The Roman Emperors’ Route and The Danube Wine Route

The Roman Emperors’ Route and The Danube Wine Route are cultural routes which promote cultural tourism in the region of the Middle and Lower Danube. Using various promotional instruments, Croatia, Serbia, Bulgaria and Romania present antique monuments and wine making tradition as an innovative tourism offer, as well as the integral part of the European cultural identity.

The Roman Emperors’ Route leads visitors to the times when Roman armies occupied eastern part of Europe, which became a starting point for longer military missions. This route is a unique opportunity to see the places where Roman emperors lead their battles, planned their actions, tried to heal the wounds or merely stayed for a while. Some of them were even born in this region.

On twenty locations in four Danube countries, one has a chance to walk down well preserved streets twenty centuries old, touch the robust walls of Roman fortresses and towns, read inscriptions in stone plaques, and explore the importance of the Danube, both in antique and modern times.

The Danube Wine Route explores the tradition and the art of wine making. At the same time, it is an excursion to a number of undiscovered destinations along the river - to small towns and villages where the Danube history and tradition still can be felt.

This route offers twelve different destinations - wine regions, where a visitor has the opportunity to taste the wine and the food, to meet the people, see the vineyards and wineries and explore the Danube cultural and geographical diversities - not just in theory, but through a real experience and personal impressions.

The initiative is supported by Competitiveness and Innovation Framework Programme of the European Commission (CIP). Read more at:

danube.travel
Danube.travel is a multi-media, interactive web portal, which brings information about tourism offers of the ten Danube countries and promotes the Danube as a new, attractive travel destination.

With a large number of photographs, interactive maps and articles, the portal focuses on historical, cultural and natural diversities of the Danube. It is a useful source of information for travellers, and a means of promotion for various tourism service providers.

Also, Danube.travel is the first place on Internet which offers complete presentation of stakeholders from the Danube region at one place. Users will no longer surf throughout several portals in order to find necessary information about tours along the Danube.

DANUBE.TRAVEL WORKSHOPS

Before and after official presentation of Danube.travel on ITB Berlin, DCC organized series of workshops in order to promote portal. From the end of January, to the beginning of February this year, workshops were held in Chisinau, Odessa, Vidin, Ruse, Bratislava and Sremski Karlovci. More than hundred participants - engaged in the tourism industry - had an opportunity to explore the portal, but also to learn techniques which could help them to promote their work on the Internet market.

During the workshops, the participants could open their own profiles on the portal, tell their opinion on the portal design, report mistakes and give suggestions on how to improve the platform.

After official launch of the portal on ITB Berlin, one more workshop was held in Croatia, in city of Ilok, where the representatives of hoteliers, restaurants and prominent wineries opened profiles of their organizations.

Next workshops will take place in Zaječar, Djerdap Region and Romanian Delta.

ITB BERLIN 2013

ITB Berlin 2013, held from 6th till 10th of March, once again proved to be one of the leading tourism fairs in the world. More than 10,000 exhibitors from 188 countries, 110,000 trade visitors, 60,000 public visitors, and 6,000 accredited journalists, clearly shows that this is the place where one needs and should be present, if wants to run a serious business in the tourism industry.

This year, the focus was on travel technology, especially in the context of social media and Mobile Travel Services: the stars of the fair were 250 bloggers who participated on a huge matchmaking event with exhibitors. For the first time, visitors were given a chance to book complete travels or just accommodation directly at the ITB Berlin, which was recognised as significant improvement of services.

In comparison to the last year, the number of visitors at the fair increased by 25%.

DANUBE @ ITB 2013

For the second time consecutively, DCC was given a task to promote the Danube as an attractive destination at the ITB Berlin. In association with eight Danube countries – Germany, Austria, Slovakia, Hungary, Serbia, Romania, Bulgaria and Moldova, and in cooperation with the ITB, diverse programs and activities were created to tangle general public and different types of tourism stakeholders.

During business days, visitors had the opportunity to take guided tours to eight countries' stands, and explore their tourism highlights, current business opportunities, as well as gastronomy. On a matchmaking event, organized on March 6th, top buyers had a chance to get information on tourism offers and products, directly from the service providers.

High state officials, tourism stakeholders and representatives of tourist and international organizations participated at the forum “Destination Danube – from political commitment to tourism reality”, that took place on March 7th. They discussed the gap between political vision and marketable tourism products in the Danube region, but also the best practice examples of “cross-border tourism”.

General public enjoyed the Danube passport game, which required both the time and knowledge of the visitors trying to win a tempting prize - Danube cruise.

Different activities of the DCC’s Danube @ ITB programme - focused primary on cooperation and clear vision - successfully introduced the Danube as an interesting tourism destination on a global level.

DCC’s STAND - A PLACE TO BE AT THE ITB

The stand of Danube Competence Center at ITB Berlin 2013 was a place where visitors had opportunity to learn more about what the Danube has to offer as a tourist destination. In central part and on the side of the stand, three large beams were posted, presenting three current DCC’s projects: that way, the visitors could enjoy the new Danube.travel portal, video presenting the Danube nature, and Cultural Routes in Middle and Lower Danube.
From a Diary of a National Park Ranger

“Splash!” - Sonja Lacin describes her nocturnal encounter with a beaver.

A not too chilly spring evening. A group of nature guides in the midst of organized advanced training starts off with a night boat tour on the tributary Veliki Bin, a branch of the Danube in the vicinity of Ort, located on the Danube. The objective: listening to the nocturnal activities of beavers. Shortly afterwards, we are drifting along the dark waters of the branch and due to careful, inaudible rowing, we are advancing into the night. When all of a sudden – „splash!” – the boat crew jerked briefly, followed by our tour leader’s sigh: “They’ve heard us...”

At the briefing held on land, we were informed what we could expect this evening. The munching of beavers feasting on a bark of willow branches, gnawing, the scraping sound of teeth while the beavers are razing a tree on land, the sound young beavers make when calling each other, similar to the sound young dogs make when whining, and – the almost banging collision of front teeth, i.e. the familiar – „splash!”, created once a beaver slaps its tail in the water – all warning sounds of potential danger. Disappointment is spreading through the boat, since we are aware that the warning sound signifies the end of our tour, and that for the next couple of hours, no beaver will carry out any nocturnal activities.

„Splash!” – while all are immersed in their own thoughts, the sound is coming from the other side of the bank. In front of us in the darkness lies Bin, while in the middle lies the water illuminated by a narrow shaft of moonlight. And there, approximately five meters in front of the bow of our boat, we can barely discern and almost see the hairs surrounding the muzzle, from the top of the head the view moves over the remainder of the animal's body which is underwater. A beaver! So close! But, it immediately disappeared into the darkness. While still transfixed with that vision, we jump up once again: „Splash!” The beaver dove in to our right.

„Splash!” – however that came from the other side of the branch, it was not a single lonely beaver...! At last our translator slowly begins to comprehend where we have landed: we were not the ones who caused the warning signals: we were in the midst of a moving phase of two-year old beavers, who were recently separated from their big families and who now have to find their own habitat. In order not to choose an already inhabited territory, the entire beaver family, which has just relocated, is using this evening to acoustically signalize their habitat.

We soon received confirmation of this theory. While we drew closer to the other habitat of beavers, located in that branch, we were greeted time and time again by slaps of beavers’ bodies which is underwater. A beaver! So close! But, it immediately disappeared into the darkness.

We will not hear many of the beaver sounds this evening. However, we will be a part of a certain adventure in the wild, which is new and incredibly inspirational to all. We were the quietest guests in the lives of our neighbors.

Dr Sonja Lacin
Ranger in National Park Donau Auen
www.yona.at
www.donauauen.at

TOURISM AGENCY OF THE REPUBLIC OF MOLDOVA is a specialized central administrative authority within the Government, based in Chisinau, which develops and promotes the state policy in the field of tourism. The Agency executes its tasks in close cooperation with ministries, other public administration authorities and legal entities in the Republic of Moldova and abroad. Its mission is to develop and implement legislative and regulatory framework, state policies and strategies in the field of tourism, to develop domestic tourism and to promote the country as a tourist destination abroad.
Photography competition
My Danube Photo

This will be the place for your photographs of the Danube: landscapes, wild life, nature, people, traditions, heritage, buildings, or any other aspect of the river.

Send your photographs to Danube.Travel Facebook page, so the selection of the best could be made.

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The best one published, will be awarded at the end of the year!