

Delivering **E**fficient
Sustainable **T**ourism
with low-carbon
transport **I**nnovations:
Sustainable **M**obility,
Accessibility and
Responsible **T**ravel

DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Action Plan for Lake Balaton Region

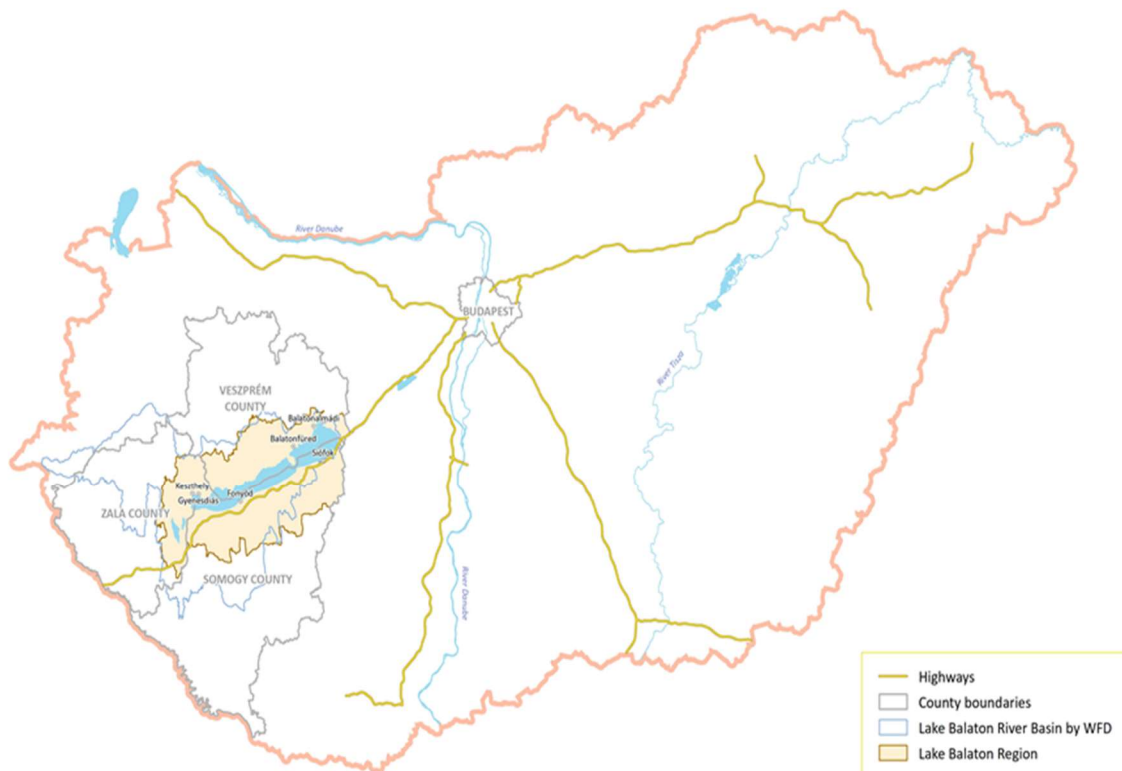
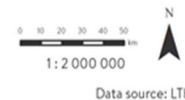


November 2020

Map of Lake Balaton Region / Partner info



LOCATION MAP OF LAKE BALATON REGION



Lake Balaton Development Coordination Agency is a non-profit public interest company. It was established in January 2000 by the Lake Balaton Development Council. The Agency performs professional and operative duties promoting the development of the Lake Balaton functional Region (LBR) in accordance with the scope of the competence and activities of the Council defined by the Act XXI of 1996 on Regional Development and Spatial Planning. Therefore, the basic activities of the Agency are supporting decision-making and implementation, including for example the execution of the long-term regional development concept of the LBR. The Agency also contributes to the implementation of the Lake Balaton Region Development Plan.

The Agency carries out tasks related to the programming process of the Lake Balaton Region regarding to national and EU terms. It has actively participated in planning activities related to the EU programming periods. It elaborated the long-term regional development concept (2014-2030) for the Lake Balaton Region that was approved by the Council, and accepted by the Government decree no. 1821/2015 and 1861/2016.

A priority task of LBDCA is managing the allocation of development funds and implementing targeted projects based on decisions of the Council. In addition, the Agency assists the planning and implementation of national sectoral strategies (e.g. water management, climate change, nature conservation), as well as local and micro-regional plans (such as environmental management plans and climate adaptation plans).

LBDCA also works with domestic and international partner organisations to launch forward looking initiatives focused on sustainability issues.

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The **DESTI-SMART** project Management and Coordination Unit would appreciate receiving a copy of any publication that uses this action plan as a source, to e-mail: communication@desti-smart.net

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November 2020

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC_(2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

www.interregeurope.eu

DESTI-SMART Project

Integration of regional/local policies for Sustainable Mobility, Accessibility & low-carbon Responsible Travel, with policies for efficient sustainable tourism towards a low-carbon economy, requires particular attention in the EU. This is a common challenge that public regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism travel flows (including in South Europe, coastal, maritime & insular, mass tourism destinations). Immediate action is needed through interregional cooperation to capitalise best practices, improve policy instruments & prepare action plans with implementation monitoring & evaluation.

The DESTI-SMART project, addresses the above towards 'Smart Destinations', for sustainable & responsible tourism development in Europe, with low-carbon, multimodal sustainable mobility & accessibility.

The overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building.

The following pressing issues are addressed:

- Investments in low-carbon transport systems for mode shift to sustainable tourism mobility, incl. Electro-Mobility
- Intermodality facilities for visitors, including ICT, Mobile Aps & MaaS
- Accessible tourism for all
- Cycling & Walking facilities & promotion for visitors.

