



Danube Competence Center - DCC - Quartely Bulletin - [www.danubecc.org](http://www.danubecc.org)

# danubecc

December 2016 - No.16



## DANUBE CRUISE TRAVEL TRADE Masterclass

Supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and organized by the Danube Competence Center, the first Danube Cruise Travel Trade Masterclass took place on November 15th and 16th in Belgrade. The goal of the conference was to create a credible platform for a more inclusive Danube product development – where buyers, suppliers and relevant public tourism authorities meet and discuss paths to new nautical products.

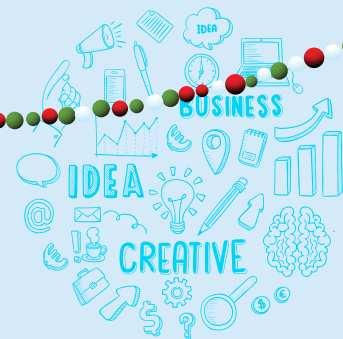
Participants used this chance to get a better understanding of specific challenges in the cruise business, and to discuss fascinating examples of new creative products. It was an opportunity for representatives of the cruise industry, tour operators, ports and also government institutions from nine countries to discuss innovative and stronger community oriented cruise tourism products.

Nick Greenfield, head of European Tour Operators Association, updated everybody with the newest travel trends and what this

means for the Danube as inbound market. On the other hand, Fero Bakos, product development manager from Tauck Company, explained the challenges and the importance of local partners for river cruise products, while Vuk Perovic, acting director of the Serbian Port Governance Agency, talked about the development of passenger terminals in Serbia. Radu Comanici, managing director of DCR Cruise Services, presented the way innovation within the cruise business creates competitive advantages.

During the afternoon sessions, participants took part in B2B meetings which were organized as “World Café” - round tables, where special guests switched from one to the next. At the end of the first day, they all had the opportunity to go out on a tour “Belgrade by Night”.

The second day of the event was dedicated to guided tours across Belgrade and the Eastern part of the Danube.



## STATUS OF DCC'S NEW Business plan

The idea behind the development of the Business Plan (BP) is to provide a better-segmented and more structured future for DCC.

One important reason is the fact that by the end of 2017, GIZ is leaving the project. Consequently, DCC needs to figure out the way to continue funding all of the member-focused activities that have been, so far, supported by GIZ.

Another important reason is that after five years of existence, DCC needs to evaluate its results and achievements. As a result of this process, better understanding its environment, DCC will be able to undertake more pro-active role in promoting and developing the Danube region as a high quality tourism destination.

The process was initiated during the workshop, organized along the Board meeting on 21 July 2016. The purpose of this meeting was DCC Board of Directors to meet consultants, understand their initial ideas and provide (strategic) feedback to consultants.

Up-to-date, the Draft BP is completed and sent to English language proof read and editing. After the document is edited, it will be sent to DCC Board of Directors for their scrutiny.

More details on the process, conclusions and acceptance process, will be shared with members along the preparations for the next General Assembly.





## CYCLING CONFERENCE AND THE MEETING OF EUROVELO NATIONAL COORDINATORS



On October 14<sup>th</sup> and 15<sup>th</sup> DCC participated on two important cycling events that took place in Vienna. The first one was III EuroVelo, Greenways and cycle tourism Conference dedicated to overall development of cycling and cycling tourism capacities in Europe. More than 20 presentations covered various topics in the field of cycling, marketing, project management, storytelling and tourism product development enabling participants to stay up to date with current trends and initiatives.

On the next day, meeting of National EuroVelo Coordination Centres and Coordinators (NECC/Cs) took place, in order to present best practices, exchange experiences and define further work of the network. The highlight of the event was presentation of the upcoming (updated version) of EuroVelo map, as well as its advertising space reserved for the route coordinators and stakeholders along the route, interested to be promoted on the map. Several presentations of the coordinators were focused on good practice examples and activities done in the meantime. After the meeting, participants had the opportunity to experience Vienna on bicycle – taking the round tour across signed sections of both EuroVelo 6 – Atlantic – Black Sea and EuroVelo 9 – Baltic – Adriatic.

## EUROVELO 6 CYCLING ROUTE PRESENTED IN NATIONAL PARK ALTA MURGIA



Upon invitation of Legambiente Association, the DCC took part on Ruralita Festival that was held between 23<sup>rd</sup> and 25<sup>th</sup> of September in Italian National Park Alta Murgia.

