the area of public transport in the focus area as well as the whole area of the county. The main railway service suppliers are the MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES, and the GySEV and on a smaller area the Fertő Helyi Érdekű Vasút (which is practically one of the interest areas of GySEV).

The public transport on the roads, i. e. the operation of the coach system is supplied by the Kisalföld Volán in the county; however on those routes which cross the county, other suppliers also offer their services. In case of the realisation of the planned merger of the Volán companies in the region, the quality of the services could increase; the harmonisation of the timetables would become easier. The mutually used and operated communication system would increase the quality of the communication towards the customers of the services. Another main goal is that via this merger not only the coach services would develop in their quality, but also the harmonisation of the timetables of the coach and the railway services would become more efficient, since their common aim is to make the public use their services rather than their own cars. This merger is expected to be realised in 2015.-

There is no transport association in County Győr-Moson-Sopron or in the region that could encourage the quality development of the public transport. This role is fulfilled by VOR in Burgenland.

County Pest, Budapest and DKÜ focus area

On the whole area of County Pest the main railway service supplier is the MÁV HUNGARIAN STATE RAILWAYS PRIVATE COMPANY LIMITED BY SHARES while the public transport on the roads, i. e. the operation of the coach system is supplied by the Volán companies. Regarding its frequented location the public transport of the capital and its vicinity has got an important role; it has to play a significant role, due to the great number of the commuters from the agglomeration. That is why it is so important that the BKV supplies its services (bus shuttles, HÉV) not only up to the borders of the capital, but also for the settlements of the agglomeration. Thus the customers do not have to change buses or trains so often, buy several seasonal tickets, etc., and they can arrive at their workplaces on a simpler way.

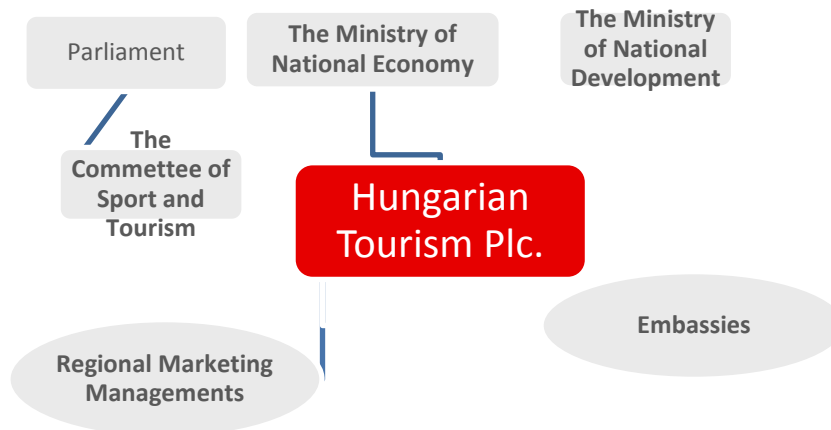
The Transport Association of Budapest could play an important role in the area. The association was founded in 2005 and it ceased in 2011. It is still not known whether another association will be founded or not, that aims at the development, simplification and the harmonisation of the public transport, however the issues of the mutual fares, season tickets, the electronic ticket system, and the harmonisation of the timetables (among the suppliers of the public transport of the county) are still valid problems.

Tourism

County Győr-Moson-Sopron, FHNP focus area

The Hungarian Tourism Plc., the tourinform offices operated by the Tourinform Association, the regional West Trans-Danubian Regionális Touristic Destination Management (TDM), and the local TDM Organisations, which concentrate on smaller areas play the most important role in the touristic life of the county. Several types of information and services (buying tickets, timetables of public transport, brochures) as well as information about the touristic destinations of the area can be obtained in the tourinform offices. Currently two TDM organisations operate on the region, the Sopron Region Touristic Centre Non-profit Ltd., and the For the Tourism of Szigetköz Association. The structure of the Hungarian Tourism network:⁶³

⁶³The system of tourism in Hungary (lecture) by István Tama in the framework of the RECOM project financed in the AT-HU ETE programme



25th illustration : The structure of tourism in Hungary



26th illustration: The Touristic regions of Hungary⁶⁴

County Pest , Budapest and DKÜ focus area

The so called Budapestinfo Points operating on the area of the capital, are significant among the different organisations of the Budapest Touristic organisations, as we could see in case of County Győr-Moson-Sopron, they are the main representatives of the tourinform offices. For the tourists visiting the capital they are the main venues of obtaining touristic information, ordering tickets, or gaining reductions on fares (e.g. Budapest Card). The local TDM organisations are gaining more and more importance, whose common goals are to supply the visitors with complex touristic information by encouraging each other. Currently there are 3 TDM organisations in the Szentendre micro-region, and 2 TDM organisations in the Visegrád micro-region regarding County Pest, under the names of Visegrád és Környéke TDM, and Szentendre és Térsége TDM. The third organisation of the county is to be found in Vác (Vác és Környéke TDM).⁶⁵ It would be highly important to create touristic destination organisations both in Budapest and on the southern part of the county, which is gaining increasing popularity according to the statistic data of the number of visitors, thus the county and the touristic

⁶⁴The system of tourism in Hungary (lecture) by István Tama in the framework of the RECOM project financed in the AT-HU ETE programme

⁶⁵http://www.tdmszovetseg.eu/tdm_szervezetek

region could have the suitable power to represent themselves in the national touristic system, since we are talking about the most visited area of Hungary.

1.3.2 Legal framework

1.3.2.1. *Relevant laws in the transport sector*

2012. yr T/6044. Law proposal about public transport⁶⁶

The basic goal is to create a public transport system that is service centred, and transparent, which encourages:

- The priority of the public transport to the individual means of transport,
- The satisfaction of the requirements of the European Union regarding the regional, suburban and local public transport,
- The operation of an efficient, permanently developing and sustainable public transport.

2005. yr CLXXXIII. Law about Railway Transport⁶⁷

„The law has been formulated by the Parliament with the aim of the realisation of the principles applied to national transport policy, including the Hungarian railway system into the harmonised international railway network, the encouragement of the fulfilment of the demands for environment free services, as well as the development of the safety of the railway transport.”

National Transport Strategy

The National Transport Strategy contains the planned strategic measures of Hungary regarding public transport, its status analyses and the chapter about the strategy were completed in 2012. The status analysis refers to the legal environment, about it is more or less acceptable, (especially the law about public transport), however there are weaknesses in several areas (e. g. environment protection, ITS applications).

