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REGIONET Competitive

REGIONET CASE STUDY COMPETITION

Titel: Ride&Recover

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Ride & Recover

Two countries with one cycle



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I. INTRODUCTION

In order to promote tourism along the Austrian-Hungarian border, a REGIONET Competitive Project week was held. The essence of the competition was for the participants to create inter-disciplinary and international teams during a one-week 'Summer Camp' to create a cross-border project that will boost the economic and social relationship between the two-countries.

There were a number of suggestions for teams to choose from, such as researching and solving environmental and renewable energy problems, researching shopping tourism between Hungary and Austria, and developing opportunities for the food industry.

Our team dealt with cross-border tourist destination management. Ride & Recover develops sport and health tourism between the two countries and boosts the region between the two partner cities Bad Radkersburg (AUT) and Lenti (HUN).

This essay focuses on why this region was chosen and which tourist groups will be targeted. By creating an alternative to the Donau-Radweg different areas in both countries will be promoted in the tourism sector. By focusing on cities with thermal springs and hotels, the active and wellness aspects of tourism will be targeted.

This project idea shows how the cooperation and communication between two countries can improve in order to promote tourism the given area. By reaching the short-term goals, this project could develop in a cooperation of three countries (Austria, Hungary and Slovenia). This project allows partner cities to form a tighter bond and help each other promote the tourism in their respective areas and make the border seem obsolete.

II. THE IDEA

II./1 TOURISM DESTINATION MANAGEMENT

The Encyclopaedia Britannica defines tourism as the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.



The Tourism Destination Management (TDM) is a top-down, but bottom-up, professional tourism management system. Different levels (local, regional, regional) have a different role to play in tourism.¹

To make sure that our idea has a potential chance to become a popular tourist attraction, we have reviewed various online researches². Figure 1 shows the results of one of the researches about how many of Hungarian individuals are using bicycle and how often.

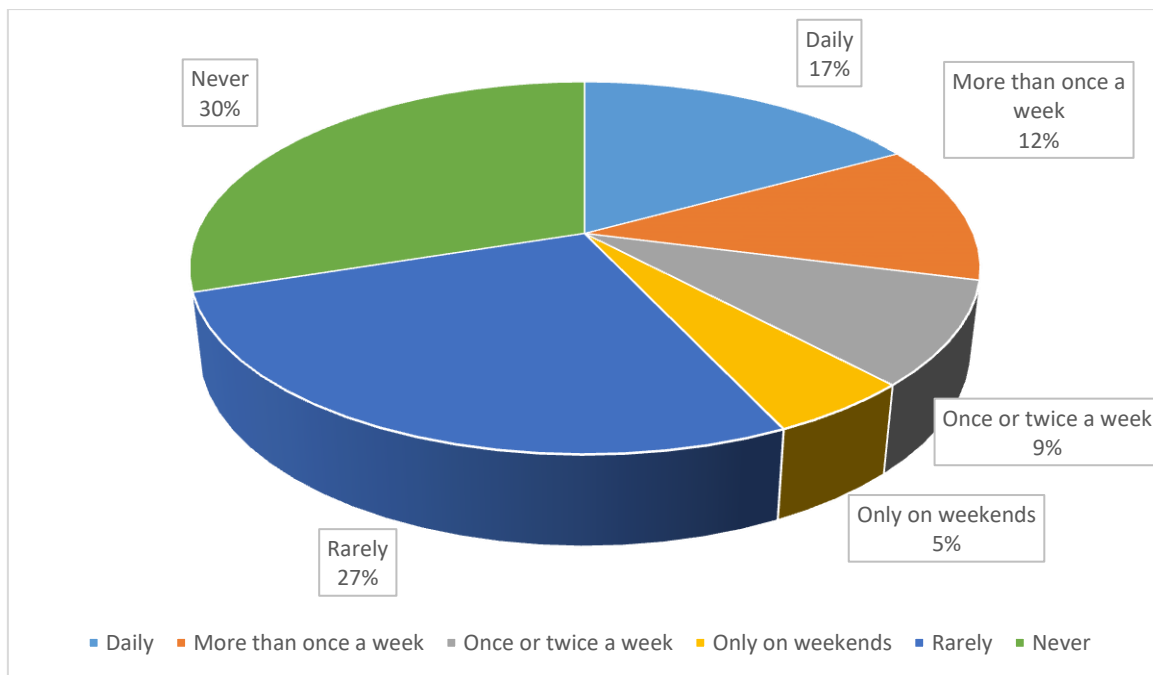


Figure 1 Frequency of bicycle usage

38% of the adult Hungarian individuals are cycling several times a week. 17% of them daily, 12% more than one a week and 9% of them are cycling 1-2 times a week. 5% of the population rides a bicycle only at the weekends, and about 27% of the less often than 27%.

This means, that 70% of the whole Hungarian population use bicycle from time to time.

After that, we have strongly believed that this is the most available way to connect the two countries, Austria and Hungary, and create an effective cooperation between them.

II./2 R&R

¹ <https://www.kkvhaz.hu/cikk/50-tdm-az-uj-turisztikai-fogalom>

² <https://www.mozgasvilag.hu/kerekpar/hirek/kutatasi-eredmenyek-a-magyarok-kerekparozasi-szokasairol>



The idea Ride & Recover was created during the REGIONET Competitive Project week in the Thermal Hotel Balance in Lenti.

During the first hours there, it was clear that the main tourists present are those who prefer relaxation and wellness. In addition to this, most of the guest's present were over the age of 65 and from Germany or Austria. Since all the group members in our group are under 23 years old, we decided to try to promote the tourism across the border for all ages. We also wanted the tourism to work in both directions.

How is this possible? To come back to the definition above, tourism has many different sides to it. In order to promote tourism for all ages, it was necessary to combine what already exists with what is missing. The wellness tourism was already taking place in Lenti, it was time to promote the recreational tourism as well by creating Ride & Recover.

“In a 2017 strategy report, the European Cyclists’ Federation (ECF) estimated that 50 million electric bicycles would be sold between 2018 and 2030.”³

Not only is the demand for e-bikes increasing. More and more people opt for the transport via bicycle. The CEO of the Cycling Industries Europe Kevin Mayne believes that “it is almost certain that these e-bike journeys are replacing car journeys.”³ It occurred to us, that we could use this increase in demand to encourage the recreational tourism along the border of Austria and Hungary.

The active aspect was very important for us, since we want to ensure that healthy living is being promoted. Nevertheless, the main focus of this project is to bring partner cities together and make new connections between the hotels in these cities. It was visible that the communication between Lenti and Bad Radkersburg needed improvement.

By ensuring constant communication between hotels along the tour, the necessary infrastructure will be provided for it to work and people will be able to successfully combine recreation with relaxation. By ordering discount packages, we want to ensure that as many people as possible are attracted by the tour.

³ Reid, 2019



Figure 2 Donau-Radweg (Donau-Radweg, 2019)

The biggest inspiration for project idea came from the Donau-Radweg. It is a sensational bike tour along the Danube from Donaueschingen to Budapest. It connects Cities, Hotels, Camping places and much more across three countries, offering a variety of tracks, with different difficulties. This tour has proven that bike-tourism works and it is the goal of Ride & Recover to achieve similar results.



III. THE ROUTE

After having the idea of a bike-tour, the route had to be decided. At the beginning of the working process, we were planning to connect only two cities, Lenti and Jennersdorf. Jennersdorf, from the province of Burgenland, was chosen, because it is close to the border and also has a thermal spring. In addition to this, this city does not have an existing partner city.

During the Brainstorming we began to expand the route. Like already mentioned our idea was inspired by the Donau Radweg and by adding more stops, the route becomes more versatile and more target groups could be reached. Therefore, we decided to incorporate two more stops in Hungary. Zalakaros and Nagykanizsa were added. This route is shown in figure 3.

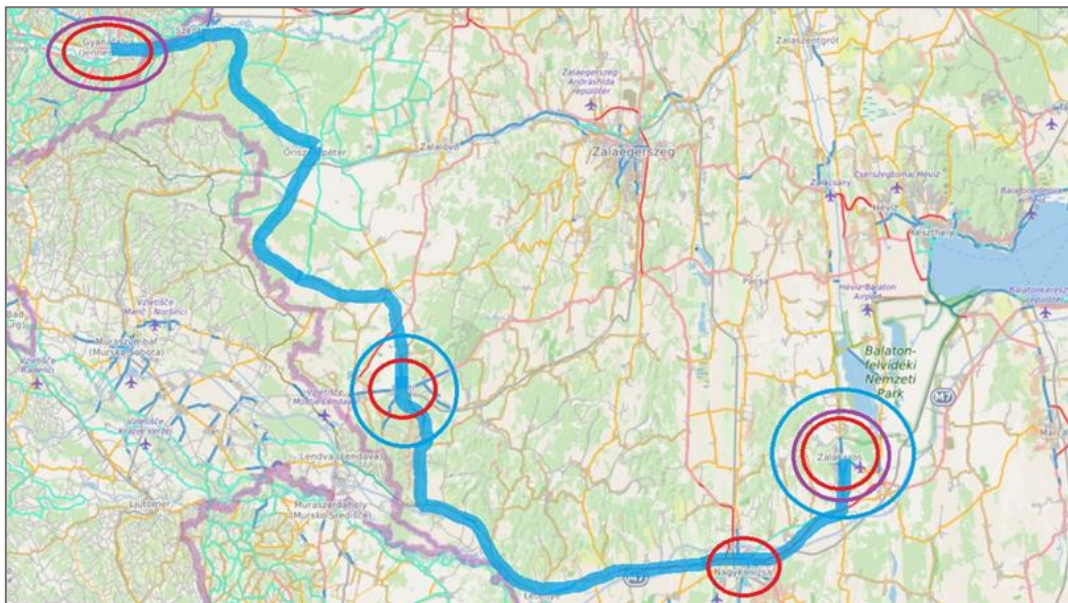


Figure 3 Original route plan

After further discussions, it became clear that the route had to be adjusted further, since the route mainly focuses on the Hungarian side of the border. Since our goal is to promote tourism on both sides of the border, a new route had to be created.

As mentioned before, the partner city of Lenti in Austria is Bad Radkersburg. At first it was decided, that Bad Radkersburg was too far away for a two-stop bike-tour. Nevertheless, by incorporating more stops between the two cities, the partner cities could be connected. Figures 4 and 5 show the further evolution of the route.

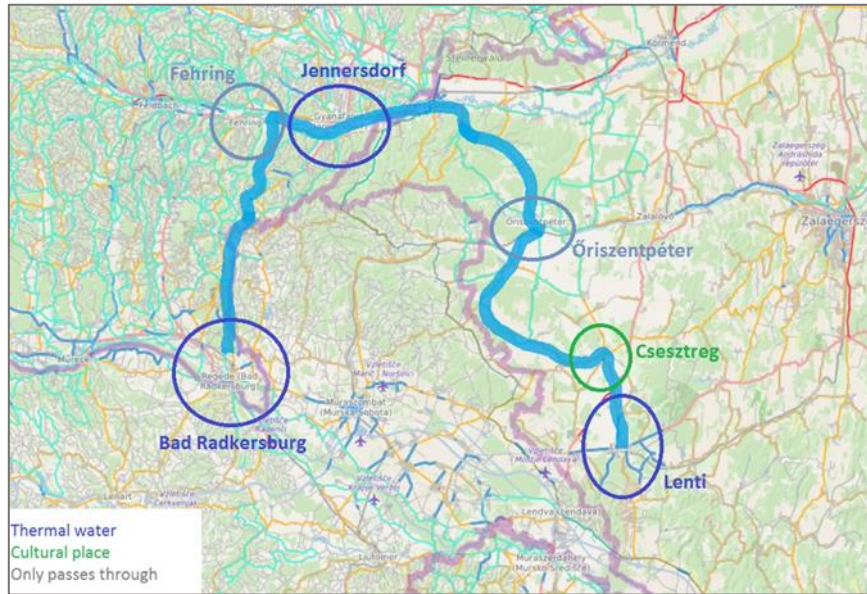


Figure 4 Second version of the bike-tour

As one can see, Figure 4 shows the route connecting Bad Radkersburg and Lenti. Fehring, Jennersdorf, Óriszentpéter and Csesztreg were added as stops in between, for people to rest or visit tourist sites.

The only problem with this tour, was the connection to public transport on the Hungarian side. Since people should be able to bring their own equipment, such as bikes, we had to incorporate a City that offers a good public transportation infrastructure. In order to fix this, Zalaegerszeg was added (as shown in Figure 5). It offers a train connection, from which People could also start the tour. In Óriszentpéter, one can decide whether to go to Lenti or Zalaegerszeg.

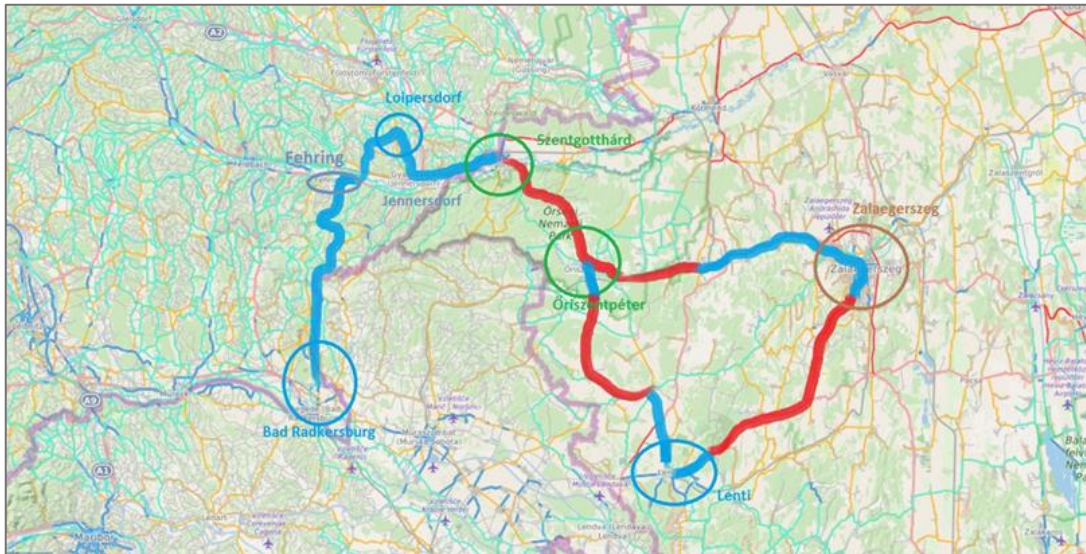


Figure 5 The final Ride & Recover Bike Tour

The Route is 250km long, offers 6 Stops between Lenti and Bad Radkersburg with different sections, and offer different experiences and difficulty levels for all target groups. Figure 5 also shows which parts of the Route would need installation of new streets or repairment of existing streets (marked in red).

The final route also offers a chance to create a Three-Country tour, since Slovenia could be added to this project and a shorter connection could be made between Bad Radkersburg and Lenti. This would also add the second partner city of Lenti, Lendava to the tour, creating a Bike-Circuit.

III./1 THE SECTIONS

III./1./1 SECTION 1: BAD RADKERSBURG → LOIPERSDORF

This section is an already existing bike path from Weinland Steiermark Bike Tour. In order for it to be used, a cooperation has to be formed.

Bad Radkersburg is the Austrian partner city from Lenti. Besides this, Bad Radkersburg has a thermal spring, called Park Terme. Fehring would be the first main checkpoint along this section of the tour. Loipersdorf is the second destination that offers a thermal Hotel.



III./1./2 SECTION 2: LOIPERSDORF → ÓRISZENTPÉTER

This section goes from Loipersdorf, through Jennersdorf and Szentgotthárd. It finishes in Óriszentpéter. Between Szentgotthárd and Óriszentpéter, the infrastructure has to be improved. This means, that the roads need to be built or reassigned, so that the bike-ride is safe. The main attraction in this section is the Órsegi National Park.

III./1./3 SECTION 3 ÓRISZENTPÉTER → ZALAEGRSZEG

Section 3 focuses on the part between Óriszentpéter and Zalaegerszeg. As already mentioned, this section was added on later during the brainstorming process. This was the case, since Zalaegerszeg offers a good connection to public transport. In this section, the roads still need to be made bike friendly.

III./1./4 SECTION 4 ÓRISZENTPÉTER → LENTI

Lenti is the final stop of the tour. The main partner here would be the Thermal Hotel Balance, which hosted the REGIONET Competitive Project week. Lenti already has good bike roads. Nevertheless, service points still need to be built near the Thermal Hotel Balance.



IV. GOALS

V./1 SHORT-TERM GOALS

The short-term goals of this project are focusing on the Austrian-Hungarian border. The main goal is to promote the area by increasing regional tourism and cross-border cooperation via bike. This is achieved, by improving the communication between the cities along the route. In addition to this, cooperation between different thermal hotels needs to be created. This can be achieved with the installation of discount packages.

By focusing on bike tourism, the healthy lifestyle is promoted. Focusing on environmentally friendly transport, first of all ensures that this area is not harmed by pollution. Secondly it allows people to combine active tourism with the health and wellness tourism that is already offered in the different cities along the tour.

It was noticeable, that the Area around Lenti has a very small variety of tourists (mainly elderly people). With the combination of active- and wellness tourism, a greater variety of tourists will be achieved, since this tour is made for all age groups. To reach these target groups, online services and social media will promote the tour and the region.

V./2 LONG-TERM GOALS

Looking at the tour (figure 5) it was clear that there is potential to make it a Three-Nation Tour. By including Slovenia in the tour, one would increase the tourism across three borders. With the inclusion of partner cities like Lendava, it is possible to expand the active and wellness tourism. Creating this Three-Nation Tour would also ensure that more people would be reached. By connecting the three partner cities Bad Radkersburg, Lendava and Lenti, a faster and shorter route could be formed. This would make the Ride and Recover tour even more attractive to tourists.



V. MARKETING

V./1 MARKET ANALYSIS

Nowadays, the importance of cycling tourism is keep increasing, caused by the also ascending relevance of sustainable and environmentally friendly tourism. The use of bicycle as a leisure and everyday mode of transport has reached that level of popularity, which can be no longer ignored in this region as a tourist attraction.

To prepare the marketing strategy, we tried to collect some similar attraction in and around the region:

- **Lake Fertő – Balaton Cycle Road⁴**

The cycle road connects an Austrian and a Hungarian castle and two lakes, which are rich in natural resources. An extensive range of adventure and thermal baths can be found in the former palaces of the most important prince families (Kismarton, Fertőd, Keszthely), and between Lake Fertő and Lake Balaton Baths (Rust, Mörbisch, Keszthely). The entire route is 180 km long but can be completed intermittently.

Between Kismarton and Fertőd one can ride on a bicycle path, between Fertőd and Hévíz on agricultural roads or on low-traffic roads, and then on the last section to Keszthely, there is a bicycle path that ends at the Balaton Bike Trail.



Figure 6 Cycle road near Lake Fertő

⁴ https://west-balaton.hu/wp-content/uploads/2019/01/nyugat-balaton-kerekparos_2018_hu_web.pdf



- **Donauradweg (R1)**⁵

Donauradweg is one of the most popular cycling road in Austria. Like already mentioned, it connects cities, hotels, camping places and much more across three countries, offering a variety of tracks, with different difficulties. This tour has proven that bike-tourism works and it is the goal of Ride & Recover to achieve similar results

- **Velem cycle road**⁶

Near to the western border, next to the forest, we go up to Kőszeg on a short, but strong level rise. The top of the mountain range south of Kőszeg, Írottkő, is about 900 meters high. At the foot of the mountain, you can safely go on a bicycle-friendly road marked by a designated bicycle excursion. Hikers should expect higher traffic alone on the way to Szombathely. The distance is about 40 km.



Figure 7 Írottkő Naturpark cycle road in Velem

- **Őrség – mountains and valleys**⁷

⁵https://hvg.hu/brandchannel/feelaustria_20170529_Bringazna_a_csaladdal

⁶ https://www.origo.hu/utazas/20100418-az-orszag-10-legszebb-bringautvonala.html?fbclid=IwAR0DH_CfgOpuYX6_qZgMN73o8O98crzNHVcnCgJARuQK50q1leeNuo10-rQ



The Órség National Park is Hungary's youngest national park. Whether we are going on a family bike trip or wanting to explore the area with a group of friends, we will surely find our calculation here. The centre is Óriszentpéter, which is also the centre of Órség, can be the starting point for cycling excursions, where you can visit the sights of the region for 40-80 km a day. Along the bike paths, you can drive on a low-traffic road. The area is characterized by short but relatively steep climbs and slopes.

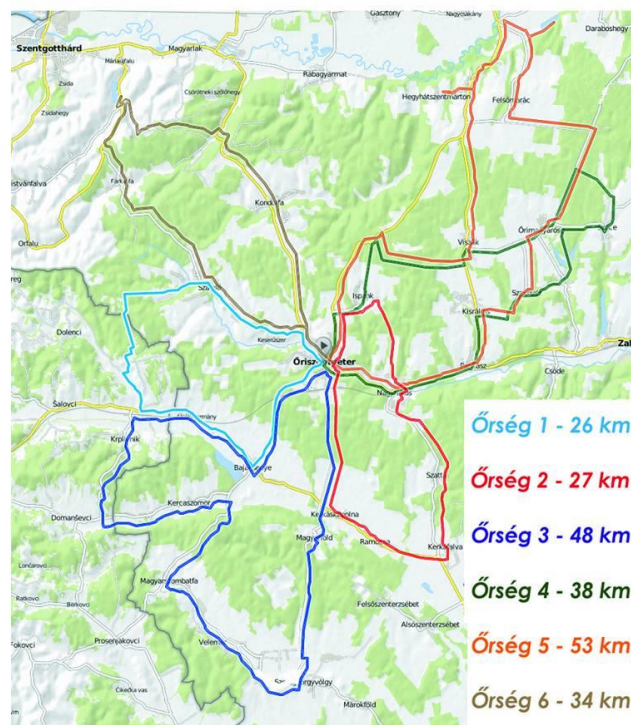


Figure 8 Cycle road in Órség National Park

The conclusion is that cycling tourism services are an increasingly successful market area with significant economic and social impacts.

⁷ https://www.nlcafe.hu/szabadido/20080604/5_szuper_bicikliut_magyarorszagon_-_kezdoknek_es_haladoknak/?fbclid=IwAR3jpGzqlUuhyTd3BcRBXSoP0Q3HL09YvdCs35s3y0VPQ8Pbkh8m9eyTnHY



V./2 DEFICIENCIES OF THE TOURISM OF THE REGION

In spite of the fact that tourism, and in particular active tourism, has already emerged as an important economic and social element in the region, it is not yet considered to be a driving force.

V./3 SWOT ANALYSIS^{8,9,10}

In the following sections, we summarize the key findings and conclusions of a situation analysis in a SWOT analysis that highlights the strengths, weaknesses of cycling tourism, and explores the potentials and dangers of an unaffected environment.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Geographically, it covers a relatively small area, but has diverse, unique landscapes. • There are existing connected cycle roads. • Many small motorways provide safe and unobstructed cycling. • The accommodations connected to the village tourism offer a good opportunity for cycling tourists (as resting places, etc.). • Introduction of bicycle rental and service. • National, international awareness of some of the main tourist products helps 	<ul style="list-style-type: none"> • In the spring and autumn, there is usually a large amount of rainfall, but the unpredictability of this also has a negative impact on tour plans. • Often, tourist attractions are difficult to reach by bicycle - be it on the way or on the spot. • The lack of interest of the great majority of people, low willingness to cooperate. • Missing cycling route network is missing, longer routes are limited. • Lack of cycling-friendly accommodation and resting places. • Limited number of rest areas, water

⁸ http://2010-2014.kormany.hu/download/3/a0/30000/Kerekparos%20turizmus%20strategia_egyeztetett_12.21.pdf#!DocumentBrowse

⁹ <https://smbleader.hu/images/cikkek/ketkerek/Marketing-strategia.pdf>

¹⁰ <https://www.pvfzrt.hu/userfiles/dokumentumok/IPA%20Kerekparos%20Tanulmany.pdf>



<p>to boost cycling tourism (eg health tourism, wine tourism opportunities).</p> <ul style="list-style-type: none"> • Many initiatives to create cycling-friendly service networks. • The area has significant thermal and medicinal waters. 	<p>abstraction facilities, toilets and luggage racks along the routes.</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<ul style="list-style-type: none"> • With the spread of cycling culture in West-Hungary and Eastern parts of Austria, the number of cyclists is increasing. • The cooperation can be used to combine bicycle development in the two countries. • Service providers recognizing the economic opportunities in cycling tourism can make major developments in cycling services. • Availability of EU funds. • The eco-friendly recreational opportunity greatly contributes to changing the cycling approach. • Opportunity to join to different national bicycle tourism development projects. • Opportunity to join active tourism, cultural tourism, wine and gastro-tourism and family-friendly tourism development programs within cycle tourism development. 	<ul style="list-style-type: none"> • The more unpredictable spring and autumn weather can discourage non-cyclists, so the seasonal impact may be less pronounced. • The implementation of the vehicle-oriented development policy in the state and municipal practice will continue. • The spread of cycling culture is slow, the promotion of environmentally friendly transport is not efficient enough, so the breakthrough is missing, the daily cycling habits of the local population do not change fast. • Lack of internet and mobile network development.



V./4 TARGET GROUPS

As mentioned above, one of the reasons for creating this tour, was to promote the cross-border region to people of all ages. It was important to ensure that the people traveling along the route and to different cities and hotels, would diversify and expand the existing tourist groups. Nonetheless, it was necessary to specify the target group, to make this tourist attraction meet the needs of all participant tourists.

In order to segment our target group in the best possible way, we have studied different researches about age distribution of bike usage. Figure 5 shows the results of an online survey¹¹ from the Hungarian side of the selected region.

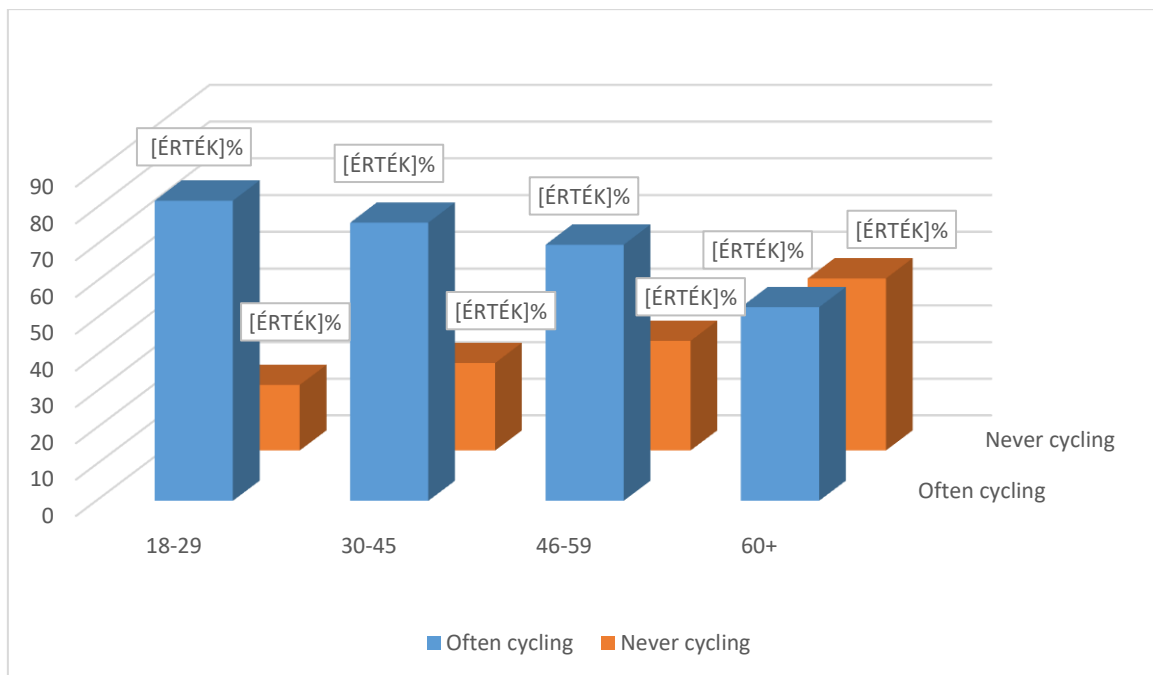


Figure 9 Age distribution of bike usage

The figure shows that 82% of the Hungarian young adults, so individuals between 18 and 29 years regularly sit on bicycles, while 18% of them are almost never. In terms of adult age, activity is already decreasing, 76% of them regular, 24% rare cyclers, while 76% of the middle agers (46-59 years old individuals) use bicycle minimum weekly often. Surprisingly, in the case of the elder people, rate of cyclers - non-cyclers is almost equal, 53-47%.

¹¹ <https://www.mozgasvilag.hu/kerekpar/hirek/kutatasi-eredmenyek-a-magyarok-kerekparozasi-szokasairol>



The target audience was split into three groups: Family and Friends, Cycle Enthusiasts and the 65+ Group.

V./4./1 GROUP 1: FAMILY AND FRIENDS

This group can be split in three subgroups: Family with kids, Couples (without kids) and Friend groups. The people in this group are not as familiar with bike tours and simply want to enjoy the exercise and nature with their loved ones or friends. They will not need professional racing bikes, but more likely children or mountain bikes. E-bikes will also be provided for this group. The luggage transport will be the highest for the people in this group, since they are most likely to travel with more luggage.

The most important decision making point is to have the appropriate number of attractive attraction along the road. Their accommodation (which is usually a large tourist destination) is looking for starting- and ending-there round trips.

It may also be important for the target group to design a "star tour". Starting from an accommodation and always returning there, you can explore the area's bicycle tours without any change of location, 20-60 km long daily, well-known roads in the region, or routes we have travelled by ourselves. Our carefully selected and visited hotel partners have been providing comfort and care for years.

V./4./2 GROUP 2: CYCLE ENTHUSIASTS

The second group focuses on experienced bike tourists. The people in this group are familiar with travelling via bike. It is very likely that the people in this group prefer bringing their own equipment (bikes, helmets, gear, etc.). Therefore, it is very important to focus on the transportation of equipment and luggage with this group. Nevertheless, should they decide to not bring their own equipment, professional gear should be provided at all the main locations along the route. Members of group 2 are also more likely to complete the whole tour in one go, instead of using the thermal hotels along the way.



V./4./3 GROUP 3: 60+

This is the main tourist group already present in Lenti. It is important to provide this group with e-bikes and the necessary charging equipment along the route. By ensuring the tour is marked with signs and physical location updates, it is also possible to prevent the technological difficulties that come with the use of apps. Similar to group 1, it is very likely that this group will not fulfil the whole tour. They will more likely ride less and wellness more.

V./5 MESSAGES IN MARKETING COMMUNICATION

By emphasizing the values of cycling - a healthy lifestyle, a common family program, nature-friendly, environmentally friendly - by cycling hiking as an image of pastime, raising awareness of its values can also involve cyclists who have missed it so far.

The following marketing messages have been formulated for them:

- Two countries with one cycle.
- Go By Cycle
- Be sporty, be healthy

In the present marketing strategy, the complex "tourism product" concept, the selected target group(s), and the applicable communication channel and tool, can be formulated with detailed message planning for specific and targeted communication.

V./6 SALES CHANNELS AND MEANS

V./6./1 ONLINE CHANNELS¹²

- **Ride & Recover online customer service portal:** one of the most important information communication channel. A closed and an opened portal should be created. The first one is for those, who check the page at the level of interest, and the second one is for those, who have already been tried our services.

Returning visitors should be offered the opportunity to register and have some premium service on the page, like creating a unique trip on the road, to summarize

¹² <https://marketing21.hu/2018/05/09/10-hatekony-online-marketing-eszkoz-2018-ban/>



what they have already done and to show their achievements in each races and challenges.

- **Social media:** Facebook is still a very good tool from the marketing point of view: it provides great targeting opportunities for our customers. On the other hand, Instagram is a real teenage marketing tool, according to different surveys, Instagram messages reach people faster than any other form of social media. However, a lot of resources would be required to keep social media up-to-date, so we should concentrate on collecting and sharing the content for visitors (by asking them to use hashtags¹³)
- **Appearance on professional (cycling) websites and route databases.**
- **Cooperation with bloggers:** content marketing.
- **Waze advertise:** cooperation with Waze Community Navigation application. By adding Ride & Recover to the Waze navigation route, we can attract many new tourists.

V./6./2 DIRECT MARKETING¹⁴

Besides that, for registered users of the website, it is advisable to send thematic newsletters, promotions and brochures at regular intervals, but there must be dedicated personal resources to coordinate them.

- **Couponing:** Digital coupons are available on company websites, social media outlets, texts, and email alerts. Mobile phone applications offering digital coupons for direct use.
- **Direct response marketing:** direct response mail order, direct response television, direct response radio, direct response magazines and newspapers and other media, such as magazines, newspapers, radio, social media, search engine marketing and e-mail can be used to elicit the response.

¹³ <https://en.wikipedia.org/wiki/Hashtag>

¹⁴ https://en.wikipedia.org/wiki/Direct_marketing



V./7 RESTING PLACES, AREAS¹⁵

According to a Hungarian study confirming international trends¹⁶, the two most important aspects of choosing the place of tour are safety and natural attractions. However, according to European surveys, the cost factor is not the most important motivation (not necessarily because of the savings of this type of transport, and it is not true that cyclists spend less than non-cyclists). In addition to safety and sights, cycling tourists consider the proper signing of routes and the quality of accommodation and meals.

Cyclists need rest areas of 10-15 kilometres. In shops, buffets, confectioneries, catering facilities, rural tourism ports, it is advisable to set up bicycle resting places where cyclists would stop for food, eat, and drink. The indoor cycling rest area should be clean, shaded, possibly covered, with a bench, trash bin, and bicycle support to help the cyclists comfort. At least 4 people must be seated in the rest area.

Obligatory services for bicycle rest areas:

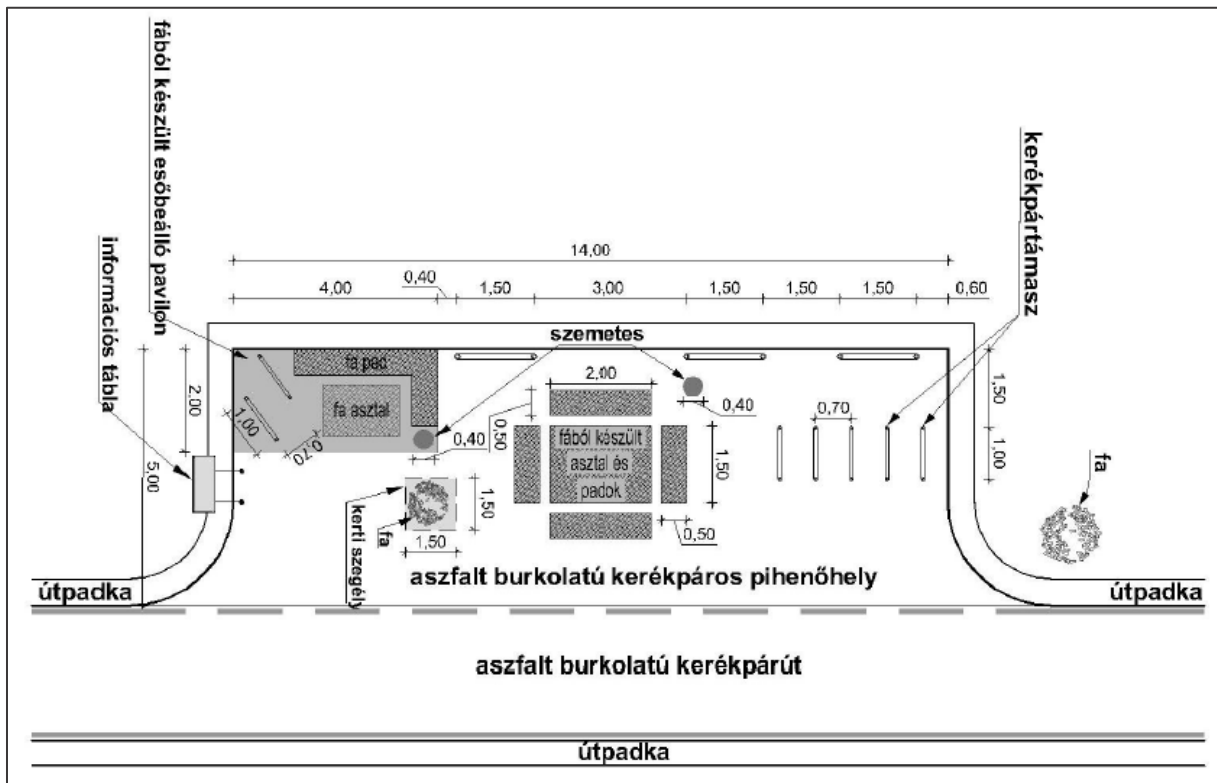
- rain cover, or shading facility with map;
- tables, benches;
- bicycle parking;
- dumps;
- indication of the location of the nearby toilet and drinking water.

Recommended services for cycling places:

- toilets;
- creating a drinking water receiving area;
- medical check-points.

¹⁵ <https://www.palyazat.gov.hu/download.php?objectId=17907>

¹⁶ Happy Bike Kft. - Magyar Kerékpárosklub, 2001



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Figure 10 Pattern for outdoor cycling rest areas

Figure 10 shows a pattern for an outdoor cycling rest area. In addition to the paddle, the project is visible in a fenced area. In addition to wooden tables and benches, bicycle supports, information boards, rain pavilions and garbage cans are placed.



V./8 POSSIBLE PARTNERS

In addition to tourists, all cycling tourism marketing strategies treat the service layer as a priority target group, those market players whose supply is essential for the development of a combination of quality and composition, thus playing an essential role in the development of cycling tourism:

- **Hotels along the route**

Thermal Hotels: Bad Radkersburg, Loipersdorf, Zalaegerszeg and Lenti.

- **Sports brands**

Potential future partnership with major sports brands such as Nike, Puma, Adidas.

- **Route Slovenia**
- **Weinland Steiermark Tour**
- **ADFC**
- **Örsegi National Park**

VI. WHAT IS NEEDED?

VI./1 INFRASTRUCTURE

First of all, our project cannot be implemented without some infrastructure improvements. The planned bicycle route from the Austrian part is almost complete, but it is incomplete on the Hungarian side.

We need about 80-100 kilometres of expansion to make the basic plan come true. However, it is also necessary to reclassify and upgrade existing routes. It is essential to place traffic signs next to roads and to provide smaller seating areas, benches and tables at appropriate distances. In addition to developing routes, many buildings need to be developed.

Hotels in the project must be compatible with cycling tourists, which means that they have to create different bike stores and service points. Restaurants and smaller hotels next to the route are also included. Where necessary, there should be new rest areas, restaurants and accommodations.



What is needed, however, is a network of service points. While there are smaller service points along the road, there is no properly constructed network at a certain distance.

VI./2 EQUIPMENT

We will definitely need our own bikes to provide an opportunity for those who do not have their own bicycles. Accordingly, we need to provide bicycles for all types, for all ages. For the elderly, we can also provide electric bikes for trouble-free cycling.

Bicycles are provided for families and hikers too. In addition to bicycles, we also need vehicles that can help you transport your luggage. These vehicles would also be suitable for carrying bikes. The service points will have all the parts and equipment necessary for cycling. This way we can ensure that we find a solution to any problems and thus make the hiking smooth for our guests.

VI./3 SERVICES

In addition to equipment, we also provide services to our guests. At the service points, qualified professionals help tourists. These professionals help in the assembly, repair and maintenance of the bikes. Packages and bicycle delivery vehicles are available between service points. Our drivers are trained mechanics, so they are able to solve any kind of problem besides transportation.

In addition to solving mechanical problems, solving health problems also plays an important role. To this end, we employ well-trained doctors and nurses to help deal with injuries caused by accidents. These doctors will be available in the same way at the service points, and on-site care can be provided as needed.

For cyclists who want a group tour, we have trained drivers for them. We try to create as many hiking trails as possible to have suitable routes for all ages. These routes are diverse and have different levels of difficulty.

For the popularity of our project, we also employ people who play a crucial role in social media. For example, we employ someone who promotes our services on Instagram, Facebook, and all possible portals. In addition, we would also create a web site where guests can be informed about all important events and information.



The Plans include an application that could replace maps and also contain all the important information you need during the tour. Through the application it will be possible to communicate with service points and doctors.

VI./4 FINANCIAL PLAN

Money is the essential tool for implementing the project, providing services and equipment. Fortunately, cycling is a popular activity both in Hungary and in Austria, so the state and the European Union provide support for such initiatives. However, there is also a need for cooperation between hotels and settlements.

VII. WHY US?

It would be worthwhile to choose us because our project combines bicycle tourism and wellness tourism. Our guests can participate in the bike tour and relax at the same time. This combination can be attractive for all ages.

We also offer discounted packages for guests. This means that if one chooses our offer, he or she will be able to stay in the thermal hotels for a cheaper price. This will be a completely new route with different levels of difficulty. This means that there is a suitable route for any age group.

Our equipment also gives people of all ages the opportunity to try this bike route. We provide e-bikes, mountain bikes and race bikes, so that all target groups are being taken into account. The Packages also include shuttle services that transfer equipment and luggage from one place to another. This allows a stress-free bike tour.

By the creation of an app, it is possible to check up on resting places or services along the route. It helps in case of an emergency, but also ensures that you know the route.



VIII. CONCLUSION

Ride and Recover is an idea that promotes the tourism along the Austrian-Hungarian border. By connecting existing Partner cities (Bad Radkersburg and Lenti), the area will become even more popular and better known among all age groups. By combining active and wellness tourism, the variety of tourists in this area will increase as well. Increasing the cooperation not only between the cities but also between the Thermal Hotels, ensures that the communication between the people is improved. With this people get an insight in the different cultures (Austrian and Hungarian) and the border will seem obsolete.

This Project idea focuses on the promotion along the Austrian-Hungarian border. Nevertheless, this project could also be the answer to increased cooperation and communication between three countries (Austria, Hungary, Slovenia). There is potential to improve the relationship between three partner cities in three different countries by allowing bike tourism to thrive in this area.

By bringing people together from different countries, the borders will seem non-existent and the focus area will thrive into something greater and more attractive. Ride and Recover is an Idea that not only promotes environmentally friendly tourism, but also allows different people to build friendships and cooperation's and with these, improve the tourism in this area.



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SUMMARY

In order to promote tourism along the Austrian-Hungarian border, a REGIONET Competitive Project week was held. The essence of the competition was for the participants to create inter-disciplinary and international teams during a one-week 'Summer Camp' to create a cross-border project that will boost the economic and social relationship between the two-countries. In order to give our idea a chance to become a popular tourist attraction, we have studied many online researches. This is important for predicting the relationship between the effectiveness of our idea.

This idea called “Ride&Recover” which means the connect of the sport and the recreation. The route chosen by as mentioned above based on the thermal hotels. This follows the cities with thermal hotels and some important places like cross-boarding place (Szentgotthárd) and other settlements which have spectacle like Óriszentpéter (National Park of Órség). The places where we can find thermal hotels are Bad Radkersburg, Loipersdorf, Lenti but also has thermal water at Zalaegerszeg. The part of the route in Austria is completed but there is some missing part in Hungary. We also thinking about the expansion of the route and would like to include that Slovenia too but it is the future’s question.

We have short-term goals and long-term goals too. Short-term goals like promote the area by increasing regional tourism and cross-border cooperation.

Long-term goals like increase the cross-border cooperation between Austria, Hungary and Slovenia.

The marketing strategy built firstly on the nearby tourism places like Lake Fertő and its agglomeration.

We also had to analysis the strength and weakness, the opportunities and threats.

The target groups we divided into three groups: first one is the “family&friends”, the second one is the “sport enthusiasts” and the third one is the ”60+”. Each group have personal characteristic, expectation, what they put in the front. We should send messages differently to raise their attention.

We had to admit that the prices are high and not everyone can pay them so we made some discount packages which help to the people in material field. This help can improve and increase the number of the cyclist and it makes a new way of the holidays. It is also necessary



help in the reliable shuttle-services and luggage transportation which can make the travel easier. The bikers can discover new places, routes, and landscapes through us. The safety travelling the app will help the bikers with directions like checkpoints and others across the mobile help function.

Our program makes connection with the partner cities that improve cooperation and give insights on different cultures. The project also combines sport and health tourism which makes it individual that establish a new tourism destination.