

## **Environmentally Sustainable Transport And Tourism In Sensitive Areas, Lake Neusiedl Region Fertő-Tó Austrian-Hungarian-Slovak MoSeTo Umbrella Project**

**- Summary by Sybilla Zech -**

### **Project background**

The ecologically sensitive Lake Neusiedl region requires very careful management of transport and infrastructure matters and has a high potential for sustainable development. Based on a pilotstudy it was chosen as an exemplary, model for eco-mobility. The Land Burgenland and the Federal Ministries of Environment, Transport and Economic Affairs initiated the cross-border, Austrian-Hungarian-Slovakian umbrella project "Environmentally sustainable transport and tourism in sensitive areas, on example of the Lake Neusiedl - Fertő-Tó region. The project is supported by the European Union. Partners for Implementation are communities, providers of public transport services, Neusiedlersee Tourism Agency (NTG) and the National-Park Lake Neusiedl and others.

The strategies and measures of the modules of the umbrella project concerne regional, touristic and transport development.

- Modul 1: Innovative, sustainable public transport
- Modul 2: Cross-border mobility centre - implementation of make IT
- Modul 3: Eco-mobility & eco-tourism
- Modul 4: Sustainable commercial transport and regional development
- Modul 5: Implementation of tailored infrastructures and new vehicle technologies

Environmentally friendly transport during stays in the region is promoted within and for travelling to the region in combination with attractive eco-tourism packages.

### **Example 1**

Buses for the rural communities Breitenbrunn, Purbach and Mörbisch to provide innovative, sustainable public transport



Improving the mobility of the local population and of tourists by offering new, comfortable public transport modes - tailored to meet the needs of the sensitive region - at reducing the dependency on private cars and at protecting the environment in a sustainable manner.

### **Example 2**

The Neusiedler See Card is an "Ecomobility key" for all eco-tourism services and for public-transport.

### **Example 3**

Mobility Management for the ISAF World Sailing Games 2006

An environmentally orientated routing and traffic concept for the visitors and the whole region will guarantee a reduction of the traffic problems. Public Transport Users are privileged VIPs. A Green Card offers an environmentally friendly package deal.

### **Challenges:**

- To bring partners and stakeholders together
- To build up hubs for communication between tourism and public transport providers
- To make politicians be interested

### **Obstacles:**

- The current image of car-tourism ("feel free, feel comfortable")
- The lack of good and easily available information about public transport (barrier for users)

### **Recommendations:**

- To share Good Practice, e.g. International Garden Exhibition IGA (Bodensee), Gymnaestrada 2007 (Rheintal), Swiss EXPO 02
- To support pilot studies and projects from regional national, EU and international level leading to overall general programs on eco-friendly travelling, e.g. Klima:aktiv initiative
- To transfer results and methods between the regions, e.g. Lakes of Trebon, Lake Balaton, North-Italian Lake-area, Lake district, Camargue

- To promote the bicycle and to provide facilities and opportunities for "bikers", e.g. "Hop on Hop off" buses and trains, packages for cyclists, bike-parking facilities, rent-a-bike systems, ...

**For further information please visit also [www.sensiblegebiete.at](http://www.sensiblegebiete.at),  
[www.neusiedlersee.com](http://www.neusiedlersee.com)**