The analysis analyses refer to the legal environment as well as the institutional structure: the institutional structure of the Hungarian railway regulations meet the requirements of the European Union, the legal activities of creating new laws are completed by the Ministry of National Development. The authorial rights are possessed by the National Transport Authorities. The law of the public transport (see 2012. yr. T/6044. proposal for law) regulates the related topics with an up-to-date manner, however it lacks the legal requirements of the encouragement of the efficient cooperation of the state and the settlements. Moreover it is important to create (sharing the tasks and the responsibilities).⁶⁸

⁶⁶ <http://www.parlament.hu/irom39/06044/06044.pdf>

⁶⁷ http://net.jogtar.hu/jr/gen/hjegy_doc.cgi?docid=A0500183.TV

⁶⁸ National Transport Strategy, Volume I.: Preliminary concept and strategy, 2012, page 34.

ITS Hungarian National Report 2012⁶⁹

„The main target areas relevant of the national strategic documents related to the intelligent transport services and systems, from the ITS point of view, can be summarised as follows:

- The efficiency of the transport: The creation and the maintenance of the public transport service system, and the optimal usage of the capacities.
- Safety: minimize of the social losses related to the accidents.
- Sustainability: considering the environment and the quality of the life during the development and the operation of the system.
- Competitiveness / economy: the right activities of the country in the international competition via supplying the suitable public transport services.

The following main goals can be attributed to the individual strategic main goals:

- The operative goals (strategic main goal) regarding the efficiency of the transport: the efficiency of the transport among the cities, reduction of the cases when several means of transport arrives at the same time to the same station, the assurance of the mobility in the cities, cargo transport (cross-border transport as well), availability.
- The operative goals (strategic main goal) regarding the safety: the safety of the transport, the safety of transporting hazardous materials, as well as the cargo transport, the safety of transport.
- The operative goals (strategic main goal) regarding the sustainability: environmental effects, energy efficiency.
- The operative goals (strategic main goal) regarding the competitiveness / economy: internalisation of the external costs, the development of the telecommunication as well as the ITS industry.

1.3.3 Financial frames⁷⁰

County Győr-Moson-Sopron, FHNP focus area

The projects co-financed by the European Union, related to eco-mobility and tourism could be applied in the following announcements:

Eco-mobility (County Győr-Moson-Sopron , total):

The aim of the subvention	Operative Programme	The number of the projects and the amount of the subvention
The development of the external transport infrastructure of the intermodal centres(+ preparation)	Transport Operative Programme	1 - total subsidy: 9,71 billion HUF
The construction of facilities for bicycle traffic (+ preparation)	West Trans-Danubian Operative Programme	10 - 1,33 billion HUF
The development of the public transport on rails	Transport Operative Programme	0
The development of the public transport on the roads	West Trans-Danubian Operative Programme	6 - 1,6 billion HUF
The development of the railway system (+ preparation)	Transport Operative Programme	4 - 49,53 billion HUF
The number of the projects created during the AT-HU ETE programme	AT-HU ETE 2007-2013	8 - The total costs of the projects : 15 303 855 €, a The sum of the subsidies: 13 008 276 €

⁶⁹ Ministry of National Development, Report of Hungary about the ITS measures in the coming five years, 2012, page 5-6.

⁷⁰ Source: <http://www.terkepter.nfu.hu/>, a projektek kiválogatása egyéni szűrés alapján

Tourism (County Győr-Moson-Sopron , total):

The aim of the subvention	Operative Programme	The number of the projects and the amount of the subvention
Touristic destination management	West Trans-Danubian Operative Programme	3 - 0,13 billion HUF
The development of the touristic accommodation and service	West Trans-Danubian Operative Programme	22 - 2,04 billion HUF
The development of the touristic appeal	West Trans-Danubian Operative Programme	21 - 13,44 billion HUF
The number of the projects created during the AT-HU ETE programme ⁷¹	AT-HU ETE 2007-2013	11 - The total costs of the projects : 12 655 971 €, a The sum of the subsidies: 10 757 575 €

County Pest, Budapest and the DKÜ focus area

The projects co-financed by the European Union, related to eco-mobility and tourism could be applied in the following announcements:

Eco-mobility (County Pest and Budapest, total):

The aim of the subvention	Operative Programme	The number of the projects and the amount of the subvention
The development of the external transport infrastructure of the intermodal centres(+ preparation)	Transport Operative Programme	4 - total subsidy: 3,18 billion HUF
The construction of facilities for bicycle traffic (+ preparation)	Central Hungarian Operative Programme	39 - 3,07 billion HUF
The development of the public transport on rails	Transport Operative Programme	10 - 342,15 billion HUF
The development of the public transport on the roads	Central Hungarian Operative Programme	26 - 9,07 billion HUF
The development of the railway system (+ preparation)	Transport Operative Programme	5 - 13,47 billion HUF

Tourism (County Pest and Budapest, total):

The aim of the subvention	Operative Programme	The number of the projects and the amount of the subvention
Touristic destination management	Central Hungarian Operative Programme	3 - 0,14 billion HUF
The development of the touristic accommodation and services	Central Hungarian Operative Programme	36 - 3,11 billion HUF
The development of the touristic appeal	Central Hungarian Operative Programme	39 - 22,01 billion HUF