DCC Project Coordinator Vladan Krečković held a presentation about EuroVelo 6 and Iron Gate Cycling route, pointing out the differences and potentials for the development of cycling tourism in Upper and Lower Danube (comparison between Austria and Serbia).

DCC representative also used the opportunity to present criteria necessary for successful development of cycling accommodation and cycling offer in touristic destination, since the area of Alta Murgia National park represents attractive natural, culinary and wildlife destination, but at the same time lacks the appropriate infrastructure and programs that target cycling tourists.

Except taking part on the conference, DCC also established cooperation with LeGambiente Association through which two organizations will promote activities that contribute to sustainable development of cycling tourism.

VI CULTURAL ROUTES OF THE COUNCIL OF EUROPE ADVISORY FORUM  
VI FORUM CONSULTATIF DES ITINÉRAIRES CULTURELS DU CONSEIL DE L'EUROPE  
VI EUROPOS TARYBOS KULTŪROS KELIŲ PATARIAMASIS FORUMAS  
"Expanding the Cultural Routes of the Council of Europe: challenges and opportunities"

26-27 October, 2016  
Vilnius, Lithuania

## DCC ON COUNCIL OF EUROPE'S CULTURAL ROUTES ADVISORY FORUM

As managing authority of Roman Emperors and Danube Wine Route, Danube Competence Center participated on 6th Advisory Forum of Cultural Routes of Council of Europe, that took place between 26<sup>th</sup> and 27<sup>th</sup> October in Vilnius, Lithuania.

DCC took part in workshop number two – Developing new themes and topics, where more than 20 presenters talked about different aspects of cultural route development: from new possibilities and examples of cultural heritage interpretation, adaptation of the cultural route sites to be suitable for people with disabilities, to possibilities of combining cycling with cultural offer and usage of social media and other online tools for the promotion of cultural routes.

Specifically important presentations were the ones of Ms. Lapie Kathleen, Senior Project Officer of Joint Programme of Council of Europe, who presented the outcomes of this year bloggers trip across two cultural routes - TRANSROMANICA and Roman Emperors and Danube Wine Route - that took place between August 25<sup>th</sup> and 30<sup>th</sup>. The highlight of the presentation was the promotional video of the trip, that you can see on this link: [Cultural Routes Bloggers' trip – Crossing Routes Blogging Europe 2016](#).

Right after the presentation of Ms. Lapie, the route manager of TRANSROMANICA cultural route Ms. Christin Prange talked about the overall experience when it comes to the cooperation between two cultural routes and how this type of cross-cultural combination leads to a specific touristic experience.

The closure of the forum was highlighted with the presentation of Vilnius ROADMAP – document in which conclusions of two workshops were gathered in a shape of guidelines for future activities of the Cultural Routes of the Council of Europe programme.

At the same time, it was announced that the next Advisory Forum will take place in Lucca (Italy) in October 2017, on the occasion of the 30th Anniversary of the Council of Europe Cultural Routes programmer.





## THE DANUBE FROM A STUDENTS PERSPECTIVE



The Marketing Association German Danube in collaboration with the Hochschule der Medien in Stuttgart, initiated the project "Hochschule der Medien trifft Die Junge Donau" (University of Media meets the Young Danube). Students majoring in Cross Medial Editorial and Media Management, as well as two professors from the University, are involved in the cooperation which was inspired by the idea to strengthen the brand "Die Junge Donau/ The young Danube", the organization initiated the cooperation.

The goal is to understand a target audience, the so called "Millennials" (Age range 20-35 years) and to eventually learn how to reach this target group in the future. During two semesters, the students conduct online surveys, create an analysis paper based on the results of the surveys and then suggest new ways of marketing for the Danube region in Germany.

## TOURISM MASTER PLAN IN AUSTRIA 2016 – 2026

danube // AUSTRIA  
RIVER OF LIFE

The ARGE Donau Österreich presented a tourism master plan for the Danube region in Austria 2016 – 2026 in cooperation with the Federal Ministry of Science, Research and Economy and the Federal State of Upper Austria. This study has evaluated the findings of a similar study from 1994 and a well-founded, long-term strategic approach to tourism in the Danube region in Austria. It also provided recommendations for the implementation of actions in the next 10 years. A summary in English can be ordered as a pdf-file for free at [info@donau-oesterreich.at](mailto:info@donau-oesterreich.at).

## PORT OPERATOR ON THE DANUBE IN HUNGARY

MAHART Services and its mother company Mahart PassNave is the leading riverport operator in Hungary. Our ports and their great many docking positions are available at 13 points along the Danube in Hungary.

