

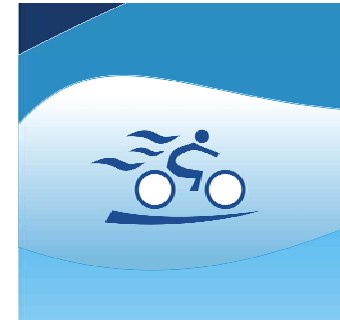
gtz



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

The Danube - the river that unites Europe -

**Development of the tourism sector as integrative
element for the countries of South-Eastern Europe**



**The German Technical Cooperation
(GTZ)**

**Program for economic development and
cooperation (WBF) in Serbia**

Key goal: The development of the Danube as an economic region

- ↪ Boosting economic activity in the Danube region is one of the key goals of the **economic development and employment promotion programs** implemented by
 - the **German Technical Cooperation (GTZ) GmbH** www.gtz.de on behalf of
 - the **German Federal Ministry for Economic Cooperation and Development (BMZ)** www.bmz.de

- ↪ These programs promote **tourism, investment and environmental protection** in the Danube riparian states in South-Eastern Europe:
 - **Croatia**
 - **Serbia**
 - **Bulgaria and**
 - **Romania**

Promoting tourism is a priority area

Together with the national coordination teams and the Danube communities developing and implementing a tourism concept for the Danube region:

- Identification of tourism potentials and designing new tourism products (e.g Danube cycle route from Budapest to the Black Sea)
- Consulting of tourism enterprises (e.g CEFE trainings)
- Supporting marketing activities (e.g map production, internet presentations and fair promotion)
- Supporting economic cooperation along the Danube

Opportunities for the riparian countries

Tourism development is:

- a key element in South-Eastern Europe integration into European community and promotes cross-border cooperation between the states, regions and communities
- creating new jobs in tourism sector, making a significant contribution to income and employment promotion
- harnessing unique cultural and nature potentials along the Danube
- spreading the positive image of the „blue Danube“ to the South-Eastern Europe
- helping establish tourism products on sustainable basis , focusing on nature, rural areas, wine tourism, cycling and cruises

Activities for joint project planing and coordination

- In February 2004 first Conference was organized, with aim to integrate all decision makers of countries and regions along the Danube in South-Eastern Europe in the process to develop tourism
- Decision to concentrate in the first phase to develop Danube cycle route from Budapest to the Black Sea
- Working group was founded with representatives from Croatia, Serbia, Romania and Bulgaria to elaborate activities to improve knowledge and image about the region
- Working group meets regularly in Belgrade, Sofia, Temisoara, Vukovar, Russe, Budapest, Oberreifenberg to identify working fields, define priorities and make action plans
- Participants from Ministries, regions, local communities, NGOs, agreed on responsibilities to work on tourism concepts, creating tourism products, marketing activities and education measures

Activities for to product development and promotion

- Jointly production of the first cycle map from Budapest to the Black Sea as PPP Project with Kartographie Huber, Munich
- Jointly presentations and press conferences of the Danube region of responsible Ministers from Croatia, Serbia, Romania and Bulgaria on ITB in 2005 and 2006
- Jointly participation with own stand on the several fairs ITB, Eurobike Friedriedshafen etc.
- Jointly creation of the Danube website www.donau-info.org to present Danube region of the South-Eastern Europe
- CEFE trainings special adopted for start-up in tourism were carried out in four Danube communities

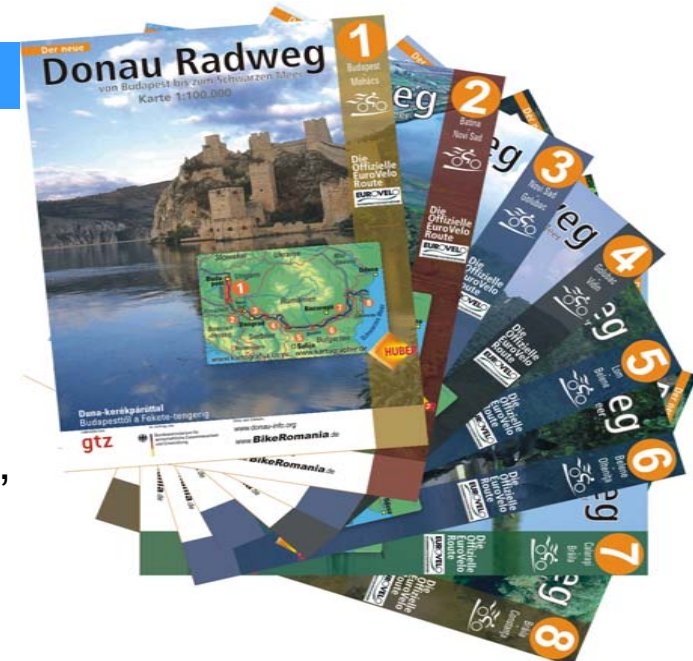
Why “new” Danube cycling route?

- ↪ **Cycle tourism is niche**, but growing sector - 2,45 Million Germans have been on bicycle holidays in 2004 (+8,9 % 2003)
- ↪ **Donauradweg is famous brand** (Passau -Vienna)
- ↪ **Further development in Hungary** is already going on
- ↪ **There is already demand for the Danube cycle route in the SEE!!!** Cycle tourist from Germany, Austria are already cycling along the Danube in SEE.



Steps to produce Danube cycling map from Budapest to the Black Sea

- ↪ **Consultation with national, regional and local authorities, tourist organizations, authorities of national parks, NGOs, cycle experts etc.**
- ↪ **Scanning of all possible routes** (dams, local streets, existing cycle paths, partly with photo documentation)
- ↪ **Mapping of tourist infrastructure** (hotels, motels, pensions, camps, restaurants, tourist information centers)
- ↪ **Searching for alternative means of transport** (e.g. ferries, buses)
- ↪ **Checking regulation in the National parks, hunting areas etc.**



Some projects results

- Cross border cooperation in South-Eastern Europe is strengthen
- First new sustainable tourism products in the region are developed (e.g Donauradweg)
- Number of cycle tourists has doubled in 2006
- Improvement of image the Danube in SEE
 - more than 10 articles in German and Austrian media;
 - cc. 1500 visitors on the Danube-Web-Site monthly
- Increased level of education through CEFÉ trainings
- In several regions increase of tourism enterprises and improvement of products standards
- Danube region put for the first time as priority for tourism development (e.g in Serbia defined budget for Danube more than 8 Mio € for 2007)

Success story - Bilje, Croatia

- Bilje (6.000 inhabitants) is situated near the Danube and the Nature Park Kopački Rit
- In 2001, first family registered beds for tourists. Today the Municipality of Bilje has 200 registered beds and guests from 63 countries and 5 continents and an annual turnover of about 250.000 EUR. Thus, the tourism sector of Bilje has become a development generator.
- The first bicycle tourist visited Bilje one and a half years ago. Up till then, there was no idea of bicycle tourism; then the Danube Route was signposted. When first house was registered as Bike & Bed – people laughed! Today, there are 10 Bike & Bed Houses and local farmers supply an increasing amount of home-made and eco products, such as meat, eggs, honey, paprika, flowers, wine etc.
- In the meantime, the national government, the district and local community support the development of tourism offers.

Planned activities for 2007

- Support of signposting of the cycle route in Serbia and Romania
- Education of start-ups through CEFE trainings in five Danube municipalities
- Support of the development of tourism products in selected Danube communities
- Support for jointly promotion on several fair and conferences
- Supporting promotion activities like study tours for German travel agencies and journalist

Get in touch with us!

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