⁷¹ http://www.recom-huat.eu/index.php?article_id=149&clang=1

<http://www.at-hu.net/at-hu/hu/projekt.php>

2 SWOT-ANALYSES

2.1 Transport systems and the structure of tourism

2.1.1 Transport

Fertő-Hanság National Park focus area- County Győr-Moson-Sopron

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Good situational energies, 'gate' between eastern and western Europe. • 2 Helsinki corridors cross the county (No. IV., VII.). • There are sufficient railway connections towards Vienna, and Budapest. • Railway services and the maintenance of the rails going to Austria by GyESEV • The continuous communication between the different players of the public transport and the harmonisation of the different transport means have started. • The bicycle road system, which is linked to the international bicycle road network (EuroVelo No. 6) is being completed in the county. • The bicycle tourism in the county and in Austria has traditional roots (the bicycle roads along the coastline of Lake Fertő). • The development of the bicycle infrastructure elements and services along the coastline of Lake Fertő. • The appearance of the Nextbike system in the county (Fertőrákos). • The existence of the Danube as a Helsinki corridor. • -The renewal of the shipping connections between Slovakia and Hungary (between Bős and Dunaremete) • The operation of the regular ships on the Lake Fertő and the River Danube. • The foundation of the Mobility Center Sopron, which supplies touristic transport information. 	<ul style="list-style-type: none"> • The bad condition of the old roads crossing the border. The dividing role of the Danube (the lack of the bridges, ferries). • Air and noise pollution due to the increasing transit traffic. • Overloaded main roads in bad condition (e.g. road No. 86), and lower level roads badly constructed and maintained. The planned developments of the motor ways, the railway system, the water traffic (ports, water lines) have been delayed. • The connection on the roads is weak between the northern and the southern parts of the county. • The settlements at the border are badly connected to the main roads. • There is no railway connection between Pozsony / Bratislava and Győr. • Regular buses are only available in the direction of Vienna, but there are no coaches to the settlements at the border (the same applies to the Slovakian settlements). • The bad condition and the small amount of the existing bicycle infrastructure elements and at some areas the total missing of the system. • There is no available bicycle route planner with a complex scope.
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • The start of the Danube complex programme, and the participation in it. • The foundation of the CETC ROUTE No. 65 road. • By the connection of the Hungarian road No. 84 to the Austrian road No. A3 the availability of the focus area could be increased. • The demand of the individuals and the communities for public transport is increasing. • Start of regular bus shuttles between the settlements and the settlement groups (e.g. 	<ul style="list-style-type: none"> • The Baltic – Adriatic new European corridor is only available in the county on a secondary level (CETC is not a core area in Hungary), or it may totally avoid the county. • The deteriorating conditions of the public roads, the lack of the maintenance. • The creation of the connections with the neighbouring countries is missing, thus there are a decreasing number of cooperation. • The individual transport is more popular than the

<p>Sopron and its surroundings)</p> <ul style="list-style-type: none"> • Due to the merger of the Volán companies the quality of the bus services has increased. • In case of a possible transport association the harmonisation of the timetables would be encouraged and it could play a coordinating role in the public transport. • The renewal of the railway connections between Pozsony / Bratislava and Győr. • The creation of multimodal interchanges. • The construction of the Iron Curtain Trail (road EuroVelo No. 13) with sections in the county. • The construction of the bicycle roads linking the Fertő-Hanság National Park and the Szigetköz. • The creation of the Nextbike system first in Sopron and then in the other cities of the county. (Győr, MosonHungarian óvár). • By the development of the water infrastructure the sections of the Danube available for shipping could be increased. 	<p>public transport.</p> <ul style="list-style-type: none"> • The necessary bicycle road and infrastructure constructions have not been completed, the existing elements deteriorate quickly. • Due to the missing infrastructural elements the area loses its competitiveness in the bicycle tourism segment.
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County Pest, Budapest and the DKÜ focus area

Strengths	Weaknesses
<ul style="list-style-type: none"> • Well developed relation infrastructure (the area is neighbouring 3 Helsinki corridors). • Excellent macro-net (availability) features. • Well constructed internal – mainly radial – transport system. • Well constructed, centred railway and public road system. • Favourable motor way availability. • Airport with international connections (Liszt Ferenc International Airport). • The rate of the usage of the public transport is relatively higher than in Europe. • Expertise and professionalism in the development of the transport are available. • The total renewal of the Budapest-Esztergom railway line. • The increasing number of the P+R parking spaces. • The BKV coaches appear in the settlements of the agglomeration. • The trains with narrow rails have been renovated. • The capital and the northern part of the county are available by bicycle. • The ships of the BKV have their shuttle journeys again. 	<ul style="list-style-type: none"> • Weak regional management, the lack of cooperation. • The network and the area do not communicate, the institutes are not coordinated. • The different branches of transport do not create an integral network, the lack of cooperation. • The quality of the railway services is not acceptable. The settlements do not use the services of the railway companies to the full. • The bad quality of the low level roads linking the small settlements as well as the main roads. • The airport is not integrated well into the transport system of the region. • The opportunities supplied by the River Danube are not used to the full. • The inter-modality, the integrative features and the interchanges are under-developed. • Cessation of Malév. • The bad availability of the Szob micro-region on roads, and by bus. • The cessation of the Budapest Transport Association. • The southern area of the county is under-developed regarding its bicycle tourism. •
Opportunities	Threats
<ul style="list-style-type: none"> • The economic development forces the 	<ul style="list-style-type: none"> • Due to the individual (settlements) interests the

<p>development of the county into a good geographic place, a business centre.</p> <ul style="list-style-type: none"> • The European subsidies urge the developments of the rail traffic. • The Danube is becoming a main element of the logistics in the directions of east and west as well as north and south. • The availability of the subsidies of the European Union in the 2014-2020 term. • The airport is developing into a collecting, distributing macro element. • The number of the P+R parking spaces is increasing, thus the means of the public transport become preferred to the individual means of transport. • The harmonisation of the timetables, ticket systems in the whole county. • The realisation of the S-Bahn concept. • The construction of further trains with narrow rail in the bend of the Danube. • The re-foundation of a Traffic Association fulfilling the position of a coordinator of the public transport in the area. • The realisation of the BuBi bicycle renting system. 	<p>integrated transport systems cannot be realised.</p> <ul style="list-style-type: none"> • The comparative advantages are lost, the segregation increases. • The increase of the transit traffic the quality of life decreases, and deteriorates the system. • The modal-split is further deteriorating. • The bad relations between the settlements make obstacles in the availability of the services. • The role of the region as a business or regional centre is not increasing, but decreasing. • The environmental and transport conditions of the county are deteriorating. • The Traffic Association is not founded. •
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2.1.2 Tourism

Fertő-Hanság National Park focus area- County Győr-Moson-Sopron

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Valuable natural heritage and the connected institute system: landscape world heritage, National Park, nature parks, protected areas. • There are several spa baths geographically well proportioned. (Hegykő, Balf) • The information and the knowledge about the values of the nature and the environment of our nation as well as the visitors. • The complex existence, usage and the introduction of the natural, landscape, cultural and constructed heritage. • Variable touristic features: thermal and spa water springs, natural values, cultural heritage, events, lakes, rivers and creeks, bicycle roads, vineyards. • Determining touristic destinations: historic cities (Győr, Mosonmagyaróvár, Sopron), the surroundings of Lake Fertő, Szigetköz and the surrounding areas of Pannonhalma. • There are world heritage venues in the county 	<ul style="list-style-type: none"> • The background infrastructure of the bicycle tourism is just roughly constructed, it lacks the networking organisation. • The harmonisation of the higher level of nature protection of the Szigetköz and the tourism is still missing. • The harmonisation of the touristic products and the targeted marketing activities are still missing. • The infrastructure of the bicycle and the water tourism is scattered and deteriorated. • The profitability of the tourism is under its possibilities since there are relative few accommodations with high quality, and there are too many transit tourists. • The touristic goals and target groups have not been defined. • The services that should assure the touristic destinations and entertainments have not got sufficient quality.

