

DATOURWAY

Transnational Strategy for the Sustainable Territorial Development of the Danube Area with special regard to Tourism



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1. Introduction

The DATOURWAY project is a transnational cooperative action committed to the development of tourism along the middle and south-eastern sections of the Danube River, while paying particular attention to the protection and enhancement of the natural and cultural resources of this area along the great European waterway.

This document on the transnational strategy is based on the survey and analysis of each national section of the project area and on the synthesis of the national studies concluding in a SWOT analysis. The strategy focuses on the sustainable development of tourism with a territorial approach. It has been pointed out in the joint, synthesized evaluation that both the issues and the conditions of tourist development are interrelated, and the territorial approach facilitates the highlighting of these interrelations. It is therefore justified to offer a territorial development strategy with focus upon tourism.

The project area extends to six countries. Four of these are EU Member States and two are on the way of European integration. The economic performance of all these national sections is way below that of the upper sections of river Danube. The GDP/capita values of several parts are between 25-30% of EU average. Although tourism is acknowledged to have important role in promoting overall socio-economic growth, no consistent tourism strategy has been elaborated as yet for the entire area. The DATOURWAY project is a first step towards this: a strategy of tourism development of the entire Danube riverside area from the Black Forest to the Black Sea.

The concept of tourism is interpreted in the project in a broad sense. It is regarded as a complexity of activities serving for recreation, resort and leisure, cultural enrichment, enjoyment of natural beauty of physical exercise. The aim of the project is to enhance and promote transnational cooperation to promote and mobilize the various tourist potentials of the river itself, of the riverbanks as well as of the natural beauty of the riverside area and architectural assets of the lively towns, cities and villages by the Danube.

The strategy synthesizes the results of the work packages WP3 Analysis/Synthesis and of the WP5 Pilot Projects and serves as the basis for the Investment Guidebook and the Big River Guidebook.

The target groups of the strategy are all institutions, organisations and individuals, who are in the position to promote tourism in the area. The strategy is addressed to the local, regional and national stakeholders, the development agencies, authorities, businesses and civil organisations whose actions and attitudes are determinant for the future of the area and durability of the project results. The main beneficiaries are the future visitors of the area who, if the development processes are aligned with the principles, objectives and proposed actions, may enjoy the attractions and services which this area can offer and also the local residents and entrepreneurs who can obtain decent livelihood by undertaking various forms of tourist services.

The time perspective of the strategy is long term partly because the pursuit of sustainable development thus requires and partly because the attainment of the objectives set need persistent efforts.

2. Vision, expectations from the DATOURWAY project

Tourism is generally recognized as essential and growing business which contributes to the enhancement of prosperity and overall economic development. Besides growing income potential tourism helps to make the country or region known in other parts of the world, and triggers the development of other businesses. Furthermore, the developments which are indispensable for the attraction of tourists (infrastructure, green open spaces, cultural programmes, knowledge of foreign languages, local awareness) are also useful for the general improvement of the quality of life and for other business developments.

All DATOURWAY countries have national tourism strategies and specific strategies for tourist development in the Danube space. What needs to be further emphasized are the specific tourist potential of the Danube area and the potentials of transnational cooperation providing programs offering a broader variety of activities.

The vision for the DATOURWAY project area is to become a tourist development corridor, where the tourist destinations are interlinked to comprise an integrated entity. Such a tourist development corridor would / should have the capacity

- to adapt to the changing markets,
- to increase and enrich the tourist potential,
- to strengthen the social base and human resources of tourism,
- to protect natural assets and rehabilitate the environment.

For the attainment of this vision it is necessary

- to improve accessibility and develop transport links
- to promote the development of tourism related businesses, especially SME's
- to enhance attractiveness by the appropriate presentation of built heritage, local and regional traditions, cultural activities,
- to create and develop suitable infrastructure including accommodation and services
- to enhance cooperation and networking,
- to develop appropriate social capital by means of a variety of education and training programs,
- to protect and wisely manage the landscape and ecological assets,
- to improve the environmental quality,
- and to mitigate environmental hazards.

The DATOURWAY project should contribute to the attainment of these ambitious purposes.

3. EU relevant tourism policies

Tourism is a key sector of the European economy. It comprises a wide variety of products and destinations and involves many different stakeholders, both public and private, with areas of competence very decentralized, often at regional and local levels.

The EU tourism industry generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force (approximately 9,7 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is much higher: tourism indirectly generates more than 10% of the European Union's GDP and provides about 12% of the labour force.

3.1. EU cohesion policy

The main objective of the EU Cohesion Policy is to diminish the gap between different regions, more precisely between less-favoured regions and affluent ones. It is an instrument of financial solidarity and a powerful force for economic integration. The three main objectives of the EU Cohesion Policy are: Convergence, Regional Competitiveness and Employment, and European Territorial Cooperation.

Convergence: Over 80% of the cohesion policy budget is allocated to the poorest regions, which are those where the GDP per capita is less than 75% of the EU average (or slightly above this level). This money is spent on measures to boost economic growth, including transport and other infrastructure projects. These regions have a combined population of some 170 million people, which represents just over one third of the total population of the EU. Most of the so-called 'Convergence regions' are to be found in the 'new' member states in Central and Eastern Europe (which joined the EU since 2004) as well as in Greece, Portugal, Spain and southern Italy.

Regional Competitiveness and Employment: Around 16% of the money is shared among the approximately 170 regions that do not qualify for support under the Convergence objective. European money is used to co-finance projects that contribute to the strengthening of economic competitiveness by promoting innovation and entrepreneurship, protecting the environment, improving transport links, adapting the workforce and investing in human resources.

European Territorial Cooperation: The remaining 2,5% of the cohesion budget is used to promote cooperation among regions in different member states by means of joint projects and exchanges of experience. Most of this money is spent on building closer links between border regions.

The above mentioned objectives of the EU Cohesion Policy are assigned within the current programming period but in the future, after 2013 several ideas are put forward of which the most important concerning the project area: linking the allocation of funds to the Europe 2020 objectives, inviting member states to sign partnership contracts, reinforcing the territorial dimension and strengthening partnerships.

Relevance of EU cohesion policy to DATOURWAY strategy

Community Cohesion Policy is about convergence and support of less developed regions to catch up to the European level by capitalising from their own strength. This project aims to help the backward regions along the SE section of Danube by making sustainable use of their tourism potential. This is also in line with the SEE Program's overall objective.

Both Cohesion policy and SEE strategy emphasizes the need and value of transnational cooperation. The involvement and committed cooperation of organisations from all countries along the SE Danube corridor is a response to this strategic call.

The proposed team includes participants from neighbouring countries. Croatia is Accession Country, Serbia intends to be one. Their participation is indispensable as their territory is a part of the project area, and their active involvement in this project is also in line with the Community Cohesion Policy and the Programme's strategy, and is a valuable preparatory exercise in their accession process.

3.2. The Treaty of Lisbon, "A renewed tourism EU policy: towards a stronger partnership for European Tourism"

The Treaty of Lisbon is an international agreement that amends the two treaties which comprise the constitutional basis of the European Union. It provides the EU with modern institutions and optimized working methods to tackle both efficiently and effectively today's challenges in today's world. In a rapidly changing world, it is important to address issues such as globalization, climatic and demographic changes, security and energy. The Treaty of Lisbon reinforces democracy in the EU and its capacity to promote the interests of its citizens on a day-to-day basis.

Besides, the Lisbon Treaty acknowledges the importance of tourism, outlining, for the first time, a specific competence for the European Union in this field and allowing for decisions to be taken by qualified majority, in order to reinforce the EU as the foremost tourist destination of the world. In the Lisbon Treaty the distribution of competences in various policy areas between Member States and the Union is explicitly stated in the following three categories: exclusive competence, shared competence and supporting competence. Tourism is labelled supporting competence, this means "the Union can carry out actions to support, coordinate or supplement Member States' actions".

A great number of private and public stakeholders at international, European, national, regional and local level are involved in the development of tourism. Given the complexity of tourism which is not easy to separate from other economic sectors, the stakeholders must develop partnerships if they want to stay ahead of competition. The success of the renewed EU policy depends therefore on the active involvement of all tourism stakeholders.

The policy focuses on 3 main areas:

1) Mainstreaming measures affecting tourism

- 2) Promoting tourism sustainability
- 3) Enhancing the understanding and the visibility of tourism

The globalization of the markets has opened up new opportunities, with tourists from new markets able to afford high value vacations. Attracting them to Europe would enhance the development potential of the European tourism industry and support the creation of growth and jobs in the EU. The European Commission works together with the Member States and other tourism stakeholders on projects such as the European Tourist Destinations Portal and the preparatory action on European Destinations of Excellence and, at the same time, promotes synergies with all stakeholders in order to improve the visibility of tourism.

This document highlights the potential of tourism to generate employment and growth, the two main goals set by the Lisbon Strategy. To this aim, the commission proposes a renewed European tourism policy which involves the Member States' authorities and the stakeholders.

Competitiveness and sustainability are the key-points of the Commission's proposal to meet challenges such as changing demography, external competition and the demand for specific forms of tourism. A more competitive and sustainable tourism industry would contribute to confirm Europe's leader position as tourism destination.

The Commission also considers dialogue and partnership amongst stakeholders and with the public authorities a fundamental tool to implement this tourist policy.

Relevance of The Treaty of Lisbon to DATOURWAY strategy

The DATOURWAY project is consistent with and supports the EU horizontal policy on environmental sustainability. The fundamental purpose is to identify and promote actions for tourism development which are linked and harmonized with the area's environmental potentials. The maintenance of sustainability of the natural and architectural assets of the area depends on appropriate use both in the field of tourism and transport, which is in the heart of the project objective.

The pilot project on 'Greenway' will focus on the establishment of a green route for non-motorised movement.

The objectives of DATOURWAY are coherent with the national policies, particularly with the rural area policies, as elements to guarantee a sustainable development of the tourist sector with a key role in the process foreseen by the Lisbon strategy. Particularly: with reference to national policies, the strategy for the tourist development is consistent with the territorial aspects of the Hungarian Tourist Strategy, with the aspects of rural economy and environmental quality of the Romanian National Development Plan, with the objectives set by the nationwide Bulgarian regional development OP, with the New Strategy for the Development of Tourism in Slovakia, with the Croatian Tourist as well as Regional Development Strategies, with the relevant Serbian strategies and legislations and the Italian National Strategic Plan for Rural Development.

The project will promote the implementation of the regional operative programs in Hungary, Romania, Bulgaria, Slovakia and Italy each focusing on the development of tourism as means to diversify rural economy and also the relevant Serbian and Croatian programs. The Italian

“Special strategic Project Po River’s Valley” will be an important input into the DATOURWAY project.

At the local level the objectives and expected results of the project can be incorporated in the micro-regional and municipal development plans with regard to urban-rural relations, inter-municipality partnership including cross-border cooperation, harmonisation of environmental and economical aspects. The pilot projects will provide information and orientation for local policies.

Trans-national cooperation in tourism development can mobilize synergies for sustainable growth, as tourism is dependent on sustainability.

The aim of the proposed project is to promote a balanced pattern of tourist growth areas, to involve mutually useful partnerships and contribute to the integration of marginal areas and thus to polycentric development.

3.3. EU Strategy for the Danube Region

The Strategy has been prepared following the initiative of the Danube countries and it is now their responsibility to work on the implementation. The Danube Region covers 8 EU countries (Germany, Austria, Hungary, Czech Republic, Slovak Republic, Slovenia, Bulgaria and Romania) and 6 non-EU countries (Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Ukraine and Moldova).

The aim of the strategy is to develop:

- faster transport by road and rail
- cleaner transport by improving the sustainable navigability of rivers
- cheaper and more secure energy thanks to better connections and alternative sources
- a better environment with cleaner water, protected biodiversity, and cross-border flood prevention
- a prosperous region, through working together on the economy, education, social inclusion, and research and innovation
- attractive tourist and cultural destinations, developed and marketed jointly
- a safer, well-governed region, thanks to better cooperation and coordination of government and non-governmental organizations

The various issues are grouped in four pillars and 11 priority areas. Tourism - besides transport and energy - is assigned in the first pillar „Connecting the Danube Region” and within the priority area „To promote culture and tourism, people to people contacts”. According to the Strategy’s Action Plan, a common and sustainable approach to improving and publicizing the opportunities of the area should make the Danube Region a European and world “brand”. The most attractive assets of the region are the common history and tradition, culture and arts reflecting the diverse communities of the Region, as well as its outstanding natural heritage. The world class cities along the Danube River as well as attractive landscapes and the Danube Delta as a world heritage site with its sporting and other recreational options has an accentuated position in the strategy.

In the co-ordination of the implementation, Romania and Bulgaria will take up the promotion of culture and tourism, people to people contacts.

Relevance of the EU Strategy for the Danube Region to DATOURWAY strategy

DATOURWAY project covers the section of Danube where tourism potential is not used to a great extent until now due to the underdeveloped economy and infrastructure. Thus for the South Eastern European countries many convergence related topics are relevant. The contribution of the DATOURWAY project to EU Strategy for the Danube Region promoting the development of this section of the river to become a tourism destination, and for this purpose the formulation of a common tourism strategy.

3.4. Territorial Agenda of the European Union 2020

Towards an Inclusive, Smart and Sustainable Europe of Diverse Regions (agreed at the Informal Ministerial Meeting of Ministers responsible for Spatial Planning and Territorial Development on 19th May 2011 Gödöllő, Hungary)

Background

The enlargement of the European Union over the 50 years brought about increasing territorial diversities and disparities, which in turn highlighted the importance of regional policies.

In the 1990's in response to the global recognition of the significance of sustainable development and territorial cohesion the European ministers responsible for regional development elaborated and in 1999 adopted a statement entitled European Spatial Development Perspective, ESDP.

The main and still relevant principles of ESDP are the following:

- Polycentric development (territorial decentralisation)
- Sustainable development
- Integrated approach (harmonisation of social, economic, environmental aspects)
- Strategic approach (identifying objectives and interconnected actions)
- Indicative (implementation: national governments in cooperation with the EU commission and the regions)

60 recommendations in three chapters (themes)

- Polycentric development and urban-rural relations
- Equal access to services and information
- Wise management of natural and cultural heritage

Among the means of implementation the ESDP promoted consistent territorial observation and analysis and the territorial impact analysis of EU policies,

In early 2000's increasing globalisation of the enlargement of the EU adopting 12 New Member States and the experience gained from the first results of the ESPON Program the elaboration of a new policy framework was decided. The Territorial Agenda of the European Union was agreed at the Informal Ministerial Meeting of Ministers responsible for Spatial Planning and Territorial Development in May 2007 in Leipzig.

In the Territorial Agenda of the European Union the following

- increasing geographical concentration of population and economic growth
- aging and different migration trends of population
- climate change
- decrease of biodiversity
- increasing risks technological and natural hazards
- energy shortage, increase of energy prices
- increasing global competition

In face of these challenges the TA set the following priorities:

- polycentric development of metropolitan regions and cities
- improvement of urban – rural relationships
- strengthening of the interconnections of competitive and innovative regional, national and transnational clusters
- development of trans-European transport, energy and communication networks, development of secondary networks and nodes
- transnational cooperation in the management of technological and natural risks
- strengthening European ecological networks and cultural resources.

The experience about the review of the (first) Territorial agenda in 2007 and the lessons of Member States, have demonstrated that in order to strengthen territorial cohesion, more action is needed, not by the definition of new targets, but the fine-tuning of the existing ones; and their breakdown to operative measures.

Strategic aims

The (new) Territorial Agenda of the European Union 2020 (agreed in Gödöllő, Hungary, in May 2011) has the subtitle “Towards an Inclusive, Smart and Sustainable Europe of Diverse Regions”

In this document the challenges to be faced are formulated in the following:

- Increased exposure to globalisation: structural changes after the global economic crisis
- Challenges of EU integration and the growing interdependences of regions
- Territorially diverse demographic and social challenges, segregation of vulnerable groups
- Climate change and environmental risks: geographically diverse impacts
- Energy challenges come to the fore and threaten regional competitiveness
- Loss of biodiversity, vulnerable natural, landscape and cultural heritage

In response to these challenges the priorities of territorial development are set as follows:

- Promote polycentric and balanced territorial development
- Encouraging integrated development in cities, rural and specific regions
- Contributing to territorial cohesion at cross-border, transnational, and inter-regional level
- Ensuring global competitiveness of the regions based on strong local economies
- Improving territorial connectivity for individuals, communities and enterprises
- Managing and connecting ecological, landscape and cultural values of regions

Relevance of the Territorial Agenda of the European Union to DATOURWAY strategy:

The issues which are addressed in the Territorial Agenda are relevant in the DATOURWAY area. The region is characterised by depopulation, social deprivation especially of rural but also of peripheral urban areas are common difficulties. The safeguarding of the highly

vulnerable natural and cultural resources is even more important than elsewhere. The adaptation of climate change and management of risks is important in view of the regrettable recent experiences. Improvements of connectivity and – especially – the contribution of territorial cohesion at cross-border, national and inter-regional level are persistent needs. Tourism development based on the existing natural and cultural values improves the socio-economic status of the rural areas and at the same time maintains the environmental conditions.

3.5. EU Sustainable Development Strategy (EU SDS)

The overall aim of the EU Sustainable Development Strategy is to identify and develop actions to enable the EU to achieve a continuous long-term improvement of quality of life through the creation of sustainable communities able to manage and use resources efficiently, able to tap the ecological and social innovation potential of the economy and in the end able to ensure prosperity, environmental protection and social cohesion.

The strategy sets overall objectives and concrete actions for seven key priority challenges for the coming period, many of which are predominantly environmental:

- Climate change and clean energy
- Sustainable transport
- Sustainable consumption and production
- Conservation and management of natural resources
- Public Health
- Social inclusion, demography and migration
- Global poverty and sustainable development challenges

Relevance of the EU Sustainable Development Strategy to DATOURWAY strategy:

Sustainability is a core aspect of DATOURWAY strategy, as the whole intervention system is developed taking into consideration the highest possible positive impact on the involved regions' socio-economic and environmental conditions with lowest negative externalities. The measures designed for the tourism strategy all are based on development arisen from the local strength and possibilities. It only supports increase in tourist flow until the limit the given area can still retain essentially the same function, structure, identity.

3.7. EU horizontal policy on equal opportunities and non-discrimination

The DATOURWAY project is consistent with and supports the EU horizontal policy on equal opportunities and non-discrimination. By means of tourism development the project offers a new economic opportunity directly involving the local population as service providers. Thereby a possibility opens to improve their livelihood and quality of life by mobilizing their best characteristics of hospitality and friendliness. Training programs to be organized in the pilot project areas will also enhance local know-how and capabilities. The consistent cooperation all through the project and in the follow-up establishes and strengthens contacts among people of different nationalities which in turn help in non-discrimination.

3.8. National tourism policies

All DATOURWAY countries have national tourism strategies and specific strategies for tourist development in the Danube space. What needs, to be further emphasized is the specific tourist potential of the Danube area and the potentials of transnational cooperation providing programs offering a broader variety of activities.

Slovakia

Slovakia has a comprehensive national program for the development of tourism in 2008 - 2013 focusing on a broad range of areas including the following:

- Summer tourism and waterside holidays
- Spa and health tourism
- Urban and cultural programs, sightseeing
- Rural tourism, agro-tourism

The concept has defined five specific development objectives:

- Strengthening the position of the tourism sector in the national economy,
- Making Slovakia more attractive as a holiday destination,
- lengthening the duration of tourist visits,
- Improving the visitor structure by providing better quality services,
- Supporting the creation of new employment possibilities especially with high potential for tourism.

The objectives as identified indicate the national economic importance of tourism and the concern for qualitative improvement. The regions have (of Bratislava, Trnava and Nitra in the project area) have specified the national guidelines with respect to their own characteristics. The territorial differences among the regional policies reflect the spatial variations of overall economic and tourist potentials. Whereas Bratislava with its region is the centre of cultural, business and conference tourism and has further cross-border potentials, the lower Danubian area is rather more of national and regional importance and the further quantitative and qualitative development services and attractions are foreseen in the relevant policies.

Hungary

In Hungary very high importance is attached to tourism and its development in view of the admitted fact that the national potentials of tourism are underused and even underestimated. In terms of tourist attractions and intentions to develop attractiveness, the approach is somewhat similar to the one in Slovakia. The cities – Budapest with its metropolitan region, as well as Győr, Sopron, Székesfehérvár, Pécs and Kecskemét – are designated as destinations of cultural, business, conference tourism as well as offering a broad variety of other – in part supplementary – services.

Outside the urban regions the policies focuses upon the exploitation of local potentials for sports, particularly river-based tourism, country walks, cycling, rural tourism etc. The urgency of the improvement and extension of services is pointed out. This is particularly relevant for the area south of the Budapest metropolitan region.

The improvement of the accessibility to tourist sites is also emphasized in the Hungarian development policy. Particular attention is given in this respect to the development of

passenger transport on river Danube. This issue – navigability, development of ports, harbours, and marinas – should be taken on board by the overall DATOURWAY strategy.

Another specific aspect of tourism related policy in Hungary is the priority given to health, medicinal and wellness tourism which is due to the specific potentials in Hungary in this field.

Croatia

In Croatia the National Strategy for Tourist Development (Strategy of Development of Croatian Tourism) focuses on the coastal area, although the potentials of the continental region in cultural tourism, ecotourism, health tourism and business tourism are acknowledged, and the possibilities of the Danube areas for rural tourism, hunting, fishing and various forms of activities in the countryside are highlighted. Nevertheless, no concrete measures are specified at this level. New master plan of Croatian tourism is planned for the next year and it is expected that new efforts will be made in order to improve actual low importance of tourism in the interior of Croatia and Croatian Danube area as its part. Regional strategic documents, counties' development strategies, adopted in 20, replacing ROPs, emphasize tourism development in the Danube Area through strategic priorities and measures such as promotion of destination based upon the selective types of tourism; development of human capacities and development of tourist infrastructure taking into consideration international dimensions and growth trends of the tourism development in the Danube area.

The spatial plans, which identify zones for certain developments with regulatory force, do not offer strategic approaches and tourism does not play important role in them. Both counties have intended to produce tourism master plans for their areas, but those plans were either not implemented, or even accepted in a draft form, while ideas of those plans are noted as strategically for future tourism development, especially in accentuation of local architectural and traditional heritage, education and training, tourism planning and services for rural tourism providers.. Some of the local development plans (PURs) include measures for regarding tourism development (promotion, brand strategies), referencing stimulation of investment in tourism and its related services as well as creation of tourism development centres.

Serbia

The new strategic documents on tourist development of both counties are under preparation. The Government of Serbia in 2005 adopted a strategy for the promotion of tourist development. In this strategy Serbia is identified as a place "Where Danube meets Balkan" and the Danube is attributed with special importance. The Serbian part of Danube catchment area encompasses parts of three clusters of Serbia: Vojvodina, Belgrade and South-eastern Serbia. The following forms of tourism are promoted: business, conference, touring, rural tourism, events, spa and wellness, waterway, mountains, lakes, short breaks.

In 2007 the Government issued 11 plans to estimate tourist potential in detail and to develop tourist infrastructure.

At the level of provinces in the strategy of Vojvodina the focus is upon water tourism based on the Danube and there is emphasis on the development of infrastructure like marinas, bridges, ports, tourist attractions on the water, etc. Furthermore, attention is given to the communities in the vicinity contributing to (though environmental improvement) and benefiting from tourist development. Special emphasis is laid on Gornje Podunavlje, an area with special nature reserve in the western part of county Bačka along the left bank of the river. The area of 1,528 km² with centres of Sombor and Apatin is a riparian complex skirted by the Kopački Nature Park in Croatia and the Danube-Drava National Park in Hungary. This as yet internationally unknown territory has a very high tourist potential. Similar is the

importance of Donje Podunavlje in eastern Serbia along the river. It is the watershed between the basin Danube and the Morava River basin. In the strategy for rural development (2007-2013) the areas are identified which may be eligible to funds for the development of rural tourism.

Romania

In Romania the National Tourism Development Master Plan 2007-2026 is an umbrella policy that includes various plans and strategies aiming at optimising the sector's contribution to the national economy. It incorporates a six year action plan up to 2013.

There are important statements and provisions relating to tourism in the National Spatial Planning Act approved by Law 190/2009.

Regional policy strategies including references to the tourism sector were developed in the majority of the Danube counties, and some have completed their tourism strategy. At the local level cross-border initiatives with Bulgarian partners are promising processes. The public authorities are aware of the fact that the Danube River has an extraordinary tourist and economic potential, which, unfortunately is exploited in a very small extent in Romania. That is why they are planning to bust the tourism activity by creating new Danube ports some developing into tourism centres for whole regions and cities.

The Constanta County Council has made the first steps towards an increase of the quality of transport for tourism purposes on the Danube River, by drawing up some feasibility studies for these investments.

Planning and designing the tourist ports will encourage tourism in the Danube area and, implicitly, will create a higher interest for the investors in the area. More than that, the county authorities are also thinking to create some tourist assets, by means of some public - private partnerships which could serve the tourist ports.

Bulgaria

In Bulgaria 15 tourist regions are identified. The national policy for the development of tourism sets aims for

- preserving, protecting and improving the quality of tourist resources;
- creating regional tourist products;
- promoting regional partnerships;
- supporting the setting up and operation of regional tourism organizations for the management of tourism regions;
- improving infrastructure at national, regional and municipal level;
- effective marketing and advertising of Bulgaria as a tourist destination;
- monitoring and analysis of tourism development in the area

Cultural tourism complemented by cruise, river, ornithological, wine-tasting and adventure tourism are listed as potentials of the Bulgarian Danube tourist region. In the document entitled "Operational Programme Regional Development, Priority Axis 3 Sustainable development of tourism, operation 3.1. Development of tourist attractions and related infrastructure" several Danube municipalities are highlighted as high and potential tourist destinations deserving concentrated development of infrastructure and services.

In summary, the policy statements of the four countries are in agreement in the recognition of the importance of tourist development and of the tourist potentials of the Danube space. The national policies provide broad, indicative frameworks which are then further specified by the regions or other area units to fit the broad objectives to their local characteristics.

What will be further needed are the following:

- a transnational approach highlighting the added value and possibilities of cross-border and inter-regional cooperation, cooperative structures, and
- a strategic approach highlighting, besides the objectives, the proposed and planned and foreseen interrelated actions towards the attainment of the set aims.

4. Background

4.1. Position of the DATOURWAY area

The DATOURWAY region is a corridor along the middle and lower sections of the Danube, in Central and Southern Europe¹, in the south-east part of the European Union, which covers the river bank NUTS 3 regions of six countries (Slovakia, Hungary, Croatia, Serbia, Bulgaria, and Romania). The Danube enters the area of planning at the Devin Gate (*“where the murky foams of the Morava pour into the Danube” – Elek Fényes*) and ends at the Black Sea river delta.

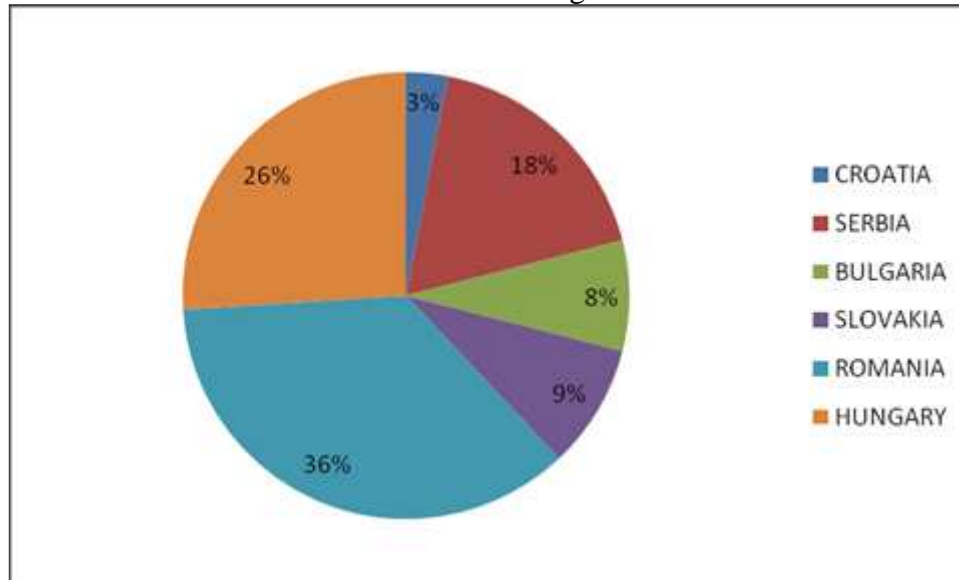


During the course of past centuries a significant part of the territories along the Danube belonged to large-sized empires of several nationalities (the Hapsburg Empire and the Ottoman Empire). The river itself functioned as a connecting link between both large historical and cultural structures, and established a unique cultural and linguistic Danube identity based on port cities. The Central European and Balkan elements appeared everywhere in the lives of the cities, though in a unique manner, and to different extents; thus the cultural connecting links are still alive and formed **strong capital and dynamic medium size cities in the region**. The urbanisation processes of the past century naturally undermined and damaged the traditional cultural milieu. However, its traces can still be found in **rich and diverse architectural and archaeological mementoes, traditions, identities, and network of settlements** etc. In several places these monuments are revived and made parts of settlement development.

¹ Strengths

4.2. Social resources

The DATOURWAY project area covers altogether 182.265 km² (of six countries) the number of inhabitants is 20,409,444, one third of which is the share of Romania and a quarter is of Hungary. The other four countries share the remaining 5/12.



Share of population between the DATOURWAY countries

Average density is thus 112 people/ km². The area comprises four national capitals, three of which are right on the riverside. The capital cities (Bratislava, Budapest, Beograd, and Bucharest) and the port cities in Romania (Constanta, Galati) are the largest urban concentrations. The rural districts on the other hand are rather sparsely populated. These include several Danubian districts in Bulgaria (Montana, Razgrad, Silistra, Veliko Tarnovo, Vidin, Vratsa), Romania (Calarasi, Caras Severin, Ialomita, Mehedinti, Tulcea) and Serbia (Bor, Branicevo, Central Banat) and two counties in Hungary (Bács-Kiskun and Tolna). The counties of Croatia (Osijek-Baranya and Vukovar- Srijem) are also predominantly rural. Some of the above mentioned districts and counties of the DATOURWAY region are underdeveloped *peripheral areas*² within their own countries characterised with *outmigration of qualified educated young people*.

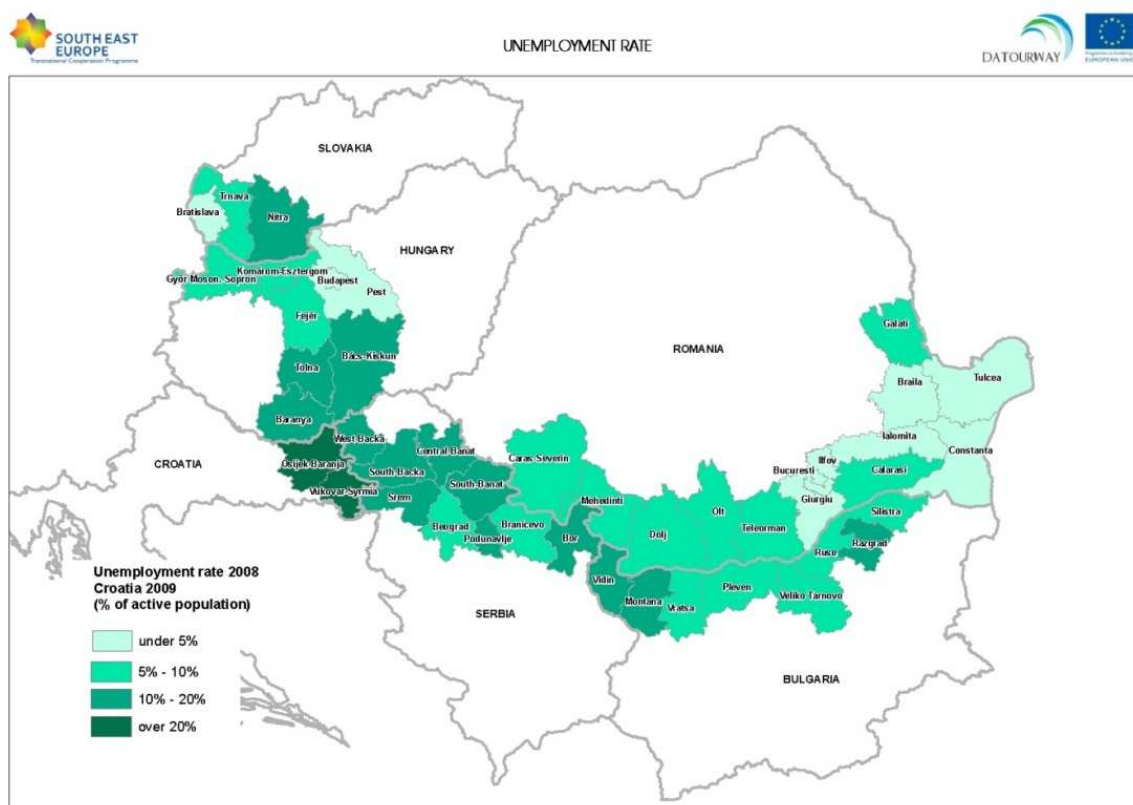
Decline of the number of population is a general trend in the project territory. It is a marked tendency in the Bulgarian, Romanian, Hungarian sections and the eastern parts of the Slovakian section of the project territory. The same applies to the Danube districts of Croatia. In the Serbian districts the temporary and permanent migration flows caused by the political controversies affect the change of the number of inhabitants.

As for the demographic structure there is a tendency of aging. Old age structure is characteristic for the rural peripheries and the core areas of large cities. It is interesting to note that low aging index (that is, somewhat higher ratio of the young than of the old age group) is characteristic for the beginning and the ending sections of the DATOURWAY area.

² *weaknesses*

The educational structure is interconnected with urbanisation rates and the presence of centres of higher education. This characteristic feature is an important component of tourism development, as a certain rate of skill and cultural quality is indispensable for the sound development of related services.

The **urban – rural dichotomy** is characteristic for the area especially as one moves from west to east (as visible in the Slovakian section for instance) and from north to south (e.g. in Hungary). The urban – rural difference continues in the counties of Croatia and in an even more marked way in Serbia. Here around the large cities (Belgrade and Novi Sad the agglomeration – conurbation trends are evolving though the population of the core cities continues to grow fed by migration. At the lower section of the area, as in Romania and Bulgaria the vicinity of the ports and great cities are the centres of growth. The urban – rural dichotomy, however, is expressed in terms of employment structure (higher rate of agricultural workforce in rural areas, whereas greater share of services and industries in the urban concentrations (cities and their urbanized belts) and in the **unemployment situation** of counties as well as in the educational standards.



The districts or **counties with major cities and universities have of course higher educational levels like the districts of all capital cities**, as well as Trnava, Nitra in Slovakia, Győr-Moson-Sopron, Fejér and Baranya in Hungary, Belgrade in Serbia, Bucharest, Constanța, Dolj in Romania, **Veliko Turnovo**, Ruse, Pleven, Svishtov in Bulgaria. The **low level of education may be a constraint on the development of tourism in the peripheral areas**.

4.3. Natural endowments, state of environment

The greatest under-used asset of the DATOURWAY territory is made up by the diverse, hidden treasures of the cultural and natural landscape. This outstanding resource is, however, highly vulnerable and already endangered by irresponsible processes.

The outstanding resource of the area is the river itself. The Danube River is the second longest river in Europe. It stretches over 2,800 km across Europe and flows into the Black Sea, after crossing 10 countries and settling into a vast delta which constitutes **the richest biodiversity area in Europe**.

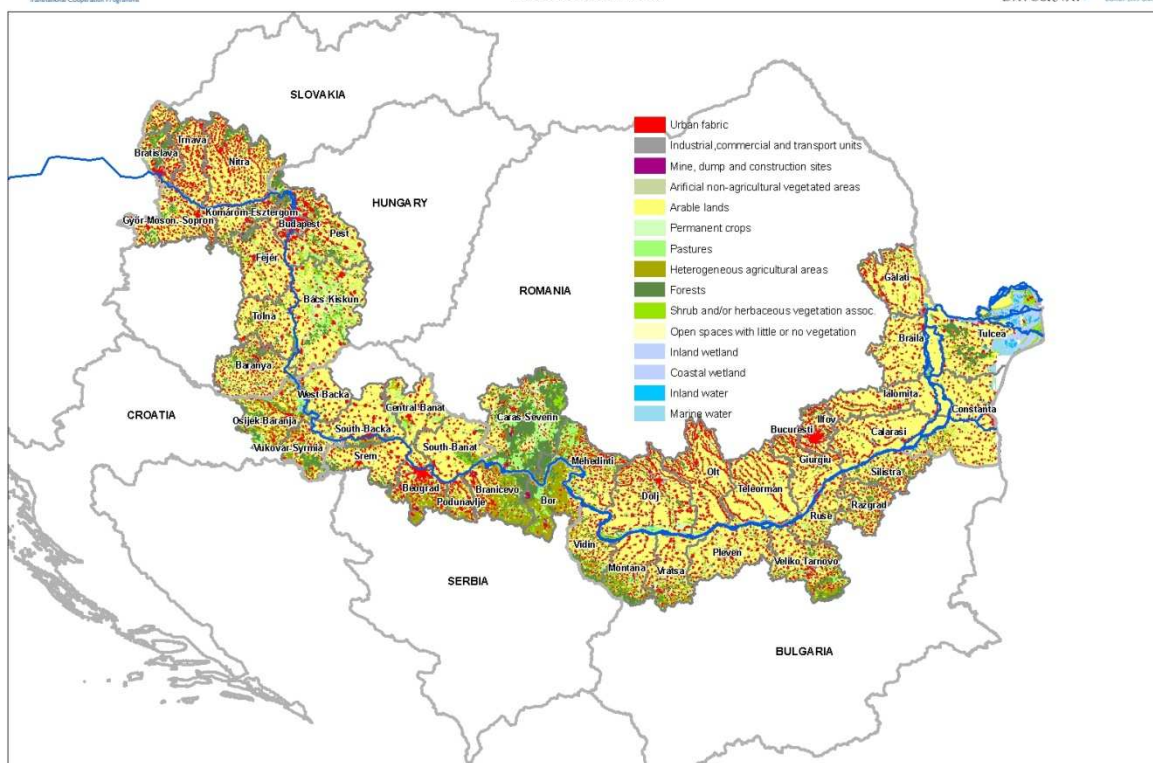
The natural heritage of the Danube region as a whole and of the DATOURWAY area particularly is of European importance. The region contains a large share of Europe's remaining great wilderness areas, as well as **rich cultural landscapes**.



The Danube and its tributaries are vital to the wildlife ecosystems and indeed provide ecological connections that are essential for overall European environmental health



This unique natural asset is under growing pressure. The biodiversity and variety of ecosystems of the region are being gradually reduced. This is mainly due to the rapid industrial, urban, transport and agricultural development and sprawl during the recent years, compensating for the relative stagnation of a significant part of the region in the past. There is a need to increase public awareness about the ecological needs especially in the South-Eastern part of the region, as well as the use of best available practices.



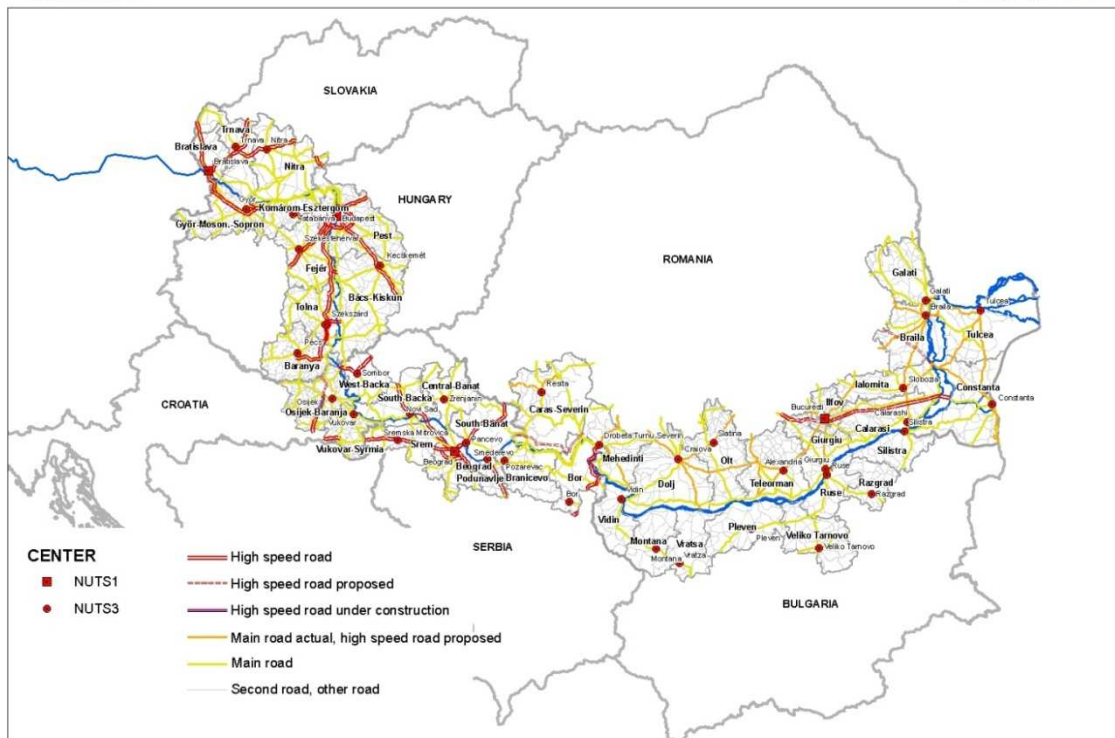
All over the DATOURWAY area, in all countries there are efforts to protect and preserve the natural assets and the cultural monuments. National Parks, nature conservation areas, NATURA 2000 sites have been designated and efforts are taken by legal instruments and other though less effective means to take care of what has remained to the present and future generations from the past.

8% of the total area of the DATOURWAY region is under nature protection. The largest extension of nature protection is in Romania and Slovakia. In both countries 9-10 % of the total area of the riverside counties is under nature protection.

The map of land use pattern (Corine Landcover) highlights the significance of the forest areas by the Danube bend in the north and by the Iron Gate as well as the mountain slopes. The beautiful coastal wetlands at the Danube delta, the meadows of Kiskunság and Sylvania and at the influx of Danube and Drava are also highlighted on the maps. The predominance of the artificial surfaces is also visible. Arable land is the main use of land in this area, and large proportion is comprised by built up area: both the urbanized spaces and those of scattered villages.

4.4. Infrastructure

Important European corridors run through or hit parts of the DATOURWAY area providing access to main European tourist markets. These corridors have been identified with the purpose to integrate the European space by connecting distant areas for instance South East with North West (e.g. Greece and France). The practical objective is to promote the accessibility of popular European tourist destinations. This priority is of benefit for the DATOURWAY areas, though the implementation is clearly a gradual process.



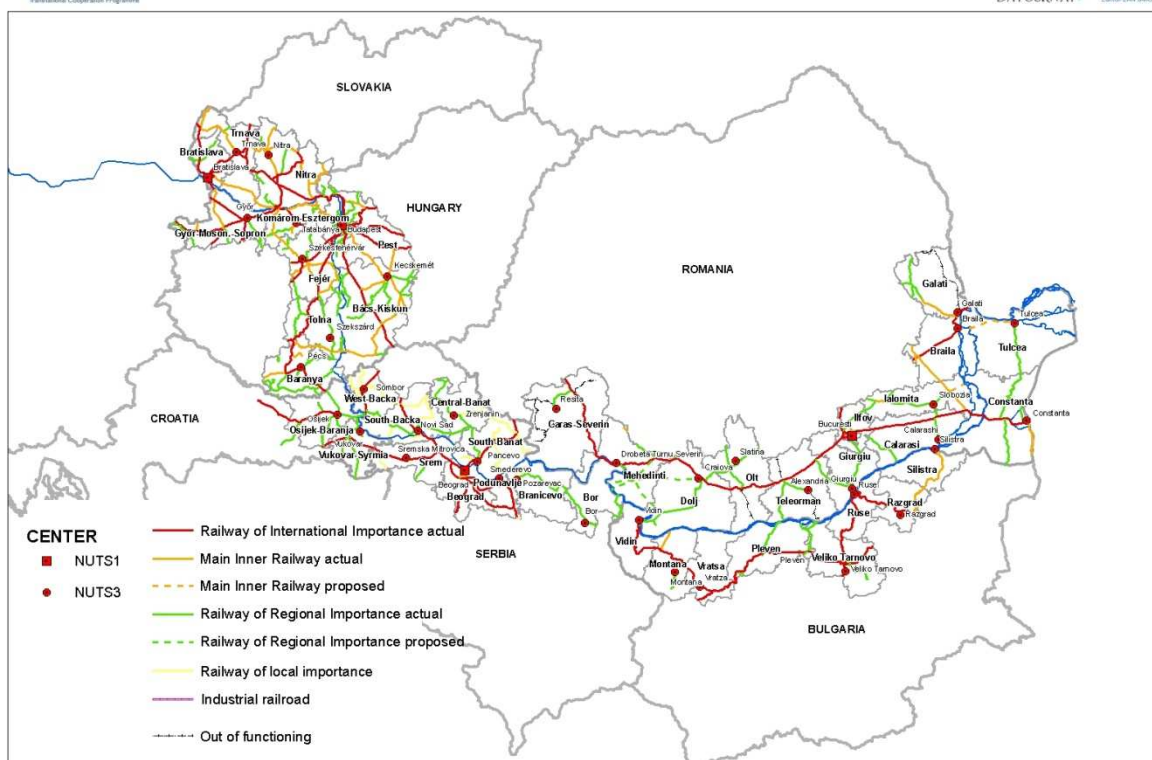
In Slovakia, apart from the western districts the motorways are still at the design stage. In Hungary the **existing** M1, M3, M5 **motorways** and the new-built M6 are essential road connections. Further down to the South-East the motorways are: sectional link between Bucharest and Constanta, the motorway connecting Belgrade – Zagreb – Ljubljana. The motorway between Hungarian border and Beograd will be finalised in the near future.

The network of secondary, tertiary and access roads suffer from low capacity, poor quality and disrepair. It is an opportunity that in the new EU transport policy the priority areas include the improvement of the secondary transport networks too. This class of the road network is essential for tourism, as it makes the small towns and rural areas accessible.

The rail network though extensive, but of inferior quality both in terms of technological and comfort standards. Therefore transport infrastructure hardly contributes to promoting attractiveness by accessibility.

In the capital cities (Bratislava, Budapest, Beograd, Bucharest) connections are provided by airports (though neither of them are among the leading European airports in spite of their advantageous location). Osijek has an international (though underused capacity³) airport, Pécs (at Pogány) also has a small one with capacity for relatively small planes only, the Romanian airports outside the capital (in Constanta, Tulcea, Craiova and Caransebes) in Bulgaria (Ruse and Gorna Oryahovitsa) are also of lesser importance for tourism.

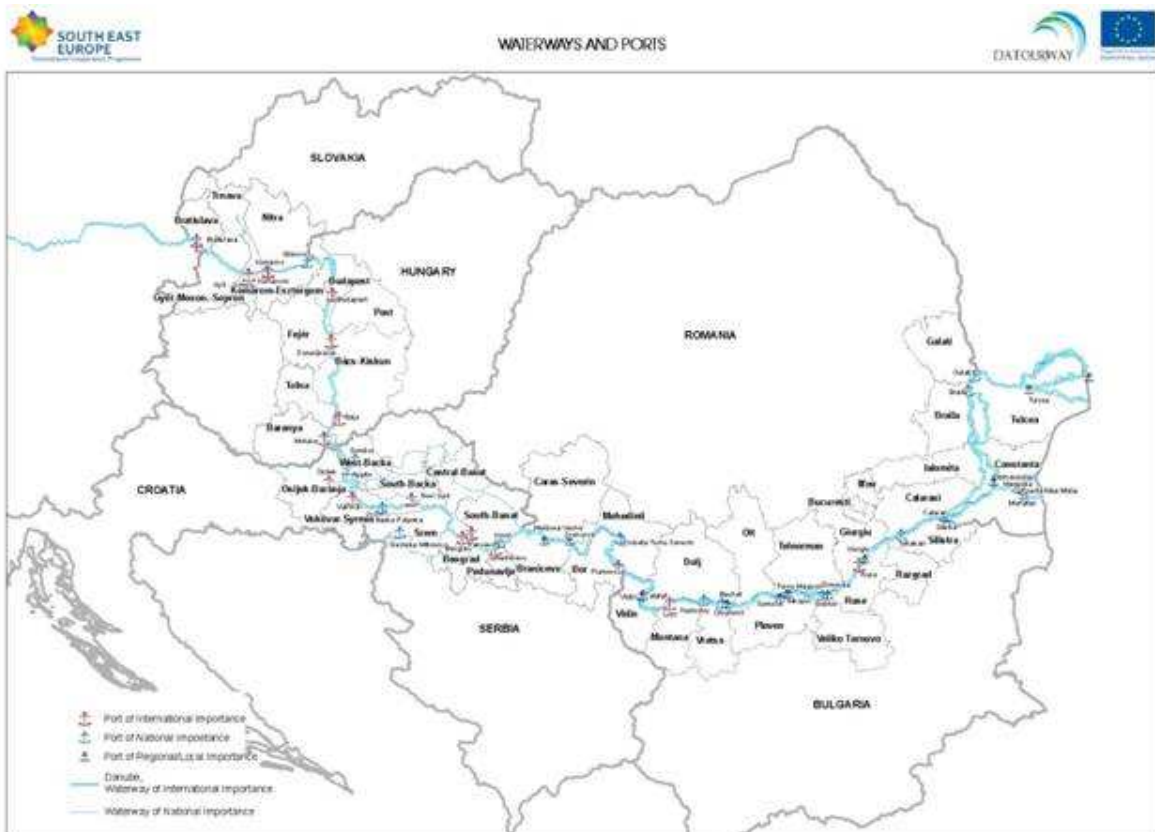
³ The capacity of Osijek airport is 150.000 passengers a year and 131.400 t of cargo; usage of passengers' acceptance capacity in 2010 was 14% and usage of cargo capacity was 1%;



With regard to transport the river Danube is an obstacle rather than channel. On the Slovakian – Hungarian border there are old and new bridges and more to come, In Hungary south of Budapest both new bridges (at Dunaújváros and Szekszárd) are ironically without appropriate road connection (hopefully this is only temporary). In Serbia Novi Sad and Beograd have bridges. Further down, at Drobeta Turnu-Severin the bridge links to Eastern Serbia. There is one bridge to connect Romania (Giurgiu) and Bulgaria (Ruse), and a new one is under construction (Vidin-Calafat). The construction of the new linkages Bechet-Oryahovo and Calarasi-Silistra will be based upon signed bilateral agreements.

Navigation

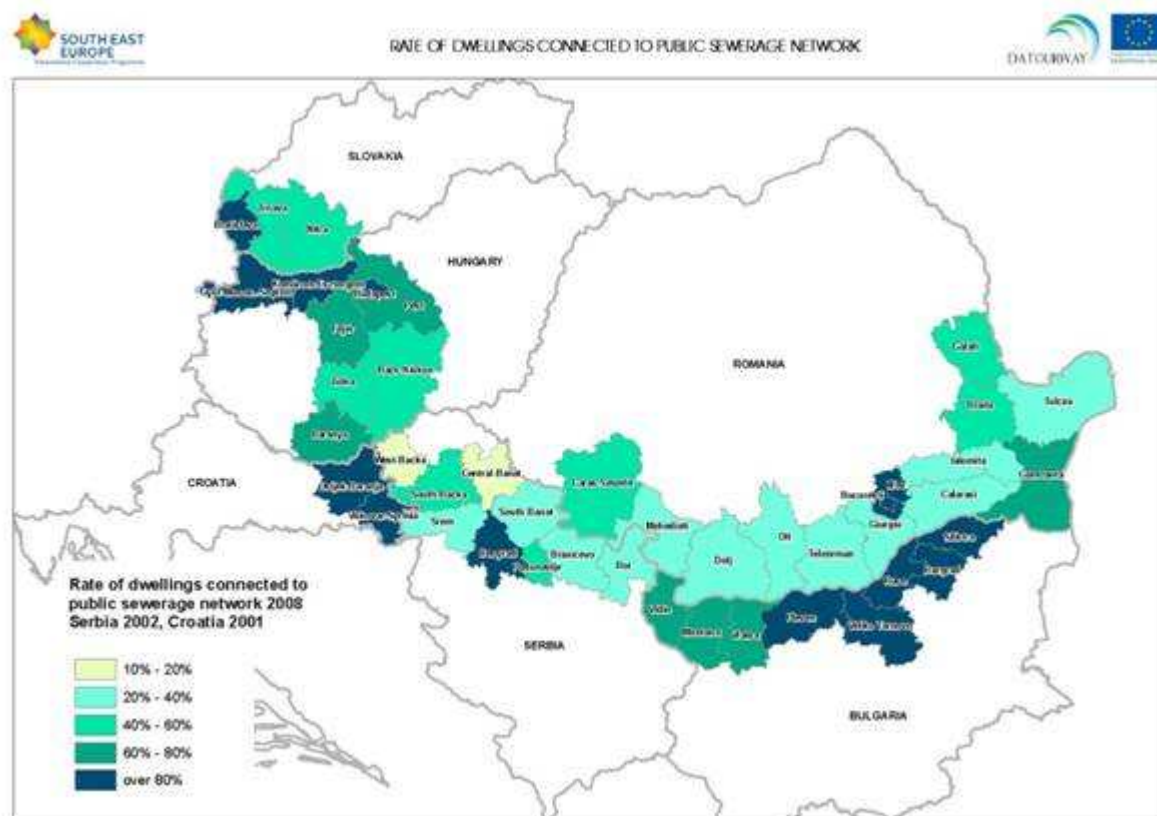
The Danube could be a major trans-European navigation thoroughfare. The construction of the Rheine-Maine-Danube-Black Sea waterway has opened an exit to the Black Sea and it is a channel of passenger flow from Western to Eastern Europe. There are altogether 40 major ports, 16 of international importance in the DATOURWAY area. Two of them (Constanta AND Mangalia) are naval ports by the estuary of the Danube Channel at the Black Sea. Passenger transport on the whole, and leisure transport in particular is decreasing on the Danube, although that parameters of navigation are adequate. Port infrastructure is also available in most parts (though its renewal is necessary in most cases). Passenger transport flow will thrive if tourist destinations get linked to form a chain along the river and are managed in clusters.



In Europe cycle tourism is gaining ground extensively and continuously, so following the trend there is a need to also develop the network of the cycle paths and the related services in the Danube area. The cycle path along the Danube is part of the EuroVelo European bicycle network, thus it is supported at national levels. Its sections are built in relatively large stretches along the Upper-Danube area, in Slovakia and Hungary and in some other places following the line of the Danube, mainly on the flood protection dams. In the rest of the area under discussion the cycle paths built by the settlements comply with the needs of commuters, so these paths do not make up an interconnecting network, which would be a requirement of tourism. In the past funds available for application assisting the construction of cycle paths supported the construction of cycle paths to facilitate accident-free commuter traffic.



The technical infrastructure of water supply, sewage disposal and treatment, energy supply, solid waste disposal and treatment has a leading position among the civilisation criteria. It is an essential requirement to make up for the gap prevailing in this field all over the area, especially in the south-east section. It should be of great benefit to take advantage of backwardness and apply innovative means and instruments like ecological waste-water treatment, re-cycling of solid waste, energy supply from renewable resources.



4.5. Tourism

In the Danube counties of the DATOURWAY project area there are ample potentials for short term as well as week-long or even longer tourism. These *potentials are not fully exploited, at some places they are not used* at all, although all national governments and the majority of local governments are eager to attract visitors and benefit from tourist activities.

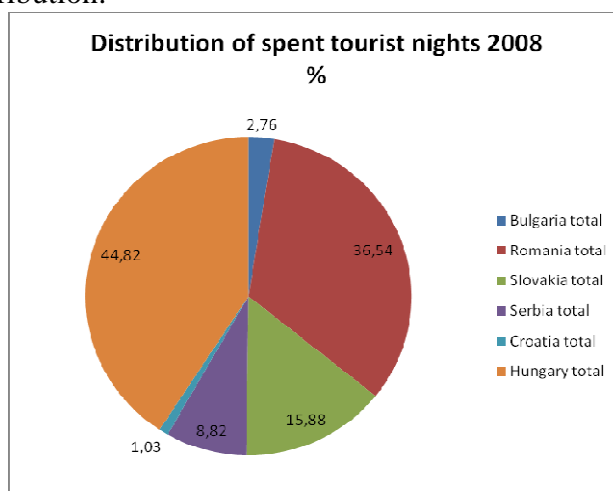
In the DATOUWAY region of 6 countries there are altogether 384 tourist accommodations. Nearly 47% is in Romania, 40 % in Hungary. The rest of 13 % is share by the other four countries in more or less accordance with the territorial distribution.

- The share of Hungary from accommodations is nearly twice of the country's territorial share.
- The respective share of Romania and Slovakia are more or less in correspondence with their territorial ratios.
- In Serbia, Bulgaria and Croatia the provision of accommodation is insufficient along the Danube.

A detailed analysis of the territorial distribution of accommodation reveals that Constanta, the great seaside resort centre comprises one third of the total number of bed places in the DATOURWAY region. It is followed by the concentrations in Budapest and in County Baranya (because of the Lake Balaton), and then by the other capital cities (Belgrade and Bucharest) of the region. The scope of accommodation of Bratislava is roughly the same as the average of the Hungarian counties. All the other counties provide insignificant number of bed places. The lowest is the figure for Olt County (507).

It needs to be noted that in the countries of the DATOURWAY region the riverside counties are not among the most important national tourist destinations. *In Romania, Bulgaria and Croatia the Danube riverside is peripheral – both in terms of tourism and social, economic development – compared to the coastal tourist paradises.* This applies even to places of outstanding rates of accommodation and tourist turnover, because these latter are not dependent on river-based tourism. Constanta is a significant resort centre of Romanian seaside, the capital cities and their regions are multifunctional tourist centres. It is therefore obvious that there is still much to be done for the development of infrastructure for the tourist use of the Danube as a major tourist asset.

In 2008 in the DATOURWAY region nearly 2.7 million tourist nights were recorded in the following country distribution:



It is in line with the distribution of bed places that the majority of guest nights were spent in the riverside areas of Hungary and Romania. There is, however, some shift of proportions due to the seasonality of tourism. Tourist turnover is the highest, where there is abundant offer of accommodation and also where the tourist attractions of the capital cities are less dependent on seasonality. For example, Constanta comprises 32 % of accommodation and 17 % of tourist turnover, while Budapest has 12 % of accommodation and 26 % of tourist turnover in the DATOURWAY region.

4.7. Conflicts

4.7.1. Conflicts between tourism and the state of the environment

Tourism is the human activity which is most demanding in relation to the state of the environment. Moreover, different sorts of tourism have different criteria. The highest requirements on environmental quality are raised by health and eco-tourism. Cultural tourism, city visits are somewhat more tolerant, though highly demanding in terms of culture and events.

The conflict areas are identified with regard to the following aspects: visual pollutions, environmental pressures and environmental threats, as well as environmentally sensitive areas imposing limit on traffic and any human intervention.

In the DATOURWAY area the following anthropogenic environmental pressures are typical:

- Along the bank of the Danube, in the industrialized zones of Slovakia (Bratislava, Gabčíkovo, Komárno), Hungary (Komárom, Esztergom, Vác, Budapest, Budaörs and Dunaújváros), Serbia (Novi Sad, Beograd), Romania (Craiova, Constanța, Braila) there are continuous rows of manufacturing plants and also abandoned quarries and in the Delta region oilfields that disturb and restrict tourism with their air as well as visual pollution.
- Further growth of traffic may cause further air pollution problems in areas that are already burdened with busy road traffic, polluting factories and the concentration of city traffic.
- The waste water and even solid waste discharge from cities and industrial zones restrict and even undermine the recreational use of surface waters and the long term protection of underground water bases. It is a serious assault against the environment and tourism too, when the rate of public water supply service is not matched by the appropriate rate of sewage disposal network. Even more critical is the situation, however, when the waste water is collected and then discharged in a concentrated manner into an underground or surface water recipient.
- Another environmental threat in low lying areas all along the Danube is the risk of flood. Although there are appropriate flood prevention works especially in the upper section, and the missing elements are to be developed in the near future, climate change may cause unexpected, and in many cases unpreventable flood events. Therefore, development projects for these areas must always take into consideration the existing environmental risks. At high banks – in the Danube Bend for instance – the potential slide of the river walls limits the riverside building opportunities.
- Environmental constraints of tourism development may also arise from precaution and care. The water bases and water quality protection areas along the Danube present

obstacles to tourism-related developments just like the large, environmentally sensitive, nature conservation areas limit the tourist capacity of the region.

- The low and inadequate supply of sewage disposal and treatment in less developed and rural areas present a high and serious environmental risk.
- All along the DATOURWAY area there are environmentally sensitive areas. The most vulnerable are the water bases and reserves and water quality protection areas. There are also substantial stretches of environmentally sensitive areas which need special protection from all further interventions.
- Uncontrolled and undisciplined tourism may itself be and actually is an environmental threat: mistreatment of the landscape, littering, noise, injuring the flowers, trees and shrubs, pollution of the air, water and soil are harms caused by irresponsible tourists.
- The ecological quality of the river itself needs special care and protection. An intensive development of large scale goods transport is a threat of the survival of the ecological systems and also undermines the possibility of riverside and river-based tourism.

4.7.2. Inadequacies in the relations between tourism and human resources

In the development of tourism, social barriers are regarded as „soft” ones. The social barriers are associated with the limited capacity of the community to keep pace with the demands imposed by global development and to generate locally based businesses. In several cases the concern for survival may even force the communities to invite entrepreneurs from outside the area, and let them exploit the local potentials and untapped resources. In such cases there is a risk that the local community is more or less excluded from the benefits of the process, which may even be unsustainable.

The problems are controversial. Relatively low economic conditions usually mean inferior quality standards of the given social welfare system, services, housing, infrastructure, and thus restrict the capacities of tourist flow. Under such conditions, adequate services are not available to create a form of tourism that could generate significant revenues, a form of tourism which could contribute to improving economic diversity. However, tourism alternatives that are nomadic or close to nature are feasible in some areas, which are though underdeveloped, but where the landscape is beautiful and nature assets are abundant.

The arrival of entrepreneurs from outside often does not contribute to local economic prosperity, as local communities usually do fear that imposing local business tax would be seen as a „business-unfriendly” measure.

In interconnected regions with multiple tourism potentials, development and marketing efforts based on local cooperation seem to be the way forward. These allow communities to play complementary roles in building capacities and developing local attractions.

Social barriers are shown by a relatively low level of entrepreneurial activity and low participation in tenders. This is partly explained by demographic reasons as well as by a certain degree of economic instability (outward migration, ageing and a shortage of own resources). In view of these factors the following description applies to the area.

In areas of low economic activity there are only a few businesses offering catering and accommodation that have the necessary human resources to provide an adequate level of service to visitors. In addition to meeting the criteria for launching a new business, those who are active in the tourism sector should also be well prepared, well informed and should possess the necessary professional knowledge and communication skills.

The combined presence of these three factors is typical in most urban centres and in several rural communities too (for instance, in Slovakia, Bulgaria and south-west Hungary) ***Entrepreneurial skills and practice are, however, missing in most peripheral rural areas. Further, serious limitations are in language skills as well as skills in modern hospitality including communication, trustworthiness and creativity.***

Closeness to nature, traditional, healthy lifestyle and environment, and the joint potential of arts, craftsmanship and gastronomic services are important advantages of rural areas, and are increasingly sought after in domestic tourism as well as tourism in general. The demand and capacity for new business start-ups and participation in tenders building on these advantages must be promoted all over the region.

4.8. Infrastructural barriers to tourism development

The importance of the supply of tourist infrastructure is justified by the fact that the meeting most of these criteria is of benefit for the local community anyway. The supply of healthy drinking water, sewage disposal and treatment, appropriate housing and renovation of buildings, availability of commercial, catering, health and cultural services quality ensure better living conditions side by side with providing for visitors.

If all other conditions are met, the principal measure to assess the utilisation of tourism-related potential is the quality standard of reception capacity, which depends on various factors ranging from accessibility to the tourism infrastructure and services.

The expectations of tourists with regard to the accessibility of destinations can be rather different and even contradicting: on one hand – especially for short trips – there is a requirement for reaching the destination with no time-loss, while travel time is relatively indifferent in the case of longer holidays, and on the other hand, in many cases there is also a preference for areas closed off from traffic. The offer of other institutions destined to serve visitors match the local level of development. The following section gives a territorial description.

- ***Tourism-related infrastructure is not satisfactory*** in areas where accommodation capacities are low and there are only a few catering and retail facilities.
- Access to an acceptable range of such services of an adequate standard is an essential prerequisite of tourism development, especially for the utilisation of attractions offered by nature, culture and the built environment and for turning the given region into a well-managed destination.
- The Danube area has diverse tourist attractions. The most important of these are the natural assets linked to the still existing oxbows and other riparian sites, the rich cultural heritage, built environment and event calendar, as well as traditional local products and folklore.
- There is strong demand for infrastructural development and marketing management in areas that are rich in tourist attractions.
- In order to be able to launch capital-intensive investments in these areas, the operative burdens of small enterprises would have to be eased in addition to intensifying tendering activity and strengthening cooperation.
- The supply in accommodation services is weak in the communities along the middle and lower stretches of the Danube, while catering and retail services are missing mostly in communities lying farther away from the banks of the Danube.
- The most striking conflict arises in areas along the Danube river which are rich in attractions, but lack tourism infrastructure, namely the area around the Danube Bend –

excluding big towns - and small communities of the Upper Danube section, and the communities situated on the wide stretches of the sparsely populated areas below (south of) the Budapest metropolitan region, by the middle and lower Danube sections, around the Iron Gate, the Romanian Plain , some rural parts along the river in Bulgaria and the Danube Delta.

- It is associated with *infrastructure deficiencies that river-based tourism (paddling, canoeing and yachting) is almost non-existent all along the river*, with the noteworthy exception of communities along the Slovakian section and along the north-western section in Hungary, though here there is a visible trend of decline. The limited occurrence of river-based sports on the Danube is all the more deplorable in view of the vivid traditions of cruising both on the middle and lower Danube section.

5. SWOT elements

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Favourable geographical location and transport links of the project area, integrating role of the Danube River with other countries • Access to European tourist markets via the river • Continuous coverage of a diverse network of settlements • Strong capital cities and regions, dynamic medium size cities • Improving educational level and skills • Entrepreneurial drive • Development of advanced urban services • Organic-farming initiatives • Diversification of local economies in several areas • Growing interest in tourist development • Diversity of cross-border cooperative activities • Technological development of manufacturing • Unique areas of natural beauty • Attractive cultural landscapes • Commitment to landscape protection • Rich and diverse architectural and archaeological heritage • High quality of cultural programs and events in cities • Respect and celebration of national, regional, local cultural traditions and products • Abundance of thermal water resources, growing number of spas • Adequate coverage of road network • Motorway developments 	<ul style="list-style-type: none"> • Substantial ratio of peripheral areas • The Danube river is currently a natural barrier rather than promoting integration and cooperation. • Underused river based tourism (canoeing, nautical etc.) on the south section of the river • Environmental and social challenges in the urbanized areas ,unstable situation of small towns • Deprived rural areas; urban – rural dichotomy • Territorial disparities • Decline of population except in the suburban rings, • Out-migration of educated young people • Inadequate language skills and skills for tourist services • Growing unemployment, long-term unemployment • Decline and closure of manufacturing industries • Deprived areas dependent on subsistence farming or a single manufacturing company • Crude human interventions changing the morphology of landscapes and the rivers • Conflict between nature protection and forestry: degradation of forests • Shortage of resources for heritage protection: decay of historic monuments • Scarcity of tourist attractions in some rural areas • Lack of motivation to highlight local assets of tourism • Low quality standards of tourist services

<ul style="list-style-type: none"> • Spread of advanced communication • Hospitality of the population • Danube Delta as a Biosphere Reserve, Ramsar site, UNESCO site and the best preserved wetland in Europe 	<p>in some urban and rural areas</p> <ul style="list-style-type: none"> • Inadequacies of the environmental culture in some areas • Irresponsible tourist behaviour causing environmental pollution and degradation • Accessibility constraints, inadequate road network especially in the rural areas • Poor housing conditions in deprived rural areas • Lack of a joint tourism development strategy and tourism destination management • Weak networking of tourism development stakeholders
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OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Broad opportunities for transnational cooperation • Forthcoming • Increasing permeability of national borders • Ease of national conflicts • Social and cultural policies promoting equal opportunities • Spread of new, eco-friendly lifestyles • Increase of social responsibility of companies • Growing interest in eco-tourism and landscape-friendly recreation • Discovery, exploration, popularity of the Danube and the riverside as assets and places of tourism and recreation • Development of complex tourist packages comprising cultural entertainment, sports, open space activities • Offer and demand of diverse, high quality local products: food, drinks, crafts • Mobilizing impact of flourishing tourism on local economies and social behaviour • Seasonal extension some tourist activities 	<ul style="list-style-type: none"> • Growing transnational, regional and local disparities • Increasing East-West dichotomy at the European level • Depopulation of some rural areas • Economic and social difficulties involving regional / ethnic conflicts • Out-migration, emigration of young, educated groups • Hazards of climate change: storms, fires, desertification, inundation • Intensive competition in the tourist market constraining quality improvement and preference of cheap solutions • Mass tourism and exploitation of the landscape at peak seasons • Subsistence problems in off-season periods • Constraints on local, small scale developments in period of economic crisis • Difficulties in raising motivation of the elderly, rural population • Pollution, environmental degradation undermining tourist development

<p>(e.g. cultural events, conferences combined with thermal water based tourism)</p> <ul style="list-style-type: none"> • Benefiting from the seasonal character of tourism: preparatory activities, community development during the low-key season • Good prospects of EU supported transport (rail + road) developments • Improvement of cross-border links • Local developments (nature conservation, cycle routes) • Rewarding experience of successful initiatives 	
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6. Trend scenarios

Expected trends in absence of the strategy

Implementation of the Danube region's long term objectives makes it necessary for the region to maximize the utilization of its potential possibilities. Under today's globalization processes the population of the river valley has to count with the magisterial importance of river Danube and the unique possibilities provided by natural environment and at the same time with more and more oppressing effects of the capital cities' closeness. The region needs new competitive advances in the sharpening market competition that are built on the utilization of comparative advances. The mobilization of internal resources can only be expected in case of intensive cohesion and partnership.

In case if the fundamental proposals do not become reality, if the process of tourism development lacks systems approach, if the local- specific social-economic and environmental aspects are not taken into consideration, without territorial co-operation, the productivity of the process will remain low, and it will generate growing disparities and extremities.

The improvement of regional relationships, accessibility comes to live in case of besides the high-speed road network, the internal feeder, distributor road network is also realized, otherwise the international corridors only serve as transit corridors, and do not contribute enough to the development of the region's economic potential. The network deficiencies restrain the cooperation possibilities; increase the stack of functions in the centres where they cause constrained development. The concentration of roles coupling with low standard of mobility possibilities and demands increase the rural population's segregation and social load through the selective out migration. These indirectly increase the social expenses.

In regions with low economic activity and human potential the first objective is to establish territorial stability. The enhancement of education and qualification has a key role in adaptation to market conditions, in reaching higher employment, and thus decreasing defencelessness in general and in the field of tourism as well. With a lack of conscious and harmonized human resource development from territorial point of view, the tools of tourism infrastructure development and attraction development may reach their target in a less extent than necessary and possible. The absorption capacity, which would have a key role in the socialization of the development intentions, in embracing and articulating local needs and initiatives, decreases. The deficiencies in internal cohesion and cooperation, the falling away of the multiplicative effects and in the marketing representing the unique facades weaken the region's economic-tourism positions what leads to development more expensive ad hoc with growing regional disparities without synergies arising from its system-like. The concentration in turnover of the most frequented tourism targets remain, the periodic over crowdedness increases on the roads and tourism hotspots as well.

The anthropogenic interventions, crowdedness, agglomeration and the negative effects of economic activities on the environment may cause permanent deformation in the Danube valley's natural conditions, undermining the stability of the ecological system. The ecological system is efficient as long as it is natural, self-reliant and natural and does not need any external (financial or other type) inputs. The deterioration of ecological conditions involves the decline of social well-being and health through the decrease of the landscape potential; furthermore it has an influence on the choice of tourism destination. In this process of the ecological deterioration the remaining semi-natural areas become even more precious. They can be saved from degradation only by means of careful protection and traffic limitations and restrictive use.

The spread of international connections, co-operations are an important part of the rehabilitation of the once existing identity connected to landscape and role-system of settlements. The impacts of its coercion and falling away is well-known, the present state represents this situation. Cross-border connections and cooperation, and international partnership both mean a solution for the emerging of borderland peripheries, vacuum areas, the subsistence of cross-border contamination and infrastructural dysfunction.

Scenario based on the achievements of the European Union Strategy for the Danube

The European Union Strategy for the Danube Region provides a framework for cooperative actions along the Danube and for the integrated regional development. It may happen that under this Strategy the cooperative actions are restricted to the development of transport, energy production, culture and environmental and landscape management and do not include the development of tourism. In such a case, in spite of the improvement of general conditions there will be little if any progress in the growth of tourism in the Datourway area, and its share will not increase either in the national nor the international tourism market.

The improvements in living conditions, standards, in environmental quality and accessibility, which may be attained with the help of EUSDR actions, are essential but not sufficient criteria of the development of tourism. The general conditions will get better for tourism as long as there are national actions promoting tourist attractions, development of tourist services and relevant education and training. In this case the practice of fragmented development will persist, undermining the possibility of networking (of ports, tourist routes, and organisational links). Because of the limitations of synergy impacts such a process is less efficient, does not facilitate the division of tasks and complementary developments.

Scenario based on the implementation of the DATOURWAY strategy

The DATOURWAY transnational integrated strategy as presented in the forthcoming chapters is the optimal scenario assuming the transnational cooperation is creating suitable conditions and promoting sustainable tourism in the Danube area.

7. Pyramid of objectives

Vision:

Danube: the attractive and unique tourist region

General objective:

Building of a well known tourism brand for the DATOURWAY area by utilization of the tourism potential and strengthening the socio-economic, environmental and infrastructural background

Strategic objectives:

1. Widely utilised tourism potential in the DATOURWAY area

2. Supporting social-economic background for tourism

3. Strong environmental and infrastructural conditions for tourism

Priorities:

<i>1.1. Tourism attraction development</i>	<i>1.2. Development of tourist services and products</i>	<i>1.3. Strengthening of tourism management activities</i>	<i>2.1. Development of the local tourism resources of the DATOURWAY area</i>	<i>2.2. Strengthening the regional identity and cohesion by means of development of cultural tourism</i>	<i>2.3. Human resources development of the DATOURWAY area</i>	<i>3.1. Enhancement of environmental awareness and environmental protection along the Danube</i>	<i>3.2. Infrastructural development of the DATOURWAY area</i>
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Measures:

1.1.1. Coordinated promotion of tourism in the Danube national parks	1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy)	1.3.1. Establishment of tourism management and tourism marketing networks in the region	2.1.1. Coordinated development of tourism and local economy	2.2.1. Promoting of the border and cross border co-operations in tourism development	2.3.1. Tourism oriented and professional training programs for the tourism sector and local inhabitants	3.1.1. Protection of natural and ecological values and their utilisation	3.2.1. Improvement of the accessibility of tourist destinations along the Danube
1.1.2. Promoting potential UNESCO world Heritage sites	1.2.2. Creation of interregional, region specific thematic tourist events	1.3.2. Establishment of local and regional Tourism Destination Management organisations, and their cooperative network	2.1.2. Promoting the local product generation and sale (rural and handicraft) together with tourism	2.2.2. Strengthening the co-operation among the DATOURWAY settlements	2.3.2. Strengthening the local population's environment awareness	3.1.2. Promoting the products of traditional farming (fruits, grape, wine, animal grazing etc.)	3.2.2. Multi purpose development of the Danube ports
	1.2.3. Establishment of a management network of regional events	1.3.3. Promoting clusters of major tourism developments		2.2.3. Strengthening the civil networks in the region	2.3.3. Networking of the middle and high level tourism educational/training institutions	3.1.3. Heritage values, the protection and promotion of the monuments of built environment	3.2.3. Development of transport junctions and crossing opportunities
	1.2.4. Supply and market oriented accommodation development based on a uniform qualification system	1.3.4. Strengthening the regional assets of the Danube brand				3.1.4. Improvement of the environment of settlements	3.2.4. Improvement of settlement infrastructure
	1.2.5. Creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths						3.2.5. Improvement of settlement services

8. Vision

Description of the long term vision
<p>Danube: attractive and unique tourist region</p> <p>A consistent tourism development strategy is needed in the DATOURWAY area especially because in the countries of the DATOURWAY region the riverside counties are not among the most important national tourist destinations. The strategy will contribute to the Danube space becoming attractive and unique tourist region.</p> <p>In the historical-cultural, transport-economic areas of Central Europe interconnected by the Danube the tourism resources of the region are integrated, the advantages of the neighbouring countries are mobilized following the examples of the riversides of Rhine, Elbe, Rhone or Loire, and the region becomes a unique, recognisable tourism brand, a tourist destination.</p> <p>The basis of this is the strengthening of the spatial, Danube identity and the recognition by the nations and countries of the value of the Danube. All this, due to the networking tourism developments and the cooperation between the concerned countries, results in market oriented tourism products and a unified tourism image.</p>

General objective:

Description of the general objective
<p>Building of a well known tourism brand for the Danube region by utilization of the tourism potential and strengthening the socio-economic, environmental and infrastructural background</p> <p>Out of the possibilities and endowments of the Danube tourism is capable the most to utilise the attractive values and recreational possibilities of the region. All these advantages can only be achieved if the development differences of the region are moderated by the strengthening of the economic background and the handling of the social and environmental issues. To be able to become the Danube a tourism brand there is a need to greatly support the improvement of infrastructure especially in the field of transport.</p>

9. Elaboration of priorities and measures

Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area

<i>Justification</i>
<p>Whereas at the upper (German, Austrian) sections of the Danube tourism flourishes the potentials are much less exploited along the middle and lower sections. The DATOURWAY project is committed to change this situation and thereby initiates a unified process of cooperation in tourist development.</p> <p>The basis for the unique, recognisable and unified tourism brand can be created by the natural-historical and the cultural resources. Their present establishment, development and realisation can hardly be recognised on the tourism market. The improvement of the unfavourable starting situation can only be achieved by the exploration of the present potentials and their turning to tourism products. Among the potentials we should highlight the ones which can be developed by networking (the ones related to water and natural values, the culture of the Danube and the connecting history and the traditional farming systems).</p>
<i>Description of the desired future state</i>
<p>The networking of the Danube related tourism products which are fundamentally different but all reflect the characteristic of the area. The natural centres of the tourism products (which can be currently identified) are inter-connected along the river Danube, and strengthen each other. Networking is a potential in relation to water, eco, cultural and adventure tourism and also to the supply of local products and thematic routes (wine routes).</p> <p>The already identifiable central areas with independent profile are interconnected with each other along the river and strengthen their environment as well. The core areas are complex, and the major emphasis is on the natural and cultural aspects of the Danube.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 2. Supporting social-economic conditions for tourism• Strategic objective 3. Strong environmental and infrastructure conditions for tourism• Priority 1.1. Tourism attraction development• Priority 1.2. Development of tourism services and products• Priority 1.3. Strengthening of tourism management activities

Strategic objective 2. Supporting social-economic conditions for tourism

<i>Justification</i>
<p>The social-economic and human resource development is an important concern and priority in the EU Strategy for the Danube Region. Within that the receptive Danube region and the tourism and also the colligated support of the culture of the Danube filled an important part. And all this mean from the perspective of the strategy that tourism can only be successfully developed with a strong social reception and support and increasing economic basics. A highlighted attention should focus on the social background, the human resources who fulfil a determining role in the internal connections and the cross border developments of the area.</p>
<i>Description of the desired future state</i>
<p>In strengthening the transnational connecting and sustaining role of the Danube and its role enhancing cultural traditions tourism appears as one of the success factors. The cultural models inherited from the vast historical past, the historical and economic traditions will be preserved by tourism and will be enriched with new functions as well. Due to the developments the interest and highlighted attention created by tourism will promote the strengthening of the identity and cohesion of the Danube space. For this purpose professional training programs providing competitive knowledge and harmonised approach and living cross border cultural, economic and tourist connections will be initiated.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Priority 2.1. Development of the local resources of the DATOURWAY area• Priority 2.2. Strengthening the regional identity and cohesion by means of development of cultural tourism• Priority 2.3. Human resources development of the DATOURWAY area

Strategic objective 3. Strong environmental and infrastructural conditions for tourism

<i>Justification</i>
The improvement of environmental and infrastructure conditions is crucial not only for the tourism development of the regions involved in the project but also for the general development of life standards of inhabitants. The present state of environment and infrastructure in the DATOURWAY region is under the desired level and is well below the one at the upper sections, in the Austrian and German regions situated along river Danube.
<i>Description of the desired future state</i>
The future state desired for the region is the recognition and general protection of the existing natural and ecological values, cultural products, and a high level accessibility both on road, railway and water with developed technical and community infrastructure in the involved regions.
<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 1. Widely utilized tourism potential in the DATOURWAY area• Strategic objective 2. Support social-economic conditions for tourism

Priority 1.1. Tourism attraction development

<i>Justification</i>
<p>The role of water tourism in the DATOURWAY area is very low, with the exception of Slovakia and Hungary and the Danube Delta there are no traditions for the utilization of Danube in tourism. The Limes is excavated, known and is a candidate as a UNESCO World Heritage site only on its Central European section, the southern section needs further exploration.</p> <p>The basis for the tourism attraction development determined as strategic objective is meant by the exploration and development of the tourism attractions. The number of attractions, their quality, their level of exploration, their level of utilisation (utilisation by the tourist products) and reach are all different factors for the success of the strategy. The exploration of the attractions, the evaluation of their characteristics, their accessibility all appear among the indicators. The setting of this priority is justified by the diversity and significance of tourist attractions along the Danube and by their in adequate recognition and acknowledgement, especially of those in the rural sections of the area.</p>
<i>Description of the priority</i>
<p>The tourist attractions can be characterized through two types of evaluation:</p> <ol style="list-style-type: none"> 1. Content features of the attraction such as natural, cultural-heritage and special attraction; 2. and territorial level of significance, such as local, regional, national, international reach or absolute reach. In the evaluation reach value points can be used. <p>The two major categories of the attractions surveyed by the two evaluation systems appear in the measures as well. The natural attractions along the river Danube are protected areas, national parks and nature parks, where the development of ecotourism will be the main orientation.</p> <p>The most important network of the cultural and heritage attractions is the Limes –the ancient border-line defence network of the Roman Empire along the Danube, which is potential world heritage. This can and should be developed into thematic cultural tourist route connecting the regions and countries of the Danube.</p> <p>The most characteristic attractions and the core areas of the attractions play important role in the creation of brand forming destinations. Their attraction profile will be determinant for the whole view of the Danube.</p>
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 1.2. Development of tourist services and products • Measure 1.1.1. Coordinated promotion of tourism in the Danube national parks • Measure 1.1.2. Promoting potential UNESCO world Heritage sites • Priority 2.2. Strengthening the regional identity and cohesion by means of development of cultural tourism • Priority 3.1. Enhancement of environmental awareness and environmental

protection along the Danube

Measure 1.1.1. Coordinated promotion of tourism in the Danube national parks

<i>Justification</i>
<p>The EU Strategy for the Danube Region accepted by the EU in 2011 handles as priority the protection of the environment including biodiversity and the maintenance of the natural values. In tourism development actions heritage protection received priority, with emphasis on the advantages in regional cooperation and common actions.</p> <p>There are already some cooperation programs of the national parks along the Danube with EU support. Such an initiative is the Danube Parks project. We also well know the examples of the bilateral and cross border actions. But the majority of them concentrate on the protection of the natural values and their maintenance, so the utilisation and tourism development have not been raised to higher level of cooperation yet.</p> <p>As an example we can mention the IPA Cross Border Co-operation Programme (2007-2013) between Hungary and Croatia. This also contains priority activities that can be connected to this measure in the scope of sustainable environment and tourism. In the Cross-Border Co-operation Programme Romania-Ukraine-Moldavia tourism development has not been raised to higher level of cooperation.</p> <p>This measure can be a synthesis for the so far uncoordinated parallel tourism developments.</p>
<i>Description of the measure</i>
<p>The keyword of this measure is coordination since in all of the national parks along the Danube (and its tributaries) tourism developments are carried out focusing on value protection and maintenance. It is also important to emphasize that this measure should be harmonized with the main actions and priorities of the Danube Parks project. As a result of this project trails, natural and heritage routes, visitor and nature protection exhibition places and forest schools have been created separately in each protected area. A network of water and cycling routes and their service infrastructure have been added to them. The creation of the possible physical connection between the national parks (eco-corridors) should be of great importance as well.</p> <p>All these were created in each national park but the network connecting them is missing which would make the chain of products characteristic for the Danube. This measure would make up for the missing links: coordination and the harmonisation of the developments and their connection. It comprises a unified planning system of tourism attraction exploration, tourism product creation and the development of related products and services. The complementary development of the protected areas and the surrounding settlements would be realised within this measure. The coordination of the management and marketing of the existing and planned tourism products as well.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Parks along the Danube - information, awareness and promotion campaign of protected areas - Danube Delta Biosphere Reserve, Portile de Fier Natural Park, National Park Nera – Beusnita, National Park Semenic - Caras Gorge, National Park Domogled - Valley Cerna, Mehedinti Plateau Geopark)• Cooperation projects for the development of ecotourism destinations

<ul style="list-style-type: none"> • Network of protected natural areas along the CRO-SRB border
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 1.2. Development of tourism services and products • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube • Measure 3.1.1. Protection of natural and ecological values and their utilisation
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of tourism products based on national parks • Number of tourists visiting national parks
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers. • The tourism organisations on the national, regional/spatial, and settlement level.

Measure 1.1.2. Promoting potential UNESCO world Heritage sites

<i>Justification</i>
<p>2000 years ago the emperors of Rome erected massive frontier works to protect their empire. For centuries they were contact points for people of different cultures. Today, the former Roman frontiers are a common heritage of 3 continents and of universal value for humanity. The Roman Limes in Germany and Hadrian's Wall in the United Kingdom have already been declared World Heritage Sites by UNESCO. Actually is under implementation - in the frame of CE Cooperation Programme – the Danube Limes – UNESCO World Heritage project. The main goals of this project are:</p> <ul style="list-style-type: none">• Nomination of the Hungarian and Slovak parts of the Danube Limes as UNESCO World Heritage Sites till 2012• Preparations for a nomination of the Austrian part by heightening the awareness of this monument in Austria itself• An update for the management plan for the German Limes• Preparations for future nomination of other parts of the Danube Limes. <p>So the continuation of this project (in Croatia, Serbia, Bulgaria and Romania) and its implementation is of crucial importance for the Danube Region. The increase of the number of the world heritage sites and so their successful tenders is a basic interest for the Danube region in order to improve its tourism as well. Out of the expectant locations of the Danube Region the ancient border defence line of the Roman Empire, the Limes has applied with great chances to the nomination. The architectural sites along the river and the series of Roman remains provide the opportunity for the networking development of tourism. The increase of the world heritage sites could be a significant promoter of the tourism image of the region.</p>
<i>Description of the measure</i>
<p>The existing and future world heritage sites along the Danube could create and maintain the most intense attraction network of the region. Their presence and successful nomination to become world heritage sites would strengthen the tourism attraction and image of the area. The sharing of experiences of the already existing sites, the preparation of the nominees and their tourism utilisation could initiate the network for the tourism industry of the Danube historic heritage. The Limes along the Danube is such a remarkable linear site with Roman memorials along the river mobilises almost every partner country of the DATOURWAY initiative. The tourism potential of the Limes would provide a chance to create an interconnected thematic tourism development. This network and spatial system could integrate the already existing world heritage sites and the future sites under nomination. Together they create a development system which would result a remarkable network of heritage tourism in the region.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Preparations for future UNESCO World Heritage nomination of the Danube Limes in the southeast section of the river

<ul style="list-style-type: none"> • Blue Book on cultural identity: Preservation of the cultural heritage along the River Danube in accord with the existing UNESCO cultural cluster • “Along the route of Roman emperors”: development of spa and wine tourism in the countries along the River Danube: Bulgaria, Serbia, Croatia and Romania • Restoration and maintenance of the sites of historical and cultural importance, conservation and protection of both tangible and non-tangible cultural heritage and providing the access to common cultural heritage”. • Creating and promoting of common cultural offers along the Danube.
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.1.1. Coordinated promotion of tourism in the Danube national parks
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of sites approved as part of the Limes • Number of guests visiting the Limes • Number of the nominated sites and the set of their involvement in tourism
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The operators and owners of the heritage sites <ul style="list-style-type: none"> ○ State institutions and bureaus ○ Local governments and their institutions ○ Churches • Cultural associations, the representatives of the non profit sector • NGOs • Tourism associations and enterprises

Priority 1.2. Development of tourist services and products

<i>Justification</i>
<p>The basis for the strategic objective “Widely utilised tourism potential in the DATOURWAY area” besides the exploration and development of tourism attractions is constituted by the priority “Development of tourism services and products”. The most striking conflict arises in areas along the Danube river which are rich in attractions, but lack tourism infrastructure, namely the area of upper section and the communities situated on the wide stretches of the sparsely populated areas below (south of) the Budapest metropolitan region, by the middle and lower river sections, around the Iron Gate, the Romanian Plain, some rural parts along the river in Bulgaria and the Danube Delta.</p>
<i>Description of the priority</i>
<p>In order to enhance the tourism industry of the region in a complex approach the development of tourist services and products is naturally one of the most important actions. Since the area itself is not so well known on the international level, besides tourism product development the brand, the image of the region could be significantly improved by adequate and sustainable tourism services development. This priority provides an elaborate description of how the services and the product development of the region should be enhanced.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Priority 1.1. Tourism attraction development• Priority 1.3. Strengthening of the tourism management activities• Priority 2.1. Development of the local tourism resources of the DATOURWAY area

Measure 1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy)

<i>Justification</i>
<p>The linear allocation of the tourism attractions and products is a basic characteristic for the river destinations. The Danube area has diverse tourist attractions. The most important of these are the natural assets linked to the still existing oxbows and riparian sites, the rich cultural heritage, built environment and event calendar, as well as traditional local products and folklore. The basis for the attractions – complementing each other, or separated from each other – can be found at all tourism products which are based of natural and river values, cultural heritage, monuments, the historic past or the farming traditions. For The attractions complementing each other provide the opportunity to create diversified tourism product development.</p>
<i>Description of the measure</i>
<p>Ecotourism, attracted by the protected areas is a major tourist activity in the Danube space. It is complemented by the networks of water tourism (small ship and boat ports, relaxing and camping sites, ports of excursionist ships), the routes of cultural programs and events, the cultural and pilgrimage routes and the thematic routes exhibiting the production traditions and the local products (food, craftsmen products) such as the wine routes along the Danube. The gastronomic tradition can also be a base for the development of specialised tourism products by means of festivals or local product markets. In order to develop specialised products it is necessary to create an international database on the already existing products. The product development based on attractions complementing each other should be preferred and to create a network to connect the products.</p> <p>Primarily important is to create tourist packages on the basis of the already existing products. The development of the ports of the Danube, improvement of the conditions of water tourism, should have accentuated attention.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Creation of an international database for the existing tourist products • The enrichment and coordination of the cultural programme of Danube cities build the link between art and business • Improvement and marketing of health and wellness facilities, including spas • Establishing the Danube gastro route • Historical Danube-route: From Celts to European Union • Let's paddle the Danube: building of network of water tourism centers • On the waves of the Danube: establishing the network of yacht ports • 10 buses for cruisers: compilation the regional offers for cruisers • Identify and promote specific cultural products, arts and traditional crafts; • SPA Ressort Babina Greda

<ul style="list-style-type: none"> • Construction of a hippodrome, golf and entertainment park on Trbušanci in Vinkovci • Tourism Ring of Vukovar-Srijem County
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 1.1. Tourism attraction development • Measure 1.2.2. Creation of interregional, region specific thematic tourist events
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of tourists interested in specific tourism products • Number of the created tourism product services • Number of the qualified service providers • Supply characteristics of the products and the generated turnover and capacity utilisation
<i>Stakeholders</i>
<ul style="list-style-type: none"> • Port owners and tenants, • Local product producers, farm product producers. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers. • The tourism organisations on the national, regional/spatial, and settlement level.

Measure 1.2.2. Creation of interregional, region specific thematic tourist events

<i>Examples of projects</i>
<p>This measure is called forth by the necessity to create interregional, region specific thematic tourism events, since the Danube as a linear geographical item can perfectly serve for thematic, Danube-based tourism experience. The events can be based on the river itself and its vast natural geographical and cultural landscape. So one of the main aims of this measure to transform the existing attractions to implementable tourism products.</p>
<i>Description of the measure</i>
<p>A certain tourism destination – such as the forming Danube tourism potential – can only be successful if it offers provides a full scope of services for the visitors. Nevertheless the lead product is provided by the attractions with significant reach; they create and inspire satisfaction and future return of the visitors or the tourists to the given area. So in this respect the identification and valorisation of the specific characteristics of the Danube is of crucial importance in this measure.</p> <p>The major actor of the tourism value chain is the tourist. The tourist, if his or her demands are fulfilled would intend to use the tourism product in a more and more complex way. Based on the above mentioned the creation of an experience and event chain, the riverside can become a specific, characteristic tourism product or supply element.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • To create river-bus and other connections between urban centres along the Danube (Danube Express Project) • To hold and organise an annual Danube Culture and Tourism Day • International festival of gastronomy and wines of the Danube countries; • Traditional arts and crafts fair of Danube countries. • Wine roads of Slavonia • Introduction of new scientific/cultural event "Milanković's nights on the Danube" • Establishment of Regional climatology-ecology Centre M.Milanković
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy) • Measure 1.2.3. Establishment of a management network of regional events • Measure 1.2.4. Supply and market oriented accommodation development based on a uniform qualification system • Measure 1.2.5. The creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths • Priority 1.1. Tourism attraction development

<ul style="list-style-type: none"> • Priority 1.3. Strengthening of the tourism management activities
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of tourists taking part in thematic tourism experiences • Number of tourists • Number of guest nights in the region
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 1.2.3. Establishment of a management network of regional events

<i>Justification</i>
<p>The main reason of this measure is to enhance the cooperation between the various events that characterise the tourism of the Danube region. This network of event management would be able to organise, develop and maintain the quantity and quality of events in the Danube space providing a more characteristic and varied tourism supply for the potential visitors. One of the most important elements of event tourism is that they can attract the tourists not only for one occasion but later as well to visit another festival or an event. There is a great number and broad variety of tourist events by the Danube. By way of cooperation and various form of linkage (joint organisation, marketing an information etc) they could reinforce each other's popularity.</p>
<i>Description of the measure</i>
<p>Event tourism (experience tourism) is attracted to events which are linked to certain periods of time or location or have regional or greater significance and supply the consumers with a peculiar value of experience. The following offers can be classified into this type: musical performances, open air concerts, theatres and concerts, experience parks, exhibitions and fairs, artistic exhibition with more than regional reach, national and international sports events.</p> <p>The regional and spatial event network management along the Danube would be able to enhance, develop and coordinate the different events of the Danube area promoting to create a common image for the tourists and the tourism market as well. These events could also be classified and grouped.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Harmonization and classification of the different events along the Danube• Elaborate a harmonized statistical system for monitoring and control of tourism activities in the region and development of culture-related itineraries along the River Danube• To further develop the Danube Theatre Festival• The ZOO upgrade
<i>Connections</i>
<ul style="list-style-type: none">• Measure 1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy)• Measure 1.2.2. Creation of interregional, region specific thematic tourism events• Measure 1.2.4. Supply and market oriented accommodation development based on a uniform qualification system• Measure 1.2.5. The creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths

<ul style="list-style-type: none"> • Priority 1.1. Tourism attraction development • Priority 1.3. Strengthening of the tourism management activities
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of events in the region • Number of tourists and visitors participating on the events • Number of domestic or international tourists (examining the attraction zone of the events).
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 1.2.4. Supply and market oriented accommodation development based on a uniform qualification system

<i>Justification</i>
Accommodation development is one of the most important factors of tourism development. A certain area having only attractions on the supply side should also provide its visitors with an adequate supply of accommodation based on a uniform qualification system. This latter would guarantee the adequate quality of accommodations for the visitors.
<i>Description of the measure</i>
<p>The measure would cover both the commercial accommodations sector and the private accommodations as well. The major aim of the measure is to raise and enhance the quality and quantity of the accommodations, to improve their exploitation ratio and to enhance the income of the private and public investors of the accommodation services sector.</p> <p>All these developments would consistently follow the principles of the most recent and up-to-date supply and market trends, adapting the changes of the market and the demand side also enhanced with the possible establishment of a Danube label as an added value to the existing classification system.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Establishment of a Danube label as an added value to the existing classification system • Creating a system of incentives to encourage the joining in the common system of quality labeling; • Tourist – historical Center „Sopot“ • Development of cultural infrastructure in Osijek-Concert Hall / Cultural Centre • Adrenaline park building (new attraction)
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy) • Measure 1.2.2. Creation of interregional, region specific thematic tourism events • Measure 1.2.3. Establishment of a regional event management network • Measure 1.2.5. The creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths • Priority 1.1. Tourism attraction development • Priority 1.3. Strengthening of the tourism management activities
<i>Indicators</i>

- Number of different types of accommodations fulfilling the requirements of the measure
- Number of accommodations initiating the demonstrated uniform qualification system
- Average guest nights spent

Stakeholders

- The tourism organisations on the national, regional/spatial, and settlement level.
- The directorates of national parks and nature protection organisations.
- Local governments and their institutions.
- Local government associations and their institutions.
- Civil organisations (NGOs) and local population.
- Local tourism enterprises and service providers.

Measure 1.2.5. Creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths

<i>Justification</i>
<p>The creation of a transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths would further enhance the development of tourism services and products of the area on the supply side attracting visitors and tourists who are interested in the attractions of the region. In this way the tourist demand for the Danube region could further be enhanced on the international level (international tourism) and on the national and regional level (domestic tourism) too.</p>
<i>Description of the measure</i>
<p>One of the most important tourism products of the strategy are wine tourism and active tourism as well, since almost the entire studied area of the Danube region possesses of traditional wine cultures and also – connected to ecotourism as well – excellent opportunities to develop the different forms of active tourism.</p> <p>In order to enhance this attraction, a transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths should be created, which could serve the management, marketing and tourism development aspects of these tourism products. The measure also proposes to create a strategic concept for an integrated network of Greenways in the DATOURWAY area and the expansion of the network to the Danube region by developing the Greenway networks in all cross border areas along the Danube as well.</p> <p>Regarding cycling tourism it is indispensable to mention the EuroVelo 6 route, which stretches from the Atlantic (Nantes) to the Black Sea (Constanta). EV6 includes the so-called Donauradweg, the bicycle path along the Danube; this stretches from Donaueschingen and Passau in Germany through Austria to Vienna and continues on to Bratislava in Slovakia, later Hungary, Serbia, Bulgaria, then into Romania to the UNESCO Heritage site of the Danube Delta. The latter part of the route is still to be developed.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Strategic concept for an integrated network of Greenways in the DATOURWAY area • Expanding of the network to the Danube region • Developing and connection of the Greenway networks in the cross border area along the Danube • To create transnational tourist packages e.g. for combined rail-cycle-boat trips along the Danube • To realise the Danube walking path • Identification and evaluation of suitable routes for the development of these types of routes - good practices and proposals for improving the quality of planning services; • Integration of the identified cycling routes, wines routes, hiking trails in the international tourist offers • Cycling Danube: Constructon of the cycle path on the international Danube Route –

<p>Euro Velo6</p> <ul style="list-style-type: none"> • Bicycle routes in the CRO-HU border region • Construction of cycling itinerary and cycling lanes along the river bank strip from Vidin to Silistra – “Danube cycling trail” (part of the trans-European cycling lane along the River Danube) • Development of cycling tourism along the borders of the countries, which used to be divided by the iron curtain
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.2.1. Cooperation in the development of the specific tourist products in the DATOURWAY area (eco-, water-, cultural tourism products, local gastronomy) • Measure 1.2.2. Creation of interregional, region specific thematic tourism events • Measure 1.2.3. Establishment of a regional event management network • Priority 1.1. Tourism attraction development • Priority 1.3. Strengthening of the tourism management activities
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of the transnational cycling routes, wine routes, and various walking/hiking nature based educational paths. • Number of visitors and tourists of these transnational networks • Turnover and income of the service providers (e.g. wine routes) along the transnational networks.
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Priority 1.3. Strengthening of the tourism management activities

<i>Justification</i>
<p>The complex development of tourism management and marketing is determinant for strategic objective 1 “Widely utilised tourism potential in the DATOURWAY area”. The application of the uniform marketing concept and the horizontal and vertical harmonisation of management organisations is a basic condition of successful tourism developments.</p>
<i>Description of the priority</i>
<p>Priority 1.3. is very complex and involves numerous measures which can be split to three major areas: tourism marketing, vertical and horizontal management.</p> <ol style="list-style-type: none">1. Elaboration of the elements of the marketing strategy taking into consideration the national characteristics, and of the joint communicational mix.2. Creation of local, spatial and regional tourism management organisations (TDM) and also the conditions of vertical coordination.3. Incentives to create tourism clusters of major tourist products to strengthen the horizontal coordination. <p>Among the tourism trends we can find, besides product marketing, destination management (D-marketing) of growing importance. The latter involves competition among the tourism target areas. In this process the traditional tourism organisations and organisation systems, which characterised the former eras of tourism development become more and more outdated. With destination marketing new organisational forms were created out of which the appearance of the TDMs and clusters are extremely important.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Priority 1.1. Tourism attraction development• Priority 1.2. Development of tourism services and products• Priority 2.2. Strengthening the regional identity and cohesion by means of development of cultural tourism• Priority 2.3. Human resources development of the DATOURWAY area

Measure 1.3.1. Establishment of tourism management and tourism marketing networks in the region

<i>Justification</i>
<p>The EU Strategy for the Danube Region accepted by the EU in 2011 handles the tourism brand development as priority („To develop the Danube Region as a European brand”) and the development of tourism destinations as well („To establish the Danube Region as important European tourism destination”). As an antecedent of the harmonisation of the marketing strategies and the organisation systems we have to mention the cross border IPA programmes and the Euro-regional co-operations. So the greatest task is to create the coordination and the uniform development strategy concerning both areas.</p>
<i>Description of the measure</i>
<p>This measure is about a unified marketing strategy which presupposes programme coordination at the national, regional and cross border levels.</p> <p>As a part of the marketing strategy the following analysis and international level standardisation is necessary: market analysis, products strategy, broken down to tourism sub-regions, creation of marketing, communication and promotion plans, inventory of investments and the creation and harmonisation of a tourist information system.</p> <p>As a part of the market analysis the elaboration of a unified market research, the demand analysis, the competitor analysis, the market segmentation and positioning are tasks to be carried out.</p> <p>Within the framework of the product strategy the aim is to compile a product portfolio and the standardisation of development priorities.</p> <p>The elaboration of sub-regional sections can be carried out with the uniform methodology, which can directly affects the elaboration of the given sub-region’s product portfolio and the establishment of the management organisation.</p> <p>For the marketing communication and promotion plan the most important task is to standardise the marketing communication mix.</p> <p>The inventory of the investments can be compiled by taking into consideration the state and private sector and also the EU sources in which the Regional Operative Programs’ tender sources distribution play an important part.</p> <p>The traditional organisational forms of tourism information systems should be redefined, new organisation systems based on principle of bottom up operations must be constructed.</p> <p>The measure also indicates and proposes to elect/nominate a GESTOR (in the form of an association) that will be the HOST to take care of realization of programs, actions etc.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Election/nomination of a GESTOR that will be the HOST to take care of realization of programs, actions etc.• Improvement of the DaTourInfo website: a single information source of the area covered by DATOURWAY.

<ul style="list-style-type: none"> • Establishment of the Danube's network of TICs (Tourist Information Centres)
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.3.2. Establishment of local and regional TDM organisations, and their cooperative network • Measure 1.3.3. Promoting tourism clusters of major developments • Priority 1.2. Development of tourism services and products
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of the tourism management and tourism marketing networks in the region • Number of tourists • Average guest nights spent
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 1.3.2. Establishment of local and regional Tourism Destination Management organisations and their cooperative network

<i>Justification</i>
<p>The EU Strategy for the Danube Region approved by the EU in 2011 handles tourism destination development („To establish the Danube Region as important European tourism destination”) as priority which is served by the establishment of the destination management organisations (TDM). According to the European and American trends the functioning of the classic non profit Tourinform networks will be relieved by the bottom up, vertically organised, multi actor destination management organisations, the TDM. The organisational form based on the cooperation between the public and private sectors performs new type of tasks such as the application of the classic marketing devices, market research, development of the product packages and the creation of the uniform market appearance and image involving visitor management, the local entrepreneurs and the local population. It should be noted that the Danube Delta should be treated separately – this is a 4th project proposal (Regional Development Organization).</p>
<i>Description of the measure</i>
<p>The introduction of the new model presumes an organic political will in the Danube Region on the local government and national government levels as well. Its most effective way can be the creation of a unified tender source realisation possibility in the ROP programmes of the EU (e.g. Hungary).</p> <p>From the professional point of view the standardisation of the following criteria would be necessary:</p> <ul style="list-style-type: none"> • Delimitation of the destination areas (sub-regions) • Legal framework of the organisation system (tourism association, TDM non profit tourism Ltd.) • Selection of the official and voluntary actors of the TDM members (from the actors of tourism: accommodation providers, guest caterers, travel bureaus and other tourism ventures, local governments and their institutional system, natural persons) • Standardisation of tasks as follows: tasks related to tourism marketing (product development, market propagation, the improvement of catering conditions, approach forming, communication, networking and partnership) and the Tourinform bureau issuing the tourist information (informing the tourists, the functioning of a uniform booking system, content development) • Financial sources of the TDM organisation (registered capital provided by the members, their annual contribution, separate business income, market services to the participants of the TDM, sponsorships) <p>Links to the vertical levels of the new organisation system (spatial/regional, national, and international).</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • To treat the Danube Delta separate (Regional Development Organization) • Creation of a Tourism Destination Management (TDM) as a background civil

<p>organization for the tourism of Danube e.g. Danube Tourism Association/Organization including entrepreneurs, local governments, NGOs etc.</p> <ul style="list-style-type: none"> • Establishing a TDMO in the Baranja pilot region • Establishing Tourist Information Centre in the Middle Danube
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 1.3.1. Establishment of the tourism management and tourism marketing networks in the region • Measure 1.3.3. Promoting tourism clusters of major developments • Priority 1.2. Development of tourism services and products • Priority 2.3. Human resources development of the DATOURWAY area
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of functioning local and regional TDM organisations in the DATOURWAY region • Number of cooperative network of TDM organizations
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 1.3.3. Promoting clusters in the major tourism developments

<i>Justification</i>
<p>Among the tourism product development and management activities the horizontal co-operations should have a significant role. These cluster formations integrate the interested actors in a given tourism product development in order to achieve the common aims. And the common aim is to improve the quality and competition characteristics of the given product with the co-operation of the ones concerned.</p>
<i>Description of the measure</i>
<p>The development of the tourism clusters should be first of all the co-operation of tourist product providers by the Danube. From the point of view of the region, the clusters of service enterprises for ecotourism, water tourism, cultural heritage and event tourism topics are to be counted upon. Besides them village tourism built on rural and farming attractions and wine routes should have great significance and attention. From the tourism clusters functioning in the Danube region a complete international cluster network should be created in the entire area of the DATOURWAY project. Within this process the initiative to create water tourism clusters should be highlighted. For the promotion of this process the creation of the water tourism cluster on the complete section of the region should be promoted.</p> <p>To the co-operative membership of the clusters the following actors should be involved: attraction developers, tourism service providers, event organisers and the concerned institutions and enterprises which are interested in taking the products to the market. The product development activity of the clusters should also cover the fields of creating product brands and the qualification systems. The basic aim of cluster development and its measurable result is the improvement of the quality of product services and market reception. In the latter activity training, coaching, marketing and PR enterprises could also be involved.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Creating transnational cluster network over the entire territory of the DATOURWAY project• Creating a cluster for the water sport tourism• Project for the integrated tourist promotion of the Danube's Natura 2000 sites;• Promoting a integrated tourism offer for fishing tourism in the Danube;• Project for promoting health tourism in the spas and thermal baths located in the Danube surroundings (e.g. Baile Herculane, Bala, Amara, Lacul Sărat, Techirghiol, Saturn, Eforie Nord).
<i>Connections</i>
<ul style="list-style-type: none">• Measure 1.3.1. Establishment of the tourism management and tourism marketing networks in the region• Measure 1.3.2. Establishment of local and regional TDM organisations, and their cooperative network

<ul style="list-style-type: none"> • Priority 1.2. Development of tourism services and products • Priority 2.3. Human resources development of the DATOURWAY area
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of clusters • Membership of clusters • Number of qualified services and capacity of clusters • Number of tourists
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The institutions and enterprises of tourism training and coaching. • The local and regional organisations of tourism organisation. • Marketing and PR enterprises, tourism councillors. • Local product producers. • The tourism organisations on the national, regional/spatial, and settlement level. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 1.3.4. Strengthening the regional assets of the Danube brand

<i>Justification</i>
<p>The realisation of the attractive and unique tourism region in the vision can only be achieved by the establishment of the Danube brand and its purposeful development. A river brand can only be known and recognised if there is increase in the scope of the target areas which would be interconnected in the entire region like pearls in the necklace. The “pearls” would be the attractive tourism sites and target areas which could generate turnover independently as well so they are recognised on the market. Within the Analysis phase of the project, the participating countries prepared their inventory of attractions, which solves as a list of the main target areas in the Danube Region. The Danube brand can be created by the interconnection of the real tourism destinations. Its realisation is started with the strengthening of the given regional assets.</p>
<i>Description of the measure</i>
<p>The development of the attractive tourism centres and catering places along the Danube should be implemented according the different needs of the diverse hosting sites. The creation of a powerful image and product supply has to take into consideration the unique characteristics and tourism positions. The networking of the existing tourism centres and the developing or functioning target areas should facilitate mutual strengthening. During the realisation of this measure first of all one has to identify the present centres and core areas of Danube tourism .The attraction hubs must be developed to become destinations During the development of the tourism target areas, the strengthening of co-operation and connectivity the road infrastructure could serve as a base for the tourism brand covering the entire Danube region.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Correlation and harmonization of the different touristic brands in the Danube region• Exploiting the Danube’s cultural heritage for tourism by creating a network of cultural sights and attractions for visitors• Danube’s Waterways Tour Companies - creating a network of travel agencies and tour-operators selling Danube tourism products.
<i>Connections</i>
<ul style="list-style-type: none">• Priority 1.2. Development of tourist services and products
<i>Indicators</i>
<ul style="list-style-type: none">• Number and demand of the market supply• Number of destinations and tourism centres of the Danube, and the volume of their generated turnover.• Familiarity of the destinations and their acceptance on the market

<ul style="list-style-type: none"> • Number of tourists • Average guest nights spent
<i>Stakeholders</i>
<ul style="list-style-type: none"> • Cultural and tourism institution network, the non profit sector of tourism (TDM organisations) • Local population • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers. • The tourism organisations on the national, regional/spatial, and settlement level.

Priority 2.1. Development of the local tourism resources of the DATOURWAY area

<i>Justification</i>
<p>The Danube space is a chain of assets of different kinds. The tourism development can capitalize of these values as attraction. Tourism development has the aim to exploit their potential. The tourism based on active turnover and on networking with appropriate central areas can turn the local resources into tourism products. The recognition and mobilization of the synergies of local natural, cultural and spiritual heritage and the traditional forms of production is an accentuated methodological tool of tourism development.</p>
<i>Description of the priority</i>
<p>For the elaboration of actions under this priority the attraction zone territoriality and contents of the DATOURWAY project's local values must be identified. For the promotion of the interconnections and spatial and thematic characteristics of the tourism categories, interference zones of locally based tourism development must be identified too. Such zones are:</p> <ol style="list-style-type: none"> 1. Interconnections of tourism and local economy, the economic fostering role of tourism. 2. The attractions based on traditional farming and product production activities for tourism. 3. The possible linkages of the private and public sphere in the spatial development of tourism. <p>The local values that are to be found in the Danube Region could be embodied in special tourism products. They can be involved in the supply side concerning water tourism, thematic routes presenting cultural traditions and farming heritage and the heritage tourism attractions, regional products and events.</p> <p>Out of the tourism product types utilising local products rural tourism and village tourism have an accentuated significance.</p>
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 1.1. Tourism attraction development • Priority 1.2 Development of tourism services and products

Measure 2.1.1. Coordinated development of tourism and local economy

<i>Justification</i>
<p>In the Danube Region the basic aim of tourism development is the strengthening of the local economy. Tourism capitalising of the local resources shows a clearly organised direction with its requirements (attraction reveal, services and programs, organising and marketing). It is an important task to utilise the demand stimulating effects of tourism in the improvement of the local economic position. The integration of the actors of the economy and the stimulation of their co-operation is a target and a tool as well. In both areas tourism could take a significant part. All these favourable interferences between the local economy and tourism make the realisation of the measure very much reasonable.</p>
<i>Description of the measure</i>
<p>The strengthening of the connection between local economy and tourism on the one hand benefits the productive activities that can be linked with the attractions (the involvement of the local product suppliers, unique farming practices and craftsmanship). The initiative to connect the services of the tourism products and programs organising for the local service providers also plays an important role in this measure. An effective implementation of this measure could be the creation of local product markets and the creation of their aligned system on the frequent target areas of tourism.</p> <p>The integration of tourism and local economy could create demand for the local products and involvement of the actors of the economy. The strengthening of the supply side of tourism could bring profit to the ancient craftsmanship and promote the revival of traditional production. With its needs the expected demand would involve setting of local enterprises especially in the fields of accommodation and catering services.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Creating/organizing a local market system (markets of local products, craftsmanship etc.)• Establishing the centers of touristic service development• Identify the means to capitalize the supply of local products through tourism;• Creating a system of incentives (for those who want to capitalize the products of local economy through tourism activity).• Jam street, Belišće
<i>Connections</i>
<ul style="list-style-type: none">• Measure 2.1.2 Promoting the local product generation and sale (rural and handicraft) together with tourism
<i>Indicators</i>
<ul style="list-style-type: none">• Number and turnover of the tourism enterprise

<ul style="list-style-type: none"> • Volume of their supplied products realised in tourism • Number and turnover of the local product markets
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • Local tourism enterprises and service providers. • Local product producers, agrarian manufacturers and craftsmen • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Regional and local organisations of enterprise and economy development (economic and agrarian chambers)

Measure 2.1.2. Promoting the local product generation and sale (rural and handicraft) together with tourism

<i>Justification</i>
<p>The cooperative development of tourism and local economy provides an opportunity for the local product producers to locally realise their unique craftsmen and farm products. The production, presentation and realisation of the unique and high quality local products are at the same time enriching the agro tourism and village tourism product offers. The local products could strengthen the attraction basis for tourism product development. The joint production, presentation and realisation system creates the local networks of tourism.</p>
<i>Description of the measure</i>
<p>This measure aims at the provision of good quality, provincial local products and the creation of their qualification and marketing systems. The local products as “territorial” products can only be a real tourism attraction if they are marketable, accessible and their manufacturing techniques are presented at an organised programme. In order to realise all these expectations the local tourism product supply should be controlled. The local products’ qualification requirements – based on sense perception qualification – and criteria system should be formulated as well. Based on this, the marketing and communication system of the development of the local product brands should be created. A network of regional and spatial product brands should be created in order to support the market initiation.</p> <p>The regional network of local product sale should be elaborated as well complemented with the information on the local products. In this system the non-profit tourism information bureaus (e.g. as it functions in Hungary) could play an important part.</p> <p>In order to develop the local product brands for the transmission of methods and knowledge it is practical to publish and spread a handbook among the potential partners. Further development could be achieved by the creation and functioning of a regional local product brand system (qualification and brand development). It would be a huge step to create the brand system of the “Danube Product”.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Organizing sales of local (Danube related) <i>brand name</i> products in information centres like the Tourinform system of Hungary. • Creating the rules (Hand book etc.) of becoming a brand name i.e. QUALITY SYSTEM/HANDBOOK • Realizing Common stands with tourist - producers offers in the local fairs; • Identify partnerships (tourism entrepreneurs, manufacturers) for participation in the local, regional, national fairs. • "Roads of the rural life" • Ethno Center Petrijevci
<i>Connections</i>

<ul style="list-style-type: none"> • Measure 2.1.1 Coordinated development of tourism and local economy
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of local product producers • Quantity of local products • Number of qualified local products and brand products • product turnover
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • Local tourism enterprises and service providers. • Local product producers, agrarian manufacturers and craftsmen • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Regional and local organisations of enterprise and economy development (economic and agrarian chambers) • The organisations of tourism marketing and agrarian marketing

Priority 2.2. Strengthening the regional identity and cohesion by means of development of cultural tourism

Justification

The strengthening of the regional identity and cohesion in the DATOURWAY area is under the strategic objective “Supporting social-economic background for tourism” and aims to enhance the recognition of the cultural significance of the Danube space by way of tourism and other developments.

The DATOURWAY area is transnational and heterogeneous, nevertheless, integrated approach and unified conduct and the manifestation of common interest is necessary in its case. Common identity can be attained if the all details of everyday life can be related to the determinants of the landscape, to the involved cultural and economic history and to the joint responsibility for the maintenance and protection of our natural resources and architectural heritage.

In the acute competitive market it is necessary to obtain new competitive advantages which can be derived from regional comparative advantages, that is, which can be attained by the mobilisation of internal resources. For the powerful manifestation of regional economic interests sustained partnership is indispensable.

In order to ensure substantial and efficient cross-border cooperation the cohesion of the riverside areas must be strengthened, because the majority of the issues and conflicts are rooted in the fact that administration and lifestyles have been made unduly independent from natural characteristics and borders. The more communities and areas are involved in the implementation of common tasks and the more they are willing to take their share in responsibility, the more efficient and effective the cohesion will be.

Description of the priority

Priority 2.2. is very broad and complex and the associated measures are extremely complex as well. The measures can be classified into cross border and inter settlement co-operations, and also into measures serving for the strengthening of the civil society. All have the common aim to foster the social-economic conditions of tourism.

1. Taking into consideration the local, spatial and regional characteristics, the creation and coordination of the most productive cross border co-operations in tourism is an important aim.
2. The tourism and social-economic co-operation among the settlements and settlement groups will be a significant step towards creating the spatial cohesion and identity and further on the maintenance and manifestation of local culture.
3. The civil organisations and their networks have a highlighted significance in the tourism industry of each region; they are connected to tourism in numerous ways, so their development and strengthening is of key importance.

The appropriate social-economic environment is as a fundamental condition of tourism development, and is of key importance for the investments of this sector. The priority and its connected measures serve for the indirect and direct bases for tourism, and they promote the general well being of the given area or region.

<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area• Priority 1.1. Tourism attraction development• Priority 1.2. Development of tourism services and products• Priority 1.3. Strengthening of the tourism management activities• Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube

Measure 2.2.1. Promoting of the border and cross border co-operations in tourism development

Justification

The EU Strategy for the Danube Region approved by the EU in 2011 handles the cross border tourism co-operations (cross border investments, transnational tourism services, tourism motivated mobility, subsidiary transport means) as priority, which basically are based on the local/regional values and the cultural characteristics.

The tourism development of border regions is a complex matter taking into consideration for example the development problems between an EU and non-EU member, nevertheless this complexity is indispensable since the tourism of numerous regions can only realize its potential provided by its attractions by means of complex developments.

In the DATOURWAY area, during the past period round 100 cross border projects have been approved. Several of these projects have only indirect relation to tourism. These include transport improvement (like bridge building across river Ipoly) and environmental and landscape management projects.

Owing to the spread of transnational and cross border cooperative actions the possibilities broaden for the exchange of experience and for joint interventions in this area, which is though divided by administrative borders, but rests on common traditions and shares common interests. Information flow is growing and so does the efficiency of developments if parallelism is eliminated.

Description of the measure

Cross border co-operation in tourism development can be built upon the experience of former and current transnational tourism co-operations (e.g. IPA, Euro-regions) which serve as examples and base at the same time.

The establishment of the co-operations is based on the analysis and evaluation of numerous topics:

- The analysis of the bordering tourism attractions and their utilisation.
- The harmonisation of the legal framework of the neighbouring countries in support of developments.
- The survey of the joint utilisation of natural, cultural areas and other protected units.
- The harmonisation and coordination of investments for example in the case of transnational destinations and the creation of an international Tourism Destination Management organisation.

On this basis – and in accordance with the EU Strategy for the Danube Region – in the cross border areas the transnational and cross border tourism initiatives can be taken into account in the following areas:

- Common tourism product and destination development.
- The creation of transnational products and product packages.
- The creation of sustainable mobility and transport conditions in the cross border areas utilised by tourism.
- The establishment and development of port network in order to promote river

<p>tourism.</p> <ul style="list-style-type: none"> • The creation of international tours and cycling routes. • The creation of transnational thematic routes. • The protection of cultural assets along the Danube and enhancement of their use in tourism. • The organisation of a cross-border environmental week • The harmonization of the program supply of the ethno-houses <p>After the transnational developments, the spatial cohesion and management is of key importance which can be carried out in vertical and horizontal forms as well.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Organizing cross-border environmental week • Harmonization of the program of the ethno-houses • Organizing events at the key points on the Danube (to put in contact tourism entrepreneurs and organizations, in the border area) • Guide for investors with opportunities to develop tourism in the border area.
<i>Connections</i>
<ul style="list-style-type: none"> • Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area • Priority 1.1. Tourism attraction development • Priority 1.2. Development of tourism services and products • Priority 1.3. Strengthening of the tourism management activities • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of border and cross border co-operations of tourism in the DATOURWAY region • Number of international tourists
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 2.2.2. Strengthening the co-operation among the DATOURWAY settlements

Justification

The priority about strengthening co-operation among the settlements means the strengthening of the local/spatial/regional economies and economic relations – and course tourism as well – and further it promotes on all the forms of co-operation in the fields of education, culture and art by which means the spatial identity and spatial cohesion is strengthened.

Most of the DATOURWAY countries have long cooperation history. Some of the most important co-operations before the EU Strategy for the Danube Region are: Danube River Protection Convention (1994), ARGE Donaulander, Danube Tourist Commission, Donauhanse etc.

Recently various types of cooperation were known (Euroregion, European Co-operation Groupings). Actually the European Grouping of Territorial Cooperation (EGTC) is a perfect legal frame for possible cooperation among stakeholders and Danube settlements. One of the existing models is the Ister Granum EGTC which is active on the Slovak-Hungarian border area and composed by 102 municipalities. One of its themes of co-operation is tourism and under the main projects are: joint tourist destination management and planning and implementation of thematic routs.

This form of cooperation can be an effective solution for interaction in the DATOURWAY area also.

Description of the measure

One of the possible forms for co-operation of settlements is the European Grouping of Territorial Cooperation (EGTC). The legal framework for organisations is the 1082/2006/EC Regulation.

Basically all common co-operations contribute to the strengthening of identity and cohesion among of the participating units. In view of the complexity of the measure it means a very wide range for co-operative actions of which the most significant ones are:

- Joint investments of settlements or settlement groups in order to invigorate the spatial economy.
- Attraction of investors to the region by the co-operation of the settlements from which the settlements taking part can profit (e.g. taxes, jobs).
- Taking the bordering area under common protection.
- Common tenders and applications in order to receive common support and investments.
- Joint infrastructure development of settlements or groups of settlements taking into consideration the tourism infrastructure as well.
- Common education institutions by the co-operation of settlements and creation of training programs in order to develop human resources.
- Organisation of cultural and sports events with the participation of several settlements.
- The creation of joint tourism management and coordination organisation settlements

<p>in order to achieve a more effective tourism industry in the region.</p> <ul style="list-style-type: none"> Organizing common cultural events among the settlements along the border (folk dance) <p>The co-operations of the settlements, following the international trends, could provide an adequate basis for tourism which leads to the functioning of tourism on a regional co-operation basis.</p>
Examples of projects
<ul style="list-style-type: none"> Organizing common cultural events among the settlements along the border (folk dance) Common Danube Region: development of the town partnership Creating intercommunity development associations Awareness campaign for local authorities on the benefits of Intercommunity Development Associations in attracting European Funds
Connections
<ul style="list-style-type: none"> Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area Priority 1.1. Tourism attraction development Priority 1.2. Development of tourism services and products Priority 1.3. Strengthening of the tourism management activities Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube Priority 3.2. Infrastructure development of the DATOURWAY area
Indicators
<ul style="list-style-type: none"> Number of co-operations among the DATOURWAY area's settlements Number of common events organized Number of international tourists
Stakeholders
<ul style="list-style-type: none"> The tourism organisations on the national, regional/spatial, and settlement level. The directorates of national parks and nature protection organisations. Local governments and their institutions. Local government associations and their institutions. Civil organisations (NGOs) and local population. Local tourism enterprises and service providers.

Measure 2.2.3. Strengthening the civil networks in the region

<i>Justification</i>
<p>The DATOURWAY region's vision and general objective sets the building of a renowned tourism brand for the Danube region and strengthening the socio-economic, environmental and infrastructural background. One of the most important conditions of the societal integration of this is to obtain of local support, where civil-professional organizations, non-profit supporters of tourism can become major actors. NGOs operating in and for tourism are basically local and micro-regional organizations. Once their cooperative system revives, their local and regional impact will be magnified. NGOs also have a key role in awakening support if local population and their involvement in tourist services.</p>
<i>Description of the measure</i>
<p>Besides mobilizing the civil society, the measure aims at the provision of information too. The regional organizations of cross-border development can create the social integration of the whole strategy. Among the applied methods mention is deserved by the analysis of activity of the civil organizations, their categorization according to the field cultivating of activity, experiences of cooperation and the evaluation of their motivations. Among the categories of main activities of civil organizations a special attention shall be paid for:</p> <ul style="list-style-type: none">• Heritage protection, organizations cultivating traditions , depositaries of Danube culture• Environmental protection, locally motivated and alternative, environment minded groups applying eco and organic cultivation methods• local community organisers, local patriot organisations,• organisations active in different fields of tourism: associations, NGOs organizing rural, wine, eco, cultural tourism <p>The initiatives could be committed to the care of voluntary professional- organizations representing different spatial levels in the creation of a regional cooperation network.</p> <p>Considering the organizational methods, it is expedient to establish Danube Space NGO forums with orientation to tourism.</p> <p>Joint actions and partnership search of organizations operating in similar fields should be supported.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Organizing common forums for the NGO's in specific topics of tourism
<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area• Priority 1.1. Tourism attraction development• Priority 1.2. Development of tourism services and products• Priority 1.3. Strengthening of the tourism management activities

<ul style="list-style-type: none"> • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of involved and active civil organizations • Number of civil organization members. • Number of NGO forums in the DATOURWAY region • Number of organizations participating • Participative activity of organizations
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers. • Local and regional non-profit organizations of tourism (associations, alliances)

Priority 2.3. Human resources development of the DATOURWAY area

<i>Justification</i>
<p>The Human resources development of the DATOURWAY area is under the strategic objective “Strong social-economic background for tourism”. In our present knowledge based society there is great emphasis on human resource development, education and training and lifelong learning. It is a global tendency in every aspect of our live. By the 21st century the human resources management became an independent “industry” embracing education and training management organisation of spare time and recreation activities, mental hygiene, environment conscious lifestyle and their entire coordination.</p> <p>The part of the Danube Region covered by the DATOURWAY project comprises several areas which are regarded as the most deprived from the point of view of social economic development. Deprivation prevails in terms of living standards, education, economic activity rate, environmental awareness etc. There is a low rate of competence in the knowledge of foreign languages and tourist – catering expertise even in the relatively more advanced parts of the area.</p>
<i>Description of the priority</i>
<p>Priority 2.3. is about the development and management of human resources of the DATOURWAY area in a very wide perspective and its tourism aspects. The conditions of competitive tourism industry are dependent on the adequate level of tourism related knowledge and expertise. Thus the following measures should be identified:</p> <ol style="list-style-type: none">1. The training in tourism services and professional coaching provide a wide range of knowledge including the different curricula of the higher education institutions, the public education and the other training institutions.2. The strengthening of the environmental awareness and hospitality of the local population is essential since they can perform the basic services of the hospitality industry and could consciously utilise their resources.3. Networking, cooperation in the tourism professional training at the secondary and higher education levels are the key factors for the continuous development of the industry including the share of the experiences and the direction of the future research areas. <p>Human resources development is of elementary importance both in general and in the field of tourism as well, providing for tourism the adequate number and quality of trained professionals.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area• Priority 1.1. Tourism attraction development• Priority 1.2. Development of tourism services and products• Priority 1.3. Strengthening of the tourism management activities

- Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube

Measure 2.3.1. Tourism oriented and professional training programs for the tourism sector and local inhabitants

Justification

The European Union supports as priority a wide range the tourism oriented and professional training programs in the framework of its operative programmes for social renewal. In order to achieve quality tourism and its competitiveness a wide range of training is needed from the elementary to the highest levels of education oriented to the market needs. The measure can be divided into two segments: to provide adequate training programs and the necessary infrastructure conditions.

Description of the measure

The aim of multi level tourism training is to satisfy the needs of the industry in terms of the human resources development. Therefore the labour force must be trained at different levels oriented to the actual needs in adequate quantity and quality as well. The different levels of training produce professionals to the different areas of the industry at different positions:

1. The MSc, BSc, MA and BA training of higher education institutions contribute to the training of the highly qualified labour force (e.g. tourism-hospitality, specialisation on the geographer training etc.).
2. The qualification of public education providing vocation to the students is positioning mainly on hospitality (e.g. cook, waiter etc.).
3. The adult and vocational training institutions contribute to the qualification of the work force by basic- middle- and higher level of professional training (e.g. tourism professional manager, sommelier etc.).
4. Special training programs of tourism organisations play a growing importance in the course of which they provide basic and advanced knowledge (e.g. TDM training, special courses for tourist guides and animators (gastronomy, wine), language courses of neighbouring countries at schools).

The other part of the measure is for the provision of adequate infrastructure:

- Appropriate properties and buildings.
- The personal conditions for the training.
- The material conditions for the training.
- The formation of the practical training places adapted to the training needs.

Further on it is important to note that the training programs should be flexible and able to adapt to the ever changing tourism market.

<i>Examples of projects</i>
<ul style="list-style-type: none"> • Specific course for tourist guides and animators (gastronomy, wine) • Organizing neighbouring language courses at schools • Trainings for Certified Danube guides (national monuments, cycle tourism, water tourism, natural protected sites) • Training of the work force from hospitality industrie for promotion of local cuisine • Development of modern methods for employment in rural areas
<i>Connections</i>
<ul style="list-style-type: none"> • Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area • Priority 1.1. Tourism attraction development • Priority 1.2. Development of tourism services and products • Priority 1.3. Strengthening of the tourism management activities • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of tourism oriented and professional trainings (e.g. language courses) • Number of local inhabitants taking part in trainings in the region
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 2.3.2. Strengthening the local population's environmental awareness

<i>Justification</i>
<p>The local population's receptive capacity for tourism (preparedness to host visitors), and openness (mental construction, affinity or aversion in relation to tourism) is determinant for regional tourism development. This can be effectively supported by strengthening local relations, the local patriotism, and by the transfer of relevant knowledge on environment and tourism. The orientation and involvement of local inhabitants in the preparation of development projects, in the problem solution, and environmental awareness can serve as the first steps of shaping the attitude.</p>
<i>Description of the measure</i>
<p>Proposed activities:</p> <ul style="list-style-type: none">• Collection of good practices and their transfer to local population and their organizations about knowledge and tasks of protection of natural and environmental values• Organization of environmental protection and environment care actions in order to protect and clean the river and river bank• Organization of local forums, group and family programs and events to discover and protect the values of Danube• Winning children and schools as a priority groups in the organization of environment and local knowledge programs, environment protection actions: "Help the Danube" environmental protection day.• Compilation of knowledge packages on the Danube for young age groups and their fitting into the local school curriculum.• Presentation of the environmental tourism values with group visits, guided tours for local inhabitants, families and school groups.• Courses on local crafts provided by supporters of local traditions to visitors, tourists, and local school-children.
<i>Examples of projects</i>
<ul style="list-style-type: none">• Study tour for stakeholders to have stronger awareness on the resources• Common cleaning of the Danube bank• Events for the promotion of selective waste collection• Introduction of event "Culture for development"• Building a polyvalent center of Erdut Municipality• Organising „forest schools” network along the Danube
<i>Connections</i>
<ul style="list-style-type: none">• Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area• Priority 1.1. Tourism attraction development

<ul style="list-style-type: none"> • Priority 1.2. Development of tourism services and products • Priority 1.3. Strengthening of the tourism management activities • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of participants in local actions, education, environmental protection actions and programmes
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers. • Local educational institutes, educators and school classes

Measure 2.3.3. Networking of the middle and high level tourism educational/training institutions

<i>Justification</i>
<p>The intensive and harmonised cooperation of tourism training institutions ensures the functioning of tourism as an industrial branch at adequate quality. These institutions can carry out science based monitoring activities and also the analysis of the actual market situation. They can also orient towards the relevant development directions. Their cooperation embraces all their functioning and scientific activities.</p>
<i>Description of the measure</i>
<p>The cooperation of the institutions could cover a very wide range of areas out of which there are some accentuated ones which are concerned as priority:</p> <ul style="list-style-type: none"> • The elaboration of common research methods and their consistent application. • The transfer of scientific results and their wide publicity as much as possible. • Elaboration of tutor mobility programmes based on actual cooperation. • Elaboration of student mobility programmes in order to deepen the experiences of the potentially employed human workforce. • Involvement of non educating organisations and institutions in the training activities (e.g. national parks, civilian organisations, non-profit organisation etc.) • Organisation of regular professional forums involving the actors of the region in order to be able to learn, share and influence views. • Creation of common professional publications and online information network in order to promote fast communication. • Development of a transnational association of different institutions to work on the same topic <p>The harmonious functioning of the various tourism related areas ensures long term competitiveness and the operation of regional tourism activity in appropriate response to the global trends.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none"> • Development of a transnational institutional association of different institutions to work with the same topic • Annual meetings (symposions, workshops) of the tourism universities institutions (Bucharest, Constanta, Turnu Severin) • Organising DATOURACADEMY
<i>Connections</i>
<ul style="list-style-type: none"> • Strategic objective 1. Widely utilised tourism potential in the DATOURWAY area • Priority 1.1. Tourism attraction development

<ul style="list-style-type: none"> • Priority 1.2. Development of tourism services and products • Priority 1.3. Strengthening of the tourism management activities • Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of networking initiatives of secondary and high level tourism training institutions in the region • Tutor and student mobility • Number of participation in common projects
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Priority 3.1. Enhancement of environment awareness and environmental protection along the Danube

<i>Justification</i>
The improvement of environmental and infrastructural conditions of tourism needs complex approach including the development of environmental awareness and environmental protection along the Danube. Therefore, in order to attain sustainability, besides the first two objectives of the strategy the improvement of environmental awareness and protection is another essential requirement.
<i>Description of the priority</i>
Environmental awareness determines one's relationship with the surrounding natural and man-made environment. So this priority is about the harmonised coexistence of people with nature and the built environment along the Danube. The other important aspect of this priority is nature protection. Since the Danube area covers significant nature protection areas of different levels of protection (national parks, nature protection area, protected sites), this part of the priority is mainly concerned with the creation and maintenance of environment friendly and sustainable conditions for tourism.
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 3.2. Infrastructural development of the DATOURWAY area • Measure 3.2.1. Strengthening of the linear infrastructural networks parallel to the Danube • Measure 3.2.2. The multi purpose development of the Danube ports • Measure 3.2.3. Development of the transport junctions and crossing opportunities • Measure 3.2.4. Improvement of the infrastructure of the settlement • Measure 3.2.5. Improvement of the services of the settlement • Priority 1.1. Tourism attraction development • Priority 1.2. Development of tourism services and products • Priority 2.1. Tourism development of the local resources of the DATOURWAY area

Measure 3.1.1. Protection of natural and ecological values and their utilisation

<i>Justification</i>
<p>The main reason to develop this measure is to protect the natural and ecological values of the Danube region in order to preserve the present state of the natural environment. Based on the upper mentioned, this measure focuses on the possible tourism utilisation of the natural resources as well. Concerning this measure the preparation of Natura2000 sites as sustainable tourism destinations would have accentuated importance as well as networking of environmental education of use.</p>
<i>Description of the measure</i>
<p>One of the most important attractions of the Danube area is connected to the natural values and attractions of the river and its surrounding regions. Based on the international trend that more and more tourists and visitors are attracted by eco tourism and the different forms of active tourism which are connected to protected areas, this measure provides a modern, up-to-date approach and the basics to the development of environment friendly eco tourism.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Preparation of Natura2000 sites as sustainable tourism destination.• Networking of environmental education of use• To monitor tourism in emerging destinations/ sensitive areas, especially the Danube Delta• Ecological reconstruction of polders in Tulcea county – partial renaturation flooding• Sulina beach construction• Building a tourist village with the specific of Dobrogea region, in Ostrov commune.• Construction of a fishing village in the Alimanu commune (Constanta county).• Providing access ways on land and river in the natural reservations on Danube, under conditions of environment protection - Chirnogi, Borcea, Ciocanesti, Oltenita (Calarasi County)• Development of tourism infrastructure in Moara Vlăsiei commune (Ilfov County)
<i>Connections</i>
<ul style="list-style-type: none">• Priority 3.2. Infrastructural development of the DATOURWAY area• Measure 3.2.1. Strengthening of the linear infrastructural networks parallel to the Danube• Measure 3.2.2. The multi purpose development of the Danube ports• Measure 3.2.3. Development of the transport junctions and crossing opportunities• Measure 3.2.4. Improvement of the infrastructure of the settlement

<ul style="list-style-type: none"> • Measure 3.2.5. Improvement of the services of the settlement • Measure 2.3.2. Strengthening the local population's environment awareness and catering ability • Measure 1.2.1. Coordinated development of the specific tourism products at the Danube (eco-, water-, cultural tourism products, local gastronomy) • Measure 1.1.1. The coordinated strengthening of the Danube national parks tourism
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of landscape protection areas, protected areas, national parks • Number of sites of heritage protection • State of environmental conditions (e.g. water quality) • Number of indigenous species • Number of eco-tourists
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 3.1.2. Promoting the products of traditional farming (fruits, grape, wine, animal grazing etc.)

<i>Justification</i>
<p>The still surviving outputs of traditional farming carry the cultural heritage of the landscape and represent the unique cultural character of the DATOURWAY area. The products of traditional farming are symbols of the landscape and are attractions of several thematic routes running through the area. Such traditional products are fruits produced in orchards, fruits, herbs and other crops yielded by forests and meadows, wine of vineyards, freshwater fish and game. The landscape yielding such products – the rivers and lakes, forests, meadows and pastures, the cultural landscapes hayfields, orchards, vineyards are themselves tourist attractions.</p>
<i>Description of the measure</i>
<p>The measure is concerned with several types of traditional farming:</p> <ul style="list-style-type: none">• Cultivated land• Farming activities as attractions• Both raw materials and end products grown or produced may be attractions of tourism <p>The traditional agricultural products are attractions of rural and agro-tourism. At the same time they serve as high quality and specific material of catering services. The foodstuff after further processing may become emblematic products of the tourist destinations; they can carry their reputation and embody the quality as well.</p> <p>It is very important to support local products to reach the market. For this purpose it is reasonable to establish sales networks (markets, shops and local sales, restaurant suppliers of local farm produce), and also a qualification system of local products and branding built upon the qualification system. The local product festivals, gastronomic events may strengthen the tourist attraction and market appearance as well in the boosting of local products and brands.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Development of traditional local agriculture products for tourism destination.• Supporting network and markets for ecological products• Development of traditional products fair in Calugareni, Greaca (grape, wine), Bolintin Vale (agro food), Jijila (agro food) etc.
<i>Connections</i>
<ul style="list-style-type: none">• Measure 3.2.5. Improvement of the services of the settlement• Measure 2.3.2. Strengthening the local population's environment awareness and catering ability• Measure 1.2.1. Coordinated development of the specific tourism products at the

<p>Danube (eco-, water-, cultural tourism products, local gastronomy)</p> <ul style="list-style-type: none"> • Measure 1.1.1. The coordinated strengthening of the Danube national parks tourism • Priority 2.1. Tourism development of the local resources of the DATOURWAY area • Measure 2.1.1. Coordinated development of tourism and local economy • Measure 2.1.2. Strengthening the local product generation and sale (rural and handicraft) together with tourism
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of local products qualified and with special brand. • Number and attendance of local product festivals, gastro-festivals • Number of agro, rural, wine tourism products • Number of companies involved in producing cultural products
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • Local enterprises and entrepreneurs • Local producers, agrarian manufacturers, craftsmen • Local governments and their institutions. • Local governmental associations and their institutions. • Civilian organisations (NGOs) and local population. • Local tourism enterprises and service providers. • The regional and local organizations and institutions of economic and enterprise development (economic chambers, agrarian chambers • Organizations of tourism and agricultural marketing

Measure 3.1.3. Heritage values, the protection and promotion of the monuments of built environment

<i>Justification</i>
The main reason for this measure is to protect and promote the attractive features of the built environment in the study area in order to enhance the awareness of the visitors and tourists of the heritage values of the Danube region. In order to achieve this, both the protective actions and also the promotional techniques should be utilised in order to spread the knowledge and reputation of the tourist attractions of cultural tourism and city tourism in the area.
<i>Description of the measure</i>
Besides nature protection the most important part of environmental protection the protection and promotion of the man-made or built environment and its related historic heritage values. Cultural tourism and heritage tourism – as shown by the most recent international trends – play a growing part of the tourism market, so these tourism products can serve as pulling factors in attracting more and more tourists to the areas architectural or built environment. Finding new tourist function for the currently not properly managed elements of cultural heritage will have a great importance as well in this measure.
<i>Examples of projects</i>
<ul style="list-style-type: none"> • New touristic function for not properly managed elements of culture heritage • Rehabilitation of Water Tower in Braila Municipality and redevelopment as the museum • Modernization of old monasteries and churches in Ialomita County • Restoration and rehabilitation of city heritage buildings included in touristic circuits in Tulcea county • Archeologica tourism park „Vučedol“ • Renewel and revitalization of the Nuštar castle & park • Archaeological park in Dalj • Restoration of the tower Erdut • House of Baranja Heritage in Beli Manastir • Museum of puppetry • Reconstruction of agricultural buildings (mill) in the cultural and tourist center in Gorjani • Restoration of the traditional Slavonian house in Bijelo Brdo • "House of culture and art"-Capacity development of Tvrđa in Osijek for cultural tourism • Restoration of the castle Esterhazy • Secession buildings and front gardens reconstruction in Osijek • Revitalization of the castle Eugen Savojski (and potential buy-out) • Building a Baranya village replica • Museum of city Belišće • Restoration of two protected historic buildings in the city center Belišće -

<p>S.H.Gutmana 15A and B</p> <ul style="list-style-type: none"> • Restoration of Valpovo Tower
<i>Connections</i>
<ul style="list-style-type: none"> • Priority 3.2. Infrastructural development of the DATOURWAY area • Measure 3.2.1. Strengthening of the linear infrastructural networks parallel to the Danube • Measure 3.2.2. The multi purpose development of the Danube ports • Measure 3.2.3. Development of the transport junctions and crossing opportunities • Measure 3.2.4. Improvement of the infrastructure of the settlement • Measure 3.2.5. Improvement of the services of the settlement • Measure 1.2.1. Coordinated development of the specific tourism products at the Danube (eco-, water-, cultural tourism products, local gastronomy) • Measure 1.1.2. Promoting potential UNESCO world Heritage sites • Measure 1.2.2. Creation of interregional, region specific thematic tourism events.
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of built heritage (protected buildings) • Number and volume of leaflets, booklets on the given area's cultural heritage and values
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local governmental associations and their institutions. • Civilian organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 3.1.4. Improvement of the environment of settlements

<i>Justification</i>
<p>In order to attract more tourists and visitors to the Danube area – of course taking into consideration the principles of sustainability and carrying capacity as well – the improvement of the environment of the settlements seems to be a significant factor. The quality of the image, services, built environment and tourism attractions of the cities and settlements of the Danube area is a key factor for the attraction of the future tourism market development.</p>
<i>Description of the measure</i>
<p>As regards the environmental features of the settlements along the river Danube different types can be distinguished from the smallest villages to the largest capitals. Of course each type of settlement needs specific approach to environmental improvement.</p> <p>The image and brand of the Danube area can only be improved if the well functioning settlements of attractive visual character and with adequate services and public utilities can professionally serve the needs of tourism development.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Development (expansion) of monitoring methods of environmental factors (air)• Danube – main street of the Danube Region
<i>Connections</i>
<ul style="list-style-type: none">• Priority 3.2. Infrastructural development of the DATOURWAY area• Measure 3.2.1. Improvement of the accessibility of tourist destinations along the Danube• Measure 3.2.2. The multi purpose development of the Danube ports• Measure 3.2.3. Development of the transport junctions and crossing opportunities• Measure 3.2.4. Improvement of the infrastructure of the settlement• Measure 3.2.5. Improvement of the services of the settlement• Measure 1.2.1. Coordinated development of the specific tourism products at the Danube (eco-, water-, cultural tourism products, local gastronomy)• Measure 1.1.2. Promoting potential UNESCO world Heritage sites• Measure 1.2.2. The creation of an interregional, region specific thematic tourism experiences.• Priority 2.2. Strengthening the regional identity and cohesion by the Danube cultural tourism development• Measure 2.2.2. Strengthening the co-operation between the DATOURWAY settlements

<i>Indicators</i>
<ul style="list-style-type: none"> • The improvement of the indicators demonstrating the quality development of the settlement's environment (services, infrastructure, built environment etc.).
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local governmental associations and their institutions. • Civilian organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Priority 3.2. Infrastructure development of the DATOURWAY area

<i>Justification</i>
<p>Accessibility, suitable transport and settlement conditions are important issues in the DATOURWAY area in general, though there are few exceptions. The technical infrastructure of water supply, sewage disposal and treatment, energy supply, solid waste disposal and treatment have leading positions among the civilisation criteria. It is an essential requirement to make up for the gap prevailing in this field all over the area, especially in the south-east section. It should be of great benefit to take advantage of backwardness and apply innovative means and instruments like ecological waste-water treatment, re-cycling of solid waste, energy supply from renewable resources.</p> <p>Both the road and the rail networks are extended and seem to cover the whole area. Nevertheless, there are important missing elements especially in the high speed elements of transport. In the DATOURWAY area the pressure of missing motorway links is the greatest along the Romanian and Bulgarian river sections. Important European corridors run through or hit parts of the DATOURWAY area.</p> <p>These corridors have been identified with the purpose to integrate the European space by connecting distant areas for instance South East with North West (e.g. Greece and France). The practical objective is to promote the accessibility of popular European tourist destinations. This priority is of benefit for the DATOURWAY areas, though implementation is clearly a gradual process.</p>
<i>Description of the priority</i>
<p>The priority comprises five measures of which three are connected to transport infrastructure, and two to settlement infrastructure. Measures 3.2.1. Improvement of the accessibility of tourist destinations along the Danube, 3.2.2. The multi purpose development of the Danube ports, 3.2.3. Development of the transport junctions and crossing opportunities aim at developing the accessibility of tourism destinations along the Danube both on ground and on water by linking the wider region with sources of potential tourists and by exploiting the potential of the riverbank on a smaller scale.</p> <p>Measures 3.2.4. Improvement of settlement infrastructure and 3.2.5. Improvement of settlement services are concerned with public utilities (supply of water and energy, disposal of waste) and the commercial, administrative and cultural services, the improvement and modernisation of the existing and establishment of new networks.</p>
<i>Connections</i>
<ul style="list-style-type: none">• Priority 1.2. Development of tourism services and products• Priority 3.1. Enhancement of environmental awareness and environmental protection along the Danube

Measure 3.2.1. Improvement of the accessibility of tourist destinations along the Danube

Justification

Accessibility, suitable transport conditions are indeed important issues in the DATOURWAY area in general. Both the road and the rail networks are extended and seem to cover the whole area. Nevertheless, there are important missing elements especially in the high speed elements of transport.

The network of secondary, tertiary and access roads suffer from low capacity, poor quality and repair. It is an opportunity that in the new EU transport policy the priority areas include the improvement of the secondary transport networks too. This class of the road network is essential for tourism, as it makes the small towns and rural areas accessible.

The linear infrastructure has some missing links to less spectacular but relatively highly important tourist destinations. The bicycle roads and shipping possibilities are all part of linear network. Their condition and capacity is poor. Shipping, due to its importance is assigned to another measure.

Description of the measure

Modern, well connected road infrastructure is essential, but this needs to be complemented by rail transport to avoid congestion and address environmental concerns, while air transport is also crucial to ensure that the region can fully play its part in a globalised world. The regional and local cross border transport links should be reinforced by cross border transport infrastructure (small bridges, crossing points, public transport connection). Another relevant reality is that, in the DATOURWAY area, the percentage of the population living in rural areas is much higher than in the rest of Europe which makes the need for access to these areas of primary importance.

The third point of the measure is railway development. To reduce the environmental pollution and over-crowdedness the opportunities for environmental-friendly transport forms should be exploited, first and foremost by increasing the passenger and cargo transport capacities of railways. In international railway transport the goal is to get prepared for receiving close route high-speed day trains shuttling between big European cities, and, in the meanwhile, to preserve and develop the existing high quality daytime connections between European megapolises at distances 400 to 600 km from each other, with EC train types for the day transport, while between localities at distances less than 400 to 600 km from each considering business political standpoints and the aspects of regional policy this should be solved by other international lines with 2 to 3 pairs of train per day.

The EuroVelo network of 6 bicycle routes is essential for attracting tourists to the region and the completion of the currently partially ready sections shall be linked to each other.

Possible projects in the measure are the development and modernisation of the best panoramic routes along the Danube and the development and completion of the Danube cycle route to reach Danube Delta.

Examples of projects

<ul style="list-style-type: none"> • Defining the best panoramic routs along the Danube • Construction of the “Danube Panoramic Route” – reconstruction and repair of the road sections running parallel to the river from Vidin to Silistra • Modernization works for the national roads crossing the study area: DN 3 Calarasi – Silistea, DN 56 Craiova – Calafat, DN 56A Maglavit – Simian, DN 21 Calarasi – Drajna, DN 3B the junction with DN 3 at Calarasi, DN 6 Alexandria – Craiova, DN 2B Braila – Galati, DN 2A Harsova – Constanta, DN 21 Braila – Slobozia – Drajna, DN 52 Alexandria – Turnu Magurele, DN 55 Craiova – Bechet, DN 5B Giurgiu – Ghimpati, DN 5C Giurgiu – Zimnicea, DN 54 Caracal – Corabia – Turnu Magurele, DN 4 Bucuresti – Oltenita, DN 22D Macin – Ceamurlia. • Motorways: Calarasi – Slobozia – Braila – Galati – Giurgiulesti, Bucuresti – Giurgiu, Craiova – Bucuresti, Calafat – Craiova – Filiasi - Drobeta Turnu Severin – Caransebes • Expressways or four-lane roads: Drobeta Turnu Severin – Calafat, Craiova – Alexandria – Bucuresti, Craiova – Pitesti – Brasov, Drobeta Turnu Severin – Moldova Noua, Filiasi – Craiova, Craiova – Bechet, Turnu Magurele – Alexandria • Upgrade to the speed of 160km/h on the existing and rehabilitated railway lines: Bucharest – Fetesti – Medgidia – Constanta, Caransebes – Strehaia – Craiova – Calafat, Craiova – Videle – Bucharest – Giurgiu, Bucharest – Urziceni – Faurei, Constanta – Mangalia, Medgidia – Negru Voda • Modernization of air infrastructure and means to protect services and aircrafts at the airports of Constanta, Tulcea, Craiova and Caransebes - in order to develop passenger and cargo air transport it is necessary to • Integrated project on the modernization of communal roads • Modernization of the access to the tourist area, Murighiol – Uzlina – Dunavăț – Lake Razelm • Miniport at Sfântu Gheorghe area • Construction and linking of cycle paths on existing routes in VSC • Construction and linking of Wine Roads
Connections
<ul style="list-style-type: none"> • Measure 1.2.5. The creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths • Measure 3.2.2. The multi purpose development of the Danube ports • Measure 3.2.3. Development of the transport junctions and crossing opportunities
Indicators
<ul style="list-style-type: none"> • Density of motorways • Density of high-speed railways • Accessibility • Length of bicycle road parallel with Danube
Stakeholders
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations.

- Local governments and their institutions.
- Local governmental associations and their institutions.
- Civilian organisations (NGOs) and local population.
- Local tourism enterprises and service providers.

Measure 3.2.2. The multi purpose development of the Danube ports

<i>Justification</i>
<p>The Danube could be a major trans-European navigation thoroughfare. The construction of the Danube-Black Sea waterway has opened an exit to the Black Sea. All Romanian ports are in the DATOURWAY area: 2 maritime ports (Constanța and Mangalia) and 17 naval, commercial and even industrial ports to the Danube (Moldova Noua, Orsova, Drobeta Turnu-Severin, Calafat, Corabia, Turnu Magurele, Zimnicea, Giurgiu, Oltenita, Calarasi, Cernavoda, Harsova, Macin, Braila, Galati, Tulcea and Sulina). The ports on the Bulgarian riverside (Ruse, Lom, Silistra, Tutrakan, Somovit, Oryahovo, Svishtov, Belene, Kozloduy) handle cargo mainly.</p> <p>These ports along the Danube are less developed and do not attract many passengers. In general one can contend that the Danube is underused by passenger traffic in spite of the potentials and attractiveness of the river and the popularity of the river cruises some hundred years ago. A thoughtful, constrained but consistent development of goods as well as passenger transport (avoiding the use of huge freighters and adapting to the ecological requirements) would enhance the importance of the river.</p>
<i>Description of the measure</i>
<p>The measure focuses on the development of ports of different kind together with the concern for intermodality. There is a need for a relatively sparse network of ports for cruisers in the major cities and near the most important tourism attractions. A greater number of ports should be established for little motor boats as well as cruisers, with a focus on smaller settlements and attractions of local and regional importance. Development of facilities for non-motorised vehicles (e.g. peddling, sailing) should give preference to remote sites (e.g. oxbows) of natural and cultural attractions which could not be accessible by bigger ships.</p> <p>The provision of ferry boats and facilities is of special importance, as there is a high demand on this sort of transportation at many points of the Danube on DATOURWAY area.</p> <p>In general the development of ports should include the establishment of the necessary accompanying infrastructure (accommodation and cleaning possibilities, help orientation, link with other means of transport).</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Building ports for no motorise• Building ports for little motor boats• Build new ports for cruiser – esp. in Budapest: new international port• Amenajarea de platforme turistice multimodale in porturile Giurgiu, Oltenita si Calarasi• Improvement of multimodal platforms in ports of Giurgiu, Oltenita and Calarasi• Improvement of the Danube Promenade to allow the mooring of cruiser vessels and the modernization of infrastructure for leisure activities in Galati city• Building a passenger port in Batina, Baranja

<ul style="list-style-type: none"> • Building a mini-marinas on the Danube in the municipality Erdut
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 3.2.3. Development of the transport junctions and crossing opportunities • Measure 3.2.4 Improvement of settlement infrastructure • Measure 3.2.5. Improvement of settlement services
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of ports accessible for cruisers • Number of ports for little motor boats • Number of ports for non motorise • Number of boarding opportunities for paddlers
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 3.2.3. Development of the transport junctions and crossing opportunities

<p><i>Justification</i></p>
<p>Transport junctions and crossing opportunities are missing both across and parallel to the river. The fact that many countries are situated along the Danube make the region colourful, but border crossing between the countries is a serious setback for tourism.</p> <p>With regard to transport crossing river Danube is an obstacle rather than channel; on the Slovakian – Hungarian border there are old and new bridges and more to come; in Hungary south of Budapest both new bridges (at Dunaújváros and Szekszárd) are ironically without appropriate road connection . In Serbia Novi Sad and Beograd have bridges. Further down, at Drobeta Turnu-Severin the bridge links to Eastern Serbia. At present there is one bridge to connect Romania and Bulgaria. The construction of the second and third is underway as a measure in the EU SEE Programme, but realisation is in delay. Besides these, border crossing points parallel to the Danube should be improved.</p> <p>Furthermore, there shall be a high respect for the development of soft factors in transport infrastructure development. While Slovakia and Hungary are Schengen countries, Romania and Bulgaria are only EU members, and Croatia has pre-Schengen agreement with Hungary, it recently became legal to visit Serbia for Schengen citizens with an ID, and for Serbian citizens to visit the EU without a visa.</p>
<p><i>Description of the measure</i></p>
<p>The most important constituent part of the measure is the elaboration of cross-border infrastructure for traffic and transport of regional and local importance, including the construction of bridges. The conversion of the currently temporary border crossing sites into permanent ones and building new crossing points. Soft interventions are the improvement of conditions for cross-border traffic of passengers and goods (tariffs, licensing regulations, timetables and transport routes) and the introduction of uniform quality certification systems, licensing procedures and regulations furthermore elimination of veterinary and public health regulations which prevent free movement of goods and services.</p>
<p><i>Examples of projects</i></p>
<ul style="list-style-type: none"> • Bridges crossing the Danube • Development of ferries • To improve sustainable mobility through traffic and interconnectivity of train, bus and shipping in the Danube countries • The creation of a road junction between the municipality of Tulcea and Freeway of the Sun in order to streamlining traffic, increasing the quality of national roads and shorten the time of access in/of Tulcea Municipality • Modernization of Bucharest – Giurgiu railwayline • New bridge at Braila, Galati, Giurgiu, Calarasi
<p><i>Connections</i></p>
<ul style="list-style-type: none"> • Priority 3.2. Infrastructural development of the DATOURWAY area

<ul style="list-style-type: none"> • Measure 3.2.1. Improvement of accessibility of tourist destinations along the Danube • Measure 3.2.2. The multi purpose development of the Danube ports • Measure 3.2.4. Improvement of settlement infrastructure • Measure 3.2.5. Improvement of settlement services • Priority 1.2 Development of tourism services and products • Measure 1.2.5. The creation of transnational network of cycling routes, wine routes, and various walking/hiking nature based educational paths • Priority 2.2. Strengthening the regional identity and cohesion by the Danube cultural tourism development • Measure 2.2.1. Development of the border and cross border co-operations of tourism • Measure 2.2.2. Strengthening co-operation among the DATOURWAY settlements
<i>Indicators</i>
<ul style="list-style-type: none"> • Accessibility • Number of border-crossing points • Number of bridges • Number of foreign visitors in the region
<i>Stakeholders</i>
<ul style="list-style-type: none"> • The tourism organisations on the national, regional/spatial, and settlement level. • The directorates of national parks and nature protection organisations. • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local tourism enterprises and service providers.

Measure 3.2.4. Improvement of settlement infrastructure

<i>Justification</i>
<p>In the DATOURWAY area the supply of public utilities varies from one country to the other. Evaluation is made difficult, as the data from Serbia and Croatia are rather outdated (from 2001 and 2002). As the national surveys indicate, there are serious shortages at certain places either in the supply of water or sewage. The low level of public utility supply occurs in underdeveloped peripheral rural areas in correspondence with the low level of the quality of life. As long as these shortages prevail in underdeveloped areas, which nevertheless have abundant tourist attractions, their capacity to host tourists is limited to forms of excursions and nomadic recreation. Gradual development and special, sensitive support is needed for the convergence of these areas.</p> <p>It is a general feature that the areas of settlements zoned for recreation and week end developments are excluded from the supply with public utilities. Besides the technical difficulties of civilized living it involves further problems of illegal sewage and solid waste disposal. The infrastructure, especially technical infrastructure of water supply, sewage disposal and treatment, energy supply, solid waste disposal and treatment has a leading position among the civilisation criteria. It is an essential requirement to make up for the gap prevailing in this field all over the area, especially in the south-east section. It should be of great benefit to take advantage of backwardness and apply innovative means and instruments like ecological waste-water treatment, re-cycling of solid waste, energy supply from renewable resources.</p>
<i>Description of the measure</i>
<p>Within the broad term of infrastructure this measure is primarily concerned with the public utility system of technical infrastructure. Road network development is placed in another measure; the other types of linear infrastructure shall all be taken into consideration in this measure.</p> <p>The development projects of drainage system, sewage network, wastewater treatment, waste collection and waste disposal, recycling, public lighting, energy production and upgrading energy systems are all labelled as the improvement of settlement infrastructure. These are all crucial for the future development of the region, as they have a high impact on the general state of development and attractiveness of the region.</p> <p>With the progress of EU accession, the currently non EU member countries will also elaborate their regional programmes for waste management, waste water treatment and healthy drinking water supply. The implementation of such programmes is viable and necessary even independently from tourism, for the improvement of the quality of life of domestic population.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Completing the ports with renewable energy sources• construction of wind farms and solar energy facilities in Amara (Ialomita county)• installing solar panels on public buildings for the supply of hot water and heating in Ceatalchioii, Pardina, Chilia vechi, Tulcea, Somova (Tulcea county).

<ul style="list-style-type: none"> • Rehabilitation of dam protection against flood along Smardan-Macin - 14km, • Rehabilitation and development of water supply, waste water treatment and sewage infrastructure, telephone and power lines in rural areas of the study area • Arranging walkways along the Danube "Šetnica u Dalju" • Construction of the bicycle route Belišće-Kitišanci-Gat • Bike-friendly City of Osijek • Stara Drava lake surroundings reconstruction • Development of Stara Drava • Redesigning Valpovo park landscape • Extension and improvement of water supply, sewage and sewage treatment plants in municipalities along the Danube
<i>Connections</i>
<ul style="list-style-type: none"> • Measure 3.1.4. Improvement of the environment of settlements • Measure 3.2.1. Improvement of accessibility of tourist destinations along the Danube • Measure 3.2.2. The multi purpose development of the Danube ports • Measure 3.2.3. Development of the transport junctions and crossing opportunities • Measure 3.2.5. Improvement of the services of the settlement
<i>Indicators</i>
<ul style="list-style-type: none"> • Rate of dwellings connected to drinking water system • Rate of dwellings connected to sewage system • Rate of waste collected selectively • Rate of recycling • Rate of renewable energy production
<i>Stakeholders</i>
<ul style="list-style-type: none"> • Local governments and their institutions. • National infrastructure development companies • Public utility companies • The directorates of national parks and nature protection organisations. • Local government associations and their institutions. • Civil organisations (NGOs) and local population.

Measure 3.2.5. Improvement of the services of the settlement

<i>Justification</i>
<p>The level of services is very low in the municipalities of the DATOURWAY area – with special regard to the countries situated in the South East – compared to the regions situated on the upper section of Danube river, and this is a serious bottleneck for development of tourism. Settlement services can both mean services provided by public (e.g. administration, education, health care) and services provided by entrepreneurs (e.g. retail trade, accommodation, catering). This measure focuses on the development of public services for the local population.</p> <p>The shortage and low level of services in rural communities is a general issue in the DATOURWAY area. In several cases these deficiencies follow from the low effective demand or actually the low absorption capacity and involve shortages and low quality of tourist services too. Improvement of local services can be attained by linking these communities to the regional economic metabolism which is viable through tourism development in attractive landscapes.</p>
<i>Description of the measure</i>
<p>The measure contains on the one hand the development of public services of settlements. A general development in education and health care is necessary with special regard to what the demand of the given region is, but with taking into consideration the desired future state and needs of tourism and the tourists. It shall first of all mean the mapping of the current possibilities and capacity of services and linking actions for making up for the deficiencies.</p> <p>The measure on the other hand is meant to support setting up and maintaining commercial services in order to provide sustainable services. The potential destinations in the future should possess all necessary services that may satisfy the needs of tourists.</p>
<i>Examples of projects</i>
<ul style="list-style-type: none">• Creating a network of health services along the Danube• Mapping/Website of social and health services• Development of electronic services for citizens and businesses in all the Counties along Danube• Renovation, improvement and development of villages services, for to the rural economy and population and development in the rural heritage• Construction of swimming areas in the municipality Erdut• Building a camp for cyclists and motorcyclists• Development of the Gat lake• Developing mobile service sin rural areas along the Danube
<i>Connections</i>
<ul style="list-style-type: none">• Priority 1.2.Development of tourism services and products

<ul style="list-style-type: none"> • Priority 2.1. Tourism development of the local resources of the DATOURWAY area • Priority 2.3. Human resources development of the DATOURWAY area • Priority 3.2. Infrastructural development of the DATOURWAY area • Measure 1.2.1. Coordinated development of the specific tourism products at the Danube (eco-, water-, cultural tourism products, local gastronomy) • Measure 2.1.1. Coordinated development of tourism and local economy • Measure 2.1.2. Strengthening the local product generation and sale (rural and handicraft) together with tourism • Measure 1.2.4. Supply and market oriented accommodation development based on a uniform qualification system • Measure 2.3.1. Tourism oriented and professional training programs for the tourism sector and local inhabitants • Measure 3.2.4 Improvement of the infrastructure of the settlement
<i>Indicators</i>
<ul style="list-style-type: none"> • Number of catering units • Number of retail outlets • Number of accommodation • Health care institutions involved in networks • Number of educational institutions operating with regard to the demand of tourism
<i>Stakeholders</i>
<ul style="list-style-type: none"> • Local governments and their institutions. • Local government associations and their institutions. • Civil organisations (NGOs) and local population. • Local health care institutions • Local public transportation • Local entrepreneurs and service providers

10. Policy and cross-border recommendations

A) General policy recommendations (for all transnational area)

1. Develop cooperation and correlations between the Big4B (Bratislava, Budapest, Belgrade and Bucharest)
2. Improve the image of the cities – urban regeneration of the central areas, public spaces, reconversion of industrial and military sites in lands for tourism development
3. Use the cultural heritage of rural areas – develop a networking platform for the relevant stakeholders
4. Promote spot points for tourism development in rural areas – *near to the Danube*
5. Promote and use local products
6. Improve the human resources and the services using triple helix concept – cooperation between public sector – education - business sector
7. Developing connected green-ways in the Danube area, according with its potential for social/economical/ environmental development
8. Increase the accessibility – inter-modal hubs and multi-modal transport, inter- linked infrastructure, fast connection of the structural points (the major cities)
9. Rehabilitate the Danube ports and make them attractive – through accessibility, functions and image and develop them as multi-modal logistics centers
10. Promote a visual identity for Danube products
11. Support the Danube area development through funds from Regional Development Program and from Territorial Cooperation Programs – reserve a budget from every axis for project from Danube area
12. Improve the urban-rural cooperation for local tourism development (transit tourism, city break, short-stay tourism, week-end tourism)
13. Develop major projects for infrastructure (flag-ship projects)
14. Develop high quality tourism product
15. Develop a web based booking platform for the Danube area
16. Develop an unitary value system for accommodation
17. Organize cultural and tourism events of the Danube – establish an annual Danube day
18. Update the spatial planning acts for areas with natural risk – develop a water and spatial management
19. Develop Danube Cup – football
20. Secure the support of national governments for joint, transnational marketing of Danube tourism
21. Introduce the Danube holiday voucher
22. To strengthen financial support for the protection of cultural and natural values (monuments, traditions) along the Danube
23. To strengthen the cooperation of neighbouring countries in:
 - infrastructure development (road, rail, river transport lines, ports)
 - management and use of natural attraction (criteria of eco-tourist destinations)
 - create cross-border strategies for a sustainable territorial development
 - Increase cooperation in flood protection and risk protection
24. Strength support for tourism development in rural areas to initiate LEADER-type programs to enhance absorption capacity (education, business training)
25. To set environmental and social criteria in the approval procedures of tourism investments
26. Increase the necessary infrastructure for tourism development (hospitals, restaurants, hotels)

27. Cooperation in waste management in cross-border areas
28. Prepare territorial integrated projects for the next funding period 2014-2020
29. Developing micro-architectures for putting in value the landscape
30. Use the water potential for transport

B) Policy recommendations for specific cross-border areas

For Cross-border area Slovakia-Hungary:

1. Common development of the community transport (bus transport and common bus lines) and the transport infrastructures (e.g. pedestrian bridges)
2. Increasing the support of the community transport. The common development of community transport contribute to a better interoperability of the region
3. Increasing of the sources for the development of small villages
4. Supplying main attractions at state level. The suggested elements of the main attractions at the area of Lower-Ipel basin: establish the whole dinkey line (railway) revealing and utilizing other industrial history in Börzsöny, revealing and reconstructing castle ruins, building the network of guest houses, to create safe way of biking and horse riding and make well-signed bike- and horse riding ways along the Ipel and to build living network of country houses.
5. Develop Common tourism marketing

For Cross-border area Hungary-Croatia-Serbia

1. Promote Mura - Drava - Danube World Biosphere Reserve as the biggest UNESCO World Biosphere Reserve in Europe ("European Amazon")
2. Correlate the thematic routes in cross-border area Hungary-Serbia-Croatia
3. Use the ecotourism and tourism products connected to nature
4. Strength the influence of Osijek in Beda-Karapancza region
5. To create favourable conditions for the development of the tourism sector in the Danube area of Croatia through the provision of legal, strategic, institutional frameworks
6. To integrate tourism into the national and regional development documents in Serbia
7. Promote the Central Transdanubia as a tourism destination in an environmentally protected area on the border among Croatia, Hungary and Serbia
8. Construct small marinas on the Danube
9. Strength tourism offer in the Croatian part of the Danubian area

For Cross-border area Romania-Bulgaria

1. Develop partnerships between twin cities along the Danube Course: Calafat - Vidin, Bechet - Oreahovo, Turnu-Magurele – Nicopole, Giurgiu – Ruse, Calarasi – Silistra (tourism packages, waste management, education, labor force).
2. Develop urban-rural partnerships for tourism development – short stay tourism (across the main routes), week-end tourism recreation (near to big cities), citybreak
3. Build major transport infrastructure– highways, fast railways, new bridges as a necessary condition in overcoming the peripheral situation
4. Increase the urban regeneration – rehabilitation of the cities centers
5. Arrange the Danube banks for tourism development
6. Explore the fishing potential
7. Develop agro-tourism and cruise tourism on the Danube
8. Develop inter-modal transport facilities

9. Create a green-way route and support its necessities in Calarasi county (on Mostitea river) and in Silistra and Razgrad districts

For Delta area

1. Increase the activities in Delta – make it more attractive for women
2. Increase the knowledge of the Delta – the tourism conditions
3. Protect the natural and cultural heritage
4. Increase the living conditions for inhabitants
5. Develop a good image and infrastructure for the Delta gates
6. Sustain the redevelopment of Sulina city
7. High quality design of mini-ports
8. Increase the accessibility