DCC participated at the special Danube section of the Ferien Messe Linz, from January 23-25, together with Linz Tourismus and the Danube countries Hungary, Romania and Slovakia. At DCC stand, we hosted two of our members - Radostina Yotova from Odysseia-In presented the unique opportunities to explore Bulgaria through tailor-made trips, while Aleksandra Milicevic from National Tourism Organization of Serbia conveyed the feeling of the country's lifestyle to austrian visitors.

Every day marketing expert Hendrik Wintjen and DCC members held presentations of Destination Danube to the audience in Ferien Kino and also at the main stage of the fair. Visitors could really experience the diversity of what Danube has to offer through materials (and chocolates) from City of Bratislava, latest issue of «hochglanz» magazine Donau-das Magazin from Arge Donau Oesterreich, colorful presentations of protected areas - Danube Parks, genuine and wild Eco Romania, time travel to ancient Rom Times with Muzen Zaječar, Serbian adventures organized by travel agency Magelan and the experience of Hungary - More than expected. We jointly promoted the Destination Danube to Austrian tourists, who were mainly interested in cruising the river, «wohnwagen» tourism and the camping sites along the Danube. And the river has a plenty of this to offer.

From 5th to 9th March, Danube Competence Center, together with its members, promotes the beauty, history, culture and tourism potential of the Europe's second longest river at the world's biggest tourism fair - ITB Berlin 2014.

Eight Danube countries - Germany, Austria, city of Bratislava in Slovakia, Hungary, Serbia, Romania, Bulgaria and Moldova – will give visitors the opportunity to discover different destinations along the Danube, to explore the magic of the river, but also to get an overview of the Danube business and tourism potentials of Danube countries.

A Forum «Danube – Marketing the joint cultural heritage» on cultural routes along the Danube as a model for cross-border tourism and as an engine of socio-economic development, will be organized with distinguished guest speakers from UNWTO, European Institute of Cultural Routes and travel agencies, facilitated by Mr Emanuel Cernat, PA 3 Co-Coordinator of the Danube Strategy.

Guided tours to Danube countries’ stand will be organized and visitors will have the opportunity to win the attractive prize with the Danube Passport game. You can find more information about events and activities at danubecc.org/itb. See you in Berlin!
DCC NEWS

TRANS DANUBE PROJECT
www.transdanube.eu

First results of the TRANS DANUBE project, led from the side of DonauBuero Ulm, were presented during the CMT fair in Stuttgart (11th January – 19th January), and at the Holiday fair in Vienna on 19th January. TRANS DAUBE team presented the interactive Danube map and an exemplary first international package for environmentally friendly travel on the river. The next and even more complete output of this project, that tackles weak accessibility in the tourism destinations along the Danube, will be development of Danube cards that are still in the test phase.

FPDD CAPACITY BUILDING EVENTS

In cooperation with GIZ, HNE Eberswalde University and Mascontour, Focal Point Destination Danube organized two capacity building events for various stakeholders from the Danube region during the November 2013. A four-day long intensive info tour brought guest-house owners, wine makers, museum staff and municipality administration from Belogradchik Municipality, to South Tyrol, Italy. Following that, FPDD sent 8 representatives from municipalities and other tourism-related institutions from the Danube Region to Germany, on an intense 11-day training program.

Following the success of the events in late 2013 and to jumpstart 2014, one representative from Belogradchik Municipality and one from Ruse Municipality attended an intensive 3-day in Brussels, Belgium (05.-07.02.), called Project Management for Sustainable Tourism (PM4SD).

ROKE DONAU ÖSTERREICH ANNUAL MEETING

The working group of the Danube region in Austria met for their annual general meeting on the 29th January 2014 in Linz. The ARGE Donau Österreich carried out a branding process for the clear positioning of the whole Austrian Danube region in 2013. During this process, the brand “Danube Austria” has been defined with its unique and distinctive values. Two other highlights during the last year were the joint participation at the ITB in Berlin, as well as the 5th anniversary which the ARGE Donau Österreich celebrated in August 2013 in Vienna.

In 2014 the ARGE Donau Österreich will be again at the ITB, with the aim to enhance the international brand awareness. Internationalization of the brand is an important part in 2014, which can be seen on the membership with DCC and the ARGE Strasse der Kaiser und Könige.

BIKE CENSUS

The ARGE Donau Österreich carries out a bike census since 2010 on the Austrian Danube Cycle Path. The figures of 2013 show a slight minus of 5.5% compared to 2012. This decrease is due to the severe flooding of June 2013. Nevertheless, still around 596.00 people have used the Danube Cycle Path in Austria in 2013. Approximately 51.000 cycle the whole distance from Passau to Vienna. Another 145.000 cyclists make short trips. 200.000 people make day trips on the Danube Cycle Path and another 200.000 are daily life cyclists.

BRATISLAVSKY REGION

Bratislava Region Tourism started their promotion of the “Bratislavy region” through short image films. On their YouTube channel now you can find out more about this attractive destination that offers unforgettable experience through cultural beauties, unique food and drinks.

https://www.youtube.com/watch?v=DLKmc1X6MIiK&list=PLSUzA895_9TzGHomKFlGfu9N_V0xTHM7&index=1

PROMOTION OF SVINITA COMMUNE

www.svinita-turism.ro

Association Promehedinti successfully finished the project that promotes tourism potentials of Svinita Commune and strengthens industry of local, regional and national tourism in Romania. In order to reach defined goals, project resulted in several concrete activities such as: creation of database with tourist information and attractive photographs, development of basis for Online marketing through establishment of portal, as well as making two promotional videos, signposting in the area and distribution of various printed materials.

Knowledge and experience that was obtained within the process was also presented from the side of Promehedinti member Ms. Alexandra Toader during the Project lifecycle workshop in Belgrade organized from by DCC between 11th-12th of December.

CAMPING IN SERBIA
www.camping.rs

During last year, the Camping Association of Serbia has mapped 10 most attractive locations for development of new camping sites in Serbia that would meet the needs and requirements of modern campers. Further, Programme of Camping Development as a Tourism Product has created a plan which integrates different aspects of camping development in Serbia.

This has been done in framework of project “Camping potentials of Serbia – Mapping of Serbia in search for attractive new camping sites”, run by the Camping Association of Serbia with partners National Tourism Organization of Serbia, Camping Association of Vojvodina and DCC, in cooperation with local tourism organizations and support of the Ministry of Finance and Economy.

www.svinita-turism.ro

ANNIVERSARY
www.camping.rs
Council of Europe cultural routes management

trends, challenges and opportunities

The Council of Europe’s 26 cultural routes have been selected as exemplary initiatives illustrating Europe’s history and culture and providing access to it for visitors from in and outside Europe. Each is a complex combination of heritage, research, traditions, culture and first-hand participative educational and leisure experiences. The Council of Europe’s model has developed over almost 27 years since the programme was launched by the Declaration of Santiago de Compostela in 1987, into a sustainable model for theme-based cultural tourism projects in Europe. Working towards the fulfilment of the criteria for certification has today become an almost certain equation for the success of any cultural route.

Cultural routes may offer a path between different places with a shared culture and heritage, such as the pilgrimage routes of Saint James and the Via Francigena, but some are necessarily physically linked, made up of widespread networks of sites (Ceramic Heritage, for instance, linking Limoges, Delft, Iznik in Turkey, Faenza in Italy, etc.). Others combine both characteristics – the Mozart Ways show how the young musical prodigy toured Europe from the earliest age, without systematically proposing specific routes between towns with Mozart heritage, and while the Route of Saint Martin of Tours follows the traces of Saint Martin’s travels through Hungary, other sites are linked by their shared traditions and religious constructions dedicated to the saint.

The criteria for certification as a Council of Europe cultural route require each network to establish and maintain active cooperation between at least three countries. Therefore, not only must the economic, social and sometimes political challenges within a region or a country be met, but joint activities must be organized regularly over national borders. Other conditions concern scientific research, a legal status, educational activities and exchanges, contemporary artistic creation, visibility, tourism products and economic stability.

The European Institute of Cultural Routes, located in Luxembourg, is the implementing agency for the Council of Europe’s programme. The Institute organises assistance and training sessions for candidates and managers of certified routes, and carries out evaluations of projects as well as the regular three-year evaluations of Council of Europe cultural routes.

As well as verifying whether individual routes are complying with the certification criteria, this examination of the strengths and weaknesses of routes gives a reliable overview of general tendencies and helps to identify areas where assistance and advice are most necessary. The last two evaluation cycles have shown that routes do not always organise regular artistic events around their themes, one of the criteria aimed to ensure a “living heritage” approach to the presentation of history and traditions. Today’s technologies allow many types of creativity to reach out to large and diverse publics, so the Institute is working on tools to help routes respond more effectively to this criterion.

Funding a route network is also a challenge for applicant projects. In recent years the European Commission (DG-ENTR) has published calls for transnational cultural route projects, which some projects have used to the full to launch new cultural routes. Attracting regional support is also important for cultural routes to be well implanted in their territories. The Institute is currently working on relations with national tourism organisations, to raise awareness and increase the visibility of the cultural routes as sustainable, cultural tourism products.

The Institute organises a Council of Europe Cultural Routes summer seminar, targeting capacity-building in the different areas of cultural routes management, and is creating a network of cultural routes studies with a core group of universities. Practical training with UNWTO is currently at the design stage. Twenty cultural routes projects are receiving advice and assistance from the European Institute of Cultural routes in view of future certification, among them The Roman Emperors and the Danube Wine Route.

Penelope Denu
Executive Secretary, Council of Europe Enlarged Partial Agreement on Cultural Routes
Director, European Institute of Cultural Routes, Luxembourg

In order to promote cycling as an ecological way of transportation, association Cyclomaniacs tends to increase the number of cyclists through cooperation with partners on local, national and international level. Main objectives of the association is improvement of cycling infrastructure, practicing safe cycling, broadening the usage of cycles and environment protection. All of these activities are focused on further tourism improvement of Međimurje county and Romania in general.

About the Danube for the Danube

This association has been established with the idea to educate children and young people about the economic, environmental and tourism importance of the Danube, and to organize activities and improve cooperation with stakeholders from Danube region. As a part of the project “Danube – classroom on the water”, association is now bringing the children from all parts of Serbia on the classroom-boat, giving them the opportunity to learn directly on the spot about the nature and life on the Danube river.
NORTICUM AT PROWEIN 2014

Through the support of FPDD, Bulgaria’s newly established wine growing sub-region ‘Norticum’ will be represented at the 20th edition of the most important European wine exhibition PROWEIN 2014, organized from 23rd to 25th of March 2014, in Dusseldorf, Germany. During last year’s PROWEIN, there were 4000 exhibitors from 50 countries and over forty thousand visitors.

“Norticum” - a brand name of a sub-region in the registered Bulgarian wine region “Dunavská ravnina”, brings together wine-makers from Vinid and Belogradchik Municipality. Norticum will be presented on V VINUM booth - Europe’s leading Wine Magazine, which will be an excellent opportunity for it to be introduced to world’s wine society, as well as to showcase the specific wine production of northwestern Bulgaria. After an internal selection, 6 wines from 3 wineries in the region (cellars Magura, Borovitza and Novoselska) were shortlisted for a Live-Tasting event, targeting wine specialists at VINUM Tasting zone in hall 06.1 stand C02 at PROWEIN.

CROSSTOUR 2014 BROKERAGE EVENT IN RUSE

Enterprise Europe Network, at the Business Centre for Small and Medium Enterprises, organizes the fourth Cross Tour 2014 brokerage event, which will take place on 24th April 2014 in Ruse, Bulgaria.

Cross Tour is the only annual tourism B2B event which takes places in Bulgarian part of the Danube. This B2B offers tourism and creative industry stakeholders the chance to meet potential partners in pre-arranged face-to-face meetings, in order to establish business cooperation. Application is open until April 7th, while more information and registration for the event can be found on: http://danubetour-net.eu/crosstour2014/howitworks/

CULTURAL TOURS NEAR BELGRADE

In order to present diversity of cultural heritage and traditional ways of living in Serbia, Association Our Hands is now organizing interactive programs for the groups. Through the guided tours that are organized in the suburbs of Belgrade, visitors can learn more about the craftsmanship by visiting mini museum of crafts, how to cook traditional Serbian food, how to make trinkets from various materials, or enjoy in the nature by visiting several attractive destinations near mountain Avala. Everybody interested to learn more about the prices and dates of the tours should write an e-mail to: naseruke@yahoo.com

BUSÓ CARNIVAL 2014

Traditional Busó Carnival will take place in Mohács, Hungary, from 27.02. to 04.03.2013, in order to celebrate arrival of spring. This important event, in some ways similar to spring celebrations all over the world, was included in the representative list of the UNESCO Cultural Heritage in 2009.

German National Tourist Board will present Germany as a travel Destination on the upcoming IFT Fair in Belgrade. Stand will be placed in Hall I, stand 1124.

Use this opportunity to get acquainted with varied and plentiful tourist offers of Germany as a travel destination and meet German partners presented on IFT 2014: Bavaria Tourism, Berlin Tourismus & Kongress GmbH / visitBerlin, Regensburg Tourism Board, Deutsche Lufthansa AG / Lufthansa German Airlines and Deutsche Bahn / German Railways.