Main outputs:

- policy learning & capacity building for public authorities & their stakeholders
- improved policy instruments & action plans in 9 destinations, with close involvement of stakeholders
- advances in EU2020 objectives
- communication & dissemination learning materials.

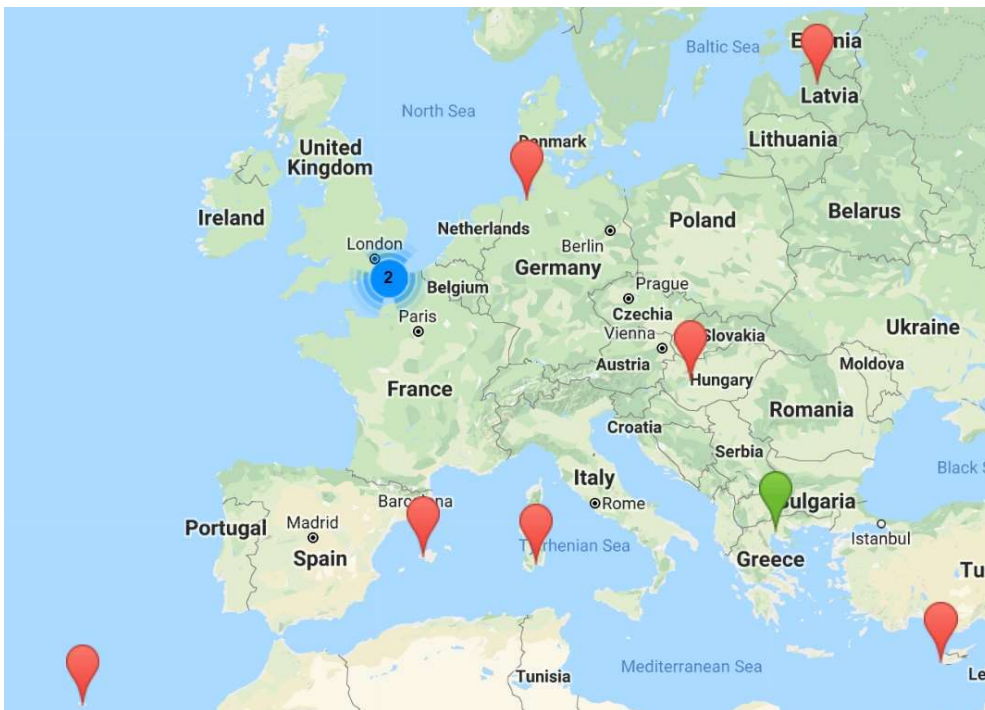


DESTI-SMART Project Partnership

Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:
Sustainable Mobility, Accessibility and Responsible Travel

DESTI-SMART
Interreg Europe

Lead Partner



Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU

Improving transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations

www.interregeurope.eu/desti-smart



FOREWORD



Foreword by Dr. István Bóka, Chairman of Lake Balaton Development Council, Member of the European Committee of the Regions (CoR) and the mayor of Balatonfüred

Lake Balaton is the largest freshwater lake in Central Europe. In addition to its natural value, it is the second most popular tourism destination in Hungary, after Budapest. Due to the high vulnerability of the lake to climate change, coordinated environmental, climate mitigation and tourism development measures are very important in order to ensure that Lake Balaton and the surrounding area could receive the utmost protection.

The goal of the Lake Balaton area is to become a region with unique natural environment, which dedicates high priority to health and sustainability and supports the widespread use of environmentally friendly technologies, thereby ensuring high quality environment for local residents and tourists.

The Lake Balaton Development Council (LBDC) has elaborated the regional development programme and concept in line with the EU and national programming objectives. The implementation of environmental protection, energy and transport development investments, which strengthens the conditions of environmentally friendly lifestyle, are determined as a priority task. To become a zero emission region is one of the important elements of it.

In order to implement effective environmental protection and sustainability measures, the elaboration of development documents on regional level is not enough. Assistance should also be provided at local level. The implementation of the Desti-Smart project and the Action Plan prepared within its framework serves this purpose. Every year LBDC offers funding for municipalities to implement environmental improvement projects, such as to protect and improve green areas of settlements. In addition, by introducing EMAS certification and elaborating upon local environmental protection programmes, waste management plans and climate change strategies and programmes the goal of the Lake Balaton Development Coordination Agency (LBDCA), the operational body of LBDC, is to serve as an example for local municipalities and other organisations operating in the area to implement integrated environmental protection measures.

Signature

Acknowledgements

This Action Plan forms a part of the DESTI-SMART interregional cooperation project. It is developed with co-funding support from European Regional Development Fund (ERDF) and made possible by the Interreg Europe programme.

Authored by:

Eur. Ing. Sándor Bősze, chief engineer, Transportation Planning Bureau Ltd., Hungary

Andrea Vincze, office manager, Transportation Planning Bureau Ltd., Hungary

Dr. Gábor Molnár, managing director, Lake Balaton Development Coordination Agency, Hungary

Zita Könczölné Egerszegi, environmental director, Lake Balaton Development Coordination Agency, Hungary

We are also grateful to the following people for their assistance in the development of this publication:

Zsófia Hegedűs, transport engineer, Transportation Planning Bureau Ltd., Hungary

István Hegedűs, head of International Cooperation Unit, Lake Balaton Development Coordination Agency, Hungary

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Executive Summary

Introduction

The Desti Smart project, from the Interreg Programme, is being implemented between 2018-2022, with the participation of ten project partners (duration 54 months). In addition to participating in the international workshops of the project and learning about good examples, the Balaton Stakeholder meeting held on 20 June this year and the Balaton Sustainability Conference held on 7 October in Siófok are significant milestones. In addition, there were more than ten municipal and stakeholder consultations and thematic workshops. In the summer of 2020, there were meetings with the chief architect of Veszprém county, the municipality of Balatonfüred, the mayor of Balatonfenyves, and there were in several types of cycling forums within the framework of the Balaton cycling tourism service development project. These meetings topic are: reduction of traffic congestion, improving bicycle transport.

