In order to strengthen the international cooperation within the context of the EU Strategy for the Danube Region, a delegation from Upper Austria visited DCC in Belgrade from 29 – 31 July 2014. The delegation was led by Dr Michael Strugl, a member of the Upper Austrian Government with the area of responsibility of economy, sports and tourism. Other participants were Robert Seebel (chairman of the Upper Austrian Tourism Council), Manfred Grubauer (chairman of the Tourism Board of Linz), Friedrich Bernhofer and Petra Riffert from the Marketing Association for Tourism Board of Linz), Friedrich Bernhofer and Petra Riffert from the Marketing Association for Tourism Board of Linz), Friedrich Bernhofer and Petra Riffert from the Marketing Association for Tourism Board of Linz). During their trip, delegation had the chance to talk to the Serbian Prime Minister Aleksandar Vučić, Vice Prime and Tourism Minister Rasim Ljajić, the Minister of the Province Vojvodina Branislav Bugaski, Daniela Schily of DCC and Godrana Plamenac, managing director of the Serbian National Tourism Board. The delegation was warmly welcomed by all the hosts and common goals for the international cooperation could be fostered and taken forward even more. Some of the main ones are:

- Joint cooperation in projects in the context of the EU Strategy for the Danube Region, such as joint marketing of the UNESCO-World Heritage Sites in general, and the UNESCO-World Heritage Site “Roman Danube Limes”
- Strengthening of the cooperation in terms of nature areas, such as the “Danube parks”
- Definition of joint quality standards for touristic offers and infrastructure, in order to drive forward the common brand building process of the Danube
- Strengthening of the cooperation with shipping companies and creation of new products in relation to cruises on the Danube
- Planning and Implementation of the project “Cultural Ship” in cooperation with Roman archaeological sites in all Danube countries
In order to establish first tourist package that will offer a tour between Ilok, Novi Sad and Sremski Karlovci with the cruiser Danubius, DCC organized a FAM trip for 35 tourism experts between 9th and 10th of September. In cooperation with Tourist Board of the Vukovar-Srijem County, TO Ilok and TO Sremski Karlovci, FAM trip gathered representatives of prominent Croatian and Serbian tourism agencies, as well as journalists specialized in the field of tourism. During two days, participants had the opportunity to learn more about the history, leisure, gastronomical and wine offer in two cities, while special experience during the trip was cruising with Danubius - at this moment, the only cruiser that connects cities on the Danube in Croatia and Serbia.

ROMAN EMPERORS AND DANUBE WINE ROUTE: SCIENTIFIC CONFERENCE – MEET THE ROMAN EMPERORS

Scientific conference “Meet The Roman Emperors”, organized by DCC, was held on 6th of October. The participants had the opportunity to get to know more about Roman Emperors and Danube Wine Route, as well as different aspects of cultural tourism. Dr Goran Petkovic, professor at the Belgrade Economy Faculty and former Serbian State Secretary for Tourism, talked about the relevance of integration between tourism and cultural heritage, while Dr Anne Hunnel Chen, professor of History and Archaeology, History of Art and Architecture from Brown University, presented a new digital archaeological platform that can be used to network archaeological sites across the new Route.

MARKETING MEETING

On September 30th, members and partners of DCC gathered in Belgrade to discuss joint marketing activities under a common Danube umbrella. The recently developed services manual was presented for the first time, highlighting promotional modules that can be booked by DCC members and partners in five different key areas of promotion: 1. Fairs, Festivals, Events  2. Trade  3. Print & Multimedia  4. Press and Media 5. On-line Marketing and Social Media. Additionally, the ongoing improvement of Danube.travel was presented and will soon be notable throughout the entire site. The presentations were followed by a lively discussion on how to further align the DCC marketing approach with individual activities of the ten member countries, by highlighting the Unique Selling Proposition of each Danube country, engaging in both nearby and long distance markets and by focusing on complementary activities with cross-country focus that individual countries cannot assume. Participants coincided that the joint image and positioning of the Danube needs to be further strengthened, and that product development and quality improvements have to go hand in hand with it. In view of these challenges and opportunities, DCC is uniquely prepared to act as a service provider for the entire Danube region and articulate cross-country tourism in line with market requirements.

ROMAN EMPERORS AND DANUBE WINE ROUTE: STUDY TRIP ON CULTURAL HERITAGE AND TOURISM

From 22nd to 26th of September, ten representatives from cultural heritage sites along the Roman Emperors’ and Danube Wine Route, visited the Netherlands for a study trip on cultural heritage and tourism. This was part of a DCC-project and was organized in cooperation with the Dutch agencies Europe Destination Marketing and Histodian. Main goal was to learn more about the interpretation and touristic potentials of cultural heritage and to inspire the participants with different examples of Dutch ways, on how cultural heritage can benefit from tourism and vice versa. During the study trip, different sites of cultural importance in the Netherlands were visited, including the Seventeenth Century Canal Ring Area of Amsterdam and the Defense line of Amsterdam (both UNESCO World Heritage), the New Dutch Waterline and the Roman Limes. Next to the excursions, the program contained presentations by several field experts.
During this summer, in Felix Romuliana site, a number of innovations were presented: the “Techoculture” project with augmentative reality panels, audio guides on several languages, panels on Braille, as well as newly landscaped natural amphitheatre just outside the imperial palace. In July, the 48th Guitar Festival was officially opened on Felix Romuliana, but it was just one of many cultural events on the site - beside book promotions, theatre performances, exhibitions of paintings and photographs, film projections.

TO POZAREVAC

Tourism Organisation of Požarevac successfully organized series of events that are traditionally held during the summer in eastern part of the Danube flow in Serbia. It hosted the events on the third day of International Danube Regatta, during which the river caravan cruised along the Danube from Stari Banovci to Djerdap Gorge. Except for the various manifestations and carnivals, TO Požarevac also organized traditional Ljubicevo Horse Games: sword cutting, spear throwing, horse riding etc.