As the biggest port operator in Hungary, we have released our film presenting the whole Hungarian section of the River Danube. The film introduces you not only to the ports, but the most important sights of the cities as well. MAHART Services would be pleased to send this film to all of its partners interested, even for their own use.

<http://www.mahartpassnave.hu/index.php?cID=651>



## BUDAPEST CHRISTMAS FAIR AMONG THE TOP 10

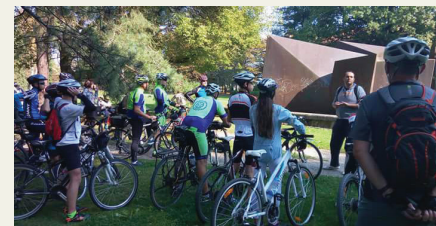
The Daily Mail Newspaper listed [Budapest as the cheapest and best](#) place to experience the Christmas Market phenomenon! Here are some of the best markets in the city:

Vörösmarty Square - located in the centre of the Hungarian capital, it offers superior wooden items, a lot of delicious food and drink (including an exquisite cream cake at the famous Gerbeaud Coffee shop). A professional jury selects all those high quality products that can be presented and sold at the fair, whether handicraft products, gifts, trend-setting and refined culinary specialties or cultural programmes.

"Advent Feast" - the latest of the Christmas markets (since 2011), but rapidly gaining popularity, due to its excellent setting and great added attractions is the extravaganza taking place in the large square in front of the main steps up to Saint Stephens Basilica. Although the fare on offer is mostly the same, here a skating rink takes pride of place in the middle by the oversized Christmas tree, and this together with the great romantic lighting, the backdrop of the Basilica, makes for a romantic atmosphere.

## CYCLING ALONG INDUSTRIAL HERITAGE IN SISAK

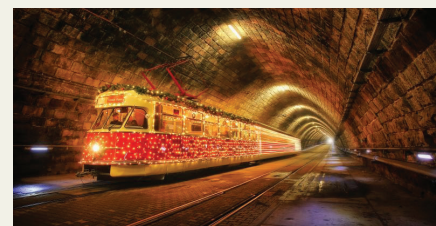
[www.sisakturist.com](http://www.sisakturist.com)



Town of Sisak is very famous for its industrial history and heritage. The industrial heritage is slowly becoming a part of town cultural heritage and a subject of tourist visits. Biking along a 30 km long route is the best way to visit the former industrial sites. That way, one can visit a 19th century power plant, brewery, iron factory, sculpture park and other former factories. The highlight of the route is visit to working river ship yard.

## CHRISTMAS TRAM IN BRATISLAVA

[www.visitbratislava.com](http://www.visitbratislava.com)



This year's breaking news in Christmas celebration in Bratislava, is the Christmas and Advent tram, which is free for a ride in the greater city center. Inside the tram, a visitor enjoys the feeling of a comfortable living room.

## THE DANUBE, FROM KAYAKS

[www.wildserbia.com](http://www.wildserbia.com)



This year Wild Serbia and Belgrade Adventure had an incredible season on the Danube with many activities like kayaking, hiking, cycling and caving. The most visited tours were Belgrade War Island kayak tour and Danube Iron Gate kayak tour. Season is not over yet, and WS continues activities in winter period on the Danube, for those who seek more adventure.





## GOLUBAC FORTRESS ON TRIAL WORK

After two years of comprehensive works on conservation, reconstruction, archaeological excavations as well as constructional works, Golubac Fortress has started trial work for visitors on October the 1st 2016. Since the opening, more than 1.500 visitors has visited the Golubac Fortress.

The fortress itself is closed to visitors, because it is still under reconstruction.

Sponsors of the trial work of the Golubac Fortress complex are: the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia, the Municipality of Golubac, Tourism Organisation of Serbia, agricultural cooperatives „Golubac“, „Adam komerc“ d.o.o. and „DM Security Ltd“.