Tourism Mobility and Accessibility current status, general description and requirements

According to the annual publications of the Hungarian Tourism Agency, an average of 21.4 million tourists / year come to Hungary, of which 13.5 million tourists visit Lake Balaton. Based on the feasibility study, 29% of foreign tourists arrive by car, 22% by plane and 7% of them use a rental car, 15% travel by rail and 11% travel by bus.

On the southern side of the lake, railway service operates along the shoreline since 1861. After the first success, planning and design work started for the northern railway line, which opened a few decades later (in 1909), this way a direct connection was created between Budapest and the settlements around the lake.

While the typical form of tourism in the middle of the 20th century has been the two-week-long time-share family vacations on company properties and the summer camps around Balaton for the children, these vacations got shorter in the last 50 years with extreme peak times during the weekends. Other changes happened too since the mid-20th century. While the typical guests used to be the domestic tourist arriving by trains, at first the car-owner foreign tourists started to discover the lake for themselves, later the domestic population could afford too to buy their own cars and travel to the lake on roads instead of railway. By 2010, tourism around Lake Balaton has been based on domestic visitors who stay by the lake for a short time, mostly only on weekends.

Today's characteristics are apparent in the field of transportation too, towards sustainability and some progression in environmentally friendly transport modes happened in recent years. Still, the modal share of railway transport is still a lot behind the opportunities, while individual car traffic dominates the transportation in both local and distance scales. The popularity of the cycling trips around Lake Balaton is a positive trend, serving the cycling needs is a first priority for local tourism and for transport planning aims.

In the recent decades another trend is the intense presence of the additional services and events that go beyond the former approach of tourism in the region. Spending every day on the beach is getting less attractive for a huge number of tourists nowadays, this is why festivals, gastro events, and new attractions have appeared, that also attempt to lengthen the summer season at Lake Balaton.

These changes have impacts on some of the municipalities can also cause inconvenience for the locals, reaching critical levels in some cases.

Balaton is the number one destination of the domestic tourism, and also for the foreign tourists (after Budapest). The future of Lake Balaton just as in the previous decades will be defined by the tourism and the quality of the complex services it can provide.

Since 1998, there has been a law that stipulates that equal opportunity construction is a requirement. (Based on 1998. XXVI. law) From 2005, only accessible new vehicles can be placed in public transport and, since 2010, buildings must also be built accessible.

Vision and Goals

Lake Balaton is not only a holiday resort, it is also an inhabited area for the locals, who live nearby the lake.

Main goal: Low-carbon mobility.

The Feasibility Study contains 110 such measures. The goal is to make a zero-emission zone in shore of Lake Balaton. Each of the five actions planned in this documents aims to do so. Each of the actions is based on the Maas group of measures, which in itself, as a Smart intervention. This provides more information and a cost-saving solution.

1. Goal - Reduction of car use: In terms of the environment, climate protection in the popular areas and centre of the city during the summer season the number of cars needs to be reduced. The cars have significant carbon emissions, but also have a high land use requirement for parking.

2. Goal - Carbon-free transport: The development of the railways, water transportation and good infrastructure for bicycles could decrease car use around the lake. The growing number of electric vehicles and alternative micro-mobility vehicles will decrease the carbon emissions of transportation.

3. Goal - Development of cycling tourism: The growing cycling tourism has benefits. It has no environmental pollution, it is a healthy mode of transport, it is cheap and enjoyable. The bike lane around the lake serves not only the cycling tourism, but also can be attractive for tourists who are visiting different kind of programmes by the lake and as a side-activity use bicycles to make a trip or reach different services around their locations. With future reforms and developments of Balaton Cycling Route, cycling can evolve to be a more popular way of transport between the municipalities close to the lake.

On the northern shore of Lake Balaton, Veszprém-Balaton will become the Culture Capital of Europe in 2023, so connecting the bike circuit with Veszprém (15 km away) on a bicycle path, will be an essential task. It will be the main bicycle route of tourism. In the aspect of the **local residents**, during the winter season the emptiness, during the summer season the overtourism can be disturbing.

The **holiday-home owners**, who are about 250,000 and 66% of them arrive by car and spend more time at the lake than an average tourist. It is important to make them reduce daily use of cars, and keep their vehicles on their private properties.

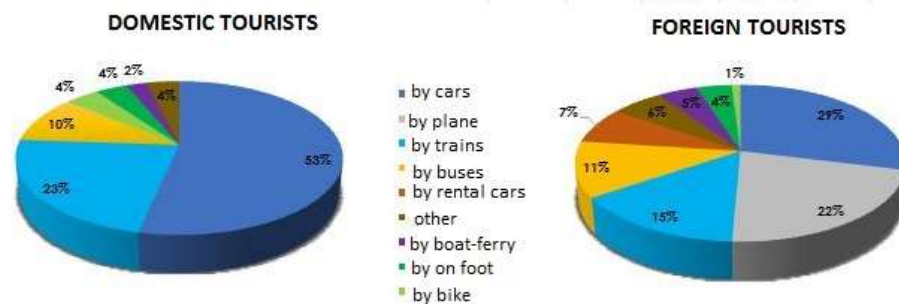
In the aspect of **tourism**, most important is to ensure access for all the different recreational, leisure, or entertainment activities, which are well organized, predictable and easily accessible in different sustainable ways. The primary goal is to arrive by train or bicycle instead of a car. One of the solutions could be strict parking regulations. For instance we can stop creating free public parking spaces in the distance of 200 meters from the lake, which could also encourage the use of bicycles in these zones. This is a goal, but is will feasible, because P + R car parks can be established on the brink of the settlements.

