



# BIG RIVER PROJECTS GUIDEBOOK

## Contents

The information in this Guide is provided by the project partners from Bulgaria, Croatia, Hungary, Italy, Romania, Serbia and Slovakia.

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## Background and purpose of the Guide



The present Big River Projects Guidebook is developed under the project “Transnational Strategy for the Sustainable Territorial Development of the Danube Area with Special Regard to Tourism” (DATOURWAY), within the Southeast Europe Transnational Cooperation Programme. The project presents an outstanding example of transnational cooperation committed to the development of tourism along and on the middle and south-eastern section of the Danube River, while paying particular attention to the protection and enhancement of the natural and cultural resources linked to this area of the great European waterway.

The concept of tourism is interpreted in the project in a broader sense. It is regarded as a complex activity either at short or long term, oriented towards recreation, resort and leisure, cultural enrichment, enjoyment of natural beauty, as well as physical exercise.

Furthermore, the aim of the project is to enhance and promote transnational co-operation in tourism linked to the various touristic potentials of the river, of the riverbanks as well as the natural beauty of the riverside area and architectural assets of the lively towns, cities and villages by the Danube.

The project, implemented over the period 1 May 2009 - 28 February 2012, aims to achieve the following:

- To set up a GIS based information system by pooling and integrating the national, regional and, in part, local statistical data and surveys as well as the available studies and programmes;
- To carry out national targeted analyses, to synthesize and evaluate their findings;
- To elaborate, discuss and by means of stakeholder involvement adopt an integrated strategy for the ecologically viable tourism of the south-eastern Danube corridor;
- To elaborate, on a participatory basis, pilot projects for strategic transnational areas like the exquisite landscape of Danube bend (Hungary-Slovakia); a tri-state (Hungary-Serbia-Croatia) area expecting economic recovery by means of tourism, a site of urban-rural tourism linkages (Romania-Bulgaria), comparison of river deltas (Romania-Italy) and for a greenway all along this section of Danube;
- To set up a tourism inventory for spreading information to the international public on tourist possibilities along this part of the Danube, as well as on services which the riverside municipalities can offer.

The project consortium comprises 16 partners from Hungary (4), Serbia (4), Romania (3), Croatia (2), Bulgaria (1), Slovakia (1) and Italy (1). Lead partner is VÁTI Hungarian Non-profit Limited Liability Company for Regional Development and Town Planning based in Budapest, Hungary.

The principle in DATOURWAY is to reach a transnational agreement on a common tourism strategy and integration of policies and pilot projects at national, regional and local level, in coherence with the European plans and policies.

The Common Guidebook for Big River Projects makes an overall presentation of the importance of the Danube River for the development of integrated and cross-border or transnational tourist products as a means of improving the economic and social conditions of the population in



the Danube River basin. It outlines key facts about the river, its importance for each of the seven countries involved in the project (Bulgaria, Croatia, Hungary, Italy, Romania, Serbia and Slovakia), as well as presents 72 tourism-related projects in the following categories:

- Integrated tourism (24 projects) – projects of a varied nature, engaging a great number of stakeholders and comprising different activities, such as needs analyses of the target areas, development of strategies and plans for improvement of the tourist products in view of promoting the increased tourist flows, as well as wide information, visibility and dissemination activities.
- Eco-tourism (16 projects) – focused on the analysis, design and implementation of measures promoting the sustainable and environmentally friendly use of nature as a means of tourism.
- Culture and historical tourism (13 projects) – the focus of projects is the promotion of the cultural and historical heritage of the target locations and areas as an

attraction to the tourists (e.g. rehabilitation of historical buildings, development of thematic routes, revitalization of museums, etc.).

- Tourist facilities and infrastructure (9 projects) – describing the construction of new or rehabilitation of existing tourist facilities with wider impact on the local industry, e.g. marinas, spas, beaches, bridges, etc.
- Active tourism and water sports (10 projects) – elaboration of ways to engage tourists in active forms of tourism, such as cycling, exploring trails, extreme sports, camping, as well as the use of water resources to develop local tourism, such as yachting, rafting, etc.

The Guidebook includes a section after each category where comments and conclusions for each specific type of tourism are made – lessons learnt, ways to improve the impact of the projects, etc. The final pages of the Guidebook are dedicated to a more detailed analysis of the overall context for promotion of tourism in the Danube River basin.

## Key facts about the Danube River

Danube is the queen of European rivers. It originates from the Black Forest (in German: Schwarzwald), which is a wooded mountain range in Baden-Württemberg, Southwestern Germany. The River Danube flows in southeast direction over some 2,850 km, passing through four Central and Eastern European capitals: Vienna (Austria), Budapest (Hungary), Bratislava (Slovakia) and Belgrade (Serbia), before emptying into the Black Sea via the Danube Delta in Romania and Ukraine.

The Danube passes through the territories of 10 countries – Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Moldova, Ukraine and Romania. It has the Europe's second largest river basin after the one of the River Volga, with a total area of 801,463 sq. km, including 29 tributaries. In addition to the bordering countries, its wider drainage basin includes parts of 9 more countries: Bosnia and Herzegovina, Czech Republic, Slovenia, Switzerland, Italy, Poland, Macedonia, Montenegro and Albania.

The Danube River Basin, based on its gradients, is divided into three sub-regions: the upper basin, the middle basin, and the lower basin (including the Danube Delta).

- The Upper Basin extends from the source of the River Danube in Germany to Bratislava in Slovakia;
- The Middle Basin is the largest of the three, extending from Bratislava to the dams of the Iron Gate Gorge on the border between Serbia and Romania.
- The lowlands, plateaus and mountains of Romania and Bulgaria form the Lower Basin of the River Danube. In its end, the river divides into three main branches, forming the Danube Delta, which covers an area of about 6,750 sq. km.

Throughout history, the River Danube Basin has played a crucial role in the political, socio-economic and cultural development of Central and Southeastern Europe. In its role of Pan-European transport corridor № 7, the river represents the main European inland waterway.

The ecosystems of the Danube River Basin are highly valuable in environmental, economic, historical and social



terms, but they are also subject to increasing pressure and serious pollution from agriculture, industry and cities.

The Danube Delta has been a UNESCO World Heritage Site since 1991. Its wetlands (on the Ramsar list of wetlands of international importance) support vast flocks of migratory birds, including the endangered Pygmy Cormorant (*Phalacrocorax pygmaeus*).

A strategy to boost the development of the Danube Region (with a population of over 110 million) comprising 14 countries was proposed by the European Commission on 8 December 2010 and endorsed at the General Affairs Council on 13 April 2011.

The International Danube Day is celebrated every year on 29 June. It has been launched by the International Commission for the Protection of the Danube River in 2004 to celebrate the 10th anniversary of the signing of the Danube River Protection Convention.



The Danube has emerged in recent years as one of Europe's leading tourist destinations. Along its length, the river touches pristine natural environments from the wild and romantic mountains of Schwarzwald in Germany down to its delta on the shores of the Black Sea in Romania. The monasteries, churches and palaces which line the great river route make it a unique river. The cities, cultures and religions of the different peoples along the Danube make it one of the world's richest and most intriguing water-borne highways.

During the 37th General Congress of the Danube Tourist Commission it was concluded that the future brings boat, bicycle and camping tourism as some of the most popular types of vacations to the Danube countries. It has been estimated that by 2020, cruising business will be the leading tourist industry on the planet. Due to high potentials for the development of nautical tourism in this region, the projects which aim at the development and commercialisation of nautical

products (marines, tourist charter services, as well as "river cruisers") are considered to have prosperous future.

### Danube shipping

Sailing the Danube has become increasingly popular among holidaymakers. A cruise along the great river is a unique and unforgettable experience. Over 113 cruise liners now regularly ply the Danube between Passau and Budapest, and as far downstream as its delta.

The river is navigable by large ships for 2,415 kilometers of its total length and smaller excursion crafts can explore branches that are not accessible to larger vessels. Many ships even sail to the Danube from the western half of the continent through the Main-Danube canal. Passengers aboard a cruise liner can really relax and get to know the Danube from its most

exciting perspective.

Shorter trips aboard smaller excursion ships also offer the possibility of exploring the magic of individual regions and experiencing the unique natural and man-made beauty.

### Eco-tourism and hiking routes

The wildlife of the Danube River consists today of approximately 2,000 plant and about 5,000 animal species. They are preserved in many nature parks and protected areas, such as: Duna-Ipoly Nemzeti Park (Hungary), Gemenc (Hungary), Nationalpark Kopački Rit (Croatia), Koviljsko-petrovaradinski rit Nature Reserve (Serbia), Great War Island Nature Reserve (Serbia), Derdap National park (Serbia), Iron Gates Natural Park (Romania), Persina Nature Park (Bulgaria), Srebarna Nature Reserve (Bulgaria), Biosphere Reserve Danube Delta (Romania) and many more.

As a result of the implementation of many projects, there are established bird watching points, eco-paths and hiking routes, information boards, guided tours, etc.

### Cycling along the Danube

The Danube Bike Trail (also called Danube Cycle Path or the Donauradweg) is a bicycle trail along the river with well developed infrastructure and information signs. It is divided into four sections:

1. Donaueschingen-Passau (559 km)
2. Passau-Vienna (340 km)
3. Vienna-Budapest (306 km)
4. Budapest-Black Sea (1,670 km)

Within the Danube countries, many other cycling paths have been developed. They all contribute to the promotion of local landmarks and are boosting the local tourist offer and economy. The cycling trails are either connected to the Danube Bike Trail or connect local cultural, historical and natural sites in a thematic way.

### Fishing, camping and water sports

Fishing in the river and in its delta is well developed as the basin provides a marine habitat for more than 100 species of fish including some endangered ones, such as the sturgeon. Local villagers from the delta can guide the tourists to the best fishing spots in the area. Many of the Danube's camping and recreation areas have established sport-anglers clubs providing all the necessary equipment to the fishing fans.

There are many camping areas along the river like the Eden camping and yacht club in Hungary, with well developed infrastructure including apartments, restaurants, swimming pools and bathing areas, beach volleyball courts, playgrounds, renting boats, yacht ports, etc.

The established tourism centers within the Danube basin often provide various water attractions and opportunities

for practicing different water sports like banana boats, pedalo, windsurf, kayak, canoe and many more. The Danube's tributaries provide opportunities for practicing extreme sports like rafting and water skiing.

### Spa and wellness

The Danube basin has significant potential for the development of spa and wellness tourism. There are many thermal springs and wells mainly in Hungary, Slovakia, Serbia, Romania and Bulgaria. Only Budapest is boasting nearly 100 thermal wells and 12 spas, where 19 million litres of thermal water breaks to the surface every day. The modern spas provide various recreational procedures and water attractions – heated indoor and outdoor swimming pools, water parks, jacuzzi, saunas, massage rooms, fitness rooms, Turkish baths, medical (balneology) services and beauty salons.

### Culture-historical attractions

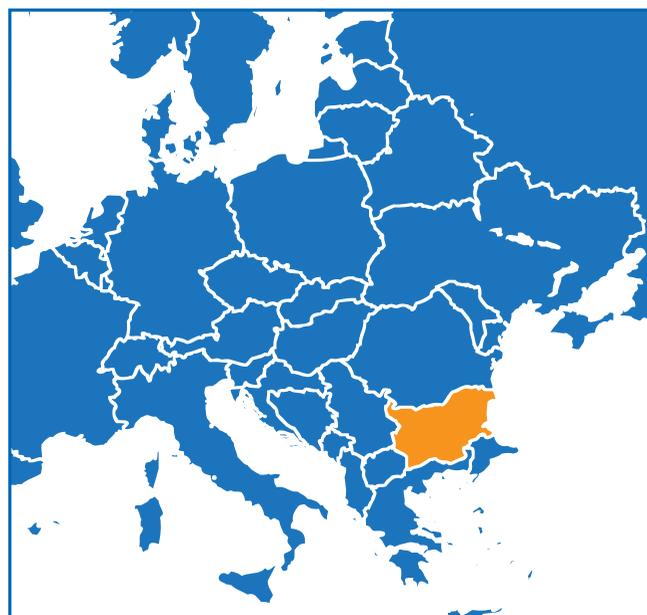
The Danube represents a road through the history of Europe from prehistoric and ancient times through the Middle Ages, Renaissance, Baroque until the present time. Towns and villages on the river banks represent great tourist attractions because of their numerous cultural and historical monuments. Special museum collections represent material culture and spiritual creativity of Serbs, Hungarians, Slovaks, Romanians, Bulgarians and many others.

### Congress and business tourism

The river passes through some major European capitals – Vienna (Austria), Bratislava (Slovakia), Budapest (Hungary) and Belgrade (Serbia), as well as many other larger cities. All of them provide excellent opportunities for the development of congress tourism as they host many international exhibitions, for political meetings, scientific and cultural events. They all have well developed infrastructure, exhibition and congress halls, luxurious hotels and first class restaurants.



## BULGARIA



Bulgaria is a WTO member since 1996, a NATO member since 2004 and an EU member since 1 January 2007. All this contributes to its political stability, economic development and favourable investment climate.

### Danube Region

**Danube kilometers:** 471.5 km

**Danube Regions:** Part of the Northwestern Region, Part of the North Central Region and part of Northeastern Region

**Major Danube towns:** Vidin, Lom, Kozloduy, Oryahovo, Nikopol, Svishtov, Ruse, Tutrakan and Silistra

The Danube region in Bulgaria is rich in various landmarks - rock formations, caves, waterfalls and other waters, rare plant and animal species. Most attractive of them are the Belogradchik Rocks with the fortress built in the III century AD, the Magura Cave near the village of Rabisha with 700 wall paintings turning it into the biggest prehistoric gallery on the Balkan peninsula, the Ledenika Cave, Vratsata and Ritlite rock formations.

Srebarna Lake is a nature reserve on UNESCO's World Natural and Cultural Heritage List since 1983. The reserve is home to 139 plant species, many mammal, reptile, fish and bird species among which is the globally threatened Dalmatian Pelican and the Ferruginous Duck.

The biosphere, national and natural parks like the Vratsa Balkan National Park, the Tsiber Natural Reserve, Rusenski Lom National Park, Persina National Park and the Chuprene Biosphere Reserve provide excellent opportunities for the development of eco- and hiking tourism.

The city of Ruse is located on the high right bank of the Danube River. The largest Bulgarian city on the Danube has a long history - from the 5,000-year-old prehistoric settlement to the present economic and cultural centre. About 200 buildings in Ruse are listed in the architectural and historical heritage of Bulgaria.

### Basic country data

**Location:** South East Europe

**Area:** 110,912 sq. km

**Capital city:** Sofia

**Governance:** Parliamentary democracy

**Currency:** Lev (BGN) 0.51129 EUR

**Official language:** Bulgarian

**Population:** 7.4 million

Bulgaria is a small picturesque country occupying the Northeastern part of the Balkan Peninsula. The country has existed for more than 13 centuries (established in year 681 AD) and remembers ancient civilisations and great people that have written its turbulent history.

Bulgaria is among the fastest growing economies in Europe classified as an "upper-middle-income economy" by the World Bank. The Bulgarian GDP for 2010 reached EUR 36 billion, in which leading role had the services sector, followed by the industry sector.

## CROATIA



### Basic country data

**Location:** South East Europe

**Area:** 56,542 sq. km, with an additional 31,067 sq. km of territorial waters

**Capital city:** Zagreb

**Governance:** Parliamentary democracy

**Currency:** Kuna (HRK) 0.13511 EUR

**Official language:** Croatian

**Population:** 4.5 million

Croatia is located at the crossroads of the Pannonian Plain, the Balkans, and the Adriatic Sea. It has a mixture of climates. To the North and the East, the climate is continental, along the coast line - Mediterranean and at the South Central region - semi-highland and highland.

The economy of Croatia is service-based, with the services sector accounting for 70% of the total GDP, amounting to around EUR 45.7 billion in 2010.

Croatia is a member of NATO, the World Trade Organisation and CEFTA. The country is a candidate for membership in the European Union (expected entry on 1 July 2013), and is a founding member of the Union for the Mediterranean. Croatia is classified as an emerging and developing economy by the International Monetary Fund and a high income economy by the World Bank.

### Danube Region

**Danube kilometers:** 137.50 km

**Danube regions:** Osijek-Baranja County, Vukovar Srijem County

**Major Danube towns:** Vukovar, Osijek (on the Drava River), Kopacki Rit (on the Drava River), Ilok

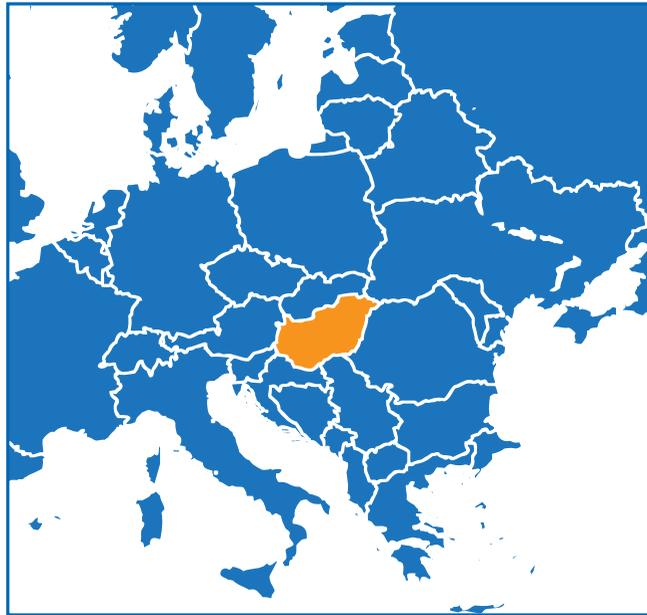
The Danube marks a large part of Croatia's eastern border with Serbia and Montenegro.

Famous as an area of swamps and marshes, Kopacki Rit is located between the Danube and the Drava rivers near the city of Osijek. The area is home to many swamp birds, as well as pike, catfish, and pike-perch thriving in the Danube's many side channels in a natural environment barely touched by man.

The city of Osijek is the fourth largest town in Croatia. It is located near the confluence of the Drava and Danube Rivers. Osijek is the economic and cultural capital of the Eastern Croatian region of Slavonia. It is a popular tourist destination whose main attractions are the 18th-century Austro-Hungarian baroque citadel of Tvrdra, the oldest part of the city, and the Drava promenade with its beautiful suspension bridge over the river.

The city of Vukovar is situated on the former border between the historical counties of Eastern Slavonia and Western Srijem and lies at the mouth of the River Vuka as it enters the Danube. Since the 18th century, Vukovar has been known as an important river port, and over the past few of years this significance has been revived with the coming of great tourist cruisers.

## HUNGARY



Hungary's strategic position in Europe and its relative lack of natural resources have also dictated a traditional reliance on foreign trade.

The country joined NATO in 1999 and became a full member of the European Union on 1 May 2004. In 2011, Hungary assumed the six-month rotating presidency of the EU for the first time. Hungary is also a member of the Organisation for Economic Co-operation and Development.

### Danube Region

**Danube kilometers:** 417.20 km

**Danube Regions:** 100% of the country's territory - Central Hungary (Közep-Magyarország), Central Transdanubia (Közep-Dunántul), Western Transdanubia (Nyugat-Dunántul), Southern Transdanubia (Del-Dunántul), Northern Hungary (Észak-Magyarország), Northern Great Plain (Észak-Alföld), Southern Great Plain (Del-Alföld).

**Major Danube towns:** Győr, Komárom, Esztergom, Visegrád, Szentendre, Budapest, Dunaujváros, Kalosca, Baja, Mohács

The Great Plain together with the Hortobágy Pusztas, recently declared as a world heritage site by UNESCO, are rich in horses, herds of longhorn cattle, sheep, geese and tens of thousands of migratory birds.

The Danube-Drava National Park is an internationally protected Danube/Drava riverine habitat with a unique 28,000 ha wetland. It is one of the few remaining natural Danube floodplains.

Other famous Hungarian monuments are the basilica of Esztergom with its 100-meter cupola, the ruins of Visegrád (former residence of the Hungarian kings), the town of Kalocsa (the home of paprika, the indispensable and characteristic ingredient of the Hungarian cuisine) and the capital city of Budapest, where the Buda castle, the Fisherman's Bastion, the Gellert hill, the massive Neo-Gothic parliament building and many other architectural and cultural monuments are located.

### Basic country data

**Location:** East Central Europe

**Area:** 93,030 sq. km

**Capital city:** Budapest

**Governance:** Parliamentary democracy

**Currency:** Forint (HUF) 0.00377 EUR

**Official language:** Hungarian

**Population:** 10 million

Hungary is a small country, one of the oldest ones in Europe. It is situated in the middle of the continent in the heart of Europe. The country is famous with the city of Budapest - the "Pearl of the Danube", Balaton (the Central Europe's largest fresh water lake), hundreds of therapeutic mineral springs, many Roman ruins and 400-year-old Turkish monuments.

Blessed with extensive low-lying, fertile plains, the country's economy prior to the World War II was primarily oriented toward agriculture and small-scale manufacturing.

## ITALY



belonging to and working within specialized clusters.

Italy is one of the founding members of the European Union. It is also a member of the G8, G20, NATO, the Organisation for Economic Co-operation and Development, the World Trade Organisation, the Western European Union and the United Nations.

### Danube Region

**Danube kilometers:** 0.00 km

**Danube and Po River Regions:** Piemonte, Valle D'Aosta, Lombardia, Trentino – Alto Adige, Veneto, Friuli - Venezia Giulia, Liguria, Emilia-Romagna and Toscana

**Major towns:** Turin, Milan, Trento, Venice, Trieste, Genoa, Bologna

Less than 0.1% of the Danube River basin lies in Italy. It covers a territory of 565 sq. km, which represents around 0.2% of the country's territory. The Danube River does not flow through Italy, but two of the river's tributaries originate from its territory – the Drava and Spol rivers.

### Basic country data

**Location:** South Central Europe

**Area:** 301,338 sq. km

**Capital city:** Rome

**Governance:** Parliamentary republic

**Currency:** EUR

**Official language:** Italian

**Population:** 60.3 million

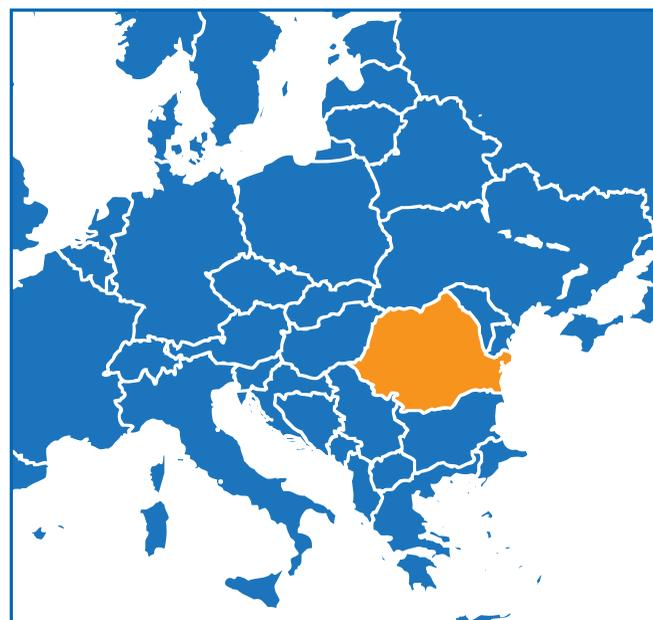
Thanks to its strategic location in the heart of the Mediterranean, Italy is a crucial crossroads for land, sea and air routes linking the north and south of Europe.

The country has a diversified industrial economy. Its great strength relies on many small and medium-sized companies, specializing both in high quality consumer goods and in high-tech design and engineering products, with large shares of the global market. The small size of such companies is often offset by their

The Drau/Drava is the fourth largest (41,238 sq. km) and the fourth longest Danube tributary (893 km). It rises in the Southern Alps in Italy (Trentino Region). The long River Drava connects the countries and cultures from the Italian Alps in South Tyrol, Austrian Pustertal valley and the Slovenian Alps all the way to the middle European Pannonian valley. It provides excellent opportunities for the development of eco-tourism, cycling and culture-historical routes.

The Po Delta Park is a protected wetlands region in the Po Delta consisting of four parcels of land on the right bank of the Po River and to the south. The 53,653 ha of the park contain wetlands, forests, dunes and salt pans. It has high biodiversity with 1,000-1,100 plant species and 374 vertebrate species, of which 300 are birds. Bird watching and eco-tourism are highly developed in this area.

## ROMANIA



### Basic country data

**Location:** South East Europe

**Area:** 238,391 sq. km

**Capital city:** Bucharest

**Governance:** Parliamentary democracy

**Currency:** Romanian leu (RON) 0.23656 EUR

**Official language:** Romanian

**Population:** 21.9 million

By its territory, Romania is the ninth largest country of the European Union and has the seventh largest population. It sits on the crossroads of many historical trade routes whose main channels are the Danube River and the port of Constanta, one of the largest ports on the Black Sea. The country is also linked to the North Sea by the new navigation route through the Rhine-Main-Danube Canal.

The country's backbone industries are manufacturing and engineering. It also possesses substantial energy resources

and agricultural land offering great potential for the development of agriculture and tourism.

Romania joined NATO on 29 March 2004. It is a member of the Organisation for Security and Co-operation in Europe and the United Nations. The country joined the European Union on 1 January 2007.

### Danube Region

**Danube kilometers:** 1,075.00 km

**Danube Regions:** 97.4% of the country's territory comprising all 8 development regions: North-East, parts of South-East, South, South-West, West, North-West, Center and Bucharest-Ilfov

**Major Danube towns:** Moldova Veche, Orsova, Turnu Severin, Giurgui, Oltenita, Cernavoda, Braila, Galati, Tulcea, Sulina

With 1,075 kilometers along the Danube, Romania has the longest stretch of the river of any country. On its territory is situated most of the Danube delta declared a UNESCO world heritage site. It has an area of 4,500 square kilometers, only 20% of which is land and the rest is made up of water, reeds and floating islands. Over 100 types of fish live in the delta's waters while more than 300 bird species make it one of the world's largest bird preserves. Fishermen familiar with the delta can guide visitors through the tranquil labyrinth of meandering branches of the river, canals and lakes aboard paddle boats. An increasing number of firms offer Danube delta holidays aboard floating hotels.

The city of Bucharest, also called the "Paris of the East" for its many Belle Epoque buildings, broad avenues and extensive parks is located only 60 km away from the banks of the River Danube. Among its main attractions are the Revolution Square with its Royal Palace, the Romanian Athenaeum, the Bucharest University Library, the Senate Palace, the ruins of the Princely Court and its Church of the Annunciation and many more.

The Moldavian monasteries with their splendid frescoes are some of the finest examples of Byzantine art and have been declared a UNESCO world heritage site.

## SERBIA



### Basic country data

**Location:** South East Europe

**Area:** 88,361 sq. km

**Capital city:** Belgrade

**Governance:** Parliamentary democracy

**Currency:** Dinar (RSD) 0.00991 EUR

**Official language:** Serbian

**Population:** 7.4 million

Serbia is located in the centre of the Balkan Peninsula. Its Northern part belongs to Central Europe but in terms of geography and climate it is also partly a Mediterranean country. Serbia is landlocked but as a Danube country it is connected to distant seas and oceans.

The country's GDP for 2010 has been EUR 29.34 billion distributed as follows: 12.6% - agriculture, 21.9% - industry and 65.5% - services. Key industries in Serbia are agriculture and food processing, steel and metal industry, textile industry, energy and mining, automotive and components industry, ICT, wood and furniture industry.

Serbia is a member of the United Nations and the Central European Free Trade Agreement. With the signing of the Stabilisation and Association Agreement with the European Communities and its member states, the Republic of Serbia acquired a status of an associated country.

### Danube Region

**Danube kilometers:** 587.35 km

**Danube Regions:** Part of the Region Vojvodine, Part of the Beogradski Region, Part of the Southern and Eastern Serbia Region

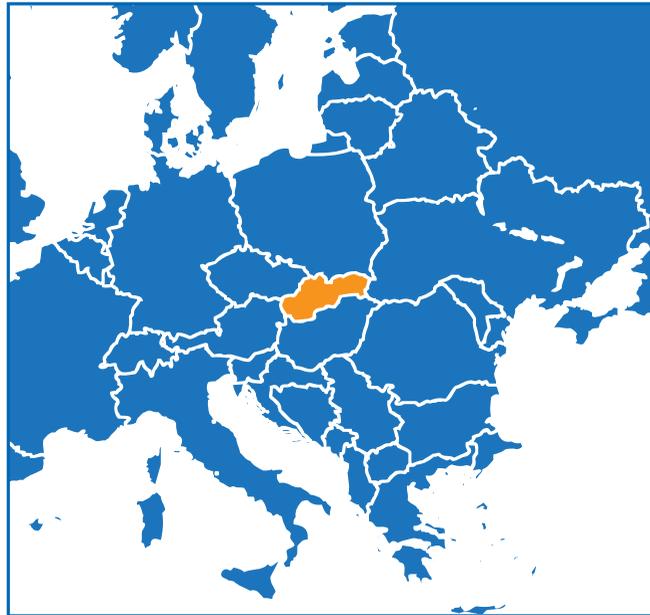
**Major Danube towns:** Belgrade, Novi Sad, Smederevo, Veliko Gradiste, Golubac, Donji Milanovac

The Danube flows into Serbia near Bezdan. The first Serbian city the great river reaches is Novi Sad, the capital of the Autonomous Province of Vojvodina. The town is dominated by the mighty fortress of Petrovaradin, one of the largest fortifications in Europe.

Seventy kilometers downstream from Novi Sad lies Belgrade, the capital of Serbia. The city is famous for its many museums, in particular the National Museum and the Ethnographic Museum, the Kalemegdan fortress, the cathedral of St. Michael, the Saborna Church, the excavations in Carasija near Ripanj and many more.

The Iron Gate is the most spectacular gorge along the Danube's course with a length of 150 kilometers. The Iron Gate (Djerdap) National Park consists of gorges, valleys and river terraces of remarkable biodiversity. Designated in 1974, the area has significant historical and cultural importance, making it one of the most important natural and archaeological areas of Europe.