Danubiana Meulensteen Art Museum is one of the most romantic modern art museums and a very interesting tourism attraction within Bratislava Region. It is located fewer than 20km south from Bratislava, and since its opening in 2000. was a venue of numerous important exhibitions which attracted thousands of Slovak and foreign visitors, as well as royals, leading politicians and people in the field of culture.

The unique location bordering on three countries, and a sensitive integration with the surrounding nature and the River Danube, give the visitors extraordinary views of exhibited artworks and of the flora and fauna unique to the peninsula of art in every season of the year. The adjoining sculpture park exhibits the works of a number of international artists.

At this moment, there is the exhibition of Galanda Group, which was formed by nine Slovak artists in the middle of XX century.

FPDD: RESEARCH ON CRUISE TOURISM ALONG THE DANUBE IN BULGARIA

The first phase of the study covering main river ports along the Danube in Bulgaria, and commissioned by FPDD, has been completed and its results were presented in a series of press conferences in the Danube cities between 29th of September to 3rd of October. Within this project, a group of Bulgarian professors aims to collect information information on cruisers’ behavior in the destinations that will be available for all interested stakeholders and could be used as a basis for further analysis. In addition, information for the implementation of ETIS in the Bulgarian Danube region is being gathered within the research.

PROMOTION OF GERMAN CITIES ON DANUBE. TRAVEL PORTAL

From the beginning of October, German National Tourist Board started with promotion of 32 Danube cities in Germany on Danube.travel. If you would like to plan your own holiday on German Danube, check out the link:


Our goal is to create and improve the conditions required for development of tourism and, in that way, enable the numerous tourist subjects to present their capacities and services and gain bigger profit.

By organizing a number of educational seminars and workshops and participating in various projects, we are likely to improve and create all required prerequisites in order to fulfill these goals.

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ODYSSEA-IN SPORT AND TRAVEL AGENCY
www.odyssea-in.com

Odyssea-In is the leading Bulgarian tour operator for adventure and culture tours. For more than 15 years now, we create and sell original tours on European and international markets. Our tours are distinguished for their high quality, authentic establishments for overnight, professional tour leaders and mountain guides. We are a team of travelers and photographers, and would like to show you this part of the country where the mountains, villages and monasteries still preserve their unique character.

ASSOCIATION PRO – MEHEDINTI
www.promehedinti.ro

The Association Pro-Mehedinti is a non-governmental organization founded in July 2007 in Drobeta Turnu Severin, with the declared mission of supporting the overall sustainable development in the Mehedinti County by promoting the values of this place at regional, national and European level.
UPCOMING EVENTS

UPCOMING FPDD EVENTS

Cycling club ‘Skala’ – Belogradchik organizes Rock ‘n’ Roll cycling competition in the Belogradchik Rocks area on 26th October. The event, supported by FPDD, will welcome both cycling enthusiasts and experienced cyclists. Participants will be divided into 5 groups and will have the chance to compete for various prizes.

For more information on the event visit www.fpdd.bg

Following the same topic, FPDD is organizing a two-day info trip to Linz, Austria, starting on 27th October. It will provide an opportunity for decision makers from Danube municipalities and tourism organizations to further acquaint with the economic, ecological and energy-saving benefits of cycling tourism and to learn about best practice in policy implementation in the field.

CAMPING ASSOCIATION OF SERBIA - OPENING OF THE FRUSKA GORA DANUBE REGION RESOURCE CENTER

Reconstructed, equipped and furnished premises of the Fruska Gora Danube Region Resource Center will be officially opened on November 6th 2014.

It is organized as part of the project “Sustainable Tourism Development in Fruska Gora Danube Region” that is being implemented by the Camping Association of Serbia and partners Fruska Gora National Park and Tourism Organization of Serbia, supported by the Austrian Development Agency and the European Commission.

November 6th

OUR STORIES:

DCC OFFICE AS TOURIST INFO CENTER

On 16th October, DCC office received an e-mail with the request to support 4 Italian cyclists that were already on the way along the EuroVelo 6 route heading to the middle and lower parts of the Danube. Since Matteo, one of the cyclists, didn’t have Internet access, mail was written by his father: that way, it was agreed that members of the DCC office will welcome the group and provide them with necessary guidelines for further trip.

Early in the morning on 20th October, four cyclists arrived in front of the building of National Tourism Organisation of Serbia and DCC office. Fully prepared, with luggage and equipment that will help them to last more than a month on the 3000km long road, they were welcomed in our premises.

During the short meeting, Matteo said that he already explored the route, but that they were unfamiliar with details of upcoming section - so his friends and him needed a help when it comes to the accommodation, natural and cultural highlights and other logistical questions related with the roads, distances and prices.

“We have started our journey from Ferrara in Italy. Then we went to a small place near Venice and continued towards Austria in order to reach Donaueschingen. From that point, our journey along the Danube starts. We are now on the road for more than a month. Cities in upper part of the Danube were quite interesting and roads were well marked, but we didn’t know what to expect when we reach Serbia and continue further. From what I was able to find on Internet, we are really interested to explore Iron Gate Region while our final destination will be Constanta, on the Black Sea.” - Matteo said.

DCC team proposed the plan for the next stops and arranged meetings with representatives of local tourism organisations, so that Matteo and his crew could continue their journey as safe as possible and also to be sure that they won’t miss exciting places along the way. Except of the project activities that DCC develops on daily basis, support of the passing-by cyclists becomes more and more usual activity for the team. From the beginning of the year, DCC had an opportunity to welcome 4 passionate group of cyclists who wanted to learn more about the Danube Region.

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