4. Goal - Development of railway transport and electric bus use: The upgraded ways to approach the lake in both long-distance and regional transport are currently in implementation. The reconstruction of the railways electrification is under development, 100% of the lake will be approachable via electric trains by the end of third decade of the 21th century. For bus transport – which already has a similar modal split in local and regional transport as the railway. Starting from 2022, only electric buses will be allowed to start operation in local transport. It is based on government decision. The essence of which is that the government only provides support for the purchase of the electric bus.

5. Goal - Development of non-motorized transport in local transport: The size of towns and villages around the lake make it possible to increase the share of non-

motorized transport (cycling) modes in both urban and interurban transportation significantly by reshaping transport situations.

6. Goal – Create mobility points: One of the main goals is to create optimal connection points and mobility hubs at the key locations as a two-level system: observations show that even on the shorter travel distances, using more than one mode of transportation is usually the most effective way. Therefore providing a two-level system of mobility hubs is suggested, where multi-modal shifts can be served. The first level of connection points are the major mobility hubs, and their locations will be evenly distributed around Lake Balaton near important railway stations (such as Balatonfüred, Siófok, Keszthely). The second level of mobility hubs are the ones at smaller railway stations and railway stops, providing at least one mobility point in every municipality.



Modal split in local and regional transport (Based on survey in the summer of 2019)

7. Goal – Development of strategic mode of mobility around the lake: Just as the future of cycling, railway transport also needs to become strategic mode of mobility around the lake, not only in long-distance travel but also in regional and interurban scale. Integrating and synchronizing cycling and the railway transport can provide an alternative solution for car users too, thus open the ways of limiting some of the car use around the lake, of the traffic calming. Instead of car use: railway, cycling, walking and shuttle bus system.

Action Titles / Headings

Action Plans for the goals of the Desti Smart that represent a structural change in mobility.

- Low carbon transport system introduction
No Action.
- Intermodality improvements
ACTION 1: Mobility points at railway stations - Development of intermodality measures
- Accessibility improvements
ACTION 2: Reduction of traffic congestion in Balaton shore of Siófok - Low carbon transport system and changing travel habits of visitors to Siófok
- Cycling and walking
ACTION 3.1: Improving bicycle transport, Establishment of Resting places
ACTION 3.2: Building a bicycle path in Alsóörs and Felsőörs. The Balaton Bike Circle continuance to Veszprém (Veszprém-Balaton will become the Culture Capital of Europe in 2023)

Mention was made of each action which good practise of the Interreg Central Europe Desti Smart Program is similar.

Monitoring process

Timetable have proposed for each action, with well-measurable indicators for monitoring, that are indicators of the progress.

Suggested indicators:

- ACTION 1: Number of new mobility points installed [Pieces]
 Number of services used at the mobility points [service/year]
- ACTION 2: Reduction of carbon pollution in the reduced traffic congestion zones [t/year]
 Noise reduction in the reduced traffic congestion zones [dB]
 Reduction in the number of parking in the reduced traffic congestion zones [pieces]
- ACTION 3.1: Number of new place to have a rest break (resting places) around Lake Balaton [Pieces]
- ACTION 3.2: Length of new cycle path built [km]
 The number of users of the new cycle path [user/year]

Conclusions and Recommendations

The proposed actions independently and together enhance the sustainability of the settlements at Lake Balaton. Each of the actions can be transferred to other areas of the Balaton resort area, based on the pilot project designation. Each of the actions directly improve accessibility and facilitates the fulfilment of low carbon goals.

Action Plan (main part)

Interreg Europe action plan template

Part I – General information

Project: DESTI-SMART: DELIVERING EFFICIENT SUSTAINABLE TOURISM WITH LOW-CARBON TRANSPORT INNOVATIONS: SUSTAINABLE MOBILITY, ACCESSIBILITY & RESPONSIBLE TRAVEL
Partner organisation: Lake Balaton Development Coordination Agency
Country: Hungary
NUTS2 region: Southern Transdanubia
Contact person: Zita Könczölné Egerszegi
email address: ezita@balatonregion.hu
phone number: +36 84 313 346

Part II – Policy context

The Action Plan aims to impact:	<input checked="" type="checkbox"/>	<u>Investment for Growth and Jobs</u> programme
	<input type="checkbox"/>	European Territorial Cooperation programme
	<input checked="" type="checkbox"/>	<u>Other regional development policy instrument</u>
Name of the policy instrument addressed:		
<ul style="list-style-type: none">• Integrated Transport Development Operational Programme• Territorial and Settlement Development Operational Programme		

The Integrated Transport Development Operational Program (ITOP) and the Territorial and Settlement Development Operational Program (TSOP) support projects concerning transport development. ITOP supports project with much larger budget and concentrating on infrastructure works (railway development, road-network) and TSOP supports projects with smaller scale (road, street, pavement, bicycle road development, smart city, green city).