The Gornje Podunavlje Special Nature Reserve and the Tara National Park provide excellent opportunities for the development of eco-tourism. Other significant wetlands along the Serbian Danube River are Tikvara and Karadjordjevo.



### Basic country data

**Location:** Central Europe  
**Area:** 49,035 sq. km  
**Capital city:** Bratislava  
**Governance:** Parliamentary democracy  
**Currency:** EUR  
**Official language:** Slovak  
**Population:** 5.4 million

Slovakia is a country located in the heart of Europe. Its land has rugged mountains rich in mineral resources with vast forests and pastures. The Carpathian Mountains dominate the topography of Slovakia with lowland areas in the Southern region.

Slovakia is a high-income advanced economy with one of the fastest growth rates in the European Union. Its GDP for 2010 has been EUR 65.9 billion marking a 4% growth. The

automobile and electro-technical industries are the pillars of the Slovak economy.

Slovakia is member of the European Union since 1 May 2004 and has joined the Euro Area in 2009. It is also a member of the Organisation for Economic Co-operation and Development, the World Trade Organisation, NATO, etc.

### Danube Region

**Danube kilometers:** 172.00 km

**Danube Regions:** 96% of the country lies in the Danube River Basin – all 8 administrative regions - Bratislava, Trnava, Trencin, Nitra, Zilina, Banska Bystrica, parts of Presov, Kosice  
**Major Danube towns:** Bratislava/Petrzalka, Gabcikovo, Komarno, Sturovo

The Slovak Danube region is located in the Southwestern part of the country. The original character of the landscape consists of marshes, ponds, luxuriant belts of reeds, wet pastures and poplar forests. Perhaps the most valuable part is the Cicovske Mrtve Rameno, a blind arm of the river, where the flora and fauna of the deciduous forest has remained in its original pristine condition.

The region comprises several important nature reserves among which is the Klatovskerameno. The Slovak part of the Danube basin boasts not only a unique natural environment with many rare animals, plants, and historic boat-mills, but also the largest subterranean fresh water reserves in Central Europe.

Bratislava is the political, cultural, and economic centre of Slovakia. It is one of the most significant spots of tourism in the country, which offers, apart from sights of interests and programmes, mainly capacity for congress tourism.

## Implemented tourist projects

INTEGRATED TOURISM

ECO-TOURISM

CULTURE AND HISTORICAL TOURISM

TOURIST FACILITIES AND INFRASTRUCTURE

ACTIVE TOURISM AND WATER SPORTS



Nº	Project name	Country	Budget, EUR	Period of implementation	Brief description
<b>INTEGRATED TOURISM PROJECTS</b>					
1.	Weekend Tourism Fair and Tourist Entertainment and Animation Festival - Ruse	Bulgaria	n/a	Fair – since 2005; Festival – since 2008	<ul style="list-style-type: none"> <li>• Organisation of an annual Weekend Tourism Fair every May to present the opportunities of Ruse and North Eastern Bulgaria and to attract visitors for leisure and entertainment;</li> <li>• Organisation of a Tourist Entertainment and Animation Festival as part of the fair providing an open scene for entertainment, attractions and animation products related to leisure and recreation.</li> </ul>
2.	Vidin – tourism development with application of the Italian experience	Bulgaria	102,195	2009-2010	Development of a new Local Tourism Policy and a Municipal Tourism Development Plan, based on the analyses of tourism needs, the current development of tourism in the Vidin Region and the analysis of Italian best practices, as well as training of local stakeholders.
3.	Marketing of the tourist destination throughout the frontier region of Bulgaria and Serbia	Bulgaria	68,790	2006-2007	Promotion of the frontier region between Bulgaria and Serbia as a tourist destination based on a joint marketing strategy, interactive website, CDs, brochures and DVD films.
4.	Tourism development in Eastern Slavonia – Danube Basin	Croatia	2.1 million	2005-2008	Supporting the improvement of economic and social cohesion in Vukovar-Srijem County through promotion of sustainable and ecologically oriented tourism trainings and practices.
5.	Reconstruction of the “firkin boat” and community integration of state prisoners	Hungary	10,000	2007	Reproduction of a “firkin boat” through the involvement of prisoners from the State Prison of Állampuszta, scientists from the Kalocsai Viski Károly Museum and local NGOs.
6.	EU.water	Italy	2.5 million	2009-2012	Establishment of transnational coordinated and harmonized water management in the field of agriculture, in accordance with the EU legal framework and based on the direct involvement of the main government actors from the target rural areas.
7.	Master Plan for Idrovia Ferrarese	Italy	n/a	2006	Elaboration of a planning tool allowing the different bodies to valorize the resources of Ferrara Waterway referring to one unique document (Master Plan Idrovia Ferrarese).
8.	Tourist valorization of the River Po Inter-regional project and KPL – Knowledge Po Leadership	Italy	n/a	2005-2009	Increasing the tourist potential of the River Po and its connected territories through implementation of research and training activities and elaboration of a tourist website.
9.	NATREG project	Italy	2.2 million	2009-2011	Acknowledgement and promotion of the potentials of the natural assets and protected areas through the development of an international network, elaboration of strategic documents, carrying out of trainings, etc.
10.	T-Bridge: Feasibility study for the management of tourist river service in the province of Ferrara	Italy	175,752	2011	Elaboration of analytical documents for tourism development in the Province of Ferrara.

11.	Special strategic project River Po Valley	Italy	180 million	2005-2015	The project foresees 4 lines of interventions: <ul style="list-style-type: none"> <li>• Improvement of the river’s floating conditions;</li> <li>• Promotion of the preservation of the environmental integrity of the river;</li> <li>• Improvement of the accessibility and development of cultural and tourist offer systems;</li> <li>• Strengthening of the system of River Po governance.</li> </ul>
12.	Waterways Forward	Italy	175,752	2010-2012	Improvement of the management of the regional inland waterways and the adjacent regions by promoting an integrated, sustainable and participatory approach taking into account the multifunctional role of waterways.
13.	SLOWTOURISM	Italy	3.8 million	2010-2013	Supporting the slow tourism forms and the structuring of eco-friendly tourist products.
14.	The Danube - a European Corridor	Romania	121,814	2007-2008	Promotion of the trans-border co-operation and the Danube’s Green Corridor, restoring the interest in the region’s cultural identity and development of the trans-border tourism through exchange of experience, dissemination of information for the region’s cultural and natural heritage, organisation of events, etc.
15.	Tradition that points towards the future	Romania	148,908	n/a	Improvement of the quality of human resources and the operation of the labour market trough the organisation of trainings for unemployed, organisation of a fishing fair, a conference, etc.
16.	“A Delta with No Boundaries” - Promoting tourism at cross-border level in the Danube Delta	Romania	265,745	2007-2009	Promotion of the Danube Delta’s tourism potential through development of a travel journal, travel guide for the Danube Delta, a bilingual photo album, etc.
17.	Establishing an action group for the joint management of flood related challenges	Serbia	290,220	2007-2008	Ensuring the necessary technical equipment, qualified personnel and complementary services for implementation of flood prevention activities.
18.	Formation of a thematic tourist route groups in the DKMT Euroregion	Serbia	133,000	2006	<ul style="list-style-type: none"> <li>• Development of 4 thematic route packages;</li> <li>• Pooling tourism related services and service providers along the elaborated thematic routes;</li> <li>• Creation of an Internet based Euroregional tourism marketing toolbar and a database.</li> </ul>
19.	Ethnic heritage of Eastern Serbia	Serbia	24,380	2010	Reviving the traditional weaving and embroidery handicrafts through the organisation of two fashion shows, a round table, a fair of ethnic clothing and folk embroideries, etc.
20.	Tourism competitiveness through knowledge	Serbia	29,000	2010	Carrying out of seminars, workshops, training courses and exchange of experience in order to raise the capacity of the personnel engaged in the sector of tourism.
21.	Common rubbish-shoots liquidation of settlements of the Upper Szigetköz, Šamorín city	Slovakia	372,980	2008-2010	Liquidation of the accumulated rubbish-shoots, organisation of lectures for the local students and raising the awareness of the local population on environmental issues.
22.	Development of water tourism on the Slovakian side of the Danube River	Slovakia	19,416	n/a	Development of water tourism through the organisation of the 9th Danube Water Marathon, elaboration of a study on the potential for water tourism development, development of information materials and signs.
23.	Branch system of the Danube as our joint touristic potential	Slovakia	18,000	n/a	Development of the local tourism through organisation of a water festival in Samorin, water marathon along the Danube River and elaboration of a GPS map of the Danube River branch system.
24.	Cleaning the water branches and sharing information on Micro Region Upper Žitný ostrov values	Slovakia	10,000	n/a	Cleaning the Danube River’s water branches by involving the local citizens and organisation of educational outdoor activities for young people.

ECO-TOURISM PROJECTS					
1.	"Greenways" Programme	Bulgaria	140,223	2005-2010	Development of long distance trails as thematic tourist or urban routes for non-motorised traffic.
2.	The Malopreslavsko Swamp - kingdom of water lilies	Bulgaria	279,188	2006-2007	Rehabilitation and construction of appropriate tourism infrastructure around the "Malak Preslavets Swamp" protected area, observation of rare and protected floral species and development of alternative forms of tourism.
3.	Eco Centre Zlatna Greda	Croatia	150,000	2003	Establishment of the Eco Centre Zlatna Greda for the provision of eco-tourism products and implementation of research and educational activities.
4.	E.R.S.P.A Eco-River in Spačva and Po Area	Croatia	200,000	2008-2009	Promotion of the river tourism development, establishment of a network among the existing enterprises and development of the necessary tourist infrastructure and services.
5.	Trout Club Eco-Park and Landscape Centre	Hungary	216,593	2006	Development of Trout Club Eco-Park and Landscape Centre providing different eco-tourism products, such as bio gardening, open-air school, petting zoo, interactive landscape exhibitions, a fair trade shop for local products, boating, bathing area, etc.
6.	The Kopaszi Levee and the Bay of Lágymányos	Hungary	14.8 million	2010	Establishment of an investment area comprising a public park, a yacht club, sports and cultural facilities on the site of a former highly polluted bay-area.
7.	Jankovich Mansion Event and Eco-Tourist Centre	Hungary	3.5 million	2004-2007	Development of a conference facility and an eco-park with marked nature trail, bird watching stations and a boat port.
8.	Gemenc State Forest Railway	Hungary	642,200	2000-2007	<ul style="list-style-type: none"> <li>• Reconstruction of the railroad track (Phase I);</li> <li>• Development of eco-tourism infrastructure (Phase II) ;</li> <li>• Establishment of an Eco-touristic Centre in Pörböly (Phase III).</li> </ul>
9.	A Network of European Wetlands	Italy	525,853	2004-2007	Creation of a network for transnational co-operation of regions and economic operators in order to promote the Wetlands at European level through elaboration of new marketing strategies, organisation of international events focused on ecotourism and bird watching and development of future projects.
10.	European Birdwatching Network	Italy	n/a	2009-2013	Establishment of a network at European level in order to promote bird watching and to improve the tourist offer in the rural territories covered by the project, through development of competitive tourist products.
11.	Network of Adriatic Parks Project (NAP)	Italy	1.3 million	n/a	Promoting, enhancing and conserving the natural resources of the Parks and natural oasises of the Adriatic region by using computer science to network the services that they offer.
12.	Premises regarding a durable tourism in Mehedinti Plateau Geological Park	Romania	83,658	2006-2008	Cross-border cooperation in the field of awareness raising and promoting eco-tourism in the project areas, through exchange of experience, development of new tourist routes and information centers and implementation of promotional activities.
13.	Danube Delta Eco-Tourism Centre	Romania	1.2 million	2007-2009	Development of an Eco-tourism Centre in Tulcea city (Romania), with qualified personnel and equipped with all necessary materials and programmes, exchange of experience and know-how and implementation of various promotional activities.
14.	Cross-border cooperation demonstrating the multiple use and benefits of wetlands restoration in the Danube Delta Cross border Biosphere Reserve Romania/Ukraine	Romania	230,992	2007-2009	Elaboration of a Feasibility study, an Impact study for the restoration of the Zagen polder in Romania, exchange of experience, conducting study visits and promotional activities.

15.	Trout Club Eco-Park and Landscape Centre	Slovakia	50,000	n/a	Organisation of two festivals and a water tour along the River Danube.
16.	North-East Gate of the Ipel and Danube-Ipel National Park valley	Slovakia	380,000	n/a	Tourism development in the area of Ipel River through the establishment of a tourist center, development of eco-tourist infrastructure and services, and elaboration of complex tourist packages.

CULTURE AND HISTORICAL TOURISM PROJECTS					
1.	Restoration and promotion of the ancient Roman fortress "Novae" in Svishtov – "Joint Action for Sustainable Development of Cultural Tourism"	Bulgaria	306,518	2004-2005	Restoration of the Roman military camp "Novae" and building of a new touristic complex with a visitor center and an exhibition hall, conference hall, souvenir shop, café and a parking lot.
2.	Ruse - Ivanovo - Cherven: A journey from present to the Middle ages	Bulgaria	360,000	2003-2005	Creating and presenting regional cultural routes, including the city of Ruse, the archaeological reserves in the villages of Ivanovo and Cherven, and the protected area of the Rusenski Lom Nature Park.
3.	Development and promotion of the cross-border cultural route: From the medieval monastery complex of Ivanovo and the "St. Dimitar Basarbovski" Rock Monastery, via the Orthodox churches of Ruse and Giurgiu to the monastery in the Coman village	Bulgaria	29,493	2006-2007	Establishment and promotion of a cultural tourist route linking the Orthodox monasteries and churches in the regions of Ruse and Guirgiu, in order to develop religious tourism and strengthen the cross-border cooperation on both sides of the River Danube.
4.	Binding five ancient cities from Dobrudja Region in a tourist destination	Bulgaria	670,000	2009	Development of cross-border tourist products in the Dobrudja Region, such as three-dimensional digital modeling of five ancient cities, preparation of a documentary film, development of a joint website, etc.
5.	SURDUK Festival Baranja	Croatia	50,000	2009	Organisation of the Surduk festival, including various attractions in order to promote the local wines and gastronomy, cultural and ethnic diversity, traditional agricultural products and the natural heritage.
6.	Winery and shipping: "Wine – steamy" project	Hungary	1.3 million	2004	Restoration of ships and development of a wine cellar in order to provide integrated tourist supply in the region.
7.	Matthias Rex Museum and historical playground	Hungary	650,000	2010	Improvement of the museum's capacity through the construction of a new playhouse and a playground, and the organisation of new crafts exhibitions.
8.	Open castle – open workshop	Hungary	2.4 million	2004-2006	Restoration and renovation of the Földvár castle and introduction of new attractions for the tourists - sale of souvenirs, establishment of interactive handicraft workshops, organisation of extracurricular school activities, exhibitions, etc.
9.	Rehabilitation of the Historical Centre of Braila City	Romania	8.1 million	2006-2008	Restoration of 4 historical buildings, rehabilitation of 23 streets, 2 squares, the Public Garden, rehabilitation of the Danube's Promenade and construction of docks for small and cruise boats.

10.	Restoration and rehabilitation of two patrimony buildings from Tulcea County included in the regional tourism circuits	Romania	11.2 million	2009-2012	Creation of a Museum Complex Centre of the North Dobrudja Cultural Patrimony and organisation of several cultural activities.
11.	Rehabilitation of the Cultural Palace "Theodor Costescu" and Severin Fortress	Romania	12.9 million	n/a	Rehabilitation of the Cultural Palace "Theodor Costescu" and undertaking archaeological excavations in the Severin Fortress.
12.	Integrated quality tourism development based on wine roads in the South Great Plan region and in the South and North regions of Bácska	Serbia	69,195	2007-2008	Development of wine tourism through the establishment of economic co-operation between Serbia and Hungary through the exchange of information, experiences, methodology, know-how and the appropriate use of tourist instruments.
13.	Integrative Protection Project "Centuries of Bač"	Serbia	2.1 million	2005 - 2010	Creation of Diffused Museum including the Franciscan Monastery and the Monastery of Bodjani, establishment of Museum and Visitor Centre and development of local integrated tourist product.

TOURIST FACILITIES AND INFRASTRUCTURE PROJECTS					
1.	"Beautiful Bulgaria" Programme – "Improving the urban surroundings"	Bulgaria	n/a	Since 1997	Renovation of public buildings and buildings nominated as immovable cultural treasures.
2.	Aqua-Island, thermal and adventure spa in Esztergom	Hungary	15.7 million	2003-2005	Construction of spa facilities (Phase I) and a hotel (Phase II).
3.	Kisapostag Marina & Restaurant	Hungary	281,500	n/a	Development of a marina providing different services, such as water, electricity, fuel, boat docks, boat shop, a high profile restaurant, accommodation, adventure park, etc.
4.	Baja, "Sugovica" beach	Hungary	5.1 million	2009-2011	Establishment of Baja Water Gate providing modern facilities for water tourism (Phase I) and renovation of the historical buildings in the Baja city downtown (Phase II).
5.	Marina of Apatin	Serbia	3.5 million	2006-2009	Development of highly equipped international marina providing tourist services.
6.	Anchorage for passenger ships Apatin	Serbia	650,000	2008-2009	Development of a pier for passenger ships.
7.	Renovation and reconstruction of the old ship lock in Becej with the creation of a museum exhibition in the space of the turbine room	Serbia	800,000	n/a	Restoration and conservation of the ship lock in Becej and establishment of a museum exposition within the turbine rooms containing restored machines.
8.	Development of the bath in Sturovo, the Slovakian side of the Danube	Slovakia	1 million	2011	Construction and renovation works of the spa facilities.
9.	Apollo Bridge – Bratislava	Slovakia	142 million	2003-2005	Construction of a bridge over the Danube River.

ACTIVE TOURISM AND WATER SPORTS PROJECTS					
1.	By canoe to the wildlife of Rusenski Lom Nature park	Bulgaria	249,996	2005	<ul style="list-style-type: none"> <li>• Development of an eco-tourism route;</li> <li>• Construction of a visitors' centre in the village of Ivanovo;</li> <li>• Establishment of a water trail and recreational and sports facilities in the area of the nature park.</li> </ul>
2.	Cycling route Srijem	Croatia	33,000	n/a	Development of the cycling route Srijem, part of the international Danube route.
3.	Pannonian peace trail	Croatia	71,000	2005-2006	<ul style="list-style-type: none"> <li>• Development of cross-border cooperation in the field of strategic planning;</li> <li>• Elaboration of field studies for the establishment of the cycling route;</li> <li>• Construction of the relevant infrastructure;</li> <li>• Initiation of actions for environmental protection and eco-tourism development;</li> <li>• Organisation of opening events.</li> </ul>
4.	Pannonian Challenge – an extreme sports exhibition	Croatia	125,000	2004	Organisation of "Pannonian Challenge" – a traditional extreme sports competition.
5.	State Horse Farm of Lipizzaner, Dakovo	Croatia	425,000	2010	Development of a farm for horse breeding, dressage, riding school and tourism facilities.
6.	Improving the international Danube Bicycle Route – Cycling Danube	Croatia	364,764	2011-2012	Development of cross-border cycling route with the adjacent infrastructure in order to achieve economic development in the region.
7.	Eden camping and yacht club	Hungary	550,000	n/a	Establishment of a camping area and a yacht club on the River Danube's bank providing different opportunities for sailing and water sports.
8.	Bicy – Cities and Regions for Cycling	Italy	2.1 million	2010-2013	Promotion of cycling as a key component of public transport through mapping of inter-modal itineraries in territories, definition of new tools and techniques, survey of the cycling tourism, etc.
9.	INTERBIKE project – Cross-border intermodal cycle net	Italy	3.5 million	2010-2013	Development of cross-border cooperation for realization of cycling and recreational connections in the cross-border territory, creation of an offer for the intermodal transport, development of a well equipped information point, creation of digital infrastructure for GIS, etc.
10.	Cross-border tourism by bicycle Black Sea coastal pedestrian and bicycle trail in Mai – Vama Veche – the border line area	Romania	487,629	2008-2009	Development of a bicycle trail (5,118 m) and a pedestrian trail (4,100 m), placement of visibility elements along the trails, elaboration of information materials, etc.

# Integrated tourism



## Weekend Tourism Fair and Tourist Entertainment and Animation Festival - Ruse

**Location:** The City of Ruse, Bulgaria

### Project beneficiary

The events were organised by the Municipality of Ruse and the Municipal Tourism Council with the co-operation of European Horizons 21 Foundation, the Regional Museum of History and the Ministry of Economy, Energy and Tourism

### Short project description

The annual Weekend Tourism Fair is organised every May to present the opportunities of Ruse and North Eastern Bulgaria to attract visitors for leisure and entertainment.

Part of the fair is the Tourist Entertainment and Animation Festival providing an open scene for entertainment, attractions and animation products, related to leisure and recreation in the Bulgarian tourist sites and resorts. It has several categories, such as:

- Street – entertainment and performances on the street and/or on the city square – actors, mimes, clowns, etc.;
- Historical heritage – performances related to the restoration of historical events, the recollection of specific lifestyle or environment, etc.;
- Competitions – organisation of group games with competitive element;
- Culinary – culinary shows;
- Folklore – presentation of folklore customs/traditions, rituals, games, etc.

Budget of the project

N/A

Date from/to

Fair - since 2005;  
Festival - since 2008

### Source of financing

The municipal budget of Ruse Municipality and financial assistance provided by the Ministry of Economy, Energy and Tourism

### Additional sites of interest in proximity

- Local sites of interest:
  - Historical monuments and reserves of world and national importance, such as the rock churches of Ivanovo, the medieval town of Cherven and the Thracian tomb of Sveshtari;
  - Rusenski Lom Nature Park combining cultural and historical sites, cultural values and unique environmental landscapes;
  - Levent wine cellar;
  - Opportunities for active tourism in the area - cycling, photographing rare animal species, the "Orlova Chuka" Cave and the medieval rock monasteries.
- Local events in Ruse - Music Days (organised each March), International Jazz Festival, Golden Fiddle Folk Festival, Ruse Carnival and International Theatre Festival.





## Vidin – tourism development with application of Italian experience

**Location:** The town of Vidin, Bulgaria

### Project beneficiary

- Leading organisation - Vidin Chamber of Commerce and Industry (Bulgaria)
- Partners - Vidin Municipality (Bulgaria), Piedimonte Matese Municipality (Italy), Raviskanina Municipality (Italy) and San Potito Sannitiko Municipality (Italy)

### Short project description

The overall objective of the project was to increase the tourist potential of the Vidin region and to develop sustainable and attractive local tourist products by applying Italian best practices.

Under the project, a new Local Tourism Policy and a Municipal Tourism Development Plan were developed, based on the analyses of tourism needs, the current development of tourism in Vidin Region and analysis of the collected Italian best practices.

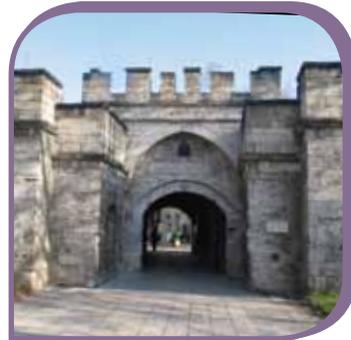
The Italian experience was used for establishing effective tourist products focused on local natural and cultural attractions.

The project included training of local stakeholders, selection of churches, monasteries, museums and villages as local landmarks, development of advertising materials, promotional tools and events (a tourist leaflet and a tourist guide, web portal of Vidin, participation in a specialized exhibition for cultural tourism in Naples).

Budget of the project	<b>EUR 102,195</b>	Date from/to	<b>2009-2010</b>
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Source of financing	Operational Programme Regional Development (ERDF and national budget)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest - the Medieval castle Baba Vida and the stronghold system "Kaleto", the Mosque and library of Osman Pazvantoglu (1801), the Synagogue (1894), the Turkish Post (1856), the Drama Theatre (1891), the Museum of Ethnography "Cross-shaped barracks", the unique rock phenomenon near Belogradchik (45 km south of Vidin), available facilities for recreation, sunbathing, fishing and water sports, the campsite in the village of Yasen, Vidin cycling route (part of a longer route from Budapest to the Black Sea).</li> </ul>
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## Marketing of the tourist destination throughout the frontier region of Bulgaria and Serbia

**Location:** Frontier region of Bulgaria and Serbia

### Project beneficiary

- Leading organisation - Vidin Regional Development Agency and Business Centre
- Partners:
  - Regional Development Agency and Business Centre 2000 Montana, Bulgaria;
  - Regional Business Centre for Small and Medium Enterprises – Pernik, Bulgaria;
  - Regional Centre for Small and Medium Enterprises Development "Timok" in Zajecar, Serbia;
  - Regional Chamber of Commerce – Zaichar, Serbia.

### Short project description

The project objective was to promote the frontier region between Bulgaria and Serbia as a tourist destination based on a jointly developed marketing strategy, interactive website, CDs, brochures and DVD films.

The project resulted in creating a database of the available tourist infrastructure in the cross-border region and in developed cross-border thematic routes, as follows:

- Tour № 1: Fortresses - the main sites along the route include "Belogradchik Fortress" (Bulgaria), the medieval fortress "Baba Vida" (Bulgaria), the late ancient fortress "Kastr Martis" (Bulgaria), the late ancient Emperor's Castle "Felix Romuliana" (Serbia), the medieval fortress "Sokograd" (Serbia) and the Roman Fortification "Timakum Minus" (Serbia).
- Tour № 2: Monasteries - the main sites along the route include the "St. Ivan Rilski" monastery (Bulgaria), the Godech "St. Spirit" monastery (Bulgaria), the Tran "St. Archangel Mihail" monastery (Bulgaria), the "St. Ivan Bogoslov" monastery (Serbia), the "St. Bogorodica" monastery near the city of Nice (Serbia), the "St. Iliya" church in the city of Boljevac (Serbia) and the "St. Nikola" church in the city of Vranje (Serbia).
- Tour 3: The way of wine - the route includes the Bulgarian wine-cellars "Magura" in the village of Rabisha and "Ruptsi" in the village of Ruptsi, and the Serbian wine-cellars "Vukasinovic" in the village of Rajac and "Grade" in the village of Roglevo.
- Tour 4: Nature - the natural sites of interest along the tour include the Belogradchik rocks, the Magura Cave, the Chiprovtsi waterfall, the Duhlata Cave and the Erma River Gorge in Bulgaria, and the Serbian nature attractions Vranska Banja, Sjarinska Banja, Presecinsko Lake, Ripalka waterfall, Sovinac Lake, Velika Cave and Zavojsko Lake.

Budget of the project	<b>EUR 68,790</b>	Date from/to	<b>2006-2007</b>
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Source of financing	EU-Phare Cross-Border Cooperation Programme Bulgaria-Serbia
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Additional sites of interest in proximity	There are numerous opportunities for cycling, photo tourism, cruises along the Danube River, canoeing and fishing.
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## Tourism Development in Eastern Slavonia – Danube Basin

**Location:** The cities of Vukovar and Ilok, Vukovar-Srijem County, Croatia

Project beneficiary

Vukovar-Srijem County

Short project description

The overall objective of the project was to support the improvement of the economic and social cohesion in Vukovar-Srijem County through promotion of sustainable and ecologically oriented tourism development. Specific objectives of the project were:

- To support and strengthen the tourism sector in Vukovar-Srijem County respecting the principles of good environment and sustainability;
- To support tourism development through education, training and transfer of know-how;
- To undertake construction works for improvement of the tourist infrastructure.

The project provided benefits for the local population, such as increased employment opportunities, preservation of the natural and cultural heritage, improvement of the educational, recreational and entertainment opportunities, as well as improvement of the general living conditions.

Budget of the project

EUR  
2,100,000

Date  
from/to

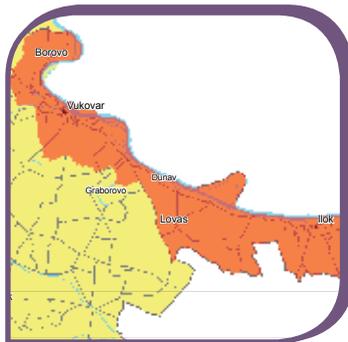
2005 - 2008

Source of financing

Austrian Development Agency and Ministry of Foreign Affairs

Additional sites of interest in proximity

- Local sites of interest - the area of Županja where the story of Slavonia's villages can be experienced, customs and traditions, the historical monuments in the area of Vinkovci lying on the banks of the river Bosut, as well as the town of Otok;
- Local events - Vukovar Film Festival, Ilok vintage, Vinkovci Autumn, Harvesting and Threshing in the Past-Županja, "Sokci" in the town of Županja, Festival of actors, the "Divan je kičeni Srijem-Nijemci" event;
- Local products - fish stew, fish platter, Slavonski čobanac, autochthonous kulen and sausages, wines (traminer, graševina, chardonnay, pinot blanc, pinot gray), brandies (šljivovica, wine brandy) and liquors.



## Reconstruction of the "firkin boat" and community integration of state prisoners

**Location:** The village of Harta, Bács-Kiskun County, Hungary

Project beneficiary

The National Crime Prevention Commission and the State Prison of Állampuszta

Short project description

According to the historical records, the Hungarian ships' true ancestor is not the raft, but the monoxilon, a boat made from one piece of timber. It was named simply "boat" or "firkin boat" by the local fishermen. The firkin boats were usually carved out from oak. They were 12 m long and 1.5 m wide, weighing up to 2 tons. These boats were used not only for transportation but they were also arranged together, thus forming a pontoon floating bridge.

In 2003, in the outskirts of Harta, by the Danube River, archaeologists found a firkin boat dating from 18th century. Other relics, found in proximity were a wooden frame and a wide boat called Felsőzátony. The boat is currently under the treatment of Viski Károly Museum in Kalocsa, where it is waiting for its final restoration, soaked in sucrose solution.

In relation to these findings, in 2007, the National Crime Prevention Commission and the State Prison of Állampuszta filed a joint application called "Firkin-boat - through carving". The programme has been set up for 5 inmates with carving, carpentry or woodwork skills. The work took four weeks with the expert assistance from the Kalocsai Viski Károly Museum and a master carver. The local branch of the Danube Circle, the enthusiastic members of Dunatáj Foundation and a number of interested civil societies also joined the project subsequently. The various partners providing civil assistance had a very important role in the successful project implementation. The project was specific in two aspects: 1) the peculiarities coming out of the work between prisoners and historians, and 2) the project was a unique and innovative combination between the development of a tourist product and the implementation of a social programme.

The finished reproduction of "firkin boat" was placed on the riverside of Harta, with a memorial plaque of the project. The locals regularly participate in festivals and other events along the Danube River with the created replica of the firkin boat.

Budget of the project

EUR 10,000

Date  
from/to

2007

Source of financing

EU and national funds

Additional sites of interest in proximity

- Local sites of interest – the Harta country house, the Wagner's castle (Állampuszta), the National Park of Kiskunság (Miklapuszta Area), the Archbishop's Palace and the Kalocsa library, the Szelidi Lake (the village of Dunapataj), etc.;
- Local events - Elder fest of Harta, Rock Island (motorbike festival), Associations and Entrepreneurs Day, Street Ball in the beginning of the school year, etc.;
- Local products - furniture manufactory of Harta, elderberry jam.





## EU.water

**Location:** Province of Ferrara, Emilia-Romagna Region, Italy

### Project beneficiary

Province of Ferrara (Italy) with partners from Italy, Hungary, Greece, Romania, Croatia, Serbia, Ukraine and Moldova

### Short project description

The project is carried out in 8 rural areas from 8 SEE Countries. It tackles the emergency issues related to water consumption and contamination in Europe, and aims at spreading, at transnational level, integrated water resource management techniques in agriculture, based on the optimisation of water consumption and cutback of groundwater pollution.

Through a joint strategy and downscaling within each project partner's governance framework, EU.WATER moves towards: (1) application of the EU Water and Nitrate Directives across the Southeast Europe (SEE) countries, (2) development of adaptive-learning practices and innovative solutions in order to contribute to the transition of the local agriculture towards innovative and environmentally friendly measures, and (3) development of incentives for farmers in order to adopt eco-prescriptive practices.

EU.WATER, fostering the ongoing rural reforms and agricultural transformation processes in most of the SEE Countries (some of which approaching EU entry), has the capacity to positively influence the process for choosing agricultural management practices, where the application of environmental protection measures brings: (1) the stewardship of natural resources, and (2) the generation of incoming benefits in terms of crops' productivity. Ownership and capacity to achieve the expected results is ensured by the profile of all project partners and by the roles assigned to the local stakeholders: the combination of governance actors (at national, regional and provincial scale), highly professional technical institutions (agro-environmental research centers and universities), permanent network of technicians, associations and farmers (called upon to contribute to the general strategy and to apply land-based practices) assures the reach of objectives and the effective impact of the project on the local rural policies.

The foreseen project result is the establishment of transnational co-ordinated and harmonized water management in agriculture, in accordance with the EU legal framework and based on the direct involvement of the main government actors from the concerned rural areas.

Budget of the project	<b>EUR</b> <b>2,525,050</b>	Date from/to	<b>2009 - 2012</b>
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Source of financing	South East Europe Programme (EU funds)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>Local sites of interest - Estensi's medieval village in Mesola and Estensi's Castle, Natural Reserve of the old age Mesola Great Wood;</li> <li>Local events - Asparagus Festival in Mesola held in May each year;</li> <li>Local products - green asparagus (type of a green vegetable), Po Delta rice (rice cultivated in the Po River Delta).</li> </ul>
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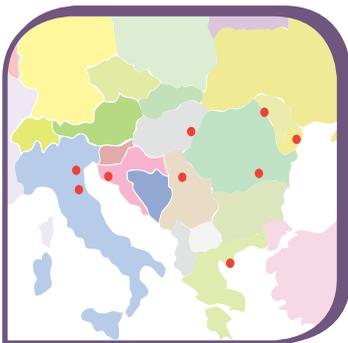


Photo: Enzo Chiarabelli



Photo: Stefano Cappello



Photo: Valentina Bergamini



## Master Plan for Idrovia Ferrarese

**Location:** Province of Ferrara, Emilia-Romagna Region, Italy

### Project beneficiary

Emilia-Romagna Region and Province of Ferrara

### Short project description

Sviluppo Italia, following the indications made by the Ministry of Economy and Finance – Department for Development and Cohesion Policies and after the request made by Emilia-Romagna Region, applied for financial support in order to promote and accelerate the planning of interventions foreseen by the Feasibility Study of the Ferrara Waterway. This study aimed at developing an economic Master Plan where the opportunities for development of a productive system and logistics services within the Ferrara territory were identified and evaluated. Jointly with the Region and the Province of Ferrara, Sviluppo Italia elaborated an executive plan of actions determining the initial steps towards preliminary planning.

The elaborated territorial planning tool allows the different bodies to valorize the river resources.

Budget of the project	<b>N/A</b>	Date from/to	<b>2006</b>
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Source of financing	Programma Quadro di Sviluppo Italia – Ex Delibera CIPE 19 dicembre 2002 n. 130 – Operational Programme "Advisory for Feasibility Studies" (national and local funds)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>Local sites of interest - City of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (path along Ferrara province discovering its landmarks);</li> <li>Local events - "Un Po di Musica"/"Po in music" (festival along the Po river, May 2008 and 2009);</li> <li>Local products - Emilia melon, Ferrara "Salama da Sugo" (meat delicacy).</li> </ul>
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## Tourist Valorization of the River Po Inter-regional project and KPL – Knowledge Po Leadership

**Location:** Emilia-Romagna, Lombardia, Piemonte and Veneto Regions, Italy

Project beneficiary

Emilia-Romagna, Lombardia, Piemonte and Veneto Regions

Short project description

The project aimed at:

- Increasing the tourist valorization of the River Po and its connected territories;
- Creating synergies and co-operation between the Regions and all interested parties;
- Introduction of co-ordinated interventions in order to improve the local tourism development and to promote tourism along the River Po (especially river, wine, food, cultural, nature, sports tourism, etc.).

The KPL project's main goal was to study the River Po as a possible tourist destination at international level, through:

- Elaboration of a study including an analysis of more than 110 tourist-related websites and internet portals, conducting benchmarking analysis and an audit of 50 territorial stakeholders and of 153 international specialized operators;
- Improvement of the capacity of the local bodies related to the River Po's management;
- Increasing, structuring and protection of the River Po's resources, as well as integrating tools for tourist valorization;
- Development of a dedicated tourist website - [www.visitporiver.it](http://www.visitporiver.it) with information on the sailing opportunities within Piemonte, Lombardia, Veneto and Emilia-Romagna regions, the local attractions, restaurants, accommodation facilities, activities, tourist-packages and offers.

Budget of the project

N/A

Date from/to

2005-2009

Source of financing

EU funds, national and local budget, private resources

Additional sites of interest in proximity

- Local sites of interest - Emilia-Romagna Po Delta Park;
- Local events - presence of several local events aimed at enhancing the development of river tourism along the Po River in Piemonte, Lombardia, Veneto and Emilia-Romagna regions.



## NATREG project – Waterways of the Park: sailing in UNESCO site

**Location:** Emilia-Romagna Po Delta Park, Italy

Project beneficiary

Regional Agency for the Prevention of the Environment of the Emilia-Romagna Region (Italy) and partners from Italy, Slovenia, Austria, Croatia and Serbia

Short project description

NATREG Project's main aim is to acknowledge and promote the potentials of natural assets and protected areas as drivers of sustainable regional development, and to increase the perception of preserved nature as a valuable asset.

The project connects six protected areas in the Adria-Alpe-Pannonia territory in Italy, Austria, Slovenia, Croatia and Serbia. It seeks to establish a transnational and multisectoral co-operation network and to develop a Joint Strategy for Integrated Management of Protected Areas. The project foresees the conduction of several trainings and knowledge transfer events. Furthermore, by using the participatory approach, all relevant stakeholders from various sectors, such as regional development, spatial planning, nature protection, civil society, etc., will be involved in the development of integrated management plans for protected areas. In addition, the project foresees the elaboration of a Strategy for Development of Ecological Corridors.

Budget of the project

EUR  
2,167,871

Date from/to

2009-2011

Source of financing

South East Europe Transnational Cooperation Programme (EU funds)

Additional sites of interest in proximity

- Local sites of interest - Emilia-Romagna Po Delta Park, Strada del Sangiovese - Strada dei Vini e dei Sapori delle Colline di Faenza (path along Ravenna province discovering its landmarks), Comacchio Byzantine town;
- Local events - Slow Spring (event held on the territory of the River Po Delta);
- Local products - asparagus, carrot, radicchio, melon, watermelon, potato, Bosco Eliceo wine, eel, sea-bass, sea-bream, sole, prawn, clam, mussel, oyster and anchovy.

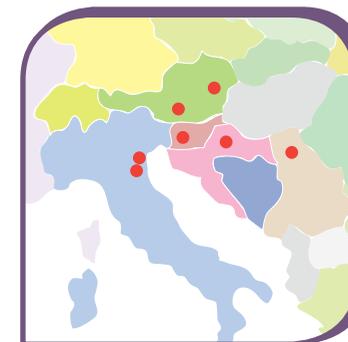


Photo: Alessandro Crepaldi



Photo: Marco Marangoni



Photo: Mauro Paganelli



## T-Bridge: Feasibility study for the management of river tourist service in province of Ferrara

**Location:** Province of Ferrara, Emilia-Romagna Region, Italy

Project beneficiary  
Province of Ferrara

Short project description  
The study, in the field of INTERREG IV C - Waterways Forward project, foresees:

- Elaboration of questionnaire proposed to the partners of Waterways Forward-Interreg IV C 2007-2013 project about the sailing river tourism;
- Elaboration of benchmarking analysis of waterways transports in main European countries (Holland, Britain, France, Scandinavian countries, Serbia, etc.);
- Systematization of the necessities and indications of Ferrara River transport operators and trade associations;
- Formulation of hypothesis for management of the relevant hydraulic works;
- Formulation of proposal for daily tourist services.

Budget of the project **EUR 2,810,211** Date from/to **2011 (Ongoing)**

Source of financing  
INTERREG IV C Programme (EU funds)

Additional sites of interest in proximity

- Local sites of interest - City of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Saporì (path along Ferrara province discovering its landmarks);
- Local events - Balloons world (held in September every year on the territory of the Province and the Municipality of Ferrara);
- Local products - Ferrara pumpkin "Cappellaccio" (typical Ferrara pasta), AOC Bosco Eliceo's wines ("Fortana", "Merlot", "Bianco" and "Sauvignon").



Photo: Alessandro Bonazza



Photo: Giacomo Naldini



Photo: Pierluigi Rizzato



## Special Strategic Project River Po Valley

**Location:** Emilia-Romagna Region, Italy

Project beneficiary  
River Po Basin Authority

Short project description  
The project has 4 specific objectives:

- Improving the conditions of hydraulic security and recovering mobility areas along the river in plain territories;
- Promoting the preservation of the environmental integrity of the river;
- Increasing the natural and cultural heritage of the river region, improving the accessibility for the local population and for the sustainable tourism development;
- Strengthening the whole system of Po River's governance, increasing the level of knowledge and participation in order to improve planning and the application of new interventions in a sustainable way.

The project's objectives will be achieved through 4 lines of action:

- Hydraulic reorganisation, increasing the river areas millwork and morphological reconstruction of the river bed;
- Maintenance of the ecologic integrity of the river and its resources – creation of an ecological network and increasing the knowledge on pollution materials transmitted by the Po River stream;
- Improvement of the accessibility and development of cultural and tourist offer systems – development of the natural and cultural heritage of the river region, introduction of innovative tourism services and support for eco-friendly activities;
- Support for the governance and systems of knowledge, training and participation – strengthening the scientific research, support for the participation of citizens and diffusion of multi-level governance.

Budget of the project **EUR 180,000,000** Date from/to **2005 - 2015**

Source of financing  
Financed by the Interministerial Committee for Economic Planning (CIPE)

Additional sites of interest in proximity

- Local sites of interest - Emilia-Romagna Po Delta Park;
- Local events - Eel Festival in Comacchio during the first two weekends of October, Clam Festival in Goro in July each year;
- Local products - Comacchio Valleys eel (marinated eel), Goro clams.

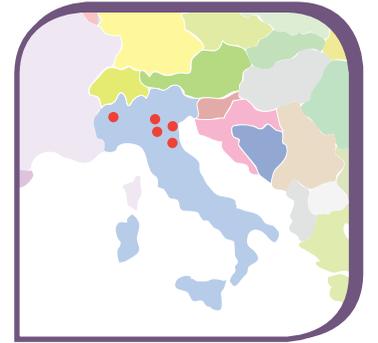


Photo: Giuseppe Frigo



Photo: Michele Mendi





## Waterways Forward

**Location:** Province of Ferrara, Emilia-Romagna Region, Italy

### Project beneficiary

Province of Ferrara and 16 other partner organisations from 11 EU countries, Norway and Serbia

### Short project description

The main objective of Waterways Forward is to improve the management of regional inland waterways and the regions adjacent to them by promoting an integrated, sustainable and participatory approach, taking into account the multi-functional role of waterways.

Waterways Forward project will achieve this through addressing two broad themes:

- Governance – development of recommendations for improved and state of the art governance models in order to create a sound basis for more integrated regional policies boosting the socioeconomic development of inland waterways and the adjacent areas in a balanced way. Consideration will be given as to how waterways are regulated, managed and funded and how their contribution to regional economies can be enhanced, taking into account the role of the wide range of involved stakeholders.
- Environment and climate change - investigating how the multi-functional use of regional waterways can be further developed, while minimizing potentially negative impacts on the quality of environment. The project will consider how the natural environment, ecology and cultural heritage of the waterways can be enhanced and how inland waterways can contribute to the challenges posed by climate change.

Through the sharing and transfer of good practices, integrated regional strategies and action plans will be created to support the on-going development of the multifunctional use of Europe's inland waterways, with the aim of enhancing the quality of life of their citizens.

Budget of the project	<b>EUR</b> <b>2,810,211</b>	Date from/to	<b>2010 - 2012</b>
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**Source of financing** INTERREG IVC (European Regional Development Fund)

### Additional sites of interest in proximity

- Local sites of interest - City of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Saporì (path along Ferrara province discovering its landmarks);
- Local events - "Allegromosso – XI European Festival of music schools" (May 2012);
- Local products - Ferrara "Salame" (typical pork salami), Ferrara "Zia" (Ferrara typical Renaissance salami).



Photo: Francesco De Marco



Photo: Matteo Mantovani



Photo: Paolo Cortesi



Photo: Maurizio lonni



## Strategic Project SLOWTOURISM

### Location:

- Italy – the regions of Ferrara, Ravenna, Rovigo, Venice, Treviso, Udine and Trieste;
- Slovenia - statistical regions of Gorenjska, Goriksa and Osrednjeslovenska.

### Project beneficiary

The partnership structure comprises local development agencies and local action groups, institutional bodies as provinces, municipalities, park bodies, the Sciences Department of Trieste University and bodies specialized in the tourist marketing sector. There are 30 partners in total from all eligible areas of the Italia-Slovenia Cross-border Cooperation Programme 2007-2013.

### Short project description

The project aims at structuring the slow tourism areas and routes in territories with naturalistic and environmental specifics (park areas, protected areas and river areas). It contributes to supporting and increasing the various slow tourism forms and the structuring of eco-friendly tourist products. This is achieved through:

- Valorization and promotion of slow tourism forms in the Italian and Slovenian areas, characterized by naturalistic, environmental and "water" elements, through joint and integrated actions;
- Introduction of the slow tourism's new philosophy;
- Strengthening and improving the accessibility and utilisation of tourist resources related to slow tourism;
- Organisation of a "Slow Tourism" network in the Upper Adriatic cross-border area;
- Development of a common marketing strategy;
- Promotion of sustainable mobility forms;
- Creation of new opportunities for the local population in the environmental tourism sector.

Budget of the project	<b>EUR</b> <b>3,815,700</b>	Date from/to	<b>2010 - 2013</b>
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**Source of financing** Italia-Slovenia Cross-border Cooperation Programme 2007-2013 (EU and national funds)

### Additional sites of interest in proximity

- Local sites of interest - City of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Saporì (path along Ferrara province discovering its landmarks), Comacchio Byzantine town, Emilia-Romagna Po Delta Park, Strada del Sangiovese - Strada dei Vini e dei Saporì delle Colline di Faenza (path along Ravenna province discovering its landmarks), the city of Venice, Veneto Po Delta Park;
- Local events - "Sliding on the water" (guided excursions along the Great Po, Volano Po and Comacchio valleys);
- Local products - PGI green asparagus.



Photo: Giuliana Lonzi



## The Danube - an European Corridor

**Location:** Drobeta Turnu Severin, Mehedinti Country, South West Oltenia Region, Romania

Project beneficiary  
Iron Gates Regional Museum

Short project description  
The project aimed at the promotion of the Danube's Green Corridor in the cross-border region Romania-Serbia, revival of the interest towards the region's cultural identity and development of cross-border tourism activities.

The project activities comprised the following:

- Description of the natural and cultural values of the Danube Green Corridor;
- Development of a database with information about the geology, biodiversity, ancient settlements, architectural monuments and popular arts within the Danube Green Corridor;
- Organisation of a traditional wood processing workshop and 7 eco-tourism and cultural information events;
- Carrying out a Romanian-Serbian workshop for transferring know-how in the field of eco- and ethno-cultural tourism;
- Establishment of an eco-tourism and cultural information center and a tourism equipment renting center;
- Improvement of the access to the natural and historical elements of Simian Isle and installation of information boards;
- Establishment of a "The Danube Green Corridor – ecological and cultural patrimony" exhibition;
- Elaboration and publication of studies on the geology and bio-diversity of the Danube Green Corridor;
- Publication of a bilingual tourist brochure and development of a project's web site.

Budget of the project **EUR 121,814** Date from/to **2007 - 2008**

Source of financing  
Romania-Serbia Neighbourhood Programme 2005

Additional sites of interest in proximity  

- Local sites of interest - the fossil sites Ostrovul Corbului, Hinova, Batoti and Bistrita, the archeological sites Gruia, Hinova, Ostrovul Corbului, Ostrovul Mare and Pristol, the house of Tudor Vladimirescu, the monument of Tudor Vladimirescu, the Ascension Church in Bistrita village;
- Local events – a regional handicrafts fair organised by the Museum of "Iron Gates" Region once a year;
- Local products - wood handicrafts products, such as spoons, spindles, plates, trays, etc.



## Tradition that points towards the future

**Location:** The city of Tulcea, Tulcea County, South East Region, Romania and Izmail District, Odessa Region, Ukraine

Project beneficiary  
CEA Tulcea

Short project description  
The project's objective was to intensify the cross-border economic development in Romania and Ukraine through improving the capacity of human resources and the operating conditions on the labour market. It addressed the local residents, authorities and employers.

The activities were implemented in the border area between Romania and Ukraine, in Tulcea County (Romania) and in Izmail District (Odessa Region, Ukraine), where fishing is a traditional occupation for the local citizens. Specific for this territory has been the lack of accessibility, the high degree of isolation and the high unemployment rate.

As an initiator, CEA Tulcea managed to achieve the project's objectives by:

- Training of a group of 56 local people to work as fishermen;
- Establishment of an information center and a general educational programme;
- Organisation of a "Fair fishing Euro Delta Fish", where the local fisheries businesses from both countries could promote their products and services, and establish collaborative partnerships;
- Organisation of a conference on "Fishing - profession, passion, tradition and perspectives".

The project's implementation contributed to increasing the activity on the labour market, raised the interest of employers towards better trained workforce, increased the employment opportunities for the local citizens and developed collaborative partnerships as a result of the exchanged experiences and best practices.

Budget of the project **EUR 148,908** Date from/to **N/A**

Source of financing  
Romania-Ukraine Neighbourhood Programme 2004 - 2006

Additional sites of interest in proximity  

- Local events - Fair Euro Delta Fish;
- Local products - Danube Delta fish soup, perch barbeque, fish balls, carp on stewed cabbage, fish stew, boiled crayfish with garlic sauce.





## "A Delta with No Boundaries"- Promoting tourism at cross-border level in the Danube Delta

**Location:** Tulcea County, South East Region, Romania and Ismail, Odessa Region, Ukraine

Project beneficiary

Association "La drum" - Tulcea

Short project description

The project's objective was to promote the tourist potential of the Danube Delta within Tulcea Country (Romania) and Odessa Region (Ukraine).

The project activities included:

- Elaboration of a travel journal named "The Road/Magazine traveler" – its aim was to present the Danube Delta attractions to Romanian and Ukrainian tourists (25-30% of the magazine's content was focused on that region). It included sections on traveling, horse riding, flowers and gardening, collections and collectors together with other reports;
- Posting the Romanian and English digital versions of the magazine on a website specifically designed for this purpose;
- Creation of an English guide of the Danube Delta and a Romanian-English bilingual photo album;
- Organisation of two international workshops in Tulcea (Romania) and Ismail (Ukraine) on specific issues regarding tourism within the Danube Delta;
- Participation in two tourism fairs in Bucharest and Ismail.

The project's target audience consisted of 15 managers of tourist locations within the Danube Delta, 10 travel agencies from the County of Tulcea and Odessa Region, 4,000 readers of the monthly magazine (both in Romania and Ukraine), 2000 participants in the tourism fairs in Bucharest and 100 in Ismail, and visitors in the seminars organised in Romania and Ukraine.

Budget of the project **EUR 265,745** Date from/to **2007-2009**

Source of financing EU-Phare Cross-Border Cooperation Programme Romania-Ukraine 2005 (EU and local funds)

Additional sites of interest in proximity

- Local sites of interest - the wetlands area in Tulcea County, represented mainly by the Danube Delta and the Razim – Sinoe Lagoon System suitable for eco-tourism, the terrestrial area in the North Tulcea County, suitable for cultural and religious tourism and the city of Tulcea, where the Arts Museum, the "Danube Delta" Natural Science Museum, the Ethnography and Popular Art Museum, the History and Archaeology Museum, as well as 22 churches are located;
- Local products - Danube Delta fish soup, perch barbeque, fish balls, carps on stewed cabbage, fish stew, boiled crayfish with garlic sauce.



## Establishing an action group for the joint management of flood related challenges

**Location:**

- The city of Szeged (Csongrád County, South Great Plain), Békés County, Bács-Kiskun County - Hungary;
- The Districts Zapadno-bački, Severno-bački, Južno-bački, Severno-banatski, Srednje-banatski, Južno-banatski Region, the city of Novi Sad and the Municipality of Sremski, all within the Autonomous Province of Vojvodina - Serbia

Project beneficiary

Danube-Kris-Mures-Tisa Euroregional Development Agency (DKMT)

Short project description

The aim of the project was to create all technical and personnel conditions for the development of a flood prevention system and the provision of all complementary services, as well as providing information, rescue and accommodation for the local population.

Direct target groups were:

- Organisations operating in the field of flood prevention on the territory of the DKMT Euroregion;
- Volunteers in flood rescue operations (technical rescue teams, doctors, divers, etc.).

The activities carried out within the project were:

- Establishing a common flood monitoring system and information website - the mobile monitoring system shall ensure continuous knowledge regarding the state of the river Tisa crossing the DKMT Euroregion, through the transmission of water level and weather related data. The website shall serve as a source of information for the population regarding the flood prevention;
- Providing INSARAG training for people taking part in the flood prevention and rescue operations – the project foresees 180 trained people. The training shall enable the members of mostly civil rescue organisations to obtain the necessary qualification and accreditation for practicing these activities abroad;
- Establishing an action group;
- Organising trainings in the form of simulations of emergency missions;
- Ensuring all relevant equipment for evacuation and flood rescue operations;
- Setting up a "mobile village" in case of possible evacuation.

Budget of the project **EUR 290,220** Date from/to **2007-2008**

Source of financing EU, national and local funds





## Establishment of thematic tourist route groups in the DKMT Euroregion

### Location:

- Autonomous Province of Vojvodina - Serbia
- Csongrád County, Békés County, Bács-Kiskun County - Hungary

### Project beneficiary

Executive Council of the Autonomous Province of Vojvodina (Serbia) and Danuber-Kris-Mures-Tisa Euroregional Development Agency - DKMT (Hungary)

### Short project description

The project was focused on the development of joint tourist product packages in the DKMT Euroregion, so the specific offer of these neighbouring territories could appear as an integrated product elaborated through the co-operation of the local government and tourism entrepreneurs. This has contributed to increasing tourism development within the project area, strengthening the tourism related co-operations and creating a specific tourism image of the territory.

The project included the following activities:

- Development of the following thematic route packages: 1) Health and thermal tourism and wellness route, 2) Folklore route, 3) Route of secession, 4) Route of industrial establishments and monuments;
- Placement of information boards along the thematic routes;
- Pooling tourism related services and service providers along the thematic routes and establishment of co-operations;
- Promotion of the developed tourist packages and elaboration of thematic publications;
- Establishment of an Internet-based Euroregional tourism marketing toolbar and a database.

The project directly addressed the professional tourist organisations from the border region, the local governments, the owners of establishments included in the thematic routes, the tourist enterprises, the local tourist attractions, etc.

Budget of the project

EUR 133,000

Date from/to

2006

Source of financing

EU, national and local funds



## Ethnic Heritage of Eastern Serbia

**Location:** The municipalities of Knjaževac, Sokobanja, Boljevac, Bor, Negotin, Kladovo, Majdanpek, Golubac, Veliko Gradište and the town of Zaječar - Eastern Serbia

### Project beneficiary

Regional Development Agency of Eastern Serbia (RARIS)

### Short project description

The project's general objective was to support the sustainable rural development and the diversification of the rural economy. More specifically, it was focused on the preservation of the ethnic and cultural heritage of Eastern Serbia through promotion of rural tourism development.

The project revived the traditional weaving and embroidery handicrafts and the old cooking traditions. It included the following activities:

- Preparation of an Eastern Serbia Ethnic Heritage Catalogue containing basic information on local associations, their activities and products;
- Organisation of an Ethnic Clothes Fashion Show during the events "27th Gathering of Pipers" in the town of Grljan (31 July 2010) and "The Days of Mokranjac" in the town of Negotin (11 September 2010);
- Organisation of a round table on "Ethnic heritage of Eastern Serbia in the function of rural tourism development" during the "27th Gathering of Pipers" in the town of Grljan. Among its topics were: 1) "Ethnic heritage of Eastern Serbia for the purpose of rural tourism development referring to activities of women's associations", 2) "Marketing concept of women's associations - how to make a marketable product for attracting customers" and 3) "Sustainability of the women's associations with or without assistance at local, regional or national level";
- Organisation of a Fair of ethnic clothing and folk embroideries in the town of Negotin as part of the event "The Days of Mokranjac". One of the activities of this event was the organisation of a panel on "Preservation of the ethno-cultural heritage of Eastern Serbia through women's activities". Some of the topics discussed during the panel were: 1) "Sustainability of the Association with or without support at local level - the example of the Association "Misija Kreativa", 2) "The synergy of modern design and ethnic motives in the making of garments", 3) "Possibilities for regional co-operation among the ethnic associations in Eastern Serbia". As a result, this panel helped examining the current situation of the participating associations, but also gave some new solutions for overcoming some of the problems and generated new initiatives for expanding mutual co-operation.

Budget of the project

EUR 24,380

Date from/to

2010

Source of financing

GTZ-KWD programme and the Serbian Ministry of Agriculture, Forestry and Water Management





## Tourism competitiveness through knowledge

**Location:** The municipalities of Knjaževac, Sokobanja, Boljevac, Bor, Negotin, Kladovo, Majdanpek, Golubac, Veliko Gradište and the city of Zaječar - Eastern Serbia

Project beneficiary

Regional Development Agency of Eastern Serbia (RARIS)

Short project description

The world's tourist and hotel industries are facing the problem with the need of constant human resources development requiring acquisition of knowledge, skills and competences for improved management of the tourist destinations.

The project sends the message that life-long education is a necessity, especially in the tourism industry. Its objective was to improve the quality of tourism services in Eastern Serbia through raising the level of knowledge and the acquisition of new skills for the development of local tourism.

The project addressed the managerial and non-managerial staff of the companies operating in the sector of tourism. It included the following activities:

- Carrying out of seminars, workshops and training courses focused on hotel management, events management and catering in order to raise the capacity of the professionals working in the tourist companies;
- Exchange of experience.



Budget of the project **EUR 29,000**

Date from/to

**2010**

Source of financing

GTZ-KWD programme and the Serbian Ministry of Economy and Regional Development



## Common rubbish-shoots liquidation in settlements of the Upper Szigetköz

**Location:** Municipality of Šamorín, Trnava County, Slovakia

Project beneficiary

Municipality of Šamorín (Slovakia) and a Hungarian organisation

Short project description

The illegal rubbish-shoots were a pressing problem for the localities of Upper Szigetköz (a region in Slovakia and Hungary, one of the greatest drinking water bases in Europe and the only European continental delta) and Zitny ostrov (where the town of Šamorín is situated), causing contamination of the underground and ground waters.

The project was initiated in order to solve this problem and to raise the awareness of the local population on this environmental issue.

The implemented activities were focused on changing the citizens' attitude towards environmental issues, close work with the local schools, delivery of lectures to students on environmental issues, dissemination of information brochures and establishment of an environmental camp for young people.

Budget of the project **EUR 372,980**

Date from/to

**2008 - 2010**

Source of financing

Cross-border Cooperation programme Hungary-Slovakia (EU, national and local funds)

Additional sites of interest in proximity

- Local sites of interest - Szigetköz-Csallóköz floodplain nature reserve, with a rowing route (800 m), 300 islands and nature observation points;
- Local events – sport events, festivals and canoe tours;
- Local products – bread baked in a traditional oven, dishes from Csallóköz.





## Development of water tourism on the Slovakian side of the River Danube

**Location:** Senec District (Bratislava County), Dunajská Streda District (Trnava County), Galanta District (Trnava County) - Slovakia

Project beneficiary Bratislava and Trnava Counties

Short project description The project was focused on presenting the tourism potential of the Danube's branch system near the capital city of Bratislava.