### GOLUBAC CALENDAR FOR THE BEGINNING OF 2017:

**January 21st**

#### 10. ŠAKALIJADA (10th Hunting Jackals)

- Organizers: Hunting Association „Pek“ Braničevo and the Tourist Organization of Golubac;
- Participants: about 250 hunters from all over Serbia and about 50 guests;

Contact for information: Momirović Dragan - HA „Pek“ Braničevo +38169678518

**February 18th**

#### HAJKA NA VUKA (Wolf Hunting)

- Organizers: Hunting association „Kuna“ Dobra, National park „Derdap“ and the Tourist Organization of Golubac;
- Participants: about 200 hunters from all over Serbia and about 50 guests;

Contact for information: Mišić Dragan - HA „Kuna“ Dobra +38112669071

**February 11th Saturday**

#### DŽIPIJADA (Driving With Jeeps)

- Organizers: Jeep club „4X4“ Golubac and the Tourist Organization of Golubac;
- Participants: about 200 drivers from all over Serbia and from several other countries (Austria, Bulgaria, Romania...) and about 50 guests;

Contact for information: Adamović Dragiša +38163349105 - JC „4X4“ Golubac

**February 14th Thursday**

#### DANI VINA I MEDA

(Days of Wine And Honey, exhibition)

- Organizers: Association of Fruit and Wine Golubac, Beekeepers Association „Golubac“ Golubac and Tourist organization of Golubac;
- Participants: about 50 exhibitors from all over East Serbia and about 200 guests;

Contact for information: Predrag Perić +381646659269 - BA „Golubac“ Golubac



Tourism Organisation of Ilok invites you to spend New Years Eve on the banks of Croatian Danube in this charming city, famous for its spectacular culinary and wine offer. If you would like to step into 2017 with style, Ilok Celars prepared special program for the visitors that will start on **31st December**. The package includes free time in the city center until 18h when touristic train will take you through the Ilok vineyards to the Principovac estate - former residence of Italian royal family Odescalchi that is now luxurious restaurant with breathtaking viewpoint and 4\* accommodation complex. Before the champaign and fireworks in midnight, you will enjoy in Gala dinner and sounds of Davor Radolfi and Ritmo Loco band. The morning after is reserved for guided tour through old wine cellars where you will enjoy in wine tasting of famous local variety Traminac.

<http://www.ilocki-podrumi.hr/2016/11/30/docekajte-novu-2017-svecanost-sali-princeps-iloku-davora-radolfija-ritmo-loco-band/>



Odessa welcomes visitors at any time of a year and always has something special and memorable in store for them with its festivals, bright nightspots, theatres music clubs and just boundless joy:

**19th Dec** Celebration of Saint Nicholas Day and Opening of the main Christmas tree of the city.

**21st Dec** Have fun on the Christmas Festival!

**24th Dec - 8th Jan** Taste delicious food on the Festival of Gingerbreads.

**24th Dec** Celebrate European Christmas and see the presentation of the Art Christmas tree.

**31st Dec** Celebrate the New Years Eve on the Dumska square.

**1st Jan** Enjoy in the Holiday for children.

**2nd Jan** Visit holiday fun-fair „Mulled wine Festival“.

**6-7th Jan** Enjoy in the traditional Christmas celebrations

**8-9th Jan** Christmas Choristic Festival and Festive programme „Bethlehem star“

**4-11th Feb** Have a lot of laugh on the Festival „Liga smekha“

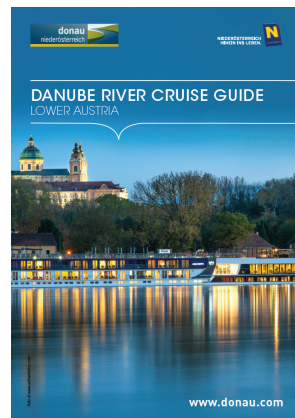
**10-11th Feb** The Festival of spiritual and choral art „From the sea to the sky“

**11-12th Feb** Celebrate the History of Odessa rescue

**20-26th Feb** You will also have a chance to celebrate old traditional event Maslyana.

## LOWER AUSTRIA RIVER CRUISE GUIDE

Donau Niederösterreich Tourismus GmbH published the Danube River Cruise Guide for the region of Lower Austria. The goal was to present all information and tips for group stays compactly, as well as to open up a full diversity of possible group experiences in this part of the Danube.



Apart from the variety of its tourism offers, Donau Niederösterreich Tourismus GmbH has many partners throughout the regional tourism industry, and is available for any kind of assistance.

Download free Danube River Cruise Guide:

<http://www.donau.com/en/the-danube-in-lower-austria/sleep-book/packages/group-packages/>



## WINTERTIME IN ODESSA

Odessa welcomes visitors at any time of a year and always has something special and memorable in store for them with its festivals, bright nightspots, theatres music clubs and just boundless joy:

**19th Dec** Celebration of Saint Nicholas Day and Opening of the main Christmas tree of the city.

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**24th Dec - 8th Jan** Taste delicious food on the Festival of Gingerbreads.

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