Further details on the policy context and the way the action plan should contribute to improving the policy instrument

- **A** - Investments in and provision of low-carbon transport systems, with the needs of visitors explicitly taken into consideration, including internalisation and reduction of external costs of transport by mode shift to low-carbon travel solutions and E-Mobility.
- **B** - Interchange between long-distance travel and local transport services, including Intermodality facilities for visitors, multimodal connectivity improvements that would shift travel demand to low-carbon transport. – **ACTION 1: Mobility points at railway stations - Development of intermodality measures**
- **C** - Accessible tourism facilities for visitors with mobility difficulties (disabled, elderly, families with young children, etc). **ACTION 2: Reduction of traffic congestion in Balaton shore of Siófok - Low carbon transport system and changing travel habits of visitors to Siófok**
- **D** - Cycling & Walking for Tourists, Cycling routes provision, Shared bikes, CycloTourism, integration of cycling in tourism mobility strategies, promoting 'Greenways'. – **ACTION 3.1 - Improving bicycle transport, Establishment of Resting places; ACTION 3.2 Building of a bicycle path in Alsóörs and Felsőörs. The Balaton Bike Circle continuance to Veszprém (Veszprém-Balaton will become the Culture Capital of Europe in 2023.)**

Integrated Transport Development Operational Programme

This programme includes the main transport infrastructure investments. It focuses on further developing highways and railways across the country, improving public transport services not only in and around the capital, but also in the main cities, and on improving regional accessibility. As a result, highways will reach the borders, and more "cities with county rights" will have direct link to the trans-European transport network. Railway modernisation will continue along the main corridors across the country, with several stations to be renovated (Békéscsaba, Székesfehérvár, Szombathely). Urban transport will be further developed both in and around Budapest. Other large cities will also benefit from urban transport investments, and light train developments will link cities in the country together.

The Programme focus on four main priorities:

- Improve international road accessibility
- Improve international railway accessibility
- Developing sustainable urban and suburban transport
- Improving access to the TEN-T road network

Territorial and Settlement Development Operational Programme

The Territorial and Settlement Development Operational Programme is the follow-up of regional operational programmes (among others of the North Hungary OP) for the budgetary period 2014-2020. It is a centralised OP in the sense that there will be only one OP that incorporates the territorial development objectives of all regions. Nevertheless it draws on NH 3 counties' and on its urban counties' inputs (i.e. on county-level OPs and on cities' integrated development programmes). The funding allocated from this programme accounts for 16.15% of the total funding available from Structural Funds (this applies to six Hungarian convergence regions, hence, depending on its absorption capability, NH will receive approximately one sixth of the expected amount). Funding will be managed in a decentralised manner by the counties, urban counties and by communities (in the case of community-led local development (CLLD) programmes).

The main priorities of the OP include:



1) economic development and job creation; 2) improvement of the framework conditions of entrepreneurship (e.g. through improvement of public services, for example health and transport services; development of settlements' infrastructure; elimination of segregation and human resources development); 3) switch to a low-carbon economy; and 4) development of cities' and settlements' identity, cohesion and satisfaction through CLLD programmes. Policy measures related to innovation-specific objectives include support to the development of industrial parks and incubators, SMEs' market-oriented innovation and to their investment in technology upgrading. Prioritised industries include tourism and food industry and to a certain extent also eco-industries.

ACTION 1: Mobility points at railway stations - Development of intermodality measures. This project helps the modal shift of vehicles arriving at the intermodal junction (parking, transfer, etc.). This action also has a regional development effect.

ACTION 2: Traffic calming in Balaton shore of Siófok - Low carbon transport system and changing the travel habits of visitors in Siófok. The traffic calming makes a new transport habits and transforms a regional area.

ACTION 3.1: Improving bicycle transport, Establishment of Resting places. This action is aimed at tourism and access path to various programs. Thus, it helps the development of the economic and innovation programs.

ACTION 3.2: Building of a bicycle path in Alsóörs and Felsőörs. The Balaton Bike Circle continuance to Veszprém. This action improve the regional accessibility between Lake Balaton and Veszprém. Its development is important, because Veszprém-Balaton will become the Culture Capital of Europe in 2023.

Staff exchange

In the autumn of 2020, the collaboration staff exchange of the Desti Smart between Lake Balaton Development Coordination Agency and Meer Erleben Bremerhaven made a number of recommendations for cycling. The most important recommendations of the German colleagues that can be applied to Lake Balaton are presented here:

- A separate two-way cycle path should be preferred.
- Cycling on the side of the road is only acceptable in residential areas, but in this case it must be separated by a conspicuous sign if you are driving on a main road, a bicycle lane is required.
- In residential areas, on mixed roads, only mixed road traffic is possible, only on side roads.
- At the junctions, when crossing the main road, a designated bicycle crossing is required.
- The supply chain must be planned in the same way as the route to attractions. Meals are required every 10 to 20 km, with refreshments and toilets. Accommodation should be 15 - 20 km, with advance booking system (active for at least 8 months of the year).
- Bicycle service should be available within walking distance from the accommodation. Extension for weekends, nights, tools, or professional help with repairs. Electric chargers should be available at the accommodation or at a service center.
- Online database of services with up-to-date and contact information. Online booking available.

Part III – Details of the actions envisaged

ACTION 1 Title: Mobility points at railway stations - Development of the intermodality measures

Similar good practise of the Desti Smart Interreg Europe Project

New public transport line increases accessibility and intermodality in Funchal for tourists

Location: Região Autónoma da Madeira

1. The background

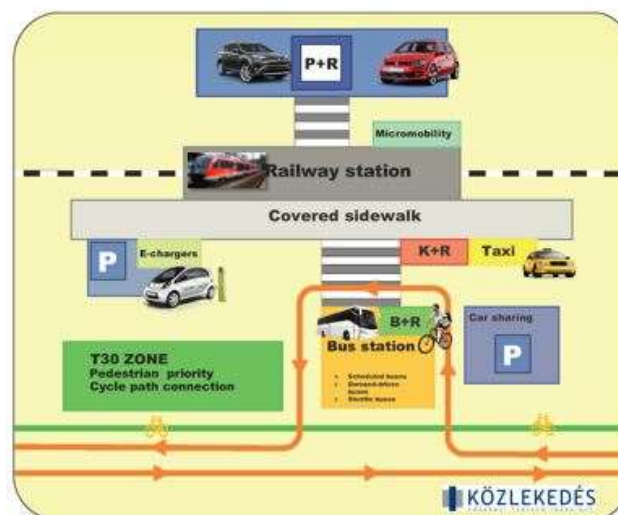
Development of upgrading possibilities to approach the lake in both long-distance and regional transport is currently in progress. The reconstruction of the railways electrification around the whole lake is under development, 100% of the lake will be approachable via electric trains by the end of this decade. Just as the future of cycling, railway transport also needs to become the strategic mode of mobility around the lake, not only in long-distance travel but also in regional and interurban scale. Integrating and synchronizing cycling and railway transport can provide a more attractive way of public transport and can also work as an alternative solution for car users.