- The implemented activities included:
- Organisation of the 9th Danube Water Marathon in the Szigetköz-Žitný ostrov area;
  - Elaboration of a study on the existing potential for water tourism development in the Small Danube area;
  - Elaboration of a tourist brochure about the Danube branch system;
  - Placement of 6 information signs along the water route Tomašov-Potôňske Lúky;
  - Implementation of publicity activities about the project's outcomes.

Budget of the project	EUR 19,416	Date from/to	N/A
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Source of financing National and local funds

- Additional sites of interest in proximity
- Local sites of interest - Szigetköz-Csallóköz floodplain nature reserve, the National Natural Reservation - Klátov branch;
  - Local events - Danube water marathon, horse market in Potôňske Lúky, organisation of canoe tours;
  - Local products - bread baked in a traditional oven, fish dishes from Csallóköz.



## Branch system of the Danube as our joint tourist potential

**Location:** Dunajská Streda District, Trnava County, Slovakia

Project beneficiary Regional Development Agency in Šamorín (Slovakia) and organisations from Slovakia and Hungary

Short project description The River Danube's branch system has a significant tourist potential as it is the only place in Central Europe where tourists interested in water-related activities can move between a large number of islands and river branches.

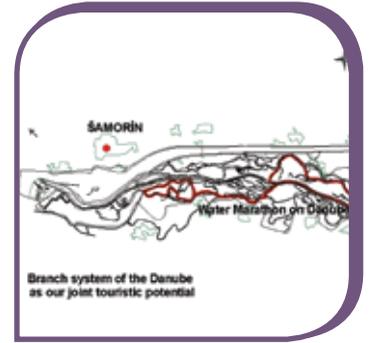
- The project's main goals were:
- Presentation of the potential for sustainable tourism development in the protected natural areas of the Danube branch system in Slovakia and Hungary;
  - Presentation of the common tourist potential of the region through organisation of international events;
  - Development of channels for sharing information.

- The implemented activities included:
- Organisation of a Water Festival in Samorin;
  - Organisation of a Water Marathon on the Danube;
  - Elaboration of a GPS map of the River Danube's branch system.

Budget of the project	EUR 18,000	Date from/to	N/A
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Source of financing EU, national and local funds

- Additional sites of interest in proximity
- Local sites of interest - Szigetköz-Csallóköz floodplain nature reserve, with a rowing route (800 m), 300 islands and nature observation points;
  - Local events – sport events, festivals and canoe tours;
  - Local products – bread baked in a traditional oven, dishes from Csallóköz.





## Cleaning the water branches and sharing information on Micro Region Upper Žitný ostrov's values

**Location:** The districts of Dunajská Streda and Galanta, Trnava County, Slovakia

Project beneficiary: Micro Region Upper Žitný ostrov

### Short project description

The Micro Region Upper Žitný ostrov is extremely rich in water branches, which represent its most significant tourist attraction. The Small Danube is running along the whole region. The project's aim was to motivate and organise the local population, organisations and schools to join the cleaning activities of the Danube river branches and to build close relations between young people and nature.

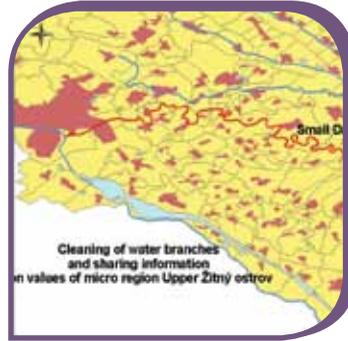
Among the implemented activities were:

- Cleaning of the banks of the River Danube's branches with the involvement of the local population;
- Organisation of educational outdoor activities for young people, lead by biologists and scientists.

Budget of the project	EUR 10,000	Date from/to	N/A
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Source of financing: National and local resource

- Additional sites of interest in proximity
- Local sites of interest – the Small Danube, the National Natural Reserve Klátovské Rameno, water mills along the Small Danube;
  - Local events – local festivals, organisation of canoe tours;
  - Local products - bread baked in a traditional oven, dishes from Csallóköz.



### Lessons learnt

## Integrated tourism projects

The integrated tourism projects presented in this chapter concern the following areas:

- Improvement of the management in the field of tourism and support to the protection of environment through the elaboration of strategic documents and adoption of sustainability practices – 6 projects;
- Improvement of the quality of water resources – 3 projects;
- Adoption of new approaches for tourism development based on the slow tourism philosophy, establishment of thematic routes in different sectors like health, local cuisine, spa, etc., and development of water tourism product packages – 6 projects;
- Promotion of the local cultural heritage – 2 projects;
- Preservation of the natural resources by involving the local citizens – 3 projects;
- Improvement of the quality of human resources engaged in tourism development – 3 projects;
- Integration of prisoners through engaging them in a tourism project – 1 project.

The implementation of the majority of integrated projects has required close collaboration of the project partners with the national and local authorities.

The main challenges and difficulties during the implementation of the projects concerning the improvement of local policies have been related to persuading the policymakers in the advantages of the proposed sustainable development practices.

When implementing projects that have required the participation of the local citizens, it has been difficult to convince them in the importance of the specific cause (e.g. stopping the pollution of environment),

but not as much as motivating them to participate in the envisaged actions. Harmonizing several activities in different settlements makes the task even harder. Such complex problems can be overcome through the organisation of an effective marketing (public awareness) campaign including the participation of important local officials (mayors, municipal councilors, etc.).

The projects related to the development of tourist product packages have usually included the organisation of events in the open air (sports events, fairs, festivals, etc.), which have been highly dependent on the meteorological conditions. In such situations, it is advisable to have as a reserve option additional indoor activities.

The combination between tourism development activities and a programme for social integration of prisoners in one project is a symbiosis, which faces many challenges. They evolve from the specifics of the prison regulations, the existing prejudice and the specificity of the carpentry works. Vital for overcoming these negative effects has been the inclusion of organisations providing civil assistance in the project partnership.

All projects are evaluated as successful. They have contributed to the collection of significant tourism related information, studying the tourism sector, elaboration of tourism development tools, raising the capacity of the local tourism companies, preservation and promotion of the local cultural heritage, elaboration of integrated tourist products and boosting the development of the local economies.

The integrated projects have enhanced the co-operation among the local authorities and have initiated communications between associations and institutions from the tourism sector.

Through the exchange of experience, organisation of trainings, development of strategic documents and action plans, the following has been achieved:

- Improved effectiveness of the local policies related to tourism development and the protection of inland waters and wetlands;
- Improved capacity of the local authorities;
- Enhanced international co-operation and learning from each other.

The initiated community actions have contributed to the reduction of the pollution level in the target areas. Most important is that they have not ceased with the completion of the projects. There are still schools or community groups that regularly organise tours in order to discover new rubbish-shoots and inform the local authorities. Another success is that the attitude of the local citizens has been changed.

**Recommendations for similar projects:**

The successful implementation of an integrated project highly depends on the close collaboration among the public authorities (European, national, regional, local, etc.). The project promoter should always have in mind that this usually brings along certain additional procedures, legislative restrictions and delays, especially for projects involving partners from different countries.

The project outcomes can reach more addressees if they are presented at various events such as international, national and local tourism or other fairs. At the same time, the well planned marketing campaign helps in addressing a larger audience.

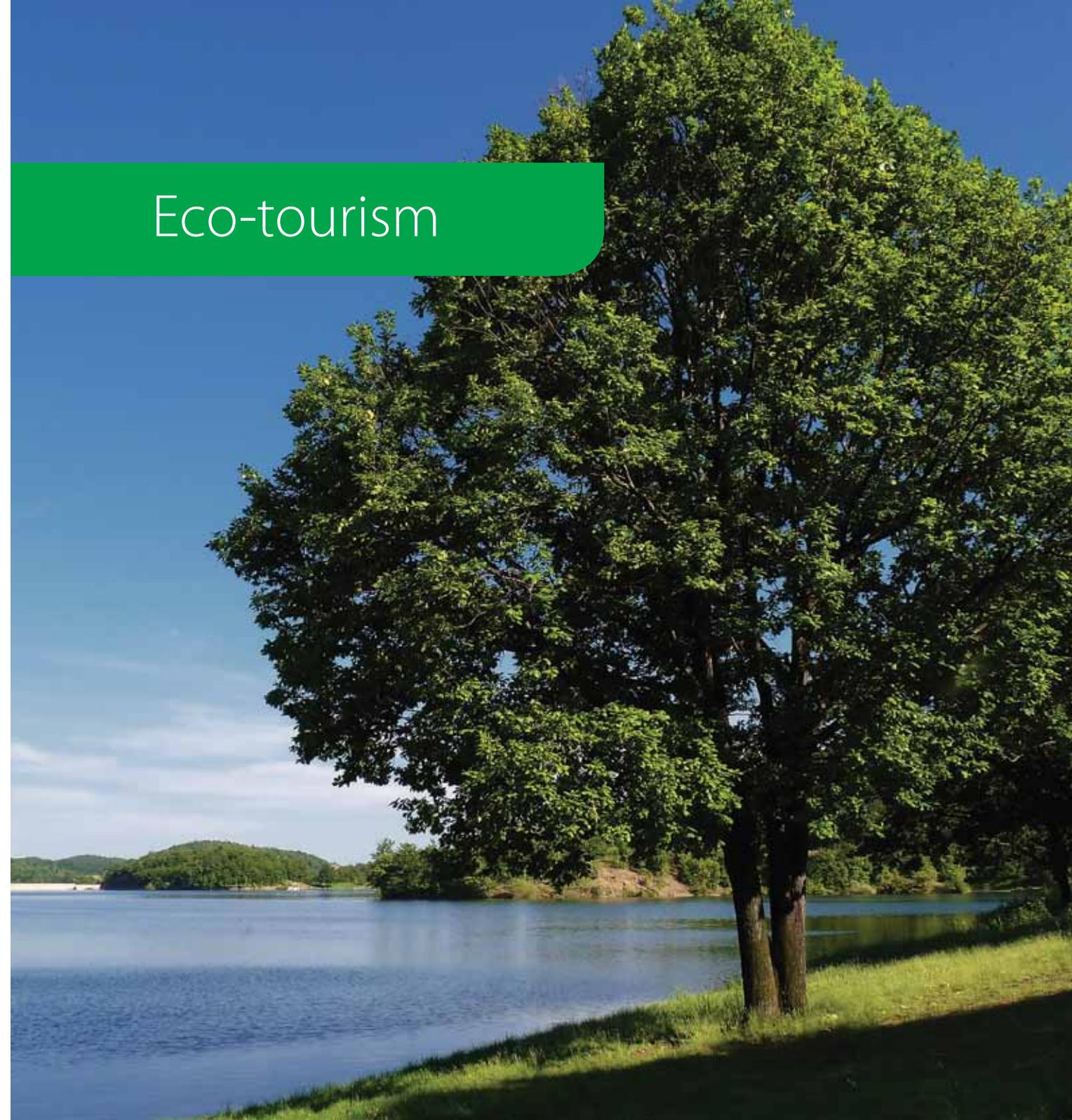
Projects focused on the preservation and development of local crafts, are very suitable for implementation in smaller municipalities. They can easily contribute to enhancing the communication between local associations, authorities, enterprises and society by adding new events in the local cultural calendar.

The organisation of trainings is more successful if it is made on the basis of preliminary identified needs of the target groups. In the implementation phase, the project team should work to include a wider audience than the already planned target groups. The educational/training topics should include mainly fields that can be applied in practice. An important part of each education/training is the practical part, for which it is advisable to plan an extra day.

The results of such projects can be more sustainable if the trainings are designed primarily for the managerial staff of the tourist organisations (tourist agencies, hotels, restaurants, etc.). The assumption is that they can transfer the acquired knowledge to their associates and subordinates through the organisation of similar internal company trainings.

In case the planned project foresees the integration of a specific social group (such as prisoners), it is best to invite an organisation operating in the social integration field as part of the project partnership. It can serve as a social mediator between the parties involved.

# Eco-tourism





## “Greenways” Programme

**Location:** The Danube River basin in Bulgaria – the regions of Vidin, Lom, Svishtov, Ruse and Silistra

### Project beneficiary

- Implementing organisation: Bulgarian Environmental Partnership Foundation
- Partners: Environmental Partnership for Sustainable Development and Central European Greenways Programme

### Short project description

The programme was focused on the development of alternative tourism and sustainable urban transport through the establishment of living trails – greenways. They were also promoted as a smart decision for preservation of the cultural and natural heritage since they would contribute to reducing the traffic and the carbon emissions, thus creating healthier environment for the local community.

The “Greenways” Programme provided small grants for local and regional projects and supported partnerships with wide public participation and regional co-operation. It enhanced the development of long distance trails as thematic tourist or urban routes for non-motorized traffic, as well as the development of the relevant signposting and facilities.

Twenty projects in five Bulgarian regions (Vidin, Lom, Svishtov, Ruse and Silistra) were financed over the period of the Programme’s implementation. The total length of the proposed and sign-posted routes along the Danube River reached 450 km.

The programme supported the development of:

- Tourist route Belene – Svishtov – Ruse;
- Tourist route Ruse – Besarbovo – Krepcha;
- Tourist route through the villages of Ryahovo – Babovo – Brashlyan – Tsar Samuil;
- Sign-posting of the tourist route Archar Village – Dimovo – Ostrokaptsi Village – Kladorub Village;
- Sign-posting of local routes along a Danube tributary – Lom River to present the local sites of interest;
- Sign-posting of a combined water and cycling route and camping grounds in the region of Vidin - Novo selo;
- Establishment of a camping site near the Srebarna protected area and NATURA zone. It is the only accommodation facility in proximity to the natural habitat in the region.

Budget of the project **EUR 140,223** Date from/to **2005 - 2010**

Source of financing **DOEN Stichting, GMF, TOYOTA, Environmental Partnership for Sustainable Development**

Additional sites of interest in proximity

- Local sites of interest - Cycling & water ways (Vidin region), Cycling & water way (Yantra River), Srebarna Camping place (Srebarna village);
- Local events - Danube Day Celebrations (29 June), Tourism Fair “Weekend Tourism” (every May in Ruse), Festival of Ancient Heritage (every September in Svishtov), Water Lily Festival (every June in Malak Preslavets village).



## The Malopreslavsko Swamp – a Kingdom of Water Lilies

**Location:** Malak Preslavets Village, Glavinitsa Municipality, Silistra Region, Bulgaria

### Project beneficiary

- Implementing organisation: Glavinitsa Municipality
- Partners: “The Danube” Association of Danube municipalities and several associated partners

### Short project description

The project aimed at tourism development in the “Malak Preslavets Swamp” protected area based on its unique flora and fauna in combination with nature, history and rural life.

The project’s activities included rehabilitation and construction of appropriate tourism infrastructure around the “Malak Preslavets Swamp” protected area, observation of rare and protected vegetation species and development of alternative forms of tourism - water tourism along the Danube River, rural tourism in Malak Preslavets village, cultural and historical tourism.

Budget of the project **EUR 279,188** Date from/to **2006 - 2007**

Source of financing **EU-Phare Programme**

Additional sites of interest in proximity

- Local sites of interest in the neighboring town of Tutrakan include:
  - The ethnographical museum “Danube Fishing and Boatbuilding” – one of a kind in Bulgaria;
  - Roman city wall and defensive battle tower of the ancient fortress Transmariska (III century AD);
  - Teodorov House – a magnificent complex in elegant Viennese style, typical for the end of XIX century;
  - Fishing Neighborhood architectural reserve – it is a naturally differentiated fishing village along the Danube River from the Renaissance age with authentic buildings.





## Eco Centre Zlatna Greda

**Location:** City of Osijek, Osijek - Baranya County, Croatia

Project beneficiary

Association for Nature and Environment Protection Green Osijek

Short project description

Eco Centre Zlatna Greda was established in 2003 as a long term programme of the Association for Nature and Environment Protection Green Osijek. It is situated in Zlatna Greda, at the very edge of the Nature Park Kopački rit. Eco Centre Zlatna Greda represents a unique scientific and educational-recreational centre.

In 2009, a Centre for Biodiversity Monitoring for studying and monitoring the Kopački rit and Baranya flora and fauna was established. Sustainable development and raising the awareness on environmental protection are the regular programmes, which the Centre offers to young people.

The Eco Centre actively promotes eco-tourism through different educational and recreational programmes, such as the educational-adventure trail "Treasury of Swamp" providing various attractions - animal observation points, canoes, boats, bicycles, photo safari equipment, presentations of traditional sports and customs.

The Centre organises an eco-school called "School in Nature", where pupils and students learn about eco activism and raise their awareness on environmental issues. Enhancement and implementation of voluntary actions and camps, both international and national, represent another side of the Centre's continuous activity. It also encourages the development of cycling tourism using the advantages of the nearby cycling trail „Panonnian peace trail". The Centre partially uses renewable energy sources.

The first Croatian eco-tourist agency „Zlatna Greda" Ltd. was established within the Centre as a good example of social entrepreneurship.

Budget of the project

**EUR 150,000**

Date from/to

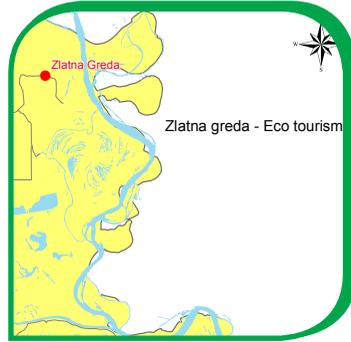
**2003**

Source of financing

USAID, Academy for Educational Development (USA), EU funds: CARDS 2004, Phare 2006, IPA CBC HU-CRO

Additional sites of interest in proximity

- Local sites of interest - Nature Park Kopački rit, the Danube River, wine routes of Baranya/Erdut, the city of Osijek with its attractions, bicycle trails, etc.;
- Local events - the ethno festival "Surduk", the land art festival "Slama", the exhibition of extreme sports "Panonnian Challenge", the celebration of the Danube Day (29th June), cultural manifestations in the City of Osijek, national and local wine and indigenous food presentations and competitions, local gastronomy and ethno fairs.



## E.R.S.P.A Eco-River in Spačva and Po Area

**Location:** Municipality of Nijemci, Vukovar-Srijem County, Croatia

Project beneficiary

Municipality of Nijemci

Short project description

The project aims at the enhancement of the naturalistic area crossed by the rivers Spačva and Bosut, where many of the forests in the region are located. It also targets the promotion of tourism development along the river, creating a network among the existing enterprises, establishing new jobs, building capacity within the local stakeholders (tour operators, managers of tourist boats, etc.) and development of the necessary tourist infrastructure and services.

Budget of the project

**EUR 200,000**

Date from/to

**2008 - 2009**

Source of financing

CBC Phare 2006

Additional sites of interest in proximity

- Local sites of interest - The Ilok Wine road and Medieval Old Town, Memorial Centre and cemetery in Vukovar, waterfalls in the town of Otok, the historical and cultural attractions in the area of Vinkovci town;
- Local events - Divan je kičeni Srijem-Nijemci, Vinkovci Autumn, Vukovar Film Festival, Ilok vintage and Medieval Old Town Harvesting and Threshing in the Past-Županja, "Sokci" sit together-Županja, Festival of actors;
- Local products - fish stew, fish platter, Slavonski čobanac, autochthonous kulen and sausages, wines (traminer, graševina, chardonnay, pinot blanc, pinot gray), brandies (šljivovica, wine brandy) and liquors.





## Trout Club Eco-Park and Landscape Centre

**Location:** Győr-Moson-Sopron County, Municipality of Dunasziget, Hungary

Project beneficiary

Trout Club Conservationist and Hikers Association

Short project description

The development of the Eco-Park, initiated by the Trout Club Conservationist and Hikers Association, began in 2006 on a 2.7 hectare area on the Danube's river bank. Since then, the park has constantly been developing. Its main objective is to preserve the area's specific habitats and the local varieties of fruits in Szigetköz.

By using the method of learning by playing, bio gardening, ancient handicraft professions and old community games can be experienced. The Park has an open-air school, a petting zoo and a building complex with interactive landscape exhibitions and a fair trade shop offering goods of local producers.

In 2008, a Dunasziget Landscape Centre for testing water samples was established in Szigetköz under an INTERREG project aimed at conducting hydrological modelling of alternative water supply. This project has improved the quality of the water supply for tourist needs in the area and has contributed to the development of the river rehabilitation process researches.

The Eco-Park has a direct connection to the Danube River in the area of Gazfű channel. There are boat docks, bathing area with natural sand, accommodation facilities, playgrounds and leisure centres. The Park often serves as a starting and a final point of guided river tours.

The Eco-Park and the Landscape Centre is suitable for children, guided school groups, families, team buildings and everyone who enjoys eco-tourism and traditions.

As the construction of all related facilities requires a large amount of investments, the project has been implemented at several stages/projects financed by different sources over the years.

Budget of the project **EUR 216,593** Date from/to **2006**

Source of financing Own resources, EU and national funds

Additional sites of interest in proximity

- Local sites of interest - Szigetköz-Csallóköz floodplain nature reserve, with a total length of 800 m rowing trip, 300 islands and observatories;
- Local events - Eco-folk festival, thematic open-air schools, guided hiking, cycling and canoe tours, interactive nature exhibitions, handicraft activities, archery, playgrounds, etc.;
- Local products – freshly picked fruits, baked bread in traditional ovens, dishes with fish from Szigetköz area.



## The Kopaszi Levee and the Bay of Lágymányos

**Location:** District of Budapest, Hungary

Project beneficiary

District of Budapest

Short project description

The Kopaszi Levee and the Bay of Lágymányos are the results of the planned urban development of Budapest and the related river control works done at the end of the 19th century. The Danube River expanded there for about 1 km width at that time, but was forced into a more narrow bed in several phases with a parallel regulatory structure because of the construction of the southern railway bridge. In the beginning of the 20th century, the area of Lágymányos was created. The bay south of the bridge served as a winter dock and an industrial zone on the riverside for a long time. On the south open end of the parallel regulatory structure (on the Kopaszi Levee) run-down fishing shacks and boat houses were situated. The water in this section has been polluted by the factories.

After the closure of the factories, on this brown field, an office, leisure and recreational investment area was designated. During the first stage, the water pollution was eliminated and the waste sludge was removed. A new coast guard station and a water bus stop was established and 15 contemporary pavilions operating as restaurants, cafés and cultural facilities were built on the river side, replacing the boat houses. Furthermore, the development of a huge public park, covering the surrounding areas of the bay has begun. The public park's development includes panorama terraces, a tartan running track, alleys, huge lawn surfaces, trees and bushes, public toilets, sand zones, a 2,500-seat grandstand with panorama to the river bay, playground and a parking lot. During a later stage of the development, the Kayak-Canoe Rowing Club was moved to a different place, a new yacht-club and a modern yacht marina was built. The park is closed at night. Its status is private property provided for public use.

The economic crisis has blocked the implementation of the second main phase of the park's development project including the construction of residential and office buildings, sports facilities, tennis courts, a swimming pool, and several other project elements like a footbridge planned for the opening of the bay and a floating open air stage.

Budget of the project **EUR 14,800,000** Date from/to **2010**

Source of financing District and national budget, private investors

Additional sites of interest in proximity

- Local sights of interest - Euro-Velo 6 international bicycle route, A38 event ship, Palace of Arts, National Theatre, Gellért Bath and Spa, Gellért-hill, Citadel;
- Local events - Kayak-canoe races, dragon boat races, open air theatre performances, team buildings;
- Local products - bread-scone (kenyér lángos), mulled wine.





## Jankovich Mansion Event and Eco-Tourist Centre

**Location:** The town of Rácalmás, Fejér County, Hungary

Project beneficiary

The Municipality of Rácalmás

Short project description

The Jankovich Mansion is a late baroque building from the 18th century. In 2002, the local government obtained the ownership rights over the deteriorated historic monument, and initiated an ambitious project for its preservation.

The Mansion's transformation into a conference and ecotourism base was realized at two main stages. During the first stage, the Mansion's conference facility was developed. It is situated in the main building and comprises 4 meeting rooms and 2 offices with the associated service facilities. In the side wing, a big hall (conference room) has been constructed with capacity of 100-120 people. The guesthouse contains three fully furnished rooms for the speakers. The former courtyard has been also renovated providing 7 pleasant walking paths leading to the Mansion.

The second phase of the project has covered the establishment of the eco-tourist base - "Jankovich Mansion, an ecotourism visitors' centre". The buildings with their new features are suitable for eco-tourism and nature trainings, ethnographic and local historical exhibitions, as well as for crafts workshops or presentation of traditional peasant cooking. The garden has an orchard, spice and herb gardens and an open-air auditorium.

On the big island of Rácalmás, announced as a protected area, a nature trail with information boards, bird watching stations, open-air and covered auditoriums and Bürü-bridge have been created. Additionally, a 3.7-km long cycling path has been established next to the big island, in the area between Rácalmás and Dunaújváros. The new boat port with a capacity of 40-50 boats is situated in the Small Danube section between the island and the river bank.



Budget of the project

EUR  
3,500,000

Date  
from/to

2004 - 2007

Source of financing

EU, national and local funds

Additional sites of interest in proximity

- Local sites of interest - Big-island in Rácalmás, bird watching stations, ancient village, Danube River Bank;
- Local events - pumpkin festival, handicraft workshops, organised walking- and water tours, permanent exhibitions (local history exhibition, fishery exhibition, East African hunting private collection);
- Local products - wrought-iron products, embossed copper ornaments, ceramics, „parasztlángos“ and „langalló“, etc.



## Gemenc State Forest Railway

**Location:** Pörböly-Bárányfok, Tolna County, Hungary

Project beneficiary

Gemenc State Forestry Ltd. and the Danube Drava National Park

Short project description

Gemenc is an ancient wilderness in the Danube region. The entire area of 20 thousand acres floodplain forest lies between the Paks-Dunaszentbenedek line and the Hungarian borderline, on both sides of the Danube River. The oxbow lakes and swamp remains provide excellent environment for the water birds populations.

The project was implemented in three phases: Phase I - Track reconstruction, Phase II - Eco-tourist developments and Phase III - Establishment of Eco-tourist Centre in Pörböly, where the departure station of the Gemenc State Forest Railway is located.

The railroad journey begins from the village of Pörböly where an arboretum suitable for walks before or after the railroad trip (called "kisvasút") is situated. Wild animals like boars and deer can be observed from the observation points in the Nagyrezét forest, established in 2007 along the railroad track.

The second stop is the Lassi station, located 7 km away from the village of Pörböly. In previous years, it used to be the residence of the local forester. Other tourist attractions nearby are the Fishing box of Lassi and a fishing exhibition place.

Along the path from Malomtelelő station - located 1 km from the Lassi station - information signs with facts about the Gemenc forest flora and fauna are placed.

Rain cabins, tables and benches are built in the area of the Gemenc-Dunapart station - 19 km from the Pörböly village. There also arrives the "Gemenc" boat managed by Gemenc Ltd. The final stop of the railroad trip is the Bárányfok station.

The forest is located on the edge of the Gemenc Hiking Centre. Another tourist attraction is the "Life in the flood zone" exhibition of the Danube Drava National Park.



Budget of the project

EUR 642,200

Date  
from/to

2000 - 2007

Source of financing

EU and national funds

Additional sites of interest in proximity

- Local sites of interest - the Gemenc Apiary Collection, the Forestry Museum, bird and wild observer sites, the Kádár-villa, the Karapanca hunters' mansion, wine regions of Baja and Szekszárd;
- Local events - Gemenc Forest Railway Day, boat excursions, trot with donkey;
- Local products - wild and fish foods, honey, Szekszárd wines.



## A Network of European Wetlands

**Location:** Emilia-Romagna Po Delta Park, Italy

### Project beneficiary

DELTA 2000 Soc. Cons a r.l. (Italy), Gal Oglio-Po Terre D'Acqua (Italy), Aktiivien Pohjois – Satakunta RY (Finland), Varsinais-Suomen Jokivarsikumppanit RY (Finland), Dimossineteristiki Evros S.A (Greece), Isle Wight Rural Action Zone (UK), Northern Marches England LEADER+ (UK)

### Short project description

The project was focused on the creation of a transnational connection of regions and economic operators, in order to favour the exchange of experiences and ideas and to involve the Wetlands at European level.

The partners joining the network established a first link in a long chain of future working groups and projects, characterized by water as the main natural element bringing them together; water that hosts the rich wildfowl with its charming tourist and economic appeal, enabling activities of international interest such as bird watching.

By carrying out the Leader II local development plan, the leading organisation DELTA 2000 has been operating to create new marketing strategies and tourism products and also to support a sustainable approach to the cultural and natural enrichment of the Po Delta area.

The project also included the following actions:

- Organisation of international events focused on nature tourism and bird watching on the territory of each project partner. Among these events is the International Po Delta Bird watching and Nature Tourism Fair;
- Printing and disseminating promotional materials with tourist information (brochures, tourist packages catalogues, etc.);
- Creating a project website ([www.netwet.org](http://www.netwet.org)) and a newsletter.

Budget of the project **EUR 525,853** Date from/to **2004 - 2007**

Source of financing **Leader+ (EU funds)**

### Additional sites of interest in proximity

- Local sites of interest - city of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (path along Ferrara province discovering its landmarks), Comacchio Byzantine town;
- Local events - International Po Delta Birdwatching and Nature Tourism Fair (every two years);
- Local products - typical salt coming from Comacchio and Cervia salt pans, distributed with the Emblem of water culture products of Emilia-Romagna Po Delta Park. It is available in different varieties such as Lombard's salt, Cervia salt, Romagna Salifiore (medium-fine sea salt) sweet salt and aromatic herbal salt.



Photo: Tiziana Catani



Photo: Flavio Bianchedi



Photo: Paolo Cortesi



## European Birdwatching Network

**Location:** Emilia-Romagna's Delta territory, other territories pertaining to Emilia-Romagna's LAG interested in bird watching.

### Project beneficiary

GAL, parks and other associations and bodies within the project's territory

### Short project description

The objective of the project is to create a network at European level among partners in order to promote bird watching as a sustainable tourist product, or rather to focus on bird watching as a way to qualify, differentiate and make more ample and attractive the tourist offer of rural territories. The project bases itself on the excellent results and experience derived from a previous project "A Network of European Wetlands".

As the project is ongoing, the foreseen results are:

- Information and awareness raising - realisation of development strategies that increase and promote the bird watching tourist product;
- Structuring the bird watching product – supporting specific pilot projects, which assist, facilitate and allow the utilization of bird watching naturalistic areas;
- Increasing the reception system and typification of the reception structures - starting from disciplinary and quality cards related to the reception of the eco-tourists and birdwatchers and proceeding to exchange of best practices and experiences;
- Network creation - creation of a network of European Didactic Cooperatives based on: activities for monitoring of cooperatives/societies of territorial environmental practice, collection of didactic activities/modules that cooperatives realise about bird watching and eco-tourism, implementation of a feasibility project aiming at the structuring a network of European Didactic Cooperatives related to the bird watching subject, definition and realisation of promotional tools, training of local operators, etc.;
- Marketing and communication - elaboration of a local marketing plan, preparation of presentations of the project's territories, organisation of events promoting bird watching, hosting of local and international press offices, etc.

Budget of the project **N/A** Date from/to **2009 - 2013**

Source of financing **PSR 2007-2013 – 4 Leader axis - Local Development Plan 2007-2013 (EU and national funds)**

### Additional sites of interest in proximity

- Local sites of interest - Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (a trail along Ferrara province discovering its landmarks), Comacchio Byzantine town, Strada del Sangiovese - Strada dei Vini e dei Sapori delle Colline di Faenza (a trail along Ravenna province discovering its landmarks), Veneto Po Delta Park;
- Local events - International Po Delta Birdwatching and Nature Tourism Fair (every two years);
- Local products - Tagliatelle cake (type of local dessert).

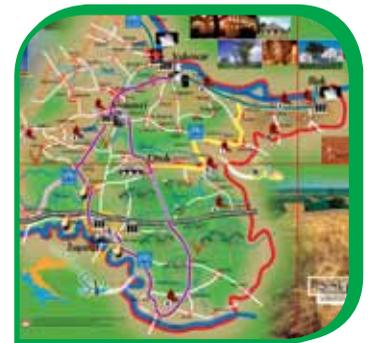


Photo: Achille Serrao



Photo: Glauco Vicario



Photo: Francesco Bettaglio



## Network of Adriatic Parks (NAP) Project

**Location:** Italy: Po Delta Park, Ravenna Province, Italian-Bosnian Chamber, Alisei, Mediante Association, Abruzzo, Lazio and Molise National Park, Gargano National Park, Veneto Po Delta Regional Park, LAG Polesine Delta Po, Staranzano Municipality; Natural Reserve of Isonzo, Orizzonte Cooperative Association, ENAIP Friuli Venezia Giulia, Bologna University; Uniadriion - virtual University of the Adriatic Area; Albania, Croatia, Bosnia and Serbia.

### Project beneficiary

DELTA 2000 soc. cons. a r.l. (Italy) as an internal Lead Partner and other partners from Italy, Albania, Croatia, Bosna and Herzegovina and Serbia

### Short project description

The Project aims at promoting, enhancing and conserving the natural resources of the Parks and natural oases of the Adriatic region by using computer science to network the services that they offer. It provides eco-tourists with information currently difficult to obtain and encourage cross-border scientific, cultural and educational dialogue by restructuring existing Visitor Centres. The transfer of good practices, the creation and start up of enterprises operating in the field of responsible tourism, the sharing of information and the participation of local operators, as well as joint and mutual promotion and marketing have also been part of the general objectives of the project. Among the project actions are:

- Networking the Visitor Centres of the Adriatic Parks;
- The "Room of the Parks", a multimedia corner where tourists can have access to information;
- Structuring the tourist offer;
- Education activities about Parks addressed to schools and experts;
- "BEATE" Pilot project - maritime Parks' connection;
- The "showcase" system of the Adriatic Parks - promotion of the involved areas in the International Po Delta Birdwatching Fair 2007.

Budget of the project	<b>EUR 1,315,897</b>	Date from/to	<b>N/A</b>
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Source of financing	Adriatic New Neighbourhood Programme INTERREG/CARDS-PHARE (EU and national funds)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest - Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (a trail along Ferrara province discovering its landmarks), Comacchio Byzantine town, Strada del Sangiovese - Strada dei Vini e dei Sapori delle Colline di Faenza (a trail along Ravenna province discovering its landmarks), Veneto Po Delta Park, Abruzzo, Lazio and Molise National Park, Gargano National Park, Natural Reserve of Isonzo;</li> <li>• Local events - "Green Days" (Ravenna and Classe Pinewood);</li> <li>• Local products - Pinewood Truffle (Tuber magnatum pico), commonly called "White Truffle".</li> </ul>
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## Premises regarding a durable tourism in the Mehedinti Plateau Geological Park

**Location:** Mehedinti County - Geopark Plateau Mehedinti (Romania) and Kladovo - National Park Djerdap (Serbia)

### Project beneficiary

Mehedinti County Council, Romania

### Short project description

The project's main objective was to facilitate the co-operation in the field of awareness rising and promoting the ecotourism in the neighboring natural protected areas - Mehedinti Plateau Geopark (Romania) and Djerdap National Park (Serbia).

The problem tackled by the project was the need of national, cross-border and international recognition of Mehedinti (natural and cultural) tourism values.

Among its deliverables were the exchange of experience between the Kladovo City Hall and the National Park Djerdap in Serbia and the Mehedinti Plateau Geopark in Romania, an adequate presentation of the local main tourism objectives, advertising activities (dissemination of brochures, posters, maps and a calendar of traditional and folklore events that have a cross-border element), development of three new tourist routes with the related tourist marking, and establishment of four tourist information centers.

Budget of the project	<b>EUR 83,658</b>	Date from/to	<b>2006 - 2008</b>
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Source of financing	Phare CBC Serbia-Romania (EU and national funds)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest - the Cave Topolnita, numerous monasteries, churches and ancient settlements;</li> <li>• Local events - the Sisesti festival, Lilac festival in Ponoare;</li> <li>• Local products - pots (Sisesti community), cherry brandy, smoked trout.</li> </ul>
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## Danube Delta Eco-Tourism Centre

**Location:** Tulcea city, South East Region, Romania

### Project beneficiary

Tulcea County Council (Romania), Delta Danube Biosphere Reservation Administration of Tulcea (Romania), Eco Museum Institute of Tulcea (Romania), Delta Danube Biosphere Reservation Administration of Odessa (Ukraine), Touristic Information center of Vilkovo (Ukraine).

### Short project description

The aim of the “Danube Delta Eco-Tourism Centre” project was to facilitate the development of durable premises at cross border level in order to emphasize and promote the natural and socio-cultural heritage of the Danube Delta as a tourist destination.

The project outputs were:

- A developed Eco-tourism Centre with qualified personnel and equipped with all necessary materials and programmes. Its mission is to raise the awareness of the local stakeholders and tourists on the Danube Delta regional identity;
- An updated database with all the necessary information about the Danube Delta;
- Identified and mobilized key actors from the tourist sector;
- Exchanged experience and know-how by involving a significant number of Romanian and Ukrainian local tourism actors;
- Undertaken a promotional campaign by dissemination of promotional materials (gastronomical brochures, a documentary movie, posters, post cards and presentation CDs), development of a project’s website, organisation of workshops and a conference; organisation of an exhibition in the Odessa Region (Ukraine).

Budget of the project	<b>EUR 1,240,325</b>	Date from/to	<b>2007 - 2009</b>
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Source of financing	PHARE CBC 2004, Neighborhood Programme Romania-Ukraine 2004-2006 (EU and local funds)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest - the Art Museum, the “Danube Delta” Natural Science Museum, the Ethnography and Popular Arts Museum, the History and Archaeology Museum, 22 churches, etc.;</li> <li>• Local events - the National Contest “Constantin Găvenea”, the International Contest “George Georgescu”, the International Contest of Shepherds, the Festival “Nufarul Alb” and the National Folklore Festival “Natalia Serbanescu”;</li> <li>• Local products - Danube Delta fish soup, perch barbeque, fish balls, carp on stewed cabbage, fish stew, boiled crayfish with garlic sauce.</li> </ul>
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## Cross-border co-operation demonstrating the multiple use and benefits of wetlands restoration (in Zagen and Stensovsko Plavni Polders) in the Danube Delta Cross border Biosphere Reserve Romania/Ukraine

**Location:** Tulcea Country, Danube Delta Biosphere Reserve, Romania

### Project beneficiary

Danube Delta Biosphere Reserve Authority (Romania), Tulcea Local Council (Romania), Tulcea County Council (Romania), Tulcea Branch of the National Agency “Apele Romane” (Romania), Danube Biosphere Reserve of the National Academy of Sciences of Ukraine

### Short project description

The project was initiated in order to improve the cross-border integration between boundary regions while posing good bases for sustainable economic development. It supported a new cycle of sustainable development by improving environmental protection and management in the cross-border areas.

The project’s main activities were:

- Elaboration of a feasibility study and an impact study for the restoration of Zagen polder in Romania, by organising study visits for sharing experience from Ukraine and applying in practice the EU experience in restoring wetlands in border areas;
- Dissemination of information materials for promoting the project results (leaflets, mass media press releases).

The next step in transforming the Zagen polder into a tourist attraction was the realisation of investments for restoration activities. It was planned for the wetland to be used as a recreational area and for carrying out ecological education for children and students.

Presently, the owner of the land is the local authority of Tulcea Town. Based on the two elaborated studies within the project, Tulcea Local County has elaborated a project proposal under the Sectoral Operational Programme for Environment, in order to receive financial support for the transformation of Zagen polder.

Budget of the project	<b>EUR 230,992</b>	Date from/to	<b>2007 - 2009</b>
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Source of financing	Phare CBC – Neighbourhood Programme Romania-Ukraine 2004-2006 (EU, national and local funds)
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## Trout Club Eco-Park and Landscape Centre

**Location:** Municipalities of Vojka nad Dunajom, Dobrohošť, Kyselica, Trnava County, Slovakia

### Project beneficiary

Municipalities of Vojka nad Dunajom, Dobrohošť, Kyselica, Trnava County, Slovakia

### Short project description

The project's main goal was to bring together inhabitants of the region through cultural activities that were designed according to their needs. Over the course of the project several cultural events were organised in different sites of the project area:

- Folklore festival in Vojka;
- Gastronomical festival in Dobrohošť;
- Two-day long water tour for young people along the Hungarian and Slovak side of the Danube River.

Budget of the project

**EUR 50,000**

Date from/to

**N/A**

Source of financing

EU, national and local funds

Additional sites of interest in proximity

- Local sites of interest - Szigetköz-Csallóköz floodplain nature reserve, with 800 m rowing trip, 300 islands and observatories;
- Local events - Eco-folk festival, thematic open-air schools, guided hiking, cycling and canoe tours, interactive nature exhibitions, handicraft activities, archery, playgrounds, etc.;
- Local products - bread baked in traditional ovens, fish dishes from Szigetköz.



## North-East Gate of the Ipel and Danube-Ipel National Park valley

**Location:** District Levice, Nitra County, Slovakia

### Project beneficiary

Environmental and Cultural Association for the Ipel River Watershed

### Short project description

The banks of the Ipel River are rich in natural and cultural heritage. The lack of adequate management, services and attractions for tourists, developed accommodation and food services have prevented the development of the region's tourist potential.

The main goal of the project was to develop complex tourist packages for the area. For this purpose, a visitors' house has been reconstructed and turned into a tourist center, which will coordinate the tourist flows and will provide tourist information. Secondly, the project has been concentrated on the development of new tourist services and facilities.

Budget of the project

**EUR 380,000**

Date from/to

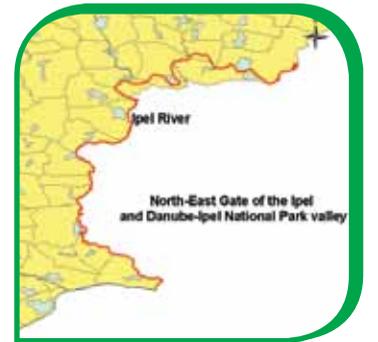
**N/A**

Source of financing

EU, national and local funds

Additional sites of interest in proximity

- Local sites of interest - Danube-Ipoly Natural Park;
- Local events – bird watching, festivals, canoe tours;
- Local products – bread baked in traditional ovens, dishes from Palócföld.



## Eco-tourism projects

All eco-tourism projects are united around two main goals: nature preservation and achievement of sustainable development. They concern:

- Establishment of eco-centers and tourist information points;
- Organisation of educational programmes and awareness raising activities;
- Construction of tourist infrastructure;
- Creation of networks and exchange of experience;
- Development of integrated tourist products;
- Elaboration of strategic documents and various information materials.

Usually, the projects in this category have been implemented on the territory of protected areas and have combined several types of tourism – photo safari, bird watching and observation of wild animals, cycling, hiking, rural tourism, water tourism.

Some of them have included the development of attractions requiring larger investments (recreational facilities, eco-paths, eco-centres, etc.) so their implementation has been done at several stages.

The main challenges and difficulties during the projects' implementation have been related to the following:

- Issues related to the ownership and the right to use of the land, as most of the territories have had the statute of protected areas;
- It has not been possible for some of the eco-tourism activities (especially if related to building the necessary infrastructure) to be implemented at one stage, but gradually, by applying a step-by-step approach. This has required more time and financial resources, sometimes unaccounted in the beginning of the project;

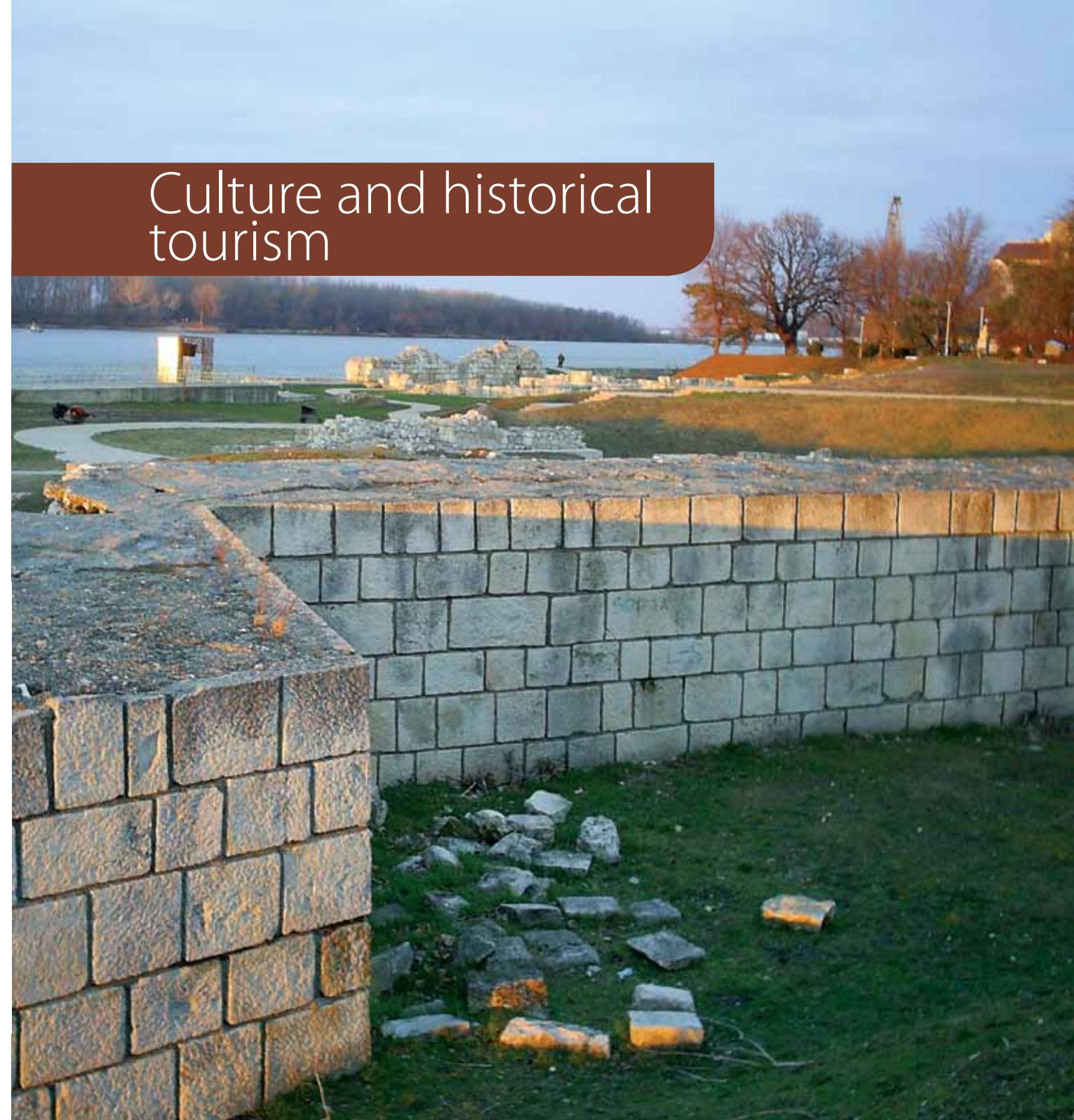
- The low and plain nature of the river areas bears the risks of floods. They may cause significant damages which can often hinder the development of tourism.

The projects' realisation has contributed to the evaluation of the local tourism potential, the development of new tourist products and infrastructure. They have also contributed to enhancing the capacity of the local stakeholders engaged in tourism (tourist guides, tour operators, managers of tourist entities, etc.), supported the creation of new jobs and the development of the local economy.

Future eco-tourist projects can benefit from good practices if they apply new technologies, experiences and collect feedback from the beneficiaries of the established tourist and eco-centres. In their implementation, the participating sides should form a strong team of professionals, actively co-operate with the local authorities and try to motivate the local associations and population to participate in the tourism development. The priority for such projects should be the achievement of sustainable development of eco-tourism.

The organisation of events (especially if they are international) always contributes to the wide dissemination of the achieved project results among a wider audience. In such cases, it is important that they are communicated with the municipal administration in order to be included in the municipal cultural calendar, as well as with the local media. The organiser also needs to focus its efforts to ensure the financial stability of these events following the projects completion.

## Culture and historical tourism





## Restoration and promotion of the ancient Roman fortress “Novae” in Svishtov – “Joint Action for Sustainable Development of Cultural Tourism”

**Location:** Municipality of Svishtov, Bulgaria

**Project beneficiary** Municipality of Svishtov (Bulgaria) and Tourism Council of Svishtov (Bulgaria)

**Short project description** The project objectives were related to the promotion of cultural tourism in Svishtov, based on the remains of the ancient Roman military camp “Novae” (established I century AD), located near the Danube River, 4 km away from the town of Svishtov.

As a result of the project, an attractive tourist complex was established. It includes a visitor’s center with an exhibition hall, conference hall, souvenir shop, café and a parking lot. The project has also included the placement of the relevant signs and information boards and the cleaning and photographing of the archeological sites.

**Budget of the project** EUR 306,518 **Date from/to** 2004 - 2005

**Sorce of financing** EU Phare Programme (grant scheme for the Development of cultural tourism in Bulgaria) and the Bulgarian Government

**Additional sites of interest in proximity**

- Local sites of interest - archeological and architectural monuments - over 120 monuments among which “St. Dimitar” Church (est. 1640, the oldest church in the city), “St. Peter and Pavel” Church, “St. Trinity” Church (1867), The Clock Tower (1760), the school of Hristaki Pavlovich (1815), historical and ethnographical museum and the “House of Peace”, “Svishtov” wine-cellar (it produces some of the best Bulgarian wines which have won the “Golden Rython” national awards for wine);
- Local events - “Orel na Dunava” festival (since 2008).



## Ruse-Ivanovo-Cherven: A Journey from Present to the Middle Ages

**Location:** The municipalities of Ruse and Ivanovo, Bulgaria

**Project beneficiary** Ruse Regional Administration (Bulgaria), the municipalities of Ruse and Ivanovo (Bulgaria), ICOMOS (Bulgaria), Ruse Municipal Tourism Council (Bulgaria), Rusenski Lom Nature Park (Bulgaria), Regional Museum of History (Bulgaria) and others.

**Short project description** The project aimed at creating and presenting regional cultural routes, including the city of Ruse, the archaeological reserves in the villages of Ivanovo and Cherven and the protected area of the Rusenski Lom Nature Park.

The city of Ruse route is dedicated to displaying the town’s heritage from the late 19th to the early 20th century and includes iconic buildings and monuments, such as the Profit-Yielding building, an architectural complex of old buildings along the main “Alexandrovska” and “Slavyanska” streets leading to the old river port on the Danube River, the trade house of the family of the Nobel laureate in literature Elias Canetti, the archaeological reserve “Roman Castle Sexaginta Prista”, the old city “Alexander Battenberg” square and the Jewish neighborhood. Under the project, the building of the Ethnographical Museum in Ruse was reconstructed and turned into a museum of urban life.

The second route Ivanovo-Cherven is a unique combination of cultural heritage in natural environment. It includes two archaeological reserves (one of international and one of national importance) and the protected area of the Rusenski Lom Nature Park. The accents of this route are the frescoes in the “St. Mary” church in Ivanovo (14th century) and the non-restored wall paintings in three other rock churches. The ground-water facility in the medieval town of Cherven (the best preserved fortress construction from the Second Bulgarian Kingdom) and the fortress tower were partially restored. Under the project, partial conservation was made and protective coating was placed on the Episcopal Church and the Citadel, renovated was the path from the parking lot to the tower, a visual communication system in Bulgarian and in English language was installed, information boards and signs were placed, and a service centre with a souvenir shop was constructed.

**Budget of the project** EUR 360,000 **Date from/to** 2003 - 2005

**Sorce of financing** EU-Phare Programme under grant scheme “Development of Cultural Tourism in Bulgaria” (EU and national budget)

**Additional sites of interest in proximity**

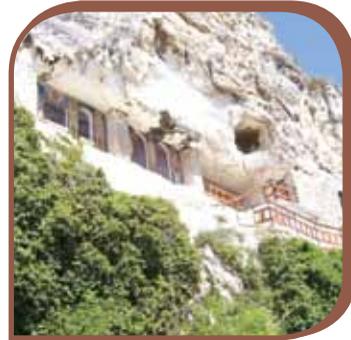
- Local sites of interest - the city of Ruse (a town with unique European urban architecture of the late 19th and early 20<sup>th</sup> century (also called the Small Vienna). It has a well developed network of museum exhibitions of archeology and traditional ethnography.), religious temples, the “Orlova Chuka” Cave, the medieval rock monasteries, various opportunities for active tourism - riding, canoeing, photographing rare species, etc.





## Development and promotion of the cross-border cultural route: From the medieval monastery complex of Ivanovo and the "St. Dimitar Basarbovski" Rock Monastery, via the Orthodox churches in Ruse and Giurgiu to the monastery of the Coman village

**Location:** Ruse, Bulgaria and Giurgiu, Romania



Project beneficiary

Euroregion Danubius Association (Bulgaria), Ivanovo Municipality (Bulgaria), Ruse Regional Administration (Bulgaria) and Giurgiu County Council (Romania)

Short project description

The project aimed at establishing and promoting a cultural tourist route linking the Orthodox monasteries and churches in the regions of Ruse and Giurgiu on both sides of the Danube River. This route contributed to the development of religious tourism and the strengthening of the cross-border co-operation in the project's region. Along with the establishment of the new cultural route, a new tourist attraction called "Feast under the monastery" was set up.

Other project outputs are the developed database of resources in the Ruse-Giurgiu region, the tourist website ([www.tzarcoventurizam.info](http://www.tzarcoventurizam.info)), a project booklet, DVDs for the route and a culinary collection book named "Monastery magernitsa" (*magernitsa* – a place in the monastery where meals are prepared), containing recipes typical for the Ruse-Giurgiu Euroregion.

Budget of the project

**EUR 29,493**

Date from/to

**2006 - 2007**

Source of financing

EU-Phare Cross-Border Cooperation Programme Bulgaria-Romania, 2006



## Binding five ancient cities from Dobrudja Region in a tourist destination

**Location:** Constanta, Romania and Silistra, Bulgaria



Project beneficiary

Constanta County Council (Romania), Municipality of Silistra (Bulgaria), Harshova Local Council (Romania), County Council Topalu (Romania), County Council Pantelimonu (Romania), John Korvu school (Romania) and Harshova elementary school (Romania)

Short project description

The main project objective was to promote the co-operation in the cross-border region in view of ensuring sustainable development and improvement of the living standards.

The main activities under the project included:

- Purchase of equipment required by the research institutions for the development of some new products in collaboration with business centers;
- Investments in IT infrastructure for increasing the cross-border co-operation through innovation, technology and logistics centers;
- Three-dimensional digital modeling of the five ancient cities in Dobrudja: Karsium (Harshova, Romania), Ulmetum (Pantelimonu, Romania), Kapidava (Topalu, Romania), Durostorum (Silistra, Bulgaria) and Tutrakan (Bulgaria) as they looked during the Roman era and subsequent periods;
- Preparation of a documentary film about the ancient cities;
- Preparation of CDs with information for the development of tourism in the region and elaboration of a joint website;
- Preparation of a study on how to bind the ancient cities in a tourist destination;
- Organisation of a cross-border symposium.

Budget of the project

**EUR 670,000**

Date from/to

**2009**

Source of financing

EU-Phare Cross-Border Cooperation Programme Bulgaria-Romania, 2006

Additional sites of interest in proximity

- Local sites of interest - Srebarna Lake Biosphere Reserve, the Turkish fortress Abdul Medjidi (Medjidi Tabiya), Roman tomb from IVth century AD, Archaeological exhibition at the Museum of History in Silistra, Art Gallery in Silistra.



## SURDUK Festival Baranja

**Location:** Municipality of Kneževi Vinogradi, Baranja, Croatia

Project beneficiary

Municipality of Kneževi Vinogradi

Short project description

One of the most famous features of Baranja area is the tradition in wine production. Therefore, this project promotes the local wines and gastronomy through art as the main media. Initial point of the project's long-term objective is the realisation of a series of cultural and artistic activities, taking place outside the urban centres of the region and supporting the rural areas development. The festival is organised once a year and lasts for 3 days.

The Surduk festival addresses the wide audience - the local population, the local producers, visitors of "open air" events, minority representatives, tourists, youths, etc. The project has been focused on:

- Creating a unique tourist product based on the sustainable use and management of the available resources in the area – cultural and ethnic diversity, traditional agriculture products and natural heritage;
- Developing the "Baranja" brand promoting the area as a multicultural wine and arts region;
- Creating a top arts collection as a permanent tourist attraction forming 5 km of art paths (Open-air gallery);
- Turning the wine "surduks" into an all year long experience;
- Promoting the Baranja region internationally (through magazines, web sites, web marketing, festivals, etc.);
- Enhancing co-operation with the local agricultural producers (wine, agro-food products, etc.).

The successful project's implementation has required the close co-operation between the local authorities and the sponsors, and constant marketing and PR activities. As a result of its implementation, the number of visitors has been increasing constantly. In 2010, the festival was visited by 10,000 people. The local economy was stimulated, especially the production of wine, souvenirs, old furniture sales, catering, tourist agencies, etc.

Budget of the project

**EUR 50,000**

Date from/to

**2009**

Source of financing

National budget (Ministry of Agriculture, Ministry of Tourism, Ministry of Culture, National Tourist Board, Municipality of Kneževi Vinogradi) and private sponsors

Additional sites of interest in proximity

- Local sites of interest - Eco Centre Zlatna Greda, wine tourism in the town of Villany (Hungary);
- Local events - folklore festivals, national wine presentations and competitions, local gastronomy fairs.



## Winery and shipping: "Wine-steamy" project

**Location:** The village of Neszmély, Komárom-Esztergom County, Hungary

Project beneficiary

The Hilltop Winery and the Zoltán Steamboat Public Benefit Foundation

Short project description

The two project beneficiaries united their potentials in 2004 to provide an integrated tourist supply in the region of Neszmély village combining the benefits of the Danube River and the humid climate suitable for grapes growing.

The project combined two main themes – ships and wines:

- Ships - within this theme, the Zoltán Steamboat Foundation renovated the following ships:
  - Lajta-monitor warship – the established exhibition inside the ship helps the visitors get a real idea of the everyday ship life in the past.
  - The Neszmély steamboat - the engine compartment of the steamboat was turned into an exhibition room for industrial history. The built in simulator enables the visitors to practice ship manoeuvres in the wheelhouse. There is simple accommodation with limited capacity inside the boat, available from May until October.
  - The Zoltán steamboat – the steamboat contains an event and an exhibition room, a yacht clubhouse and a shipping library.

A coastal settlement, promenade and a green space settlement at "Saint Helen" port was developed in the Neszmély tributary of the Danube River. It hosts the open-air boat museum. The standby vessels of the museum are connected to the local sewage network.

- Wine - near the boat museum, the Hilltop Winery, which is located on the torrential loess wall of the riverbank has joined the project by creating a wine cellar with wine-tasting space for 140 people, a restaurant and a space for open-air events located on a panoramic terrace with unique sight of the Danube River. The facilities have been accommodated for disabled people. The winery's gazebo providing a view of the longest Danube section in Hungary has been renovated.

Budget of the project

**EUR 1,300,000**

Date from/to

**2004**

Source of financing

Own resources, EU and national funds

Additional sites of interest in proximity

- Local sites of interest - Ászár-Neszmély wine route, yacht port and beach in the Neszmély tributary, the fortress and thermal spa in Komárom, the castle of Tata and the Old lake;
- Local events - picnic boat in May, boat camping, skipper courses, walking tours, hunting, horse show, harvest festival, celebration of the new wine, tasting spirits and wines, wine tasting courses;
- Local products – local premium wines of Neszmély (Cserszegi fűszeres, Királyleányka, Irsai Olivér, Tramini).





## Matthias Rex Museum and historical playground

**Location:** The town of Visegrád, Pest County, Hungary

Project beneficiary

The town of Visegrád, Pest County

Short project description

The Royal Castle in Visegrád, a former royal residence (Early Renaissance summer palace of King Matthias Corvinus of Hungary), is one of the most significant historical sites in the key tourist region of the Hungarian Danube River area.

The project was assigned through a public procurement tender to an external contractor. The expansion of the tourist functions of the Royal Palace in Visegrád has begun with the following improvements:

- Construction of the Matthias Rex Historical playhouse – a two-storey building (217 sq. m) with capacity for 50-60 visitors. Inside the playhouse and the bookstore, the feeling of Renaissance is evoked by the giant chess, draughts and nine men's morris game boards, the labyrinth and the special construction games, providing an authentic, aesthetic and emotional experience for the young visitors;
- Construction of a new playground on an area of 1,300 sq. m, accessible for disabled people. It is situated on the territory of the palace's Renaissance park near the Danube River used in the past for tournaments and court games. The accessories of the playground are the tower, the jousting track, the archery course, the labyrinth, the hermitage and the garden chapel;
- Organisation of new exhibitions – within the project, 4-5 craft exhibitions were realised.

The being authentic concept is also followed in landscape design showing the most popular ornaments and herbs of the past. All improvements have been implemented according to the national and EU requirements for preservation of historical values.

Budget of the project

**EUR 650,000**

Date from/to

**The reconstruction activities have taken place in 2010**

Source of financing

EU and national funds

Additional sites of interest in proximity

- Local sites of interest - Citadel of Visegrád, Salamon tower (part of the Limes of the Roman age, rebuilt in the Middle Ages), thermal spa, mountain tourist route along the Danube bend, ski tracks, bob-sleigh track in Visegrád, Zsitvay observatory, Rám-abyss, the sandy Danube beach in Zebegény, hermitages, the island in Szentendre;
- Local events - International Palace Games in Visegrád;
- Local products - renaissance knight's feast specialties with truffle, wild game meat.



## Open castle-open workshop

**Location:** The Municipality of Dunaföldvár, Tolna County, Hungary

Project beneficiary

Dunaföldvár City Council

Short project description

The fortress was built on one of the most beautiful locations of Dunaföldvár, at the loess hill on the Danube River bank. The castle of Földvár was mentioned for the first time in the work of the Turkish chronicler Szinán Csausz, describing the history of the 1543's crusade.

In 2004, the town, in partnership with the Castle State Property Management announced a tender procedure for the rehabilitation of the deteriorated Castle Hill. As a result, the inner courtyard of the castle, the Turkish tower from the 16th century, the baroque Ispán house, the baroque cellar and the Rátkai lane have been renovated. During the renovation activities, the existing pavement of the roads leading to the historical surrounding area was replaced with new environmental structures. The inner castle courtyard was completed with antifreeze brick overlay and the road cover was made of basalt cubes and unshaped rocks. The sidewalk pavement, according to the old traditions, was made from antifreeze brick overlays.

Currently, the local government has the rights for the operation of the castle complex.

After the reconstruction activities, the number of visitors has increased by 30%, the provided services have been diversified and with improved quality. The programmes of the open castle include production and sale of souvenirs, establishment of interactive handicraft workshops, holding theatre events, organisation of extracurricular school activities and exhibitions.

Budget of the project

**EUR 2,360,514**

Date from/to

**2004 - 2006**

Source of financing

EU, national and private resources

Additional sites of interest in proximity

- Local sites of interest - Spa of Dunaföldvár, Beszédes József Danube Bridge, historical buildings (town hall, baroque temples), Calvary hill with panorama of the Danube River, Saint Rókus chapels and Rókus wine cellars, potable source fountain;
- Local events - summer picnic in May, fairs of Dunaföldvár, castle games, Danube Folklore Festival, summer evenings of Földvár Events, Revelry on Saint Steven's Day, Vintage festival;
- Local products - local crafts products, carp fish soup of Dunaföldvár, catfish greaves.





## Rehabilitation of the Historical Centre of Braila City

**Location:** Braila City, South East Region, Romania

**Project beneficiary** Braila County Council

**Short project description** The project aimed at preserving the high value of the historical heritage from the central area of Braila City, known as "The Historical Center of Braila City", included in the List of National Historical Monuments.

The project's implementation was delegated to an external contractor through a tender procedure announced by the Braila County Council. The tender comprised two lots:

- Lot 1 - restoration of 4 historical buildings in the centre of Braila City - Braila's Museum, the Ethnography Department of Braila's Museum, the Memorial House "P Istrati" and the Cultural Centre "Nica Petre";
- Lot 2:
  - Rehabilitation of transport infrastructure - 23 streets from the Trajan Square and the Polygon Square;
  - Rehabilitation of pedestrian alleys in the Trajan Square, the Polygon Square, the Public Garden and the Danube's Promenade Department of Braila's Museum;
  - Rehabilitation of water supply and sewerage networks strict related with the above mentioned streets and squares;
  - Boats landings pontoon of 1,100 sq. m, from which 325 sq. m are dedicated to cruise ship landing and the remaining 775 sq. m - to the leisure boats;
  - Endowment of the Danube's Promenade with 7 platforms and 8 public toilets having power, water supply and sewerage.

**Budget of the project** **EUR 8,134,138** **Date from/to** **2006 - 2008**

**Sorce of financing** EU-Phare Programme, national and local funds

**Additional sites of interest in proximity**

- Local sites of interest - the rehabilitated historical center, the Museum of Braila, the "Maria Filotti" Drama Theatre, the "Carabus" Theatre, the Danube's Promenade, the Trajan Square, the Poligon Square where the headquarters of the "Panait Istrati" County Library is also situated;
- Local events - George Grigoriu International Festival of Light Music, National Festival of Folk Music "Omul cu o chitara", "Hariclea Darclee" International Canto Contest, International Folklore Festival "Love Song Along the Danube", a workshop for reviving the traditional textiles, ceramics workshop.



## The restoration and rehabilitation of two patrimony buildings from Tulcea County included in the regional tourism circuits

**Location:** Tulcea County, South East Region, Romania

**Project beneficiary** Tulcea County Council

**Short project description** The project's objective is to ensure the sustainable tourism development in the Northern Area of Tulcea County by restoring its cultural heritage and including it in the regional tourist offer.

The project foresees the development of a Museum Complex Centre of the North Dobrudja Cultural Patrimony in order to emphasize and capitalize the Tulcea County's identity. The new museum complex will have an interactive component, connecting the present and the future by organizing several cultural artistic activities, hosted in the two patrimony buildings of Tulcea County: Tulcea Art Museum and Avramide House.

**Budget of the project** **EUR 11,249,285** **Date from/to** **2009 - 2012**

**Sorce of financing** Regional Operational Programme (EU and national funds)

**Additional sites of interest in proximity**

- Local sites of interest - the Arts Museum, the "Danube Delta" Natural Science Museum, the Ethnography and Popular Arts Museum, the History and Archaeology Museum, 22 churches.
- Local events - printmaking and painting workshops for children and amateurs, oriental art exhibitions, art exhibitions of minorities, music concerts, festivals, etc.;
- Local products - Danube Delta fish soup, perch barbeque, fish balls, carps on stewed cabbage, fish stew and boiled crayfish with garlic sauce.





## Rehabilitation of the Cultural Palace “Theodor Costescu” and Severin Fortress

**Location:** The city of Drobeta-Turnu Severin, Mehedinti Country and Oltenia County, South Western Region, Romania



**Project beneficiary** Municipality of Drobeta-Turnu Severin

**Short project description** The project’s objective is to emphasize on the importance of tourism and culture as factors stimulating the region’s economic growth in an environmentally friendly manner, and contributing to the area’s sustainable development. It also aims at increasing the number of tourists by developing the local and regional cultural potential. In particular, the rehabilitation of the Cultural Palace “Theodor Costescu” will allow the advantages of the local cultural heritage to be used in order to identify and strengthen the region’s identity and to improve its competitiveness in sectors with value added and quality content on the national and international markets.

The reconstruction works under the project include:

- Cultural Palace “Theodor Costescu” - rehabilitation of the roof structure, the facade, the balcony, the basement (restaurant), the semi-basement area, the palace’s staircases, rearrangement of the cinematographic room, demolishing works, renovation of the Palace’s first and third floor, renovation of the summer garden, restoration of the Palace’s fence, etc.;
- Severin Fortress – development of electromagnetic and magnetometric archaeological complex and undertaking archaeological excavations.

Budget of the project	<b>EUR 12,960,556</b>	Date from/to	N/A
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**Sorce of financing** Regional Operational Programme (EU and national funds)

**Additional sites of interest in proximity**

- Local sites of interest - Regional Museum Iron Gates, The Island Simian with its fortress, Severin Fortress, Schela Cladovei, cultural monuments in Cerneți, Theodor Costescu Cultural Palace, Drobeta Romanian Castle, Roman baths, the water tower, etc.;
- Local events - National Festival of poetry Mihai Eminescu, Gala Show - World Theatre Day, Severin Days, International Guitar Festival, International Folklore Festival “Songs of Romanians from Everywhere”.



## Integrated quality tourism development based on wine roads in the South Great Plain region and in South and North regions of Bácska

**Location:** Bács-Kiskun - Kecskeméti (Hungary), North and South Bačka (Serbia) - Novi Sad, Sremski Karlovci, Subotica, Palić (Serbia)



**Project beneficiary** Regional Agency for Development of Small and Medium Enterprises, Alma Mons, Ltd. (Serbia), SMER - Regional Centre for SME Development Ltd., Subotica (Serbia), Public Enterprise “Palić-Ludaš” (Hungary), Magyar Borutak Szövetsége (Hungary)

**Short project description** The South Great Plain is a region of novel and qualitative solutions where economic development is based on innovation and co-operation, taking into account the advantageous natural resources, as well as relying on the economic, social and cultural traditions. Its development is based on the higher education centers, the unique geographical position and the significant agricultural activity based on viticulture and wine production in the Csongrádi, Hajós-Bajai and Kunsági wine regions.

The project’s objective was through exchange of information, experience, methodology, know-how and appropriate use of tourist instruments, to establish specific economic co-operations based on the acquired knowledge. This would provide Serbian SMEs with the opportunity to develop their enterprising capabilities in the field of tourism and the Hungarian partners to find new markets for presenting the wine tourism supply of the South Great Plain Region.

The project has been oriented towards wine community members, viticulturists, entrepreneurs along the wine roads, tourists, etc. Its activities have included:

- Elaboration of a cross-border co-operation strategy encouraging wine tourism and the relevant action plans;
- Familiarising the Serbian partners with the EU requirements for wine tourism services;
- Preparation of maps and publications promoting wine tourism;
- Common market research and marketing activities (with special regards to tourism, including the development of common touristic packages);
- Purchase of IT devices supporting common economic activities and co-operation;
- Organisation of practical trainings.

Budget of the project	<b>EUR 69,195</b>	Date from/to	<b>2007 - 2008</b>
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**Sorce of financing** Hungary-Serbia and Montenegro Neighbourhood Programme 2004-2006 (EU funds and partner contributions)





## Integrative Protection Project “Centuries of Bač”

**Location:** Municipality of Bač, Autonomus Province of Vojvodina, Serbia

### Project beneficiary

Municipality of Bac (Leading organisation), the Provincial Institute for Protection of Cultural Monuments, Novi Sad (Project coordinator), the Provincial Secretariat for Culture and Education, the Territorial Pact from Sicily (Italy) and over 25 other project participants from Serbia

### Short project description

The project foresees the creation of a presentation system known as the “Diffused Museum”, in which a visitor instead of moving from one room to another as in a traditional museum visits the heritage sites where the monuments and objects of the highest value are kept in situ. For centres of this Diffused Museum were chosen the Franciscan Monastery, the Monastery of Bodjani and the established within the project Visitor Centre. The tourist offer includes organisation of educational programmes and various events in the monasteries and in the Visitor Centre as well as in various other locations in Bac. All activities within the system were foreseen to be co-ordinated by the Visitor Centre.

The project was implemented in two phases:

- Phase 1 includes restoration and conservation of both monasteries and establishment of museums and souvenir shops on their territories. The tourist offer includes organisation of guided tours by monks.
- Phase 2 includes (1) Rehabilitation of the Old Orphanage Building and turning it into a Museum and a Visitor Centre with a multi-purpose hall with itinerary video and 3D projections, souvenir shop and a café; (2) Training of the local population and experts – includes 3 multimedia presentations for the Visitor Centre, conducting tourist industry trainings and development of a Management Plan for the Municipality of Bac, a Plan of Economic Sustainability and a Marketing Plan.

The main project results were the increased number of visitors in the area, development of the local community (through development of tourism, services offer, healthy food production, etc.) and creation of new jobs.

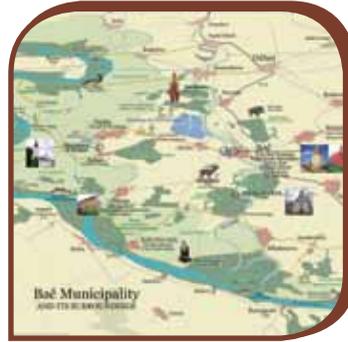
Budget of the project	EUR 2,100,000	Date from/to	2005 - 2010
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### Source of financing

National regional and local resources and financial aid from the Ministry of Economic Development of the Republic of Italy

### Additional sites of interest in proximity

- Local sites of interest in proximity - the project “Fortress on the Danube” foresees the future development of a cultural route supported by UNESCO;
- Local events – the festival European Heritage Days, International festival of the chamber choir, Ethno assembly in September, Summer school of architecture in August, Bački pot in August.



### Lessons learnt

## Culture and historical tourism projects

The projects in this chapter concern:

- Establishment of cultural routes (4 projects) - they contribute to the local tourism development by connecting neighbouring cultural sites in one integrated thematic touristic product allowing the use of common marketing policy and instruments;
- Renovation of local cultural buildings (8 projects) - in most cases the tourist offer of such attractions is enriched by the creation of souvenir shops, establishment of exhibitions and organisation of different events;
- Organisation of a cultural festival (1 project), which promotes the local cultural heritage and economy, contributes to the introduction of new content into the rural areas and the creation of an original tourist brand.

The main challenges and difficulties during the projects implementation have been related to ensuring the support of the local residents and decision makers, as well as to maintaining close collaboration with the related authorities. Some of them have required finding partners which can finance the renovation works.

Another challenge is that most of the monuments (especially in Bulgaria and Hungary) are monuments of national significance, which puts them under the protection of the state. This prolongs the renovation procedures, requiring additional approvals and consultations. As most of the buildings are very old, there can be absence of technical documentation, which complicates their rehabilitation (e.g. in the case of the castle of Földvár, Hungary).

In order to preserve the cultural value of the buildings, the construction works have technological specifics, which have to be constantly supervised by a team of highly qualified experts.

A frequent problem concerning the public procurement orders in Hungary is that they are price oriented and do not always take quality indicators into account.

In the organisation of the cultural festival, the main challenges are related to finding the proper location and its adjustment to the needs of the event, as well as ensuring close co-operation among the local authorities, media, sponsors and participants. A common issue for such events is ensuring the financial stability and strong marketing.

All projects in this chapter are evaluated as successful contributing to the preservation and promotion of the local cultural heritage, as well as to the development of the local economy and tourism supply. They also set an example for the development of future co-operations.

The involvement of a highly qualified team of experts, designers and construction companies is vital for the projects' success. Therefore, when selecting the project team, it is best to use quality indicators. The good implementation can be ensured by close supervision of the management team.

# Tourist facilities and infrastructure



## “Beautiful Bulgaria” Programme – “Improving the urban surroundings”

**Location:** Vidin, Svishtov, Ruse and Silistra (Bulgaria)

Project beneficiary

The municipalities of Vidin, Svishtov, Ruse and Silistra (Bulgaria)

Short project description

Through partnership under the “Beautiful Bulgaria” Programme, state and local authorities invested in the economic strengthening of the country and in creating a new European look of the towns. One of the Programme’s measures - “Improving the urban surroundings”, supports activities for renovation of public buildings and buildings nominated as immovable cultural values.

Among the important sites that have been renovated and restored under the Programme in the four Bulgarian municipalities, all located along the River Danube, are:

- Svishtov municipality - Svoboda square, the tourist alley “Towards the ancient past of Svishtov”, the “Recreation and tourism facility”, the first Bulgarian community centre “Elenka and Kiril Avramovi”, the “Holy Prophet Iliya” church;
- Vidin municipality - the family hotel of Nikolay Nikolov, the social-educational center of the Assumption Cathedral;
- Ruse municipality - the architectural ensemble of Alexandrovska Street, the facade of and the access to the “St. Archangel Michael” church, a hotel and a bistro in the village of Novo selo, the visitors center of “St. D. Basarbovski” monastery, the central town square and the “Sava Ognyanov” theater complex, etc.;
- Silistra municipality - the Art Gallery, a guest house in the village of Vetren, the National archeological and architectural reserve “Durostorum-Drustar-Silistra”, etc.

Budget of the project

N/A

Date from/to

Since 1997

Source of financing

“Beautiful Bulgaria” Programme (UNDP, national and municipal funds)

Additional sites of interest in proximity

- Local sites of interest:
  - Historical monuments - the Baba Vida fortress (Vidin), the Roman military camp of Novae (Svishtov), the rock churches near the village of Ivanovo (Ruse), the medieval town of Cherven and the Thracian tomb near the village of Sveshtari (Ruse), the Turkish fortress Medjidi Tabiya (Silistra), the Roman tomb from IV century AD (Silistra);
  - Nature parks - Persin Nature Park, Rusenski Lom Nature Park, Srebarna biosphere reserve;
  - Other tourist facilities - opportunities for cycling, photo tourism, cruises along the River Danube, canoeing and fishing.





## Aqua-Island, thermal and adventure spa in Esztergom

**Location:** Esztergom (Primas island), Komárom-Esztergom County (Hungary)

Project beneficiary

Esztergom City Administration (Hungary)

Short project description

As a former royal seat, the city of Esztergom has very rich historical and religious traditions. The country's largest church (the Basilica) is located here, built in a neoclassical style on the castle hill of Esztergom. The city's importance is increased by the Maria Valeria Bridge across the Danube River, connecting it with the town of Parkany (Sturovo) in Slovakia.

Near the city, the Primate island (Primas-sziget) is located, which is famous as a water base, recreational and sports centre. In 2002, the city opened a tender procedure for architectural ideas in order to develop the island's bath. As a result, the thermal bath was constructed between 2003 and 2005. It has become an attractive sight in the island's green environment with its unique shape and a copper cover.

Nowadays, the Aqua-island has nine pools, a huge adventure pool, a relaxation pool, a jacuzzi for 8 people and an indoor water world for children. The garden of the spa is opened during the summer season and has a beach volley ball court and a playground. The heated pools are available for the guests during the other seasons of the year. The spa provides also a giant slide, an infrared sauna, a restaurant, a bar, massage rooms, a fitness room, a Turkish bath (hamam), medical (balneology) services and a beauty salon.

The Aqua-island Spa gains its water (determined as natural mineral water) from the St. Stephen's well. The water contains calcium, magnesium and hydrogen carbonate, which makes it suitable for curing muscle-skeletal complaints, gynaecological problems and helps treatment after surgery interventions. Since the water temperature is not high enough, it is additionally heated with gas engines.

Budget of the project	<b>EUR 15,700,000</b>	Date from/to	<b>2003 - 2005</b>
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Source of financing EU, national and municipal funds

Additional sites of interest in proximity

- Local sites of interest - Basilica of Esztergom, Seminarium, Primate cellars, Maria Valeria bridge, Primate Island and tributary, Danube Promenade, Parkany, Danube bend;
- Local events - baby swimming, swimming courses, baby playhouse occasions, Latin dance evenings;
- Local products - Vinum Primatis (wines of the Primate).



## Kisapostag Marina & Restaurant

**Location:** The village of Kisapostag, Fejér County, Hungary

Project beneficiary

The village of Kisapostag, Fejér County, Hungary

Short project description

Kisapostag Yacht Club is located in the heart of the country, easily accessible by water and land over the Danube Bridge and along the M6 highway. The port of Kisapostag is the largest one in the middle section of the Danube River.

It provides drinking water, electricity, fuel and docks for 86 boats. The boats' protection is ensured by an electronic alarm system and a 24-hour guard service. The Marina also has a boat shop, a high standard restaurant (L'Arche, "Barka") and accommodation facilities.

In recent years, a new adventure park was constructed in the forest next to the river port. In the summer of 2011, a new 4-day water carnival and cultural festival has been organised in order to diversify the local cultural programme.

The port area provides opportunities for water skiing and other water sports. The port's personnel regularly organises water tours to the capital city of Budapest.

Budget of the project	<b>EUR 281,500</b>	Date from/to	<b>N/A</b>
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Source of financing EU, national and local funds

Additional sites of interest in proximity

- Local sites of interest - Danube of Sztany (natural sand beach), Dunafoldvar, Revberpuszta (Solt), wine hill of Solt, etc.;
- Local events: greedy Thursday, breaded Friday, fish and wild on Saturday, family Sunday, water carnivals, cultural festivals, water boat tours in Budapest;
- Local products - Hungarian grey cattle stew („porkolt"), roast meat a la Apostag, wines of Solt.





## Baja, "Sugovica" beach

**Location:** The Municipality of Baja, Bacs-Kiskun County, Hungary

Project beneficiary

The Municipality of Baja (Hungary)

Short project description

Baja is considered as a major regional transport hub due to its port and the bridge over the Danube. It provides many tourist attractions to its visitors, such as the Holy Trinity Square (the main city's square), restaurants providing local dishes and wines and the Fish Soup Festival held on the bank of Sugovica tributary, on Petofi island. The city has about 40 significant historical monuments and protected buildings.

The project was developed in two phases: Establishment of the Baja Water Gate (Phase I) and Renovation of the historical downtown of Baja (Phase II). The implementation was assigned to external companies selected under public procurement orders.

In 2009, the city applied for support for the renewal of its downtown area. The new innovations were planned to be introduced to the public by using the tools of event management and marketing, and the organisation of new street festivals.

The Petofi island is directly connected to the Baja city's downtown by the bridge crossing over Sugovica tributary. It hosts motels, restaurants, a swimming pool, tennis courts, a youth camp, boat garages, kayak and canoe equipment, sport-anglers club, rowing club and many more. At the beautiful bend of Sugovica tributary flowing into the Danube River, an observation tower named after Istvan Turr (builder of the Corinth and Panama Canals) is located.

In 2010, "Baja Water Gate" was established providing modern conditions for water tourism. The winter port and the popular camping location (Pandur island) are located in the direction of the great Danube River.

Budget of the project	<b>EUR 5,100,000</b>	Date from/to	<b>2009 - 2011</b>
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Source of financing EU, national and municipal funds

Additional sites of interest in proximity

- Local sites of interest – the thermal spa in Nagybaracska, the Ferenc-canal, the Gemenc, wine region of Szekszard and Hajos, the cellar village of Hajos;
- Local events – Sausage Festival of Bacska, Bacska Derby, Easter Fair, procession on St. John of Nepomuks day, Theatre Festival of Baja, Festival of street musicians, Fish soup Festival, Celebration of the new wine, Handicrafts Fair in Advent;
- Local products - fish soup of Baja made of catfish, sausages of Bacska („hurka" and „kolbasz"), and Hajos wines.



## Marina of Apatin

**Location:** The Municipality of Apatin, West Backa Administrative District, Serbia

Project beneficiary

Municipality of Apatin (Serbia)

Short project description

The project was based on the Master Plan "Marinas in Serbia". Its objective was to attract owners of boats, to develop the tourist offer in the Upper Danubian region, and to contribute to the creation of 35 new jobs.

The marina was planned with capacity for approximately 400 small boats on a 2,500-sq. m area at the bank of the Danube River. By using Swedish technology methods, 30 pontoons were built using floating concrete.

A Nautical Club, the office of the Apatin tourist agency, a restaurant with a terrace, 8 apartments, 10 public baths, wash and dry services, accommodation for the management staff, video surveillance equipment, a modern gas station with capabilities of refilling yachts and other light vessels on water and a quay (370 m length) were built within the Marina.

Near the Marina, the Apatin shipyard and a pier for passenger ships and boats are situated. The pier was built according to highest standards and recommendations included in the Master Plan for Development of Tourism in Apatin and the Upper Danubian Region (Gornje Podunavlje). In 2010, Apatin, with its newly built pier, was included in the Cruising Programme, which boosted the development of sailing tourism.

Nowadays, the Marina of Apatin is one of the most modern marinas on the Danube River. It has "4 anchors" category, which is equivalent to 5-star in hotels.

Budget of the project	<b>EUR 3,500,000</b>	Date from/to	<b>2006 - 2009</b>
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Source of financing

- Department of Economy of the Province of Vojvodina;
- Capital Investment Fund of the Province of Vojvodina;
- National Investment Programme of Serbia;
- Petroleum Industry of Serbia Nis-Novisad;
- European Agency for Reconstruction;
- Municipality of Apatin;
- Water Vojvodina - Serbia.





## Anchorage for passenger ships in Apatin

**Location:** The Municipality of Apatin, West Backa Administrative District, Serbia

Project beneficiary

Municipality of Apatin (Serbia)

Short project description

The pier for passenger ships is situated near the International Marina of Apatin and the orthodox temple of Saint Apostles. It is 50 meters long and 7 meters wide with capacity of 400 berths, 120 of which are for bigger yachts and freight ships.

The pier was built over the 2008-2009 period, according to the highest standards and recommendations included in the Master Plan for Development of Tourism in Apatin and the Upper Danubian Region (Gornje Podunavlje).

Annually, 900 to 1,200 passenger ships sailing along the Danube River pass near Apatin. In 2010, Apatin, with its newly built pier, entered the Cruising Programme in order to stimulate the development of sailing tourism in the area.

Budget of the project

**EUR 650,000**

Date from/to

**2008 - 2009**

Source of financing

- National Investment Programme of Serbia;
- Capital investment fund of the Province of Vojvodina;
- Municipality of Apatin.



## Renovation and reconstruction of the old ship lock in Becej with the creation of a museum exhibition in the space of the turbine room

**Location:** The mouth of the Bogojevo-Becej Canal and the river Tisa, Municipality of Becej, Autonomous Province of Vojvodina, Serbia

Project beneficiary

N/A

Short project description

The old Becej ship lock is situated on the mouth of the Great Backa Canal (today's Bogojevo-Becej Canal) connecting the Danube and Tisa rivers. A project for the construction of the canal was elaborated in the distant 1791 – 1792 by Jozsef Kiss and his brother Gabor to order the waterways of the today's Province of Vojvodina.

The Becej lock was built later, within the period from 1895 to 1899, designed by the engineer Albert Heinz. Technically perfect, it was the first electrically powered lock in Europe that produced its own electricity. This made it one of the most modern ship locks at that time and turned it into a major technical attraction during XIX and the beginning of the XX century.

The present project includes complete restoration and conservation of the lock in Becej - renovation of the existing buildings and equipment, development of new electrical grid, installing video surveillance equipment, cleaning the surrounding areas and landscape design. Within the turbine rooms was established a museum exposition, containing restored machines from the manufacturer Ganz from Budapest, and materials concerning the history of the lock and the Great Canal (Franz Josef Canal).

Budget of the project

**EUR 800,000**

Date from/to

**N/A**

Source of financing

Regional and local funds

Additional sites of interest in proximity

- Local sites of interest - the Orthodox Church, the Catholic Church and the artesian Yellow Wells with mineral water in Becej town, the tourist complex "Fantast" near Becej town, the memorial chapel of Bogdan Dunderski, the medieval Romanesque church Arača near the town of Novi Bečej, the Karačonji Castle in the village of Novo Miloševo, fishing and hunting places in the area;
- Local events - in Becej town – International festival of stage creation for children and youths – May games, International fair of inventor, International Festival of Poetry "Traces on the Sand", Old Crafts Fair, the Fish Cup, ETNOS (event promoting culture, traditions, folklore, toleration, etc.) and many more.





## Development of the bath in Sturovo, the Slovakian side of the Danube

**Location:** The town of Sturovo, Nitra County, Slovakia

Project beneficiary

Nitra County (Slovakia)

Short project description

Sturovo is a spa resort in Nitra County (Slovakia). It has developed a 3-star recreational complex Vadas Thermal with 10,000 people capacity, renovated swimming pools of various sizes, an indoor swimming pool, buffets and sports facilities.

The swimming complex of the Spa includes 7 outdoor and 2 indoor swimming pools, including a massage pool, outdoor all-year bath, waves swimming pool (the only one in Slovakia) and a lagoon on an area of 3,800 sq. m.

In 2011, the following investments were realised:

- Construction of the main entry and cash desks of the thermal bath;
- Building the entertainment water slides and installment of additional equipment;
- Reconstruction of the available pools.

Budget of the project

**EUR  
1,000,000**

Date from/to

**2011**

Source of financing

Own resources

Additional sites of interest in proximity

- Local sites of interest - Basilica of Esztergom, Seminarium, Primate cellars, Maria Valeria bridge, Primate Island and tributary, Danube Promenade, Danube-bend;
- Local events – sports competitions, conferences, festivals, children’s programmes;
- Local products - bread baked in traditional ovens.



## Apollo Bridge – Bratislava

**Location:** Bratislava County, Slovakia

Project beneficiary

Metro Bratislava A.S.

Short project description

The Apollo Bridge project has a long history. The site was chosen in 1976 and, with some minor changes, preparatory construction works began in 2000. A suitable site for the bridge was found in an undeveloped area on the Danube’s left bank and a flat section on the Petržalka side. The bridge is strategically important for Bratislava’s development.

A survey of the current traffic situation and projections for roadway traffic flows in the capital through 2035 confirmed the new bridge’s high necessity. Had the bridge not been built, it was anticipated that traffic would have become unbearable by 2010, with overloaded roads, jams at intersections, combined with high accident rate, increased emissions and noise, etc.

The left bank side of the bridge links to Kosicka Street and the adjacent streets in a relatively compact area. On the Petržalka side, the city traffic network connects at an intersection with access ramps leading to a highway system offering access to other bridges on the Southern side.

The Apollo Bridge is located between the Stary most and Pristavny most bridges. Such an excellent site enabled almost perpendicular bridging, thus achieving the shortest possible span. On both ends, the bridge connects to the existing transport network. By virtue of its form, its colourful materials and its efficient illumination, the Apollo Bridge has become an attractive element of the cityscape. Including access ramps, the bridge is 854 m long and 32 m wide. The Danube riverbed, 300 meters wide at this point, is spanned by an arch-shaped steel structure, 231 meters long and 36 meters in height. The main bridge structure sits on two supports, the one closer to the Petržalka side being sunk in the riverbed 40 meters from the bank. A new road was built from Dolnozemska Street, via the bridge, to the Mlynske Nivy-Kosicka-Prievozska intersection. This road is 1,853 meters long.

Budget of the project

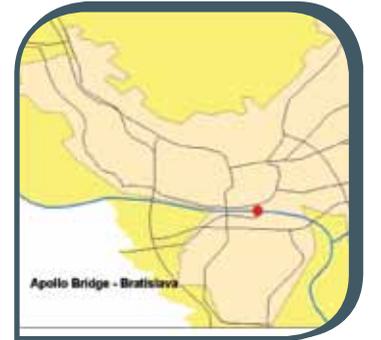
**EUR  
142,000,000**

Date from/to

**2003 - 2005**

Source of financing

Own resources, national budget and a loan from the European Investment Bank



## Tourist facilities and infrastructure projects

The presented projects concern:

- Renovation of city areas of cultural and historical importance – 1 project;
- Development of spa infrastructure usually in combination with water parks – 2 projects;
- Development of marina infrastructure – 4 projects;
- Development and restoration of other river infrastructure such as a bridge and a ship lock – 2 projects.

Common for all projects is that they have required large amounts of investment for their implementation, which is why the projects have usually been implemented in two phases within a period of two to three years.

The main challenges and difficulties during the projects implementation have usually been related to:

- Country's legislation in the field of public procurement – in Hungary for example, the project preparation and tendering procedures sometimes can take up to 2 to 3 times more time than the execution of the project itself;
- Good planning – if it is not well made, it can lead to the emergence of unforeseen costs, activities and risks;
- Good implementation of the construction works – the implementation of the construction works on time has been vital for the projects positive outcomes as they depends on the tourist season;
- River specifics – construction works near rivers require the resolution of some specific problems like flood prevention, reduction of the water pollution and dredging the riverbed, strengthening and reconstruction of the riverbed and its banks, ensuring continuous boat traffic in periods of droughts.

Most of the projects are evaluated as successful as

they have fully contributed to the local tourist offer. For example, the Apollo Bridge (Bratislava, Slovakia) has been the first European structure to receive the Opal Award in 2006.

The project "Renovation and reconstruction of the old ship lock in Becej" (Serbia) proves that the local cultural heritage can be a true engine of development. It has created an initial nucleus for the heritage management, has induced collaboration with the neighbouring municipalities and has contributed to accepting the European standards and manners of planning.

As the investments have been large in terms of money, usually the profits can be expected after several years of operation. Therefore, such projects are highly affected by the macroeconomic climate. In this case, as a result of the world's economic crisis some of the presented projects have not been able to achieve the foreseen incomes.

Bad outcomes from the implementation of future similar projects can be prevented by:

- Good planning of the available capacity and market demand;
- Detailed risk analysis;
- Maintaining constant adaptation - the tourist offer can be diversified by the development of additional attractions (water parks, sports facilities, clubs of interest, etc.), initiation of festivals, organisation of animation programmes, etc.

In addition, the organisation of an opening event can introduce the new investment to the public and stimulate its future visits. Well established local tourism products like festivals, traditional dishes and trademarks can complement the tourist product created as a result of the infrastructure investment.

## Active tourism and water sports





## By canoe to the wildlife of Rusenski Lom Nature Park

**Location:** Ivanovo Municipality, Ruse Region, Bulgaria

### Project beneficiary

- Implementing organisation – Ivanovo Municipality;
- Partners – Rusenski Lom Nature Park Directorate, Association “Rusenski Lom – the Danube” in Ivanovo and Ruse Tourism Council

### Short project description

The project was oriented towards the sustainable development of eco-tourism in the municipality of Ivanovo based on the active interaction between the municipal administration and the Rusenski Lom Nature Park Directorate.

The project resulted in:

- Development of a eco-tourism route;
- Construction of a visitors' information center in the village of Ivanovo;
- Establishment of a water trail, recreational and sports facilities in the area of the nature park.

Budget of the project

**EUR 249,996**

Date from/to

**2005**

Source of financing

EU-Phare Programme, grant scheme “Development of Eco-tourism in Bulgaria”

Additional sites of interest in proximity

- Local sites of interest - the medieval town of Cherven – an archeological complex;
- Local events - the festival “Children of Polomieto – a feast under the monastery” – the festival is organised every May in the village of Ivanovo near the archaeological reserve “Rock Churches of Ivanovo”. One of the accompanying events during the festival is the competition for making local breads, banitsa (traditional paste product with cheese) and other national dishes.



## Cycling route Srijem

**Location:** Vukovar-Srijem County, Croatia

### Project beneficiary

Croatia Tourist Board, Ministry of Tourism of the Republic of Croatia

### Short project description

The project links the Southern and the Eastern borders of Vukovar-Srijem County. Following its implementation, the attractiveness of each route segment has improved. All developed segments link the various cultural and historical attractions in the area giving them an educational aspect. Under the project, a network of various tourism entities has been created through the design of stopping and resting points.

The Cycling route Srijem links the existing tourist products from the Vukovar-Srijem County. It has an international impact as it expands the international Danube route, part of the international EuroVelo 6 cycling route of the “European Cycle Route Network”.

Indirectly, the project contributes to the promotion of the local tourist resources development, the rural development, social and economical cohesion.

Budget of the project

**EUR 33,000**

Date from/to

**N/A**

Source of financing

Croatia Tourist Board, Ministry of Tourism of Republic of Croatia, own funds

Additional sites of interest in proximity

- Local sites of interest - the historical and cultural attractions in the area of Vinkovci, the Ilok wine road, the Memorial Centre and cemetery in Vukovar, the Otok town, etc.;
- Local events - Vinkovci Autumn, Vukovar Film Festival, Ilok vintage, Harvesting and threshing in the Past-Županja, “Sokci” sit together-Županja, Festival of actors, Divan je kičeni Srijem-Nijemci, the customs and traditions in the area of Županja;
- Local products - fish stew, fish platter, Slavonski čobanac, autochthonous kulen and sausages, wines (traminer, graševina, chardonnay, pinot blanc, pinot gray), brandies (šljivovica, wine brandy) and liquors.





## Pannonian peace trail (Project for cross-border co-operation and reconciliation Osijek-Sombor)

**Location:** City of Osijek, Osijek-Baranya County (Croatia) and City of Sombor, Western Bačka region (Serbia)

### Project beneficiary

Association for Nature and Environment Protection Green Osijek (Croatia), City of Osijek (Croatia), Green Network of Vojvodina (Novi Sad, Serbia) and City of Sombor (Serbia)

### Short project description

“Pannonian peace trail” is the third bicycle route in the world connecting cross-border areas of countries, which have recently been war enemies. It connects the City of Osijek (Croatia) and the City of Sombor (Serbia) and is 75 km long. There are several additional smaller trails connected to the main one passing through the most interesting natural and cultural destinations of Baranya (Croatia) and Bačka (Serbia).

Pannonian peace trail goes through preserved and protected areas of Nature Park Kopački rit (Croatia) and Special Reservation Gornje Podunavlje (Serbia) connecting the two largest cities in the area. It attracts tourists from abroad and local fans of cycling providing them with the unique possibility to enjoy the landscape, cultural heritage, wine routes, rural tourist guest houses, dislocated farms (cro.salaš), etc. The road is very well signed and marketed. There are many B&B bicycle friendly accommodations along the trail.

Main project results are:

- Established co-operation between two regions (Osijek-Baranya County, Croatia and Bačka Region, Serbia) in the field of sports, culture and economy;
- Developed cross-border co-operation in the field of strategic planning within the cross-border area between the local municipalities and the civil sector;
- Conducted field studies for the establishment of the cycling route;
- Construction of the relevant infrastructure;
- Initiated actions for the protection of environment and eco-tourism development;
- Opening events widely recognised by the local media.

Budget of the project	<b>EUR 71,000</b>	Date from/to	<b>2005 - 2006</b>
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Source of financing	Catholic relief service, USAID, Ministry of Tourism of Croatia, EU CARDS programme
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest – the City of Osijek with its attractions (e.g. Tvrđa old Town), the Nature Park Kopački rit, the wine routes of Baranya, the city of Sombor with its attractions, the Special Reservation Gornje Podunavlje, Bački Monoštor with its rural tourism products, etc.;</li> <li>• Local events - Pannonian Challenge, a festival of extreme sports in Croatia, Surduk ethno festival (Croatia), Slama land art festival (Croatia), Bodrog fest - ethno festival, and other local events in the villages of Baranya and Bačka (Serbia).</li> </ul>
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## Pannonian Challenge – an extreme sports exhibition

**Location:** City of Osijek, Osijek-Baranya County, Croatia

### Project beneficiary

Pannonian Association

### Short project description

Pannonian Association was fund in 2004 for promoting extreme sports activities and subculture of young people. The need for the organisation originated from Cycling Club „Osijek”.

For a few years, the Cycling Club is taking part in the extreme sports development by organising the “Pannonian Challenge” competition including the following disciplines: skateboard, BMX, in-line skates and mountain bike.

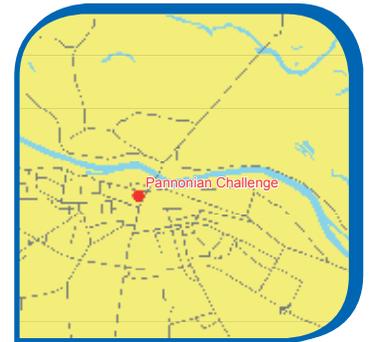
Since 1999, the “Pannonian Challenge” has become an international event with the participation of competitors from different countries, such as Slovenia, Hungary, Austria, Germany, Italy, Czech Republic, Bosnia and Herzegovina, Serbia, Australia, New Zealand, Argentina, Brazil and the USA. The number of competitors and spectators of the event is growing each year. For 2010, there were 150 competitors and 5,000 spectators each day. The contest has also wide media coverage (TV, radio, Internet and press).

An essential part of the project’s implementation was the close co-operation between the competitors, local authorities and sponsors, as well as the constant marketing activities.

Budget of the project	<b>EUR 125,000</b>	Date from/to	<b>2004</b>
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Source of financing	Own sources and sponsors’ funds (Government of the City of Osijek; business sector)
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Additional sites of interest in proximity	<ul style="list-style-type: none"> <li>• Local sites of interest – the City of Osijek with its attractions (e.g. Tvrđa Old Town), Dakovo town with its attractions (Cathedral; Bishop’s Manor; State Horse Farm of Lippizaners), Nature Park Kopački rit, wine routes of Baranya/ Erdut, Bizovac spa and Aquapolis, a complex of swimming pools (Copacabana, Osijek; Kneževi Vinogradi), Osijek Zoo, the banks of the Danube and Drava rivers, bicycle trails in Baranya;</li> <li>• Local events - cultural manifestations in the City of Osijek (International Jazz Festival, Osijek Summer of Culture, Urban Fest Osijek, Festival of Tambura Music), folklore events (Dakovo Embroidery), national and local wine and indigenous food presentations and competitions, competitions in traditional sports (Brođanci), “Surduk” ethno festival, “Slama” land art festival, local gastronomy and ethno fairs, etc.</li> </ul>
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## State Horse Farm of Lipizzaner, Dakovo

**Location:** The town of Dakovo, Osijek-Baranya County, Croatia

Project beneficiary

State Horse Farm of Lipizzaner

Short project description

The State Horse Farm of Lipizzaner was established 500 years ago and is one of the oldest horse farms in Europe. It has approximately 200 Lippizaners (Croatia's autochthonous horse breed) and is located in the area of Dakovo and Ivandvor. The main activity of the farm is horse breeding and dressage.

The farm is open for tourists during the entire year. They can watch the horses in the open and enjoy horse riding (sports and therapy) based on the existing school of riding. Horse exhibitions and fairs are organised during the entire year. There is a multi functional complex (4,200 sq. m) in the farm, including halls for professional congresses and meetings, a souvenir shop, a restaurant, a horse equipment shop and a riding field with grandstands for 1,000 viewers, stalls, etc.

The farm is easily accessible through the motorway and together with other sites in proximity has strong potential for integration in the region's overall tourist product. In the future, it is foreseen to strengthen the farm's tourist attractiveness through the inclusion of additional contents for children, establishment of an ethno-house and development other activities related to equestrian sports.

Budget of the project

EUR 425,000

Date from/to

2010

Source of financing

State budget

Additional sites of interest in proximity

- Local sites of interest – the town of Dakovo with its attractions (Cathedral; Bishop's Manor), Dakovo wine route, the city of Osijek with its attractions (Trvrda Old Town), Nature Park Kopački rit, Bizovac spa and Aquapolis, a complex of swimming pools (Copacabana, Osijek; Knezevi Vinogradi), Osijek Zoo, Danube and Drava rivers, bicycle trails in Baranya;
- Local events - Dakovo Embroidery, cultural manifestations in the City of Osijek (International Jazz Festival; Osijek Summer of Culture, Urban Fest Osijek, Festival of Tambura Music), national and local wine and indigenous food presentations and competitions, competitions in traditional sports (Brodanci), "Surduk" ethno festival, "Slama" land art festival, local gastronomy and ethno fairs.



## Improving the international Danube Bicycle Route – Cycling Danube

**Location:** The city of Vukovar, Vukovar-Srijem County (Croatia), the city of Osijek, Osijek-Baranja County (Croatia) and the city of Backa Palanka, South Backa District (Serbia)

Project beneficiary

A consortium of partners from Croatia and Serbia

Short project description

The overall objective of the project is to enhance recreational tourism opportunities in the cross-border region of Eastern Croatia and Western Serbia. The specific objectives are to create preconditions for enhancing cycling tourism along the Danube Route, achieving economic development in the cross-border region through tourism development and raising the attractiveness of the whole region through promotional activities.

As a result of the project, it is expected that the share of cycling tourism in the region's overall tourism product will increase by 3%.

Budget of the project

EUR 364,764

Date from/to

2011 - 2012

Source of financing

Cross-border co-operation programme Croatia-Serbia under the Instrument for Pre-Accession Assistance, Component II, allocations for 2007 and 2008

Additional sites of interest in proximity

- Local sites of interest - the Ilok Wine road and the Medieval Old Town, the Wine Road in Baranja, the Memorial Centre and cemetery in Vukovar, the waterfalls in the town of Otok, the historical and cultural attractions in the area of the town of Vinkovci, the city of Osijek, and Osijek's Trvrda complex from 18th century;
- Local events - Vukovar Film Festival, Ilok vintage, Vinkovci Autumn, Harvesting and Threshing in the Past-Zupanja, "Sokci" sit together-Zupanja, Festival of actors, Divan je kiceni Srijem-Nijemci, the Dakovo Embroideries and Tamburitsa music festival;
- Local products - fish stew, fish platter, Slavonski cobanac, autochthonous kulen and sausages, wines (traminer, grasevina, chardonnay, pinot blanc, pinot gray), brandies (sljivovica, wine brandy) and liquors.





## Eden camping and yacht club

**Location:** Municipality of Neszmély, Komárom-Esztergom County, Hungary

Project beneficiary N/A

Short project description

The Camping has been operating and constantly developing since the 1990s. It is located to the East from the city of Neszmély, between highway 10 and the Neszmély sleeve of the Danube River. It is a very popular station along the Upper Danube for campers and yacht tourists (mainly from Germany and the Netherlands) because of its gentle slope, sandy coasts and port bay sheltered by the archipelago of Neszmély.

Considering the fact that the facilities for yachting tourism are underdeveloped along the Hungarian section, between Szigetkoz (Asvanyraro) and Szentendre, this is the only well equipped and accessible port for cars in the area. It has spaces for guests, port pontoons for rent and a launching ramp.

The Camping has a capacity for accommodating 250 people. It is equipped with apartments, modern automatic showers, sanitary units, a swimming pool, a bar, a restaurant (considered to be one of the best in Hungary), yacht ports, a beach volley ball court, a playground, renting boats, canoe, kayak and pedalo, water ski equipment and bicycles for rent. During the active season, animation programmes for kids, water parades and sports competitions are organised.

The Camping's operation requires some specific maintenance related to the preservation of the local environment and supporting the already constructed facilities in periods of droughts and floods. Other issues that need to be resolved are the supply with drinking water and fuels.

Very important for the Camping's success are the marketing activities, the good visibility from the highway, the organisation of different events for its guests and the maintenance of the facilities in good condition.

Budget of the project **EUR 550,000** Date from/to **N/A**

Source of financing Own resources

Additional sites of interest in proximity

- Local sites of interest - Aszar-Neszmély Wine Route, yacht port and beach in the Neszmély tributary, fortress and thermal springs in Komárom, the castle of Tata and the Old lake;
- Local events - water sports events, water parades, riding, cycling, organised animation programmes;
- Local products - wines of Neszmély, fish and grill dishes.



## Cities and Regions for Cycling (Bicy)

**Location:** Province of Ferrara, Emilia-Romagna Region, Italy

Project beneficiary

The Province of Ferrara (Italy) with partners from Austria, Germany, Slovenia, Slovakia, Hungary, Italy and the Czech Republic

Short project description

The project concept is that cycling mobility (together with walking and in combination with public transport) should be promoted as the most sustainable, ecological and under certain conditions the healthiest and safest way of mobility. In particular, the Bicy project:

- Develops a coherent and integrated urban-regional bike planning as a strategic component of the entire urban-territorial planning;
- Promotes cycling as a key component of public transport;
- Raises the awareness of local decision makers and citizens about the bicycle as an equivalent means of urban transportation and a valid replacement of the car for shorter trips;
- Strengthens the frontrunners' experience, also with new and innovative technologies and enables policy makers and relevant stakeholders of lagging behind areas to learn from the first;
- Generates, shares and exchanges reproducible new ideas, approaches and experiences;
- Provides quantitative evidence through consolidated indicators, that a widespread modal shift towards cycling and walking does indeed improve the quality of (urban) life.

The project's expected results are: mapping of inter-modal itineraries in territories, establishment of a network of providers of services to cyclists and users of the itineraries, experimenting new technologically advanced means of transport for the analysis of tourist fluxes, as well as for promotion and tourist welcoming; definition of new tools and techniques for quantitative surveying of cycling tourism.

Budget of the project **EUR 2,061,213** Date from/to **2010 - 2013**

Source of financing The Central Europe Programme (EU funds and local budget)

Additional sites of interest in proximity

- Local sites of interest in proximity: City of Ferrara (UNESCO heritage), Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (a path along the Ferrara province discovering its wine and food, parks and reserves, historical sites, typical products and handicrafts);
- Local events - "Liberiamo l'Aria - Sciame di Biciclette"/"Let's release air - Bicycle swarm" organised in April every year;
- Local products - "Pampapato" (ancient sweet bread with spices and chocolate covering), Ferrara "Coppia" bread (Medieval bread).



Photo: Fahrrad Gypten



Photo: Milko Marchetti





## INTERBIKE project – Cross-border intermodal cycle network

**Location:** Emilia-Romagna, Veneto and Friuli - Venezia Giulia regions in Italy and Obalno-Kraska, Goriska and Gorenjska region in Slovenia

### Project beneficiary

A consortium of partners from Italy and Slovenia

### Short project description

The main objective of the project is to develop a cycling network in the cross-border area of Italy and Slovenia with infrastructures and an intermodal network.

The project aims at achieving the following results: to improve the awareness of the local population about environmental protection, to influence the local lifestyles, to achieve best connection on the territory, to create connections between the different means of transport (intermodality); also, to achieve Italian and Slovenian co-operation in territorial planning, best air quality and more frequent use of bicycle lanes. Other project results comprise the realisation of cycling and recreational connections in the cross-border area, creation of an offer for the intermodal transport (transport of bicycles by railway, by sea or river), development of well equipped information points, creation of a database and a digital infrastructure for GIS, starting of promotional campaigns and actions to sensitize the awareness of the local population and the tourists in cross-border area.

Budget of the project

EUR  
3,514,000

Date  
from/to

2010 - 2013

Source of financing

Cross-border Co-operation Programme Italia-Slovenia (EU and national funds)

Additional sites of interest in proximity

- Local sites of interest - Emilia-Romagna Po Delta Park, Strada dei Vini e dei Sapori (path along the Ferrara province discovering its landmarks), Strada del Sangiovese - Strada dei Vini e dei Sapori delle Colline di Faenza (path along the Ravenna province for discovering its landmarks), Comacchio Byzantine town;
- Local events - International Kites Festival (every year in April, organised by Vulandra Kites Group of Ferrara);
- Local products - Emilia-Romagna PGI peach and "Nettarina", Emilia Romagna PGI pear (7 different varieties - William, Abate Fetel, Decana del Comizio, Conference, Max Red Barlett, Passa Crassana, and Kaiser).



## Cross-border tourism by bicycle. Black Sea coast pedestrian and bicycle trail in Mai-Vama Veche – the border line area

**Location:** The village of Mai-Vama Veche, Municipality of Constanta, Romania

### Project beneficiary

Limanu Local Council, Constanta County (Romania) in partnership with Mangalia Employers Association (Romania), the Association for the Conservation of Bio-Cultural Protected Areas – the Civic Movement "Vama Veche" (Romania), "Bilal 2000" Cycling Sports Club Constanta (Romania) and Shabla Municipality (Bulgaria)

### Short project description

The project was developed in order to support the tourism sector development based on local/cross-border resources, and thus, to contribute to the sustainable cross-border economic development.

The project's main objective was to stimulate the regular cross-border co-operation activities between the coastal tourism-related businesses through the development of leisure infrastructure with cross-border impact, as well as through encouragement and creation of the nucleus of the cross-border network that will promote and capitalise on this infrastructure.

Under the project, the following main activities have been realised:

- Promotional activities for the construction – a press-conference, organised in Limanu - Vama Veche with 30 participants;
- Construction works – development of a bicycle trail (5,117.50 m) and a pedestrian trail (4,100 m);
- Preparatory activities in view of capitalising the investment and promotion of the sustainable cross-border tourism - placement of 15 panels with tourist information maps, safety rules on the trail and EU visibility elements, printing of 2 types of tourism promotional leaflets and a safety rules guide, development of a website and organisation of a conference on "Cross-border tourism by bicycle", organisation of a cross-border inaugural race, etc.

Budget of the project

EUR 487,628

Date  
from/to

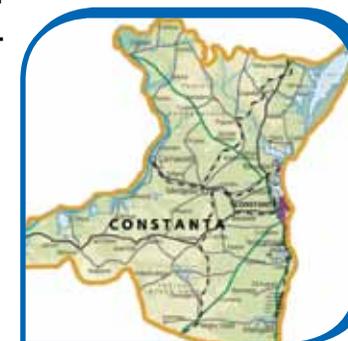
2008 - 2009

Source of financing

EU-Phare Cross-border Cooperation Programme Romania-Bulgaria 2005 (EU and national funds)

Additional sites of interest in proximity

- Local sites of interest - seaside acvatory around Mai-Vama Veche, Hagini Forest, Limanu Cave Protected Area, Black Sea coast, etc.;
- Local events - annual folklore festival, Stuffstock rock fetsival, etc.;
- Local products - traditional dishes of sea fish and handmade products.



## Active tourism and water sports projects

The presented projects concern the following areas:

- Development of cycling routes – 7 projects;
- Establishment of a horse riding farm – 1 project;
- Organisation of an extreme sports festival – 1 project;
- Establishment of a camping and a yacht club providing opportunities for water sports – 1 project.

The main challenges and difficulties during the projects implementation have evolved from the specifics of each project type.

The cycling projects have usually met difficulties related to the specifics of the construction works or legislative issues, especially if they have included the participation of a none-EU country. For example, in Croatia (not an EU member), it has been quite complicated to install bicycle signs proposed by the EU as they have not been accepted by the country's regulations.

The main challenges and difficulties in the organisation of the extreme sports festival have been related to ensuring all the needed sponsors and the intensive promotional activities, all of which have been highly dependent on the organising team. That is why involving highly qualified and experienced experts has been vital for the success of the event.

The majority of the obstacles met during the establishment of the camping and a yacht club have mainly been related to the specifics of the provided services. For example, solving the problem with providing drinking water, power supply and fuel for the yachts is a common issue for all river ports. Secondly, the specific challenges related to the protection against floods and droughts and maintaining the necessary cleanliness of the water, the river bank and the adjacent camping areas must also not be neglected.

Most of the abovementioned projects are considered as successful. The newly established cycling routes have encouraged the local tourism supply and the rural development. The new extreme sports festival has contributed to the attraction of competitors from all over the world. It has attracted the interest of the media and sponsors and has become very popular in a short period of time. The horse farm and the camping and a yacht club have also contributed to the local tourism development. A key to their success has been the option to remain one step in front of the competitors through the diversification of tourism supply.

For the development of future projects, it is advisable to have in mind the following:

- Development of cycling routes – it is best to choose areas with picturesque landscapes, rich traditions, culture and traditions in gastronomy. It is also very important to ensure the development of a network of various tourist entities, such as restaurants and accommodation facilities. For reasons related to safety and health, it is good to avoid places with much traffic.
- Establishment of a horse farm – since the establishment of such a farm usually requires large amounts of investments and implementation at several stages, it is vital to choose a strong team of professionals to manage the project in the long run.
- Organisation of an extreme sports festival – practice shows that the most important thing to do is to set the right goals and priorities at the start and then to work hard in order to get the desired results.
- Establishment of a camping and a yacht club – as a recreational establishment, it is very important to ensure good visibility and intensive marketing at national and international level. High season activity programmes can be organised in order to diversify the tourism supply.

## Comments and conclusions

## Comments and conclusions

The River Danube represents both a water border with the adjoining challenges in terms of accessibility that this creates and a link between a number of countries throughout Europe. As part of the network of Pan-European Transport Corridors, the Big River (Corridor № 7) requires the joint efforts of all states constituting its river basin since as a system it can be both positively and negatively influenced by different developments along its length.

Although moving towards a political and economic unification of the states in Europe on the platform of the European Union, the nation states are still alive and vibrant. Therefore, passing through the territory of ten countries, and another 9 countries forming its river basin, the River Danube is an anchor that in modern times serves as a lever that can bring nations together rather than to divide them.

The economic development of the countries comprising the Danube Basin is different, ranging from ones that are leaders in Europe's economy, to others that over the past 20 years are in process of transition from centralised planned economies

**Table 1. Coverage and population of the countries in the Danube River Basin (DRB)**

Country	Code	Coverage in DRB (sq. km)	Share of DRB (%)	Share of DRB in country (%)	Population in DRB (million)	Share of population in DRB (%)
Albania	AL	126	<0.1	0.01	<0.01	<0.01
Austria	AT	80,423	10.0	96.10	7.70	9.51
Bosnia and Herzegovina	BA	36,636	4.6	74.90	2.90	3.58
Bulgaria	BG	47,413	5.9	43.00	3.50	4.32
Croatia	HR	34,965	4.4	62.50	3.10	3.83
Czech Republic	CZ	21,688	2.9	27.50	2.80	3.46
Germany	DE	56,184	7.0	16.80	9.40	11.60
Hungary	HU	93,030	11.6	100.00	10.10	12.47
Italy	IT	565	<0.1	0.20	0.02	0.02
Macedonia	MK	109	<0.1	0.20	<0.01	<0.01
Moldova	MD	12,834	1.6	35.60	1.10	1.36
Montenegro	ME	7,075	0.9	51.20	0.33	0.40
Poland	PL	430	<0.1	0.10	0.04	0.05
Romania	RO	232,193	29.0	97.40	21.70	26.79
Serbia	RS	81,560	10.2	92.30	6.90	8.52
Slovak Republic	SK	47,084	5.9	96.00	5.20	6.42
Slovenia	SI	16,422	2.0	81.00	1.70	2.10
Switzerland	CH	1,809	0.2	4.30	0.02	0.02
Ukraine	UA	30,520	3.8	5.40	2.70	3.33
<b>Total</b>	-	<b>801,463</b>	<b>100.0</b>	-	<b>79.23</b>	-

Source: International Commission for the Protection of the Danube River and national sources

**Figure 1. Pan-European Transport Corridors**



Source: European Commission

towards market-based economic progress. In all cases, however, unified by the common goals for a convergence- and cohesion-driven future they are all either part of the European Union or candidates for accession, or closely related to the political and economic decision-making process of the EU, based on the free movement of goods, capital, services and people.

The Common Guidebook for Big River Projects presents 72 projects from 7 countries, which have either been implemented over the 2000-2010 period or are still in the process of completion till 2012, and in some cases – till 2015. The overall budget of those projects is a bit over EUR 430 million as they have involved hundreds of partners from those countries. The financial allocation in terms of the five main groups of projects is as follows:

- Integrated projects: a bit over EUR 192 million
- Eco-tourism: about EUR 24 million
- Culture and historical tourism: a bit over EUR 40 million
- Tourist facilities and infrastructure: EUR 169 million
- Active tourism and water sports: about EUR 8 million

The projects are funded by a variety of EU, national, local and other sources (e.g. third-party aid programmes and private

businesses), as follows:

- EU-Phare Cross-border Co-operation Programmes
- Bilateral Neighbourhood programmes
- Leader+
- CARDS programme (Community Assistance for Reconstruction, Development and Stabilisation)
- Instrument for Pre-Accession Assistance
- South East Europe Transnational Co-operation Programme
- Interreg IVC programme
- Bilateral cross-border cooperation programmes under the European Territorial Co-operation objective in the 2007-2013 period
- National operational programmes funded by the European Regional Development Fund and the Cohesion Fund
- Donor agencies and programmes (e.g. United Nations Development Programme, USAID, Catholic Relief Service, GTZ, Austrian Development Agency, etc.)
- State institutions (ministries, agencies, etc.)
- Municipalities
- Private sponsors

It is evident that the River Danube can generate significant

**Table 2. Economic development of the Danube Basin countries**

Country	Status in the EU	Area (sq. km)	Population	GDP* (PPP**), USD billion	GDP per capita* (PPP), USD	GDP growth rate*, %
Albania	Potential candidate country	28,748	2,994,667	23.86	8,000	3.5
Austria	EU member	83,871	8,217,280	332.00	40,400	2.0
Bosnia and Herzegovina	Potential candidate country	51,197	4,622,163	30.33	6,600	0.8
Bulgaria	EU member	110,879	7,093,635	96.78	13,500	0.2
Croatia	Candidate country	56,594	4,483,804	78.09	17,400	-1.4
Czech Republic	EU member	78,867	10,190,213	261.30	25,600	2.3
Germany	EU member	357,022	81,471,834	2,940.00	35,700	3.5
Hungary	EU member	93,028	9,976,062	187.60	18,800	1.2
Italy	EU member	301,340	61,016,804	1,774.00	30,500	1.3
Macedonia	Candidate country	25,713	2,077,328	20.00	9,700	0.7
Moldova	PCA <sup>+</sup>	33,851	4,314,377	10.99	2,500	6.9
Montenegro	Candidate country	13,812	661,807	6.72	10,100	1.1
Poland	EU member	312,685	38,441,588	721.30	18,800	3.8
Romania	EU member	238,391	21,904,551	254.20	11,600	-1.3
Serbia	Potential candidate country	77,474	7,310,555	80.10	10,900	1.8
Slovak Republic	EU member	49,035	5,477,038	120.20	22,000	4.0
Slovenia	EU member	20,273	2,000,092	56.58	28,200	1.2
Switzerland	EEA*** Agreement	41,277	7,639,961	324.50	42,600	2.6
Ukraine	PCA	603,550	45,134,707	305.20	6,700	4.2

Source: World Bank, Eurostat, Central Intelligence Agency

Notes: \*2010 estimate, \*\*Purchasing Power Parity, \*\*\* European Economic Area, <sup>+</sup>Partnership and Co-operation Agreement

financial resource for the implementation of projects related to its valorisation and development, which is formalised by the introduction of the EU Strategy for the Danube Region aimed at boosting its development, proposed by the European Commission on 8 December 2010 and endorsed at the General Affairs Council on 13 April 2011. Its implementation phase has started on 24 June 2011 following the expressed support by the European Council.

### EU Strategy for the Danube Region (key facts)

Target countries:

- 8 EU countries: Austria, Bulgaria, Czech Republic, Germany, Hungary, Slovak Republic, Slovenia and Romania
- 6 non-EU countries: Bosnia and Herzegovina, Croatia, Montenegro, Moldova, Serbia and Ukraine

Challenges faced by the Region:

- Environmental threats (water pollution, floods, climate change)
- Untapped shipping potential and lack of road and rail transport connections
- Insufficient energy connections
- Uneven socio-economic development
- Uncoordinated education, research and innovation systems
- Shortcomings in safety and security

Targets of the Strategy:

- 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 organisations

Main pillars for action:

- Connecting the Danube Region
- Protecting the environment in the Danube Region
- Building prosperity in the Danube Region
- Strengthening the Danube Region

There is no separate funding mechanism for the implementation of the priority areas within the EU Strategy for the Danube Region (EUSDR). Rather, the strategy will aim to mobilise the available resources under

a number of national, local and EU funds and other donors. Under the Cohesion policy of the European Union (European Regional Development Fund, European Social Fund and the Cohesion Fund) for example, EUR 100 billion are available between 2007 and 2013, as part of them can be allocated towards projects for the development of the Danube River and its adjoining areas together with significant funds under the Instrument for Pre-Accession Assistance (IPA) and the European Neighbourhood Policy (ENPI). At project level, 41 Territorial Co-operation Programmes (18 Cross-border co-operation (CBC) programmes, 7 Transnational programmes, 13 IPA CBC programmes and 3 ENPI programmes) cover the geographical area of the Danube Region.

EUSDR can also be financed through loans from international financial institutions, such as:

- European Investment Bank
- European Investment Fund
- European Bank for Reconstruction and Development

The implementation of the Strategy will also rely on the active involvement of the private sector in economically feasible projects and on options for developing public-private partnerships. Other financial instruments available throughout the 2007-2013 period include:

- Joint European Resources for Micro to Medium Enterprises (JEREMIE)
- Joint European Support for Sustainable Investment in City Areas (JESSICA)
- European Commission Initiative to reinforce development of micro-credit in Europe (JASMINE)
- Joint Assistance to Support Projects in European Regions (JASPERS)

Therefore, the development of future projects in the field of tourism shall have to take into account the EUSDR, its objectives, priorities and ways of multiplication of the effects of the projects' realisation in the larger context of the Strategy.

### Navigation and Inland Waterway Action and Development in Europe (NAIADES) Action Programme (2006-2013)

Another effort of the European Commission (EC) is concentrated on the promotion of the inland waterway transport. Thus, the EC hopes to encourage more companies to use this mode of transport in order to relieve the heavy congested mainland transport corridors. The policy to promote inland waterway transport in Europe is formulated in the Navigation and Inland Waterway Action and Development in Europe (NAIADES) Action Programme (2006-2013). It aims to enhance the use of inland navigation as part of the intermodal freight solutions, in order to create a sustainable, competitive and environmentally friendly European transport network.

**Table 3. Main pillars for action and priority areas (larger objectives of the Strategy) by coordinators**

Pillars	Priority areas	Coordinators
<b>A. Connecting the Danube Region</b>	1. To improve mobility and multimodality	Inland waterway: • Austria • Romania Rail, road and air: • Slovenia • Serbia (Interest: Ukraine)
	2. To encourage more sustainable energy	• Hungary • Czech Republic
	3. To promote culture and tourism, people to people contacts	• Bulgaria • Romania
<b>B. Protecting the environment in the Danube Region</b>	4. To restore and maintain the quality of waters	• Hungary • Slovakia
	5. To manage environmental risks	• Hungary • Romania
	6. To preserve biodiversity, landscapes and the quality of air and soils	• Germany (Bavaria) • Croatia
<b>C. Building prosperity in the Danube Region</b>	7. To develop the Knowledge Society (research, education and ICT)	• Slovakia • Serbia
	8. To support the competitiveness of enterprises	• Germany (Baden-Württemberg) • Croatia
	9. To invest in people and skills	• Austria • Moldova
<b>D. Strengthening the Danube Region</b>	10. To step up institutional capacity and cooperation	• Austria (Vienna) • Slovenia
	11. To work together to promote security and tackle organised and serious crime	• Germany (Federal Ministry of Interior, in cooperation with Bavaria) • Bulgaria

Source: EU Strategy for the Danube Region

The implementation of NAIADES is supported by a major trans-European project called PLATINA (EUR 8.5 million), launched on 1 October 2008 and financed by the EU's Seventh Framework Programme for Research and Technological Development (FP7). The project consortium comprises 23 partners from 9 countries, whose core is formed by Via Donau (Austria) as a co-ordinator, Voies Navigables de France (France), Bundesverband der Deutschen Binnenschifffahrt (Germany), Promotie Binnenvaart Vlaanderen (Belgium) and the Rijkswaterstaat Centre for Transport and Navigation (the Netherlands).

The EC is also promoting inland waterway transport through the Marco Polo programme, providing funding for projects which shift freight transport from the road to sea, rail and inland waterways. Marco Polo aims to free Europe's roads of an annual volume of 20 billion tonne-km of freight, the equivalent of more than 700,000 trucks per year travelling between Paris and Berlin.

The importance of inland waterway transport in Europe, contributing to the decongestion of the overloaded road network

in densely populated regions, is supported by the following facts:

- There are more than 37,000 km of waterways connecting hundreds of cities and industrial regions in Europe
- 20 out of 27 EU member states have inland waterways, 12 of which have interconnected waterway networks
- Inland waterway transport is reliable, has low environmental impact in terms of energy consumption, noise and gas emissions:
  - Energy consumption per tonne/km of transported goods is approximately 17% of that of road transport and 50% of rail transport
  - Noise and gas emissions are modest
- Inland waterway transport ensures a high degree of safety
- The total external costs of inland navigation (in terms of accidents, congestion, noise emissions, air pollution and other environmental impacts) are 7 times lower than those of road transport

### Trans-European Transport Network (TEN-T)

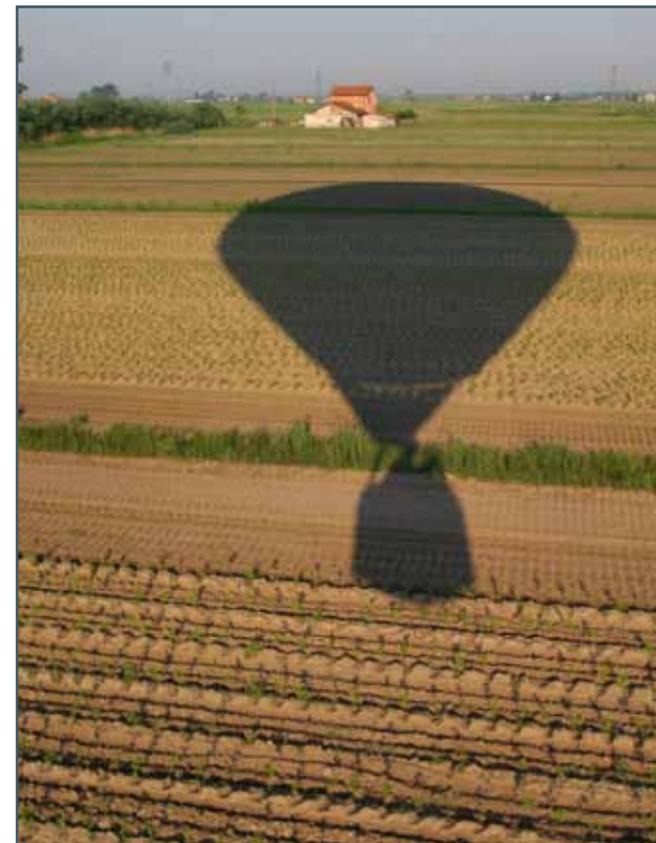
Inland waterway transport needs to be considered in the wider

context of the Trans-European Transport Network (TEN-T), which comprises hundreds of projects, including all modes of transport:

- Road
- Rail
- Maritime
- Inland waterways
- Air

Thirty Priority Projects (or Axes) have been nominated to concentrate on the pan-European integration and development with the ultimate purpose of ensuring the cohesion, interconnection and interoperability of the trans-European transport network.

According to forecasts of the European Commission, the growth in traffic between the EU member states is expected to double by 2020, as the cost of EU infrastructure development to match the demand for transport has been estimated at over EUR 1.5 trillion for the 2010-2030 period. The completion of the TEN-T network requires about EUR 550 billion until 2020 out of which some EUR 215 billion need to be dedicated to the removal of the main bottlenecks.



The EU is supporting the TEN-T implementation by several financial instruments:

- TEN-T programme
- Cohesion Fund
- European Regional Development Fund
- Loans and credit guarantees from the European Investment Bank

In addition to construction works, grants are also given for project designs and elaboration of feasibility studies, technical analyses, environmental impact assessments, geological explorations, etc.

One of the 30 priority projects (PPs) is the development of the Waterway axis Rhine/Meuse-Main-Danube (Priority Project

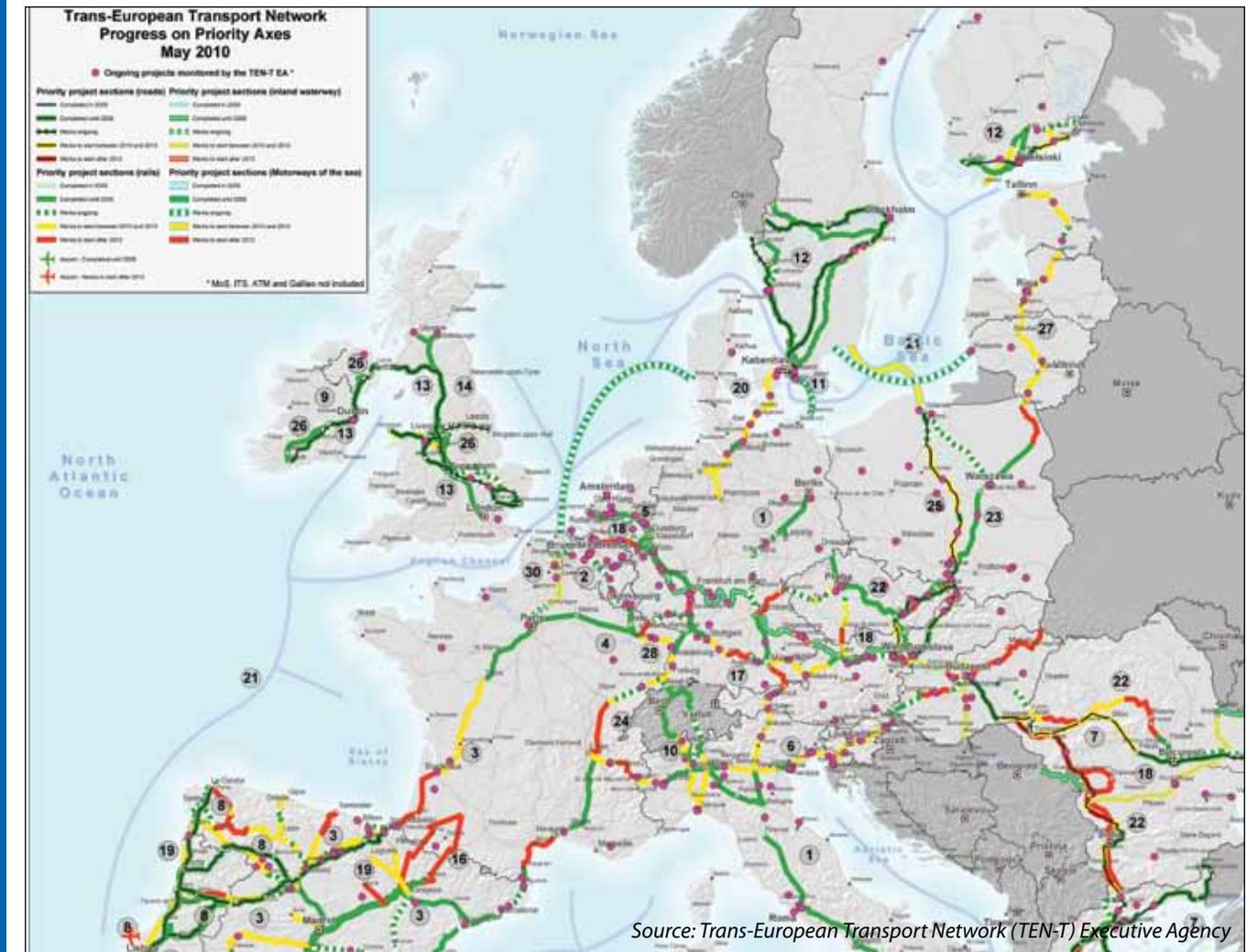
18). PP18 crosses Europe transversally from the North Sea at Rotterdam to the Black Sea in Romania. The Meuse and the Rhine rivers are the entrance gates for the Belgian and Dutch inland waterways to this Priority Project corridor, linking the northern ports of Rotterdam and Antwerp but also offering a connection towards the Seine-Northern Europe Canal, part of PP30 (Inland Waterway Seine-Scheldt).

PP30 will connect the French inland waterway network to the Belgian, Dutch and German network and ports, as well to the main ports of the Northern Range (Le Havre, Rouen, Dunkirk, Zeebrugge, Ghent, Antwerp and Rotterdam). It will make them

accessible for large gauge barges. Together with PP 18 (Rhine/Meuse-Main-Danube), PP 30 aims to connect all the major inland waterway basins in order to integrate inland waterways into the EU's transport network. The Rhine river, through the Main river and the Main-Danube Canal, is connected to the Danube river that flows into the Black Sea. This corridor is one of the longest ones in the Trans-European Transport Network and crosses both EU countries and non-Member States.

In conclusion, when developing and implementing tourism related projects in the future, they should always bear in mind the complexity and multifaceted role of the River Danube in the development of

**Figure 2. Trans-European Transport Network Progress on Priority Axes, May 2010**

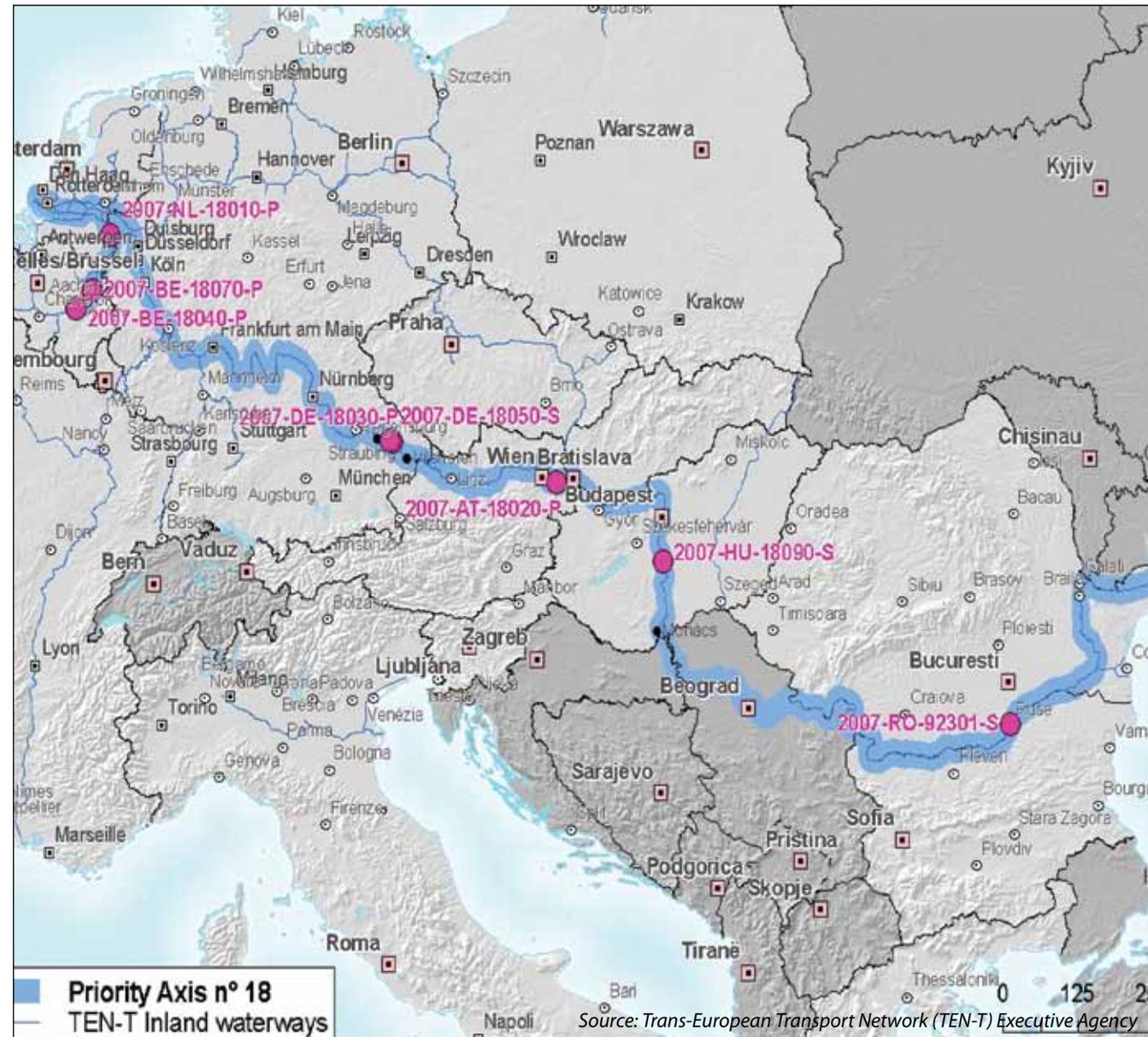


Source: Trans-European Transport Network (TEN-T) Executive Agency

Europe. Each new project needs to see how it can benefit from the River Danube agenda and whether it can contribute to the realisation of the objectives in the EU Strategy for the Danube Region and other related programmes and actions across the European Union. In such a way, while achieving the specific project goals and outputs, as

part of a system it will be able to have a Europe-wide impact. This is especially important now when Europe and the world are in the midst of an economic crisis, which requires better co-ordination between the different stakeholders, economies of scale and positive thinking for the future.

Figure 3. Priority Project 18 (Waterway axis Rhine/Meuse-Main-Danube)



Annex 1.

DATOURWAY project outputs



## Danube River's main tributaries, ports and largest bridges over the Danube

**Table 1. Danube River's main tributaries\***

Tributary	Length (km)	Tributary	Length (km)
Lech	254	Tysa/Tisza/Tisa	966
Naab	191	Sava	861
Isar	283	Tamis/Timis	359
Inn	515	Morava (CS)	430
Traun	153	Timok	180
Enns	254	Jiu	339
Morava/March	329	Iskar	368
Raab/Rába	311	Olt	615
Vah	398	Yantra	285
Hron	278	Arges	350
Ipel/Ipoly	197	Ialomita	417
Sió	121	Siret	559
Drau/Drava	893	Prut	950

Source: International Commission for the Protection of the Danube River

Note: \*First order tributaries with catchments over 4,000 sq. km in the order of their confluence with the Danube from the source to the mouth

**Table 2. Main ports along the Danube River**

Country	Ports
Germany	Nuremberg, Kelheim, Regensburg, Straubing-Sand, Deggendorf, Passau
Austria	Linz AG, Voestalpine Werkshafen Linz, Linz Felbermayr, Ennshafen, Ybbs (Schaufler), Mierka Donauhafen Krems, Korneuburg (Agrarspeicher), Wiener Hafen
Slovakia	Bratislava, Komarno, Sturovo
Hungary	Gyor-Gonyu, Budapest – Ferroport, Dunaujvaros – Dunaferri, Dunaujvaros – Centroport, Dunavecse, Paks, Bogyiszlo, Baja, Mohacs – Boly Zrt, Mohacs – Kreativ Studio Kft., Mohacs - Margitta
Croatia	Osijek, Vukovar
Serbia	Apatin, Bogojevo, Backa Palanka, Novi Sad, Belgrade, Pancevo, Smederevo FERANEX AG, Smederevo Tomi Trade Port, Prahovo, Sremska Mitrovica, Sabac Industrial Port, Sabac international Public Port, Sombor, Senta
Bulgaria	Vidin, Lom, Somovit, Belene, Svishtov, Svishtov-Svilozha, Ruse Zapad, Ruse Iztok, Ruse Bulmarket, Tutrakan, Silistra
Romania	Moldova Veche, Orsova, Drobeta Turnu Severin, Giurgiu, Giurgiu Freeport, Cernavoda, Medgidia, Murfatlar, Constanta, Braila, Galati, Tulcea
Ukraine	Reni, Izmail, Kilia, Ust-Dunaysk
Moldova	Giurgiulesti

Source: Danube Ports Online

### Danube River's largest bridges:

- Danube Bridge - 2,800 meters in length – connects the cities of Ruse (Bulgaria) and Giurgiu (Romania);
- Megyeri Bridge – 1,862 meters in length - the longest bridge of Budapest, Hungary;
- Pentele Bridge or M8 Danube Bridge - 1,682 meters in length – connects the towns of Dunavecse and Dunaújváros in Hungary;
- Cernavodă Bridge – 1,593 meters in length – it is a warren truss bridge connecting the cities of Fetești and Cernavodă in Romania;
- Giurgeni – Vadu Oii Bridge - 1,450 meters in length – connects the municipality of Giurgeni and the village of Vadu Oii in Romania;
- Liberty Bridge, Novi Sad - 1,312 meters in length – located in the city of Novi Sad, Serbia;

- Pančevo Bridge – 1,167 meters in length – located in Belgrade, the capital of Serbia;
- Árpád Bridge - 928 meters in length - located in Budapest, Hungary;
- Margaret Bridge - 607 meters in length - located in Budapest, Hungary;
- Prístavný most - 599 meters in length - located in Bratislava, Slovakia;
- Reichsbrücke - 528 meters in length - the most famous bridge in Vienna, Austria;
- Apollo Bridge - 518 meters in length - located in Bratislava, Slovakia;
- Petőfi Bridge - 514 meters in length - located in Budapest, Hungary;
- Mária Valéria Bridge - 500 meters in length - located in Esztergom, Hungary.



## Useful internet links

Datourway project	<a href="http://www.datourway.eu">www.datourway.eu</a>
EU Strategy for the Danube Region	<a href="http://ec.europa.eu/regional_policy/cooperate/danube/index_en.cfm">http://ec.europa.eu/regional_policy/cooperate/danube/index_en.cfm</a>
Executive Agency for Competitiveness and Innovation	<a href="http://ec.europa.eu/eaci">http://ec.europa.eu/eaci</a>
International Commission for the Protection of the Danube River	<a href="http://www.icpdr.org">www.icpdr.org</a>
Navigation and Inland Waterway Action and Development in Europe (NAIADES) Action Programme (2006-2013)	<a href="http://www.naiades.info">www.naiades.info</a>
Trans-European Transport Network Executive Agency (TEN-T EA)	<a href="http://tentea.ec.europa.eu">http://tentea.ec.europa.eu</a>
<b>Funding programmes</b>	
Black Sea Basin Joint Operational Programme	<a href="http://www.blacksea-cbc.net">www.blacksea-cbc.net</a>
Competitiveness and Innovation Framework Programme (CIP)	<a href="http://ec.europa.eu/cip/eip/index_en.htm">http://ec.europa.eu/cip/eip/index_en.htm</a>
Eco-innovation Initiative	<a href="http://ec.europa.eu/environment/eco-innovation">http://ec.europa.eu/environment/eco-innovation</a>
European Territorial Co-operation Programmes	<a href="http://ec.europa.eu/regional_policy/cooperation/danube/programmes_en.htm">http://ec.europa.eu/regional_policy/cooperation/danube/programmes_en.htm</a>
Intelligent Energy Europe	<a href="http://ec.europa.eu/energy/intelligent">http://ec.europa.eu/energy/intelligent</a>
INTERREG IVC	<a href="http://i4c.eu">http://i4c.eu</a>
Marco Polo Programme	<a href="http://ec.europa.eu/transport/marcopolo/">http://ec.europa.eu/transport/marcopolo/</a>
Med Programme	<a href="http://www.programmemed.eu">www.programmemed.eu</a>
Seventh Framework RTD Programme (FP7)	<a href="http://cordis.europa.eu/fp7/home_en.html">http://cordis.europa.eu/fp7/home_en.html</a>
South East Europe Transnational Cooperation Programme	<a href="http://www.southeast-europe.net">www.southeast-europe.net</a>
<b>The EU funds</b>	
Cohesion Fund (CF)	<a href="http://ec.europa.eu/regional_policy/thefunds/cohesion/index_en.cfm">http://ec.europa.eu/regional_policy/thefunds/cohesion/index_en.cfm</a>
European Regional Development Fund (ERDF)	<a href="http://ec.europa.eu/regional_policy/thefunds/regional/index_en.cfm">http://ec.europa.eu/regional_policy/thefunds/regional/index_en.cfm</a>
European Social Fund	<a href="http://ec.europa.eu/esf/">http://ec.europa.eu/esf/</a>
Community Assistance for Reconstruction, Development and Stabilisation (CARDS)	<a href="http://ec.europa.eu/enlargement/how-does-it-work/financial-assistance/cards/index_en.htm">http://ec.europa.eu/enlargement/how-does-it-work/financial-assistance/cards/index_en.htm</a>
European Neighbourhood Policy (ENPI)	<a href="http://ec.europa.eu/world/enp/funding_en.htm">http://ec.europa.eu/world/enp/funding_en.htm</a>
Instrument for Pre-Accession Assistance (IPA)	<a href="http://ec.europa.eu/regional_policy/funds/ipa/index_en.htm">http://ec.europa.eu/regional_policy/funds/ipa/index_en.htm</a>
<b>EU financial instruments</b>	
Joint Action to Support Micro-finance Institutions in Europe (JASMINE)	<a href="http://ec.europa.eu/regional_policy/thefunds/instruments/jasmine_en.cfm">http://ec.europa.eu/regional_policy/thefunds/instruments/jasmine_en.cfm</a>
Joint Assistance to Support Projects in European Regions (JASPERS)	<a href="http://ec.europa.eu/regional_policy/thefunds/instruments/jaspers_en.cfm">http://ec.europa.eu/regional_policy/thefunds/instruments/jaspers_en.cfm</a>
Joint European Resources for Micro to medium Enterprises (JEREMIE)	<a href="http://ec.europa.eu/regional_policy/thefunds/instruments/jeremie_en.cfm">http://ec.europa.eu/regional_policy/thefunds/instruments/jeremie_en.cfm</a>
Joint European Support for Sustainable Investment in City Areas (JESSICA)	<a href="http://ec.europa.eu/regional_policy/thefunds/instruments/essica_en.cfm">http://ec.europa.eu/regional_policy/thefunds/instruments/essica_en.cfm</a>
<b>International financial institutions</b>	
European Bank for Reconstruction and Development	<a href="http://www.ebrd.com">www.ebrd.com</a>
European Investment Bank	<a href="http://www.eib.europa.eu">www.eib.europa.eu</a>
European Investment Fund	<a href="http://www.eif.europa.eu">www.eif.europa.eu</a>
<b>Other useful information</b>	
European Territorial Co-operation	<a href="http://ec.europa.eu/regional_policy/cooperate/index_en.cfm">http://ec.europa.eu/regional_policy/cooperate/index_en.cfm</a>
EU Strategy for the Baltic Sea Region	<a href="http://ec.europa.eu/regional_policy/cooperate/baltic/index_en.cfm">http://ec.europa.eu/regional_policy/cooperate/baltic/index_en.cfm</a>
European Local ENergy Assistance (ELENA)	<a href="http://www.eib.org/products/technical_assistance/elena/index.htm">http://www.eib.org/products/technical_assistance/elena/index.htm</a>
European Rivers Network	<a href="http://www.rivernet.org">www.rivernet.org</a>
PLATINA project (Trans-European project for the promotion of inland waterway transport)	<a href="http://ec.europa.eu/transport/inland/promotion/platina_en.htm">http://ec.europa.eu/transport/inland/promotion/platina_en.htm</a>