<p>(Fertő-táj, the abbey in Pannonhalma), and a new one is formulated (the Roman limes)</p> <ul style="list-style-type: none"> • The central role of the focus area in the tourism of the county. • The increasing number of visitors in the county and the focus area. • Colourful touristic offers in the area. • The formulation of the TDM organisations. 	<ul style="list-style-type: none"> • There are great differences between the settlements on the focus area (number of the visitors). • There are huge differences in the number of the visitors at Lake Fertő and the Fertő-Hanság/Neusiedl See National Park Hungarian and Austrian sides (there are more visitors on the Austrian side) • The missing common touristic brand of the area.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • The increasing national and international demand for the cultural and eco-touristic products and services produced upon unique, local values. • The recently increasing income of the families make the spending of the free time possible, thus the wider usage of the services related tourism. • With the increasing health consciousness the demand for the preventive, active touristic products is increasing as well. • The development of the bicycle tourism due to the increased number of available services. • The connection between the touristic destinations of the county, cooperation between the organisers. • 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • The global decrease in the tourism (The number of the visitors) decreases the international demands on the area of tourism, moreover it increases the competitiveness in the international markets. • Postponing the renovation of the existing, but deteriorating bicycle and water infrastructure. • The charm of the area is decreasing gradually. • The bigger touristic centres are still popular destinations (Sopron, Hegykő, Győr), however the role of the small settlements and towns is decreasing to a minimal level. • The northern part of Burgenland remains more popular as a touristic destination than the focus area.

County Pest, Budapest and the DKÜ focus area

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • The number of the available accommodation has not increased for the past ten years. • Regardless of the national tendencies there is an increase in the number of the visitors in the commercial accommodations of the county. • The difference between the months with the highest and the lowest demand is only 2.5 times. • It is an area with several beauties – a high number of historic and constructed heritages, historic centres of the cities. • The organisation of TDMs has started on several areas, a regional marketing organisation is operating on the area. • Areas with high potentials regarding the development of the area and the holiday resorts, landscapes, areas (Börzsöny, the bend of the Danube, Gödöllő hills, Buda mountains, R/S/D) • A huge area of protected land with varying landscape, natural values. • The county is rich in unique values, historic monuments. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Due to the low number of sights it is difficult to increase the length of the visits (County Pest). • The number of the spent nights in the private accommodation has decreased. • The lack of a bicycle road network, the small number of the services. • The small number of the harbours and the related services, the low quality of the existing services. • The guaranteed programmes are centred in Visegrád and Szentendre, there should be such programmes in the other areas of the county, as well. • Low level of the cooperation of the participants of the tourism. • The decrease of the biologically active areas in the agglomeration areas of Budapest in the county Pest. • The lack of a complex, common touristic brand. • The decreasing number of spent nights in the hotels in Dunakanyar Kiemelt Üdülőkörzet /
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<ul style="list-style-type: none"> • The castle reconstruction activities have started (e. g. Gödöllő) • The areas expecting the status of World Heritage have got high values. • Good availability on public roads, on railways, by air and on water as well. • The formulation of the Dunakanyar Kiemelt Üdülőkörzet / Spotlight Holiday Area of the Bend of the Danube. • The continuous increase of the number of the spent nights in the accommodations of the area Budapest (5%) and County Pest (22%) . • The creation of the Budapest Card. 	<p>Spotlight Holiday Area of the Bend of the Danube.</p>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • The Danube and Budapest are internationally known brands. • Spa baths and thermal water, swimming pools in unique environment. • The good water touristic features of the Danube and the Ráckeve-Soroksár branch of the Danube. • The increase in the second and the third trips. • The increase of the demand for active recreation. • The county is a popular destination for hikers from the capital as well as the region. • The Danube as a high potential (touristic, water supply, transport). • The strengthening of the sustainability mindset. • The introduction of further discounts (like the Budapest card). • 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • The necessary infrastructural developments have not been completed, which would have been needed to Tourism (e.g. in the transport area) • The neighbouring regions offer similar programmes, sights as the county. • The number of the visitors has been decreasing due to the economic crises. •

2.2 Development documents and the results of the previous projects.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • The preparation of Hungary to the 2014-2020 development period of the EU is in progress. • Appropriate level national strategic documents were completed last year. • The realisation of the public administration based on traditional bases (the role of the counties rather than the regions in the development of the areas). • The importance of the ETE projects in County Győr-Moson-Sopron regarding tourism and mobility. • Tradition cooperation between Hungary and Austria. • Increasing co-operational will among the participants of the ETE programmes. • The completion of 10 AT-HU ETE Projects on the areas of the eco-mobility and the development of the transport. • The completion of 11 AT-HU ETE Projects in the area of the tourism. • Unique solutions to the unique, area specific issues. • The reveal and the development of the traditional means of transport (e.g. in the bend of the Danube: the development of the railway network with narrow rails, Budapest: transport by boats). • 	<ul style="list-style-type: none"> • The creation of a new area development system. • The lack of the subsidiarity can be felt in the development documents. • The creation of development documents, but then they are not considered. • There are too many development documents and studies, between which there is no cohesion. • The evaluation documents that have been completed during the current strategic processes are based on statistic data. • The really specific elements aimed at the counties are missing. • The operation of the Hungarian participants of the ETE programmes is uncertain due to the several structural changes, there are financial problems in several cases, and they cannot become the owners of the project. • Quite often the transport projects aim at the development of the soft elements, while the development of the hard elements would be necessary. •
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • The development of a development strategy in line with the national goals, and the local features of the county. • The reasoning of the real demands, the consequent fulfilment, accepting responsibilities. • The participants of the AT-HU ETE projects go on cooperating, while new players are also entering, and new cooperation's formulating. • 	<ul style="list-style-type: none"> • The development plans of the counties are not in line with the real demands. • Due to the great differences in the infrastructure (mainly in the direction of Austria) the number of the cooperation in the cross-border programmes is decreasing. •

2.3 Organisational and legal framework, financial sources

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • The expansion of the nature protection areas, new organisation forms are formulated (nature parks). • The foundation of the TDM Organisations. • Cooperation between the participants with growing intensity. • The availability of the organisations that have a great experience in completing applications. • 	<ul style="list-style-type: none"> • The inefficient usage of the national KÖZOP sources. • Changing institutional system, and positions, functions. • TDM organisations cannot be found everywhere in the country. • There are no individual development sources; the investments are only possible by the usage of the European Union sources. • There are only a few partners in the Cross-border programmes that could get the role of the Lead Partners.
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • The usage of the extraordinary transport-geographic opportunities with the help of the EU resources: the development of the railways, public roads and the water roads, the expansion of the international passenger transport on water and in air. • By the foundation of Transport Associations the organisation of the transport could be more efficient. • The inclusion of the universities and the research laboratories in the developments (e.g. informatics and marketing developments). • The realisation of a common fare system in the public transport, the availability of the e-ticket network. • 	<ul style="list-style-type: none"> • In the years of 2014-2020 the European Union resources will not subsidy the renovation of the lower level roads. • Tourism will not be present among the thematic development areas of the 2014 and 2020 time period. •

3 GOOD PRACTICES

3.1 Soft mobility offers and packages

3.1.1 Complex development of the land segment – The wine region of Sopron⁷²

	Description
General Project Description	The project aims to develop the wine region of Sopron, one of the most popular destinations of the country, in a complex development of the area. Regarding the touristic charm of the area Sopron city and its suburbs should be handled as one unit, since this way higher efficiency can be reached by the development process. Their flagship product is the wine. The project concentrates on three branches of tourism: wine, eco and bicycle tourism. The creation of a wine introducing shop in the so called "Vasalóház" in the historic Main Square of Sopron satisfies a long existing demand. The construction of the segment at Fertőendréd will be the next most important phase of the construction of the bicycle road system along the coastline of Lake Fertő. The third element is the creation of the thematic eco-routes that are encouraged by the eco-diversity and the rich natural resources. The high-quality, competitive development can only be realised by conscious, positioned, target group oriented complex product developments and networking cooperations.
Beneficiaries	Bormarketing Műhely Nonprofit Ltd.
The base of the project	The wine, eco and bicycle tourism should be made more popular, and the creation of the thematic eco-routes.
Financing of the project	West Trans-Danubian Operative Programme (NYDOP-2.1.1/E-09) The planned start of the project: 2009.11.20. The planned finish of the project: 2013.01.25. The total costs of the project: 93 750 572 HUF The total amount of the subsidy: 75 516 907 HUF The rate of the subsidy: 81%
Success factors	The wine region in Sopron is one of the centres of the wine tourism of the country. The beneficiaries would like to introduce this area also via bicycle tourism, since the area of the investments (Sopron, Fertőendréd) is situated along the bicycle roads along the coastline of Lake Fertő, thus the visitors are there and guaranteed in the summer season. The different programmes, events are related to wine (harvest, festivals), and they pose special appeal to the tourists, thus the symbioses of the wine and the bicycle tourism in the wine region of Sopron and along Lake Fertő can be a successful factor. It can become a real success story, if the participant organisations can cooperate with the civil organisations of the area well, which are generally the organisers of these events.

⁷² 'Térképtér' titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

3.1.2 Touristic developments on the areas of the Fertő/Neusiedlersee culture landscape as well as the Rábaköz, Hanság.⁷³

	Description
General Project Description	<p>The aim of the project is to expand the offers based on the natural and constructed values for the visitors arriving at World Heritage Fertő-Hanság National Park, the Sopron – Fertőd micro-region and the Kapuvár micro-region as follows:</p> <ul style="list-style-type: none"> - The eco-touristic development of the nature and environmental values. The realisation of an environmental safety introduction centre in the area of Fertő, which will be unique in the West Trans-Danubian area, and an interactive exhibition in the area of Hanság. - The construction of bicycle roads with touristic goals in Fertőújlak in the direction of Apethlon and on the area of Kapuvár. Bicycle rest places are being constructed along the determined routes in the Kapuvár micro region. Bicycle services accompany the investments, with the cooperation of the realisation of a GPS based bicycle touristic system, and the bicycle repair services. - The development of the harbours with touristic goals: boat port on the River Rába at Rábakecöl. - The development of the religious constructions with local importance: The renovation of the King Chapel in Cirák, the Pieta in Veszvény, the Calvarias in Osli.
Beneficiaries	Fertő-Hanság National Park Management
The base of the project	Investments in eco- and bicycle tourism, and the realisation of the necessary services.
Financing of the project	<p>West Trans-Danubian Operative Programme (NYDOP-2.1.1/E-09)</p> <p>The planned start of the project: 2010. 08.13.</p> <p>The planned finish of the project: 2012.11.12.</p> <p>The total costs of the project: 545 265 456 HUF</p> <p>The total amount of the subsidy: 463 475 638 HUF</p> <p>The rate of the subsidy: 85%</p>
Success factors	<p>The most important advantage of this project is, that it concentrates its investments to an area, the Kapuvár micro region, which is the touristicly least developed region of the Fertő-Hanság National Park (as it could be seen in the statistic data of the number of spent nights and the visitors in the analyses) Regarding bicycle tourism Kapuvár and its surrounding areas are well situated, since they are relatively close to the bicycle road running along the coastline of the Lake Fertő. With the investments of the project Kapuvár and its surrounding settlements will be easier available, moreover, according to the current trends it is not enough to simply develop the availability of the area other accompanying services should also be established. During the project the high quality services have also been taken into consideration (GPS applications, bicycle services, etc.) The local people are quite happy, too, as some local buildings (e.g. chapels) will also be renovated in the framework of the project.</p>

⁷³ 'Térképtér' titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

3.1.3 The bend of the Danube on road, on water by air.⁷⁴

	Description
General Project Description	<p>The basis of the project is the 8404 m² plot located on the Dunakorzó in Szentendre, which is the property of our company. The parking place of the city for tourists is opposite the plot on the other side of the road, the bend of the Danube – Budapest bicycle road runs along the border of the plot in 130 metres, moreover, the plot is bordered directly by the Danube in 120 metres on the eastern border of the area. Currently we start the operation of a hostel with 26 bedrooms and a conference hall, we want to develop the water centre besides the building on the area of the old boat port, we are constructing a 800 m² building for boats with the necessary warehouses, we are building a gang-board, a 100 m² bicycle storage accompanied by the renting service and tour organising office. At the same time a four star hotel with 120 bedrooms will be built, and all these will be integrated into one complex in 18 months.</p> <p>We are organising connected (canoeing – cycling – walking – riding – hang gliding – bird watching) tours, as a result of which we expect the increase of the number of the visitors as well as the profitability.</p> <p>The main goal is: to purchase the boats + the realisation of the boating area.</p>
Beneficiaries	Waterfront Ingatlanfejlesztési Ltd.
The base of the project	The meeting of the different means of transport on the plot, the construction of the necessary infrastructure elements (bicycle storage, port for boating). Organisation of thematic tours.
Financing of the project	<p>Central Hungarian Operative Programme (KMOP-3.1.1/A)</p> <p>The planned start of the project: 2008.10.28.</p> <p>The planned finish of the project: 2009.04.15.</p> <p>The total costs of the project: 100 000 000 HUF</p> <p>The total amount of the subsidy: 35 000 000 HUF</p> <p>The rate of the subsidy: 35%</p>
Success factors	The Dunakorzó in Szentendre may be an appealing destination for the tourists, as it is underlined by the fact that it is the most visited settlement of the bend of the Danube. The travelling of the arriving on water or by bicycle tourists is organised by the project, or there will be quality accommodation available on the plot. In Szentendre the Dunakorzó could become one of the mostly visited place by the tourists, since it may give place not only of a multimodal interchange, but would also supply the visitors with other services (e.g. the organisation of thematic tours) as well.

3.2 Transport and Touristic information system

3.2.1 GreMo Pannonia 2008-2011⁷⁵

	Description
General Project Description	In October 2006. the „b-mobil.info”, a mobility centre in Burgenland was opened in Eisenstadt in the framework of the Austrian, Hungarian Slovakian

⁷⁴ ‘Térképtér’ titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

⁷⁵ http://www.at-hu.net/at-hu/hu/projekt.php?we_objectID=24

	<p>“Sustainable environment friendly transport and tourism on the sensitive areas, based on the example of the Neusiedler See / Fertő-tó region.” shield project. The issues regarding the mobility of the region go to the „b-mobil.info” office, thus it is an information and advice point for the tourists, while the public transport projects use it as a data forwarding and coordinating centre.</p> <p>The project takes measures to the development of the eco-mobility and the regional availability of the Burgenland / West Hungary areas.</p> <p>The following tasks will be completed during the project :</p> <ul style="list-style-type: none"> - The creation of the mobility centres of the public transport and the bicycle transport as a network of the coordination places. - Feasibility study about the creation of a Cross-border transport association. - Cross-border Austrian transport proposal. - Creation and development of a cross-border Austrian transport informational system. - The development of a cross-border bicycle road system. - The development of the availability of the regional centres.
Beneficiaries	<p>Lead partner:</p> <ul style="list-style-type: none"> - Amt der Burgenländischen Landesregierung <p>Project partners:</p> <ul style="list-style-type: none"> - Győr-Sopron-Ebenfurt Vasút Plc. - Verkehrsverbund Ost-Region (VOR) GesellschaHUF m.b.H. - ÖBB-Postbus GmbH
The base of the project	The development of the availability of the regional centres, development of transport informational systems.
Financing of the project	<p>Austria-Hungary Cross-border Programme 2007-2013 GreMo Pannonia 2008-2011</p> <p>The planned start of the project: 2008./04. The planned finish of the project: 2012./12. The total costs of the project: 3 218 270 € The total amount of the ERFA subsidy: 2 735 530 € The rate of the subsidy: 85%</p>
Success factors	<p>The project has proved to be quite useful for those people who live in the eastern part of Burgenland and in the western part of County Győr-Moson-Sopron, especially for those who use the public transport every day. The up-to-date information system supplies the people with reliable information. However this project is useful not only for those people who live in the area, but also for those who visit the area, since there is information in several languages available from the Mobility centres (e.g. Sopron, Eisenstadt). Information about the cultural programmes of the area, accommodation possibilities, public transport means can be obtained at these centres. The availability of the cross-border timetable is a great help for the commuters.</p>

3.2.2 The integration of the coaches as well as the city buses in Sopron and its vicinity.⁷⁶

	Description
General Project Description	<p>The main strategic goal of the project is to develop the coach system as well as the bus system in the city, to increase the satisfaction level of the passengers in the City of Sopron with County Authorisation, as well as in the Sopron-Fertőd micro region. The owner of the investment is a consortium formulated by the City of Sopron with County Authorisation and the Kisalföld Volán Plc.</p> <p>In the framework of the traffic control system will be developed, the new traffic control centre will be built, the intelligent passenger information system will be developed, the green sign requests will be expanded, the integration of the public transport systems will be prepared, an intermodal interchange will be constructed, the timetables will be harmonised, the foundation of a transport association will be prepared, and bus stops, passenger bays etc. will be created and/or developed in 23 places.</p> <p>As the result of the developments the public transport will be more appealing, comfortable and safe, and it will offer better conditions for the travel. The project contains activities for physical and info-communicational accessibility initiatives.</p>
Beneficiaries	City of Sopron with County Authorisation
The base of the project	The construction of intermodal interchanges, availability of the passenger information systems, the expansion of the public transport usage.
Financing of the project	<p>West Trans-Danubian Operative Programme (NYDOP-3.2.1/B-09)</p> <p>The planned start of the project: 2011./12./14.</p> <p>The planned finish of the project: 2013. /12./13.</p> <p>The total costs of the project: 371 703 777 HUF</p> <p>The total amount of the subsidy: 315 948 211 HUF</p> <p>The rate of the subsidy: 85%</p>
Success factors	<p>The development of the public transport in the Sopron-Fertőd micro region, which creates advantages mainly for the people who live there, since the harmonisation of the timetables, the creation of the intermodal interchanges, all make life easier for them. However it can also play a crucial role in the tourism, since it is also important for the tourists how much time the visit of a touristic sight would take using public transport. The foundation of the transport association would lead to further cooperation among the participants of the transport, as a result of which the usage of the public transport may be further expanded.</p>

⁷⁶ 'Térképtér' titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

3.2.3 The development of the traffic control and passenger information systems in the above and underground public transport.⁷⁷

	Description
General Project Description	<p>The project to be completed is a unique and innovative one in Hungary; it aims at the collection, procession, evaluation and usage of traffic information in a systematic manner to assure the development of the competitiveness of the public transport systems.</p> <p>The development, which will be completed by the BKK, is mainly development in the areas of the information and communication technology. The traffic control system assuring the cover of the whole vehicle park guarantees the availability of the updated data, which secures significant increase in the efficiency in both the traffic control system and the passenger information system; moreover it encourages further processes of the company.</p> <p>It is important to add that in case of an emergency situation (accident, technical problem, natural disaster or catastrophe etc.) it is the responsibility of the supplier to inform the users of the service immediately and correctly. This task will be possible with real-time data on the information boards available on the vehicles and in the stations, stops after the project is completed.</p> <p>Planning, operation of the functionality of the traffic control system as well as the passenger information system, and high quality service of the passengers will be created with this investment in the framework of this project.</p> <p>Via the fulfilment of this project the services will be improved and will become more reliable, thus the competitiveness of the public transport sector is increasing as well.</p>
Beneficiaries	BKK Transport Centre in Budapest Plc.
The base of the project	The realisation of a state-of-the-art traffic control system and passenger information system based on real-time data, informatics developments for a sustainable and better quality public transport system.
Financing of the project	<p>Central Hungarian Operative Programme (KMOP-2.3.1/A)</p> <p>The planned start of the project: 2010./10./27.</p> <p>The planned finish of the project: 2013./03./31.</p> <p>The total costs of the project: 5 000 000 000 HUF</p> <p>The total amount of the subsidy: 4 000 000 000 HUF</p> <p>The rate of the subsidy: 80%</p>
Success factors	The usage of the so called real-time data is unavoidable in the state-of-the-art public transport. For the sake of preciseness and reliable passenger information these data appear on passenger information boards, thus we can immediately know which bus is available at which point, and the services of which shuttle we should use. This system could play a significant role in the tourism as well.

⁷⁷ 'Térképtér' titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

3.3 Strategies and plans

3.3.1 Feasibility study: Next Bike - Sopron⁷⁸

	Description
General Project Description	<p>One of the studies of the GreMo Pannonia Project completed in the framework of the Austria-Hungary Cross-border Programme was studying the opportunities of creating a Next Bike system in Sopron and its vicinity. What is Next Bike?</p> <p>As the basic element of the system bicycle stations are constructed at different locations of the settlement. Before the first usage a free of charge Next Bike customer account has to be opened, which is available via both mobile and the internet. To assure the bank data given, one Euro has to be transferred. This amount appears on the account and it can be used for rent later. By a single registration the customer can rent 4 bicycles at each Next Bike renter, in case of necessity, even more at a time. After giving the number of the needed bicycles the customer gets the code needed for the opening of the locks. In case of stops the bicycle can be locked and unlocked by this code. After finishing the usage the customer phones the centre again and gives the number of the bicycle and the location. Moreover, the bicycles are available not only for individuals, but for groups or events as well.</p> <p>The basic aims of the foundation of the Next Bike system:</p> <ul style="list-style-type: none"> • supply an alternative option for the quick, cheap and available journeys in the downtowns, • to change transport from the motorised means to the usage of bicycles in the downtowns, and thus the reduction of the environmental load, • saving money and time, • fostering sustainable transport, • profit for the society and health. <p>The study describes in details where the docking stations of the bicycles should be, where and how many bicycles would be placed in Sopron and its vicinity. A detailed cost calculation is also available, and according to this cost calculation the total costs of the realisation of the Next Bike system on the given area would be 80 000 €.</p>
Beneficiaries	-
The base of the project	The realisation of an alternative way of transport, the expansion of the bicycle culture..
Financing of the project	The total costs of the project: approximately 80 000 €
Success factors	The bicycle transport is one of the most dynamically developing segments of the public transport. The Next Bikesystem operates as a renting system; however it is much easier to use it. This practicality and simplicity are the keys to its success, since it is easily available, reliable and can be used as long as the tourists need them. It is a quite appealing way of transport both for the tourists and the local people as it is easy to use and also a cheap way to reach one's destination. It is also simple to pay the fares as it can be completed by even the usage of the bank card.

⁷⁸ http://www.b-mobil.info/uploads/contenteditor/nextbike_Sopron_MS_hu.pdf

3.3.2 The creation of the bicycle community public transport in Budapest (BuBi)⁷⁹

	Description
General Project Description	<p>Basically this project operates the same way as we have already introduced it via the Sopron example. The Next Bike system, which will be available by the summer of 2013:</p> <p>The project introduces the realisation of the Communal Bicycle Transport System / Közösségi Kerékpáros Közlekedési Rendszer (KKKR) in the downtowns of Budapest. The KKKR is a new community public transport service which is easily available for everybody on the areas where great number of passengers is generated, since they are located close to each other and there are low fares for the usage of the bicycles. By this system, similarly to the traditional systems, the possibility of the one way transport is assured.</p> <p>The area covered by the project is the most densely populated area of Budapest with the highest number of passengers, and its area is approximately 12.75 km². The area lies between the Margaret Bridge and the Petőfi Bridge, on the Pest side in Nagykörút- Városliget Újpesti quay, on the Buda side Széna Square - Margit avenue, the coast of the Danube, and the Pázmány Péter Alley.</p> <p>The system is served by 74 (in Pest 58 – in Buda 15 – on Margaret Island 1) station, with 20 docking places per station. The distance of the stations is 560 m as the average. The number of the bicycles used in the system is 1011. The taking and the returning of the bicycles are self-service on the automatic stations, using bank cards or credit cards and/or mobile phones. The place of the returning of the bicycles within the system can be at any stations. The stations are created in public areas (parking alleys and on pavements) close to the important traffic interchanges, as well as at the frequent destinations that are far from the stops or stations of the public transport. The system runs 24 hours. The planned fare system urges short time and short distance trips, thus the usage within 0 to 30 minutes is free, in 30 to 90 minutes it equals with a ticket of a BKV line journey, in longer than 90 minute period it equals with 2 BKV tickets per hour (progressive fare system).</p> <p>The elements of the system to be built:</p> <ul style="list-style-type: none"> - the bicycles: they are specially made for the increased load due to the communal usage (with special features for docking) - docking stations: the bicycles for rent can only be obtained from the docking stations and they can only be left there, with their system they assure the automatic rent and return of the bicycles, and the safe parking of the unused bicycles. - the customer registry sub-system: it is necessary to register the customers for the sake of the sustainable usage. Thus the user of the bicycle can be identified

⁷⁹ 'Térképtér' titled web based project data base created by the National Development Agency. (www.terkepter.nfu.hu)

	<p>and in case of necessity can be liable for the rented bicycle.</p> <p>- maintenance sub-system: it assures the continuous availability of the bicycles and the docking stations. The maintenance system repairs the problems occurring from everyday usage as well as due to vandalism, and in case of theft they supply new bikes.</p>
Beneficiaries	BKK Transport Centre in Budapest Plc.
The base of the project	The realisation of an alternative way of transport, the expansion of the bicycle culture..
Financing of the project	<p>Central Hungarian Operative Programme (KMOP-2.3.1/A-09-2f)</p> <p>The planned start of the project: 2012./11./30.</p> <p>The planned finish of the project: 2013./08./26.</p> <p>The total costs of the project: 1 058 810 000 HUF</p> <p>The total amount of the subsidy: 899 998 500 HUF</p> <p>The rate of the subsidy: 85%</p>
Success factors	<p>The success factors are generally the same as in case of the Sopron example. However it is important to add that in this case we talk about a much greater number of users either regarding tourism or the everyday customers of public transport.</p>

4 THE REGIONAL „STATE OF ART”- THE FACTORS OF SUCCESS

4.1 Success factors in the area of „Soft Mobility” offers and packages

	Success factors
Organisations	<ul style="list-style-type: none"> - The cooperation of the participants of the public transport. - The cooperation of the public transport and the Touristic Organisations is inevitable for the successful attraction of the tourists. - Passing the knowledge among the participants. - The preference of the complex, regional developments instead of point-like developments, the harmonisation of the complementing developments of the participants. - Mutual communal informatics systems for the better transparency. - The adaptation of the good practices in the transport system. - The creation of a transport association would help the coordination and the organisation of the public transport of a given community. - The merger of the Volán companies. - The existence of the project taking participants (long-term) -
Finances of the services and the packages	<ul style="list-style-type: none"> - Most of the Hungarian organisations have completed their developments with the aid of a European Union subsidy. - They do not have any separated sources for further developments. - In the 2014-2020 development phase there will be possibilities for developments in the area of the transport, but less in the infrastructure, rather in the area of soft mobility. - The cooperation of the participants of the communal public transport and their mutual application activities can lead to complex development effects. - Calculated financial environment.
Demands	<ul style="list-style-type: none"> - The expansion of the soft mobility elements regarding both the region and the target group. - To define the development rates based on the opportunities of the area as well as the demands of the population. - Considering the public transport, which is gaining more and more popularity, and the demands of the population. - The realisation of the complementing elements of the infrastructure (bicycle storages, P+R parking spaces, etc.) - Interchanges of several means of transport (bicycle, train, bus). -
Organisational features	<ul style="list-style-type: none"> - The maintenance and the development of the already existing services are extremely important. - Real cooperation is necessary among the different organisations, thus the operation of the services can be even more efficient. - Cross-border, cross-county, cross-regional packages -
Packages' features	<ul style="list-style-type: none"> - These packages generally appear in the cooperation of the tourism and the transport. - Nowadays the creation of the thematic packages becomes more and more fashionable. -
Additional measures	<ul style="list-style-type: none"> - Continuous control during the assurance of the services.

	<ul style="list-style-type: none"> - Considering the local demands, and the local issues. - Including additional organisations, expanding the co-operational opportunities. -
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4.2 Success factors on the areas of the transport and the touristic information systems.

	Success factors
Organisations	<ul style="list-style-type: none"> - The cooperation of the organisations has a crucial role. - The passing on the „know-how“, i. e. the experiences among the participants. - The cooperation of the organisations related to the public transport with the universities and the research institutes. - The cooperation of the Touristic Organisations and the Transport Organisations in favour of the foundation of the suitable information systems (e.g. Mobility Center Sopron) - The foundation of the TDM Organisations.
Finances of the services	<ul style="list-style-type: none"> - The developments are initiated with the help of the European Union resources, but the maintenance and the sustaining are the tasks organisations. - It would be important to create a mutual fare system for the different means of the public transport; its creation could be highly encouraged by a transport association. - By the usage of the renewable energy sources long term the finances can be reduced. -
Demands	<ul style="list-style-type: none"> - Increasing reliability of the information. - Availability of real-time data. - The supply of information on several languages either on the information boards or at the information points. - Other suppliers' information should also be available at the same place (e.g. route planners, services, garages, the availability of museums, accommodation, etc.) - The availability of the information sources in the quality and the quantity based on the demands. - The availability of the timetables and routes of several means of public transport. - The realisation of a touristic marketing system covering the whole area. - There would be demand to found a transport system to realise the harmonisation of the timetables. - Prevention of the ruining the information boards. - The realisation of equal opportunities for the customers of the services (for people with different disabilities, sight, hearing or physical). -
Organisational features	<ul style="list-style-type: none"> - The Smart information boards are popular. - On one information point we can obtain almost all kinds of information about the touristic destinations of the area, as well as about their availability (e.g. Mobility Center Sopron)

Additional measures	<ul style="list-style-type: none"> - Continuous informatics developments. - The availability of up-to-date information. - további szereplők bevonása a minél szélesebb tájékoztatás érdekében - The inclusion of further participants for the sake of the information of the wider public. - Continuous trainings for the development of the human resources. -
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4.3 Success factors on the area of the preparation of the strategies and the planning.

	Success factors
Marketing strategies	<ul style="list-style-type: none"> - A whole area should prepare its own marketing strategy, rather than separate organisations for their own interests, the participants should be included in the marketing strategy of the area, helping and complementing each other (continuous contact is necessary among the regarded stakeholders). - Regional mindset should gain space. - Preparation of strategies for several thematic areas (folk art, local products, spa baths, etc.). - Wide introduction of the touristic and transport offers and opportunities. - The formulation of the touristic brand of the given area. - The introduction of the cross-border relations.
Development strategies	<ul style="list-style-type: none"> - Continuous cooperation during the strategic planning process among the related participants. - The considering the possibilities and the specialities of the area during the preparation of the strategy. - The existence of a reliable development environment and organisation background. - The availability of the human capacity in the necessary quantity and quality. - The regional and area TDM Organisations may play important roles in the touristic strategies. - The inclusion of the national measures in the regional development documents. - The strategies should not be just a compulsory task to fulfil, rather real sign posts for the developments and trends. - The existence of the subsidiarity in the regional strategies. -

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