As of today, locals and tourists can find it difficult to identify the needed sheltered bicycle storages near the smaller railway stations, and only a small range of services are available at those locations.

2. Action

The main action is to create a pilot project that aims to develop a new mobility point model with a direct connection to railway stations and bus stations, as the smaller level of the future mobility hub system. These new intermodal mobility points near the smaller railway stations and bus stations will fit together with the concept of future mobility hub system.

Mobility point design system:



The tasks of such a local transfer point are as follows:

- Make a transfer possibility between different means of transport
- Provision of purchasing opportunities for daily shopping (for example small shops)
- Join the train timetable for buses timetable. Organizing the travel chain into a system.
- Secure theft-proof parking for both cars and bicycles

The mobility point in the pilot project will provide a direct connection between a smaller railway stop and a wide range of different micromobility vehicles, such as bicycles, mopeds, scooters, etc.

The key features of the transfer point (Ex .: Révfülöp, Fonyód)

- Agglomeration of at least 5000 people
- Fixed track line (MÁV station or stop)
- At least 1 connected bus line
- A city center or a small shop should be close to the transfer point
- Basic travel services (washbasin, toilet)
- Micromobility collection points
- Road connection - min 50 P+R
- Bicycle path connection - min 20 B+R
- Get in - get out connection – min 2 K+R
- Daily minimum: 300 transfer passengers
- Pedestrian surfaces are minimum 60% shielded
- Renewable energy for the operation of the transfer site

The intermodal junction is financed by the government and it contains the railway, the railway station, the bus station, the roads and the sidewalks. These are not part of this project. The project is connected to the intermodal junction, it includes the cycle path connection, storage B + R, pedestrian areas, bicycle service points, tables - chairs, washbasins, shading.

3. Stakeholders and players involved

- Lake Balaton Development Coordination Agency
- Municipality of the affected settlement, where mobility point is built
- MÁV Zrt. (Hungarian Rail Company), Volánbusz Zrt. (Hungarian Coach Service)
- Municipalities of the affected settlements
- Cycling non-governmental organizations
- Hungarian Tourist Agency

4. Timeframe

The pilot project can be fully developed within one and a half years. (18 months)

• Consultation with the Municipality, tourism and cycling organizations on the technical content to be implemented	4 months
• Preparation phase	9 months
Area insurance	9 months
Planning	9 months
Repeated consultations	4 months
Licensing	4 months
• Implementation	8 months
• Close of the project	3 months
COMPLETE PROJECT	50 MONTHS

5. Costs

The cost of the project: 30 – 40 m HUF

6. Funding sources

- Sources will be available from the European Union Cohesion Funds (Territorial and Settlement Development Operational Programme)

ACTION 2 Title: Reduction of traffic congestion in Balaton shore of Siófok - Low carbon transport system and changing travel habits of visitors to Siófok

Similar good practise of the Desti Smart Interreg Europe Project

The confluence of Thessaloniki 2030 Resilience Strategy and Sustainable Tourism Mobility planning

Location: Κεντρική Μακεδονία, Greece (Ελλάδα)

The Use of Park and Ride as a strategy for tourist arrivals to the destination.

Location: Berkshire, Buckinghamshire and Oxfordshire, United Kingdom

1. The background

The largest town on the Southern shore of Lake Balaton is Siófok, where the summer weekend traffic exceeds 50,000 people. The main destination of the visitors is the shore of Lake Balaton, during the day the beaches, in the evening the pier and the entertainment venues. Strong pedestrian traffic, parking and lack of space make the streets near the shore crowded. The number of vehicles significantly exceeds the possibilities, there is no space for cyclists and micromobility devices (for example: scooter, segway etc). Despite of the crowded streets near the shore of Lake Balaton, visitors choose cars instead of public transport. Visitors spend a lot of time finding a parking place. The river Sió, which starts from Lake Balaton with a sluice - at the same time this sluice regulates the water level of the lake - divides the Eastern and Western sides of the city.

2. Action

The southern shore of Lake Balaton is the main destination for Hungarian tourism, especially in summer, so there is crowdy.

Goal: To make sustainability in shore of Lake Balaton by changing traffic proportions. Make more opportunities for walking, relaxation, experiences by choosing to use new non-motorized devices instead of using cars. Green zones instead of crowded parking zone.

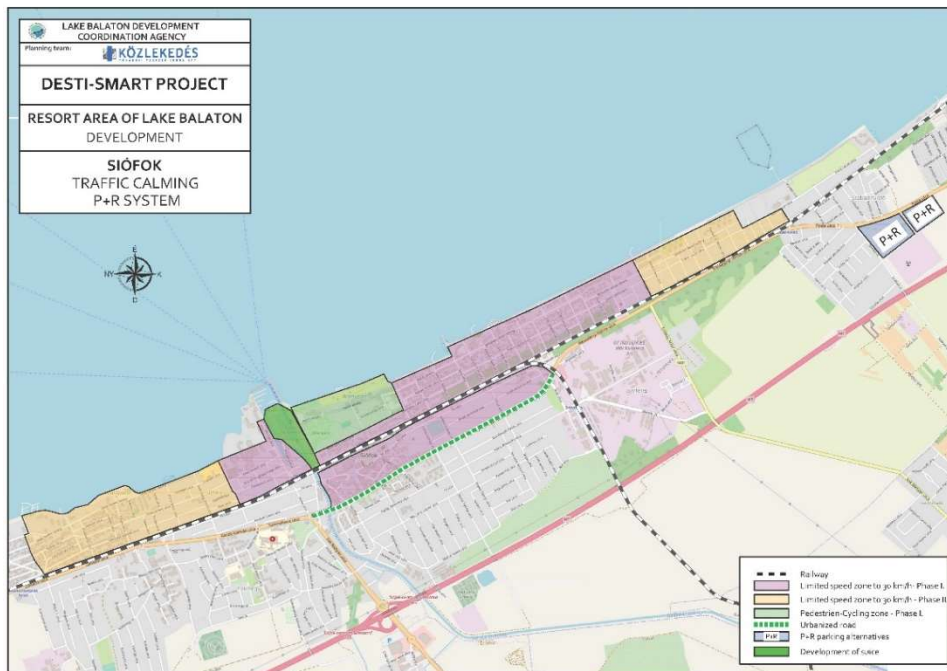
The main idea of the proposal is to designate a 30 km / h traffic reduced zone in the shore of Lake Balaton in Siófok, with a multi-pase implementation that keeps car traffic at weekends away from the internal zone. The estuary and sluice of the river Sió in the center of the city will be rebuilt, a viewpoint and a pedestrian area will be created. It will not only be a part of the city, but also creates a connection.

The most important actions:

- The complete renovation of the Sió drainage sluice and the near ship sluice is planned for period 2016-2022. Building is in progress. The KEHOP project has provided 14.4 billion HUF and 4.4 billion HUF in national funding for this project. The previous condition of the sluices is shown in the photo below, and the planned condition is shown in the visualization. This investment is the basis for further steps.



- The whole area of the sluce has a view and it is also a meeting point. The sluce is a visitor attraction. It can be used by pedestrians and cyclists.
- It symbolizes the harmony of water, greenery, and the human environment with that structure. Crossing on the top of the sluce makes up a bridge between the Eastern and the Western sides of the town. Both sides need to be connected to the sluce with today's pedestrian and bike paths.
- Traffic reduction in the town is recommended as the following:
 - Green zone: sluce + pedestrian-bike zone (only non-motorized traffic)
 - Pink zone: Only local people and destination traffic Phase I.
 - Yellow zone: Extension Phase II.
- Transit traffic will only be on the main road of the town (No. 7 main road). This road is humanizing, with greenery, in another perspective, it becomes an urban road instead of the main road.
- In the outer part of Siófok, weekend P + R car parkings will be created, from where shuttle buses will run to the city centre and to the Lake Balaton shore.
- The entire centre of the town will be transformed into a Tempo 30 zone, benefiting non-motorized and pedestrian traffic. In the inner zone, the T30 system is a priority. Bicycle storage, vehicle sharing, micromobility priority.



3. Stakeholders and players involved

- Lake Balaton Development Coordination Agency
- Municipality of Siófok
- National Directorate General for Water
- Central Transdanubia Water Directorate
- Hungarian Cycling Club
- Cycling non-governmental organizations
- Magyar Közút Nonprofit Zrt.
- BAHART
- Hungarian Tourist Agency

4. Timeframe

The project has a support contract. (KEHOP 1.30.-15-2015-0000)

Planned project time: 07. 06. 2016 – 19. 11. 2022

For the projects listed in point 2:

- | | |
|--|-----------|
| • Preparation, planning, consultation | 12 months |
| • Licensing | 4 months |
| • Implementation | 6 months |
| • Close of the project | 3 months |

5. Costs

The cost of the project: 120 – 150 m HUF

6. Funding sources

The necessary resources will be created from the European Union Cohesion Fund (Territorial and Settlement Development Operational Program - TSOP)

ACTION 3.1 Title: Improving bicycle transport, Establishment of Resting places

Similar good practise of the Desti Smart Interreg Europe Project Practical guidelines for smart and sustainable mobility in tourism

Location: Região Autónoma da Madeira

Staff exchange of the Desti Smart between Lake Balaton Development Coordination Agency and Meer Erleben Bremerhaven

1. The background

Popularity of cycling trips around Lake Balaton is a positive trend. Serving the cycling needs is a first priority for local tourism and for transport planning. Growing cycling tourism has benefits in all the major aspects: it is sustainable, it is a healthy mode of transport, it is cheap and enjoyable. The bike lane around the lake serves not only the purpose of cycling tourism, but also can be attractive for tourists who visit different kind of programmes by the lake. They use bicycles as a side-activity to make a trip or to reach different services around their locations. Still, tourists can find it difficult to find the needed resting places (places to have a rest break) on their way, and the sheltered bicycle storages around the lake are still uncommon. Existing resting places do not fulfil the needs of the 21st century around the lake. It has under-developed infrastructure: few toilets are available at these location, it is far, etc. So in one sentence: only a small range of services are available at those locations. Today's resting places do not show a careful consideration worthy of the role of Lake Balaton in tourism, neither in terms of regional distribution nor in terms of equipment. There are few resting places, few high quality designs.

2. Action

The main action is to create a pilot project that aims to develop a new resting place model with a wide range of services. These new generation bicycle resting places will fit together with the concept improving the bicycle transport services. These resting places will provide the services for the increased needs of modern cycling tourism. New resting place type has a modular system that is resting places near high-traffic routes at junctions contain all moduls, and near low-traffic contain only the basic moduls.

Basic services:

- drinking water
- toilet
- dining tables with benches and garbage can
- shaded area at minimum 60%
- electricity, lighting, charging options for both electrical devices and bicycles
- relaxation equipment, gym equipment

Extended services:

- Dining place, buffet at every 10 - 20 km and open at least 8 months of the year
- Refreshing room, toilet, completed with shower
- Accommodation at every 15 - 20 km, with an advance booking system
- Bicycle service with available distance from the accomodation. Tools or professional help for repairs.
- Online database of services, online booking

- Balaton Cycling Tourist Network with these contents: cyclist could help each others, they can find a repair facilities, service. There are available maps.
- Service providers are local entrepreneurs who know the location well and satisfy a system of qualification requirements (quality assurance system)
- Service providers are connected to a central system with availability and they also report events.

The daily maintenance of the bicycle resting places (cleaning, garbage collection, disinfection) is solved with a local contractor. Gardening and equipment maintenance.

3. Stakeholders and players involved

- Lake Balaton Development Coordination Agency
- Hungarian Cycling Clubs
- Municipalities of the affected settlements
- MÁV Zrt. (Hungarian Rail Company), Volánbusz Zrt. (Hungarian Coach Service)
- Hungarian Tourist Agency

4. Timeframe

The pilot project can be fully developed within one and a half years.

• Preparation phase	2021. January – 2021. September	9 months
Area insurance		9 months
Planning		9 months
Licensing		4 months
• Consultation with municipalities	2021. May. – 2021. December	8 months
• Implementation	2022. January – 2022. April	4 months
• Close of the project	2022. April – 2022. June	3 months

5. Costs

• Preparation phase	25 m HUF
• Implementation	
Basic services	50 m HUF
Extended services	30-70 m HUF

In case of network installations, it is a proportion at part of the specific resting place.

It does not include expropriation costs. A related municipal project (for example: buffet) is possible, as well as entrepreneurial investment (for example: bicycle service).

6. Funding sources:

The necessary resources will be created from the European Union Cohesion Fund (Territorial and Settlement Development Operational Program – TSOP or Economic Development and Innovation Operational Programme - EIOP)

ACTION 3.2 Title: Building of a bicycle path in Alsóörs and Felsőörs. The Balaton Bike Circle continuance to Veszprém (Veszprém-Balaton will become the Culture Capital of Europe in 2023.)

Similar good practise of the Desti Smart Interreg Europe Project

Latvian Greenways Network - New and Unique Product for Visitors

Location: Latvija

EuroVelo 13 Iron Curtain Trail - New Council of Europe Culture Route

Location: Latvija

Staff exchange of the Desti Smart between Lake Balaton Development Coordination Agency and Meer Erleben Bremerhaven

1. The background

The northern shore of Lake Balaton is in Veszprém county. The main part of the bicycle network is the Balaton Bike Circle. This is next to the Balaton shoreline. The bicycle paths branch out from the Bike Circle to the settlements of Bakony, where the topography and the built-up density provide very limited opportunities for building bicycle paths. Available roads are located in beautiful environment and work as a hiking trip. There are few North-South cycle paths connecting Lake Balaton with the hills nearby. These few roads typically lead outside the settlements. The bicycle development plan North of the Lake Balaton has been completed and is in an approved condition. The National Spatial Plan contains the route of the Alsóörs-Felsőörs cycle path as a route to be implemented.

2. Action

In the Integrated Regional Development Program of Veszprém County the improvement of local and inter-local availability is a priority point. In 2023, the city of Veszprém, together with Balaton Region, will become the European Capital of Culture (ECOC). Obtaining the ECOC title also gives tasks on transport within the Balaton Region, mainly in Veszprém - Balatonfüred - Tihany - Balatonalmádi area. Alsóörs is located in the center of this region.

The following actions are planned:

- Cycle road passing through Alsóörs and Felsőörs settlements, which also connects these villages. This cycle path is branched out from the Balaton Bike Circle. Building of a 9 kms long road, which is a green zone today, a unpaved road, so the whole trail will be new, in accordance with the planning parameters.
- Supply and installation of equipment for route lighting, particularly close to crossing points.
- Innovative bicycle-friendly technical solutions (for example: toilet)
- Building of green zone, installation of a sustainable urban environment
- Placement of street furniture
- Supply of a cycle path and road maintenance machines

Related measures:

- Introduction of 30 kmph speed limit in Alsóörs and Felsőörs, traffic reduction in residential areas
- Reaching 25 firms and businesses along the cycle path will be accident-free thanks to the new route

3. Stakeholders and players involved

- Lake Balaton Development Coordination Agency
- Municipality of Alsóörs
- Municipality of Felsőörs
- Hungarian Cycling Club
- Cycling non-governmental organizations
- Police
- Magyar Közút Nonprofit Zrt.
- Hungarian Tourist Agency
- MÁV Zrt. (Hungarian Rail Company), Volánbusz Zrt. (Hungarian Coach Service)

4. Timeframe

Planned project time: 24 months.

Building began in November of 2020, but stopped because they found archaeological finding

Realistic ending time: 30. 09. 2021.

Financial closing: 31. 12. 2021.

5. Costs

Permitted cost of the project: 750 m HUF

Aid intensity: 100%

6. Funding sources

The necessary resources will be created from the European Union Cohesion Fund (Territorial and Settlement Development Operational Program - TSOP)

Beneficiary: The Municipality of Alsóörs and Felsőörs is responsible for public procurement, implementation and maintenance.

Date: 17th February, 2021

Name of the organisation(s) :

Lake Balaton Development Coordination Agency

Signatures of the relevant organisation(s):



**Dr. Gábor Molnár
Managing Director**



Cyclists on the road



Crowded parking near the beach



Cyclists and cars looking for parking



Bicycle storage next to the train station

DESTI-SMART